

DEPARTMENT OF
CITY PLANNING

200 N. SPRING STREET, ROOM 525
LOS ANGELES, CA 90012-4801
AND
6262 VAN NUYS BLVD., SUITE 351
VAN NUYS, CA 91401

CITY PLANNING COMMISSION

WILLIAM ROSCHEN
PRESIDENT
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VICE-PRESIDENT
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DIEGO CARDOSO
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ROBERT LESSIN
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BARBARA ROMERO
VACANT

JAMES WILLIAMS
COMMISSION EXECUTIVE ASSISTANT II
(213) 978-1300

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

EXECUTIVE OFFICES

MICHAEL J. LOGRANDE
DIRECTOR
(213) 978-1271

ALAN BELL, AICP
DEPUTY DIRECTOR
(213) 978-1272

LISA M. WEBBER, AICP
DEPUTY DIRECTOR
(213) 978-1274

EVA YUAN-MCDANIEL
DEPUTY DIRECTOR
(213) 978-1273

FAX: (213) 978-1275

INFORMATION
www.planning.lacity.org

February 13, 2013

Dear Stakeholder:

It is my pleasure to invite you to participate in the City of Los Angeles' new Billboard and Visual Landscape Visioning Group. This group, as directed by the Planning and Land Use Management (PLUM) Committee of the City Council, will consider recommendations to shape a potential new citywide program that could:

- Allow a limited number of digital off-site signs in exchange for the removal of a greater number of existing off-site signs
- Require other community benefits in exchange for digital off-site signage rights
- Implement a program for revenue sharing with the City

You have been selected from a larger pool of volunteers to participate in this group because of your demonstrated interest in and valuable perspectives on policies related to signage and/or the visual environment.

We are calling this group a "visioning" group because we would like you to:

- Adopt a forward-thinking perspective to help generate and consider new ideas and innovations
- Consider both big-picture and detailed information
- Envision the best possible alternatives and outcomes

We value your views on these matters, and appreciate your willingness to work with us to find new solutions for our city's visual landscape.

All meetings will convene in Room 525 (Rotunda Conference Room), City Hall, 200 N. Spring Street, Los Angeles, CA 90012. There will be three meetings at the following dates and times:

Saturday, February 23, 9 am – noon
Tuesday, February 26, 6:30 pm – 8:30 pm
Thursday, March 7, 9 am – 11 am

We encourage you to attend all three meetings, so that you do not miss any opportunities to participate in the conversation. If you cannot attend a meeting, we ask that you send an alternate whom you have briefed on the conversation thus far and who will be able to speak on behalf of your neighborhood, company or organization.

The meetings will be conducted by skilled and impartial facilitators from KH Consulting, the same team that recently supported the City in the Development Reform process. After the meetings have concluded, KH will assist in our verbal report back to PLUM, tentatively scheduled for March 19. To prepare for PLUM, the Planning Department will need your written comments resulting from the meetings no later than Thursday, March 14, 2013.

Attached for your reference is a list of your fellow invitees, who include representatives from industry, community, and government agencies. We have made every effort to include a full and balanced range of perspectives, organizations, and regions of the city. Therefore, we regret that we could not accept every volunteer into the group.

Please RSVP to Daisy Mo at daisy.mo@lacity.org or (213) 978-1338 by next Thursday, February 21, 2013. You will receive information on parking and other meeting details early next week. If you have any questions, please contact either Daisy Mo or Alan Bell at alan.bell@lacity.org or (213) 978-1272. We look forward to working with you on this important effort.

Sincerely,



MICHAEL J. LOGRANDE
Director of Planning

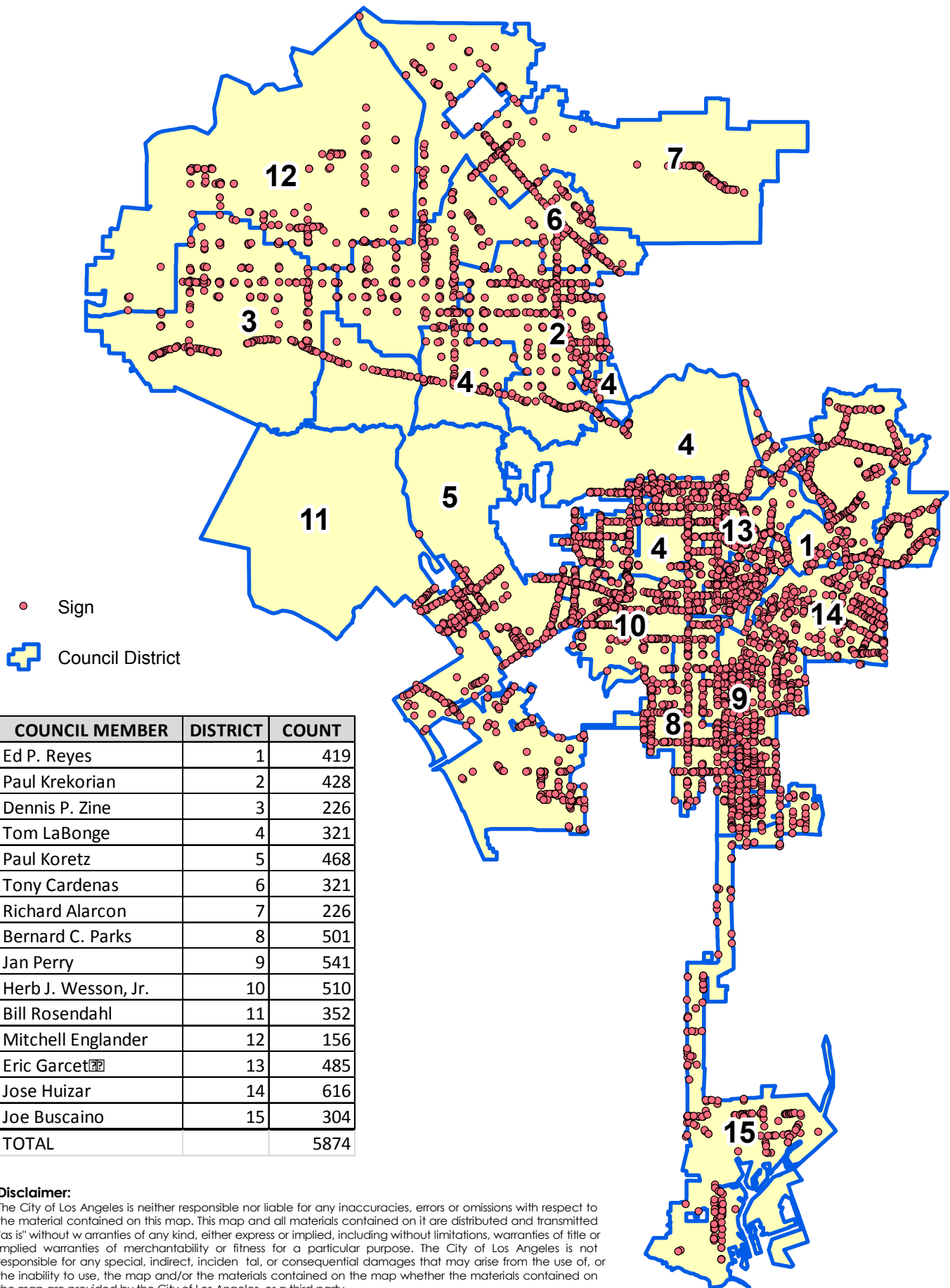
Attachments:

1. List of Group Invitees
2. Citywide Map of Existing Off-Site Signs

List of Invitees for the City of Los Angeles Billboard and Visual Landscape Visioning Group

Name	Company/Neighborhood/Organization
Ray Baker	Lamar Advertising / L.A. Outdoor Advertising Coalition
Ryan "RB" Brooks	CBS Outdoor / L.A. Outdoor Advertising Coalition
Lyn Bowling (primary) / Lloyd Hitt (alternate)	Sunland-Tujunga Neighborhood Council
Barbara Broide	Westwood South of Santa Monica Homeowners Assn
Victor De La Cruz	Manatt, Phelps & Phillips LLP / Regency Outdoor
Marian Dodge	Hillside Federation
Lark Galloway-Gilliam	Empowerment Congress West Area Neighborhood Development Council
Mary Garcia	Mid-Town North Hollywood Neighborhood Council
Dennis Hathaway	Coalition to Ban Billboard Blight
Tina Hossain	LA Area Chamber of Commerce
Fareed Karani	Greenbridge Investment Partners (billboard landlords/property owners)
Alisa Karlan	Van Wagner
Jacqueline Kerr (primary) / Brian Cornelius (alternate)	Greater Griffith Park Neighborhood Council
Layne Lawson	Clear Channel / L.A. Outdoor Advertising Coalition
Eli Lipmen	Palms Neighborhood Council
Bryce Lowery	Hollywood Hills West Neighborhood Council
Jennifer Malaret (primary) / Christina Spitz (alternate)	Pacific Palisades Community Council
Teresa Marquez	Boyle Heights Stakeholders Assn
Stacy Miller	L.A. Outdoor Advertising Coalition
Carl Morgan	Empowerment Congress West Area Neighborhood Development Council
Diana Nave	Northwest San Pedro Neighborhood Council
Veronica Perez	Holland & Knight / California Sign Association / Central City Association
Phil Recht (primary) / Alex Kouva (alternate)	Mayer Brown / Summit Media
Rick Robinson	MacDonald Media, Artshare LA
Bernadette Soter (primary) / Gerry Hans (alternate)	Friends of Griffith Park
Cindy Starrett	Latham & Watkins / Clear Channel Outdoor
Wendy Sue Rosen	Brentwood Residents Coalition
Rita Villa	Studio City Neighborhood Council
Stuart Waldman	Valley Industry and Commerce Association (VICA)
Sarah Walsh	Motion Picture Assn of America
Nancy Woodruff	Foothill Trails District Neighborhood Council
Will Wright	L.A. Chapter, American Institute of Architects (AIA)

Off-Site Signs in the City of Los Angeles



Disclaimer:

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