



August 23, 2010

Commission President William Roschen
City Planning Commission
200 N. Spring Street, Room 272
Los Angeles, CA 90012

**RE: Opposition to Hollywood Signage SUD Amendments;
CPC-2007-5866-SN; CF 07-2858-S1**

Dear Commission President Roschen:

This letter is written on behalf of a coalition of business stakeholders, including the Central City Association (CCA), the Greater Los Angeles Area Chamber of Commerce, and the Valley Industry and Commerce Association (VICA). We are writing to express our opposition to efforts to prohibit supergraphics in the Hollywood Signage Supplemental Use District (Signage SUD).

First, as we expressed at the July 22nd hearing on this matter, we feel the prohibition was rushed to the Planning Commission with virtually no public outreach. We thank you for hearing us and granting the requested one-month continuance, to allow adequate discussion and input from our members.

However, our concerns today remain; we feel strongly that prohibiting supergraphics in an established Signage SUD undermines the very purpose of the carefully-crafted district. Just as important, *it sets bad precedent for future development across the entire city*. It is a critical component of Los Angeles' economic climate that businesses, and especially new development projects, be able to rely on established regulations in order to plan for the future.

This is particularly important in the ravaged real estate development industry, because projects are often planned, designed, and even financed years before they come to market. Changing the rules mid-game, especially in a manner that deprives the project of a revenue stream such as advertising, can easily scuttle an entire project that may no longer "pencil out" or that will have to be entirely redesigned.

We understand that supergraphics are not appropriate in all parts of the city. However, Hollywood is an area in which there has been collective agreement that well-regulated advertising, on a large scale, can actually enhance the look and feel of the neighborhood and contribute to a dynamic and exciting commercial district. Please respect the established guidelines in the existing Hollywood Signage SUD and do not prohibit supergraphics.

Respectfully,



Carol Schatz
President and CEO
Central City Association



Gary Toebben
President & CEO
Los Angeles Area Chamber of Commerce



Stuart Waldman
President & CEO
Valley Industry & Commerce Association

cc: City Planning Commission
Deputy Mayor Austin Beutner
Assistant Deputy Mayor Mark Mullen
Michael LoGrande, Planning Department
Council President Eric Garcetti
Los Angeles City Council