

April 29, 2009

Councilmember Ed Reyes
City Hall, Room 410
200 N. Spring Street
Los Angeles, CA 90012

Re: Council File No. 08-2020
Proposed Amendments to Sign Regulations

Honorable Councilmember Reyes:

The Los Feliz Improvement Association (LFIA), representing over 1,000 households in the Los Feliz area, has carefully monitored the development of the above-referenced ordinance.

The LFIA strongly supports the general limitations and prohibitions contained in the proposed ordinance, particularly the ban on digital billboards. The proliferation of signs, billboards and super-graphics has significant negative impact on both the safety of our freeways and streets as well as the quiet enjoyment of our residences and neighborhoods. We also believe that a robust and well-funded enforcement scheme is essential to the successful operation of the proposed ordinance.

This controversial and important ordinance has received "fast track" treatment. In addition, there is an impending decision of the Ninth Circuit Court of Appeals in litigation related to the City's existing sign regulations that is likely to have significant impact on the application of any new regulations in this area. For these reasons, we believe it would be best to extend the current Interim Control Order (or adopt a new Interim Control Order with a longer term) and defer a final decision on the provisions of a new comprehensive sign ordinance pending the decision of the Ninth Circuit.

During this extension period, additional careful consideration should be given to the impact and advisability of the provisions relating to "sign districts" and "comprehensive sign plans" contained in the proposed ordinance. We oppose these provisions and believe that they are antithetical to the purposes of the proposed ordinance, are essentially unworkable in their current form and will lead to additional costly litigation. We believe that any exceptions to the general limitations and prohibitions of the proposed ordinance (such as sign districts) need to be strictly limited to ensure the overall reduction of the aggregate number of signs, the protection of adjoining neighborhoods from visual intrusions and ample public notice (and the opportunity to be heard) when such exceptions are considered.

Sincerely,

Marian Dodge, President

cc: Councilmember Huizar
Councilmember Weiss
Councilmember LaBonge
Councilmember Garcetti