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21 April 2021

Planning and Land Use Management Committee

City of Los Angeles

200 N. Spring Street, Room 450

Los Angeles, CA 90012

Via E-mail: CityClerk@lacity.org

Re: Citywide Sign Regulations (Council File 11-1705)

Dear Chairman Harris-Dawson, Vice Chair Cedillo and Honorable Councilmembers:

On behalf of the Asian Business Association, I'm reaching out to express my support for a modern digital sign ordinance in Los Angeles. City leaders have been working for years to craft an updated policy that will generate much-needed revenue, enable a significant reduction of existing billboards and put Los Angeles on par with over 1,000 municipalities nationwide. Now, as we move closer to its final passage, it's critical that we implement a policy that meets the needs of every Angeleno.

Fueled by the ongoing pandemic, Los Angeles faces a projected budget shortfall of more than \$600 million this year. If done right, a new sign ordinance is estimated to generate **\$50 million in new revenue annually** – revenue that could help offset losses, maintain essential city services and invest in new programs to address citywide priorities of supporting local small minority businesses. The city should take every opportunity to identify new – and rare – sources of funding for our communities, who are already reeling from one of the worst economic downturns in recent history. A modern sign ordinance is a commonsense, timely solution.

A new sign ordinance in Los Angeles also has the potential to remove thousands of existing billboards throughout the city. By requiring the removal of a multiple of current billboard space for every square foot of new or converted digital space, city leaders can achieve meaningful sign reduction. Right now, the lack of a clear policy has left many neighborhoods with an unequal number of billboards and no path to reduce or move them in exchange for fewer, more appropriately located signs. Now, we can offer them the tools to do just that.

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In order to maximize access to community benefits funding and billboard reduction throughout the city – but most especially for Los Angeles' most underserved neighborhoods – a final digital sign policy must prioritize equity. Allowing for relocation agreements on both public and private property outside of sign districts is a recognized and proven way to drive this equity by ensuring the opportunity for sign reduction and community benefits funding is available to every neighborhood.

Now is the time to finalize a modern sign ordinance that meets the needs of our diverse communities, creates a new source of sustainable funding, will reduce the total number of billboards throughout the city and provide the equity all Angelenos strive for. The policy has also undergone a rigorous and thorough public review process of the last several years, including over 65 hearings since 2008. Residents, leaders and organizations nationwide have come together to support an equitable solution. The Asian Business Association of Los Angeles is proud to join them and encourage the City of Los Angeles to act on this opportunity now.

Sincerely,



Dennis Huang
Executive Director & CEO

The Asian Business Association is a premier non-profit organization that has been proactively assisting Asian American small businesses gain access to economic opportunities and advancement since 1976. With over 1100 members, we represent the views of Asian American business owners to local, state and federal government officials in order to promote and improve the business climate.