



September 20, 2010

The Honorable Ed Reyes
Chair
Planning & Land Use Management Committee
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

RE: CPC 2007-5866-SN

Dear Councilman Reyes:

On behalf of the Hollywood Chamber of Commerce, representing more than 900 businesses in Hollywood, I am writing to urge the PLUM Committee to support the recommendations of the Los Angeles City Planning Commission relative to the issue of supergraphics in Hollywood. This is a very important issue related to the continuing revitalization of Hollywood. We believe the Planning Commission has considered all issues and developed a thoughtful compromise that will work for everyone.

When the City Council approved the final draft of the revised Hollywood SUD ordinance in March 2009, it provided for supergraphics to continue to be allowed. The motion of July 13, 2010 to amend the draft ordinance to ban supergraphic signs in Hollywood, was passed by the City Council without any input from the business community and without considering the ramifications of the ban. We are very concerned about the potential devastating impact the ban would have on some key projects in the pipeline. Developers have told us that if you pass the ordinance as written, it could effectively kill a proposed 400-room hotel adjacent to the Hollywood Palladium and the proposed 320-room Highland Center hotel.

We recognize the issues that the City has had to grapple with related to signage. If the City Council intends to ban supergraphics, then it should apply to new projects and not ones that are already in the pipeline. Council President Garcetti's proposal is to grandfather certain projects that had been approved but that had not yet pulled their sign permits, but this does not go far enough. The Planning Commission has proposed a compromise that would raise the cap slightly from the approximately 50 signs that

Date: 9-21-10

Submitted in PLUM Committee

Council File No: 07-2858-S1

Item No.: 6

Deputy: Submitted by Public

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have been approved to a total of 60. It would create two nodes where supergraphics would be allowed with tighter controls and preserves a takedown program that no longer allows in lieu fees – all reasonable suggestions. By slightly adjusting the cap, it would allow key projects to be considered on their merits.

In this economic downturn, it is important that we not kill important projects that could contribute construction jobs and permanent jobs to our economy as well as generate revenue for the City. The Planning Commission has given the City Council a recommendation that makes sense for our City and gives you a means to achieve the Council President's goals but to preserve critical developments. We urge you to adopt their recommendations.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sam Smith", enclosed within a large, loopy oval flourish.

Sam Smith
Chair of the Board

A handwritten signature in cursive script, appearing to read "Leron Gubler", written in a fluid, connected style.

Leron Gubler
President & CEO