



**OFFICERS
2009-2010**

President
DONALD SELIGMAN
First Vice President
MICHAEL WIDMAN
Second Vice President
RICARDO GOMEZ
Coordinating Secretary
CHRIS LAIB
Recording Secretary
TESS NELSON
Treasurer
DONNA KOLB

Los Feliz Improvement Association
P.O. Box 29395, Los Angeles, CA 90029
(323) 660-1914
www.LFIA.org

February 16, 2010

West Los Angeles Planning Commission
200 North Spring St. Rm 272
Los Angeles, CA 90012

Re: DIR-2008-5006-BSA-1A
1333 Westwood Blvd.

Dear Commissioners:

The Los Feliz Improvement Association supports the Zoning Administrator in her finding that the City's Department of Building and Safety erred in issuing a building permit (permit # 07048-100000-002285) for the conversion of an existing static billboard to a digital display sign at 1333 Westwood Blvd. The location of the sign falls within the Westwood Pedestrian Oriented District (POD) which does not allow signs that flash or change messages. The digital sign is in violation of the provisions of the POD.

Further, this sign is a particularly dangerous traffic hazard, with displays of often blinding brightness, visible for blocks that are more than a passing distraction.

We ask that the APC request that the appropriate City authorities pursue removal of the sign as soon as possible. If there is any delay in the rendering of a final decision, we request that the sign be required to be turned off pending final resolution.

Thank you for your consideration.

Sincerely,

Donald A. Seligman, President

cc. Barbara Broide

Directors

George Abrahamian
Margie Bird
Marilyn Bush*
Dennis Chew
Sandra Collier
Marian Dodge*
Tom Ford
Margaret Goldsmith
Terry Hughes*
Lynne T. Jewell
Margret Lohfeld
Norman Mennes
Hilary Misiano
David Roberti
Patricia Ruben
Jennifer Schlosberg
Mary Beth Sorensen
Chuck Soter
Angela Stewart
Jordan Susman
June Teal
Michael Tunick
Valerie Vanaman
Denise Wingate
Demian Wyma
Donna Zenor*

*Past President

