

Communication from Public

Name: Los Feliz Improvement Association
Date Submitted: 10/22/2025 05:59 PM
Council File No: 25-1034
Comments for Public Posting: Please see attached letter. Thank you,



advocacy and action
for Los Feliz

2025

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October 3, 2025

Los Angeles City Council
Arts, Parks, Libraries and Community Enrichment Committee

RE: Response to LA City Council File 25-1034

Dear Councilmembers,

The Los Feliz Improvement Association (LFIA), representing thousands of residents adjacent to Griffith Park, America's largest urban wilderness park, strongly rejects Council File 25-1034.

This proposal is nothing more than a recycled idea—flawed when first suggested and even more misguided now. It represents not only poor policy but also a fundamental breach of trust with the constituents whose confidence grants you legitimacy to govern.

At a time when the City faces serious financial challenges, our leaders should focus on solving those problems directly—not by compromising the few spaces where Angelenos can find peace, restoration, and refuge from urban life. Advertising has no place in our parks. These rare sanctuaries are among the last escapes from the constant pressures of the city. Subjecting parkgoers to digital advertising intrusions would violate that refuge, further erode public trust in government, and cause damaging disruptions to the wildlife that inhabit the city's wilderness parks.

We call on the Council to redirect its energy toward addressing the City's fiscal dilemmas—many of which are of its own making—without sacrificing our cherished public spaces. Protect our parks. Respect the people you represent.

Sincerely,
The Board of Directors of LFIA

Debra Matlock
President

CC: Nithya Raman, Councilmember CD4
Mashael Majid, CD4 Deputy Chief of Staff, Planning, Housing & Community Development
Jimmy Kim, General Manager, Los Angeles Recreation and Parks
Renata Simril, President, Board of Recreation and Park Commissioners