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*Los Feliz* Improvement Association  
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February 16, 2010

West Los Angeles Planning Commission  
200 North Spring St. Rm 272  
Los Angeles, CA 90012

Re: DIR-2008-5008-BSA-1A  
2131 Westwood Blvd.

Dear Commissioners:

The Los Feliz Improvement Association supports the recent Zoning Administrator's decision regarding a digital billboard located at 2131 Westwood Blvd.

We concur with the Zoning Administrator in her finding that the City's Department of Building and Safety erred in issuing a building permit (permit # 07048-10000-00251) for the conversion of an existing static billboard to a digital display sign. The location of the sign falls within the Pico-Westwood Neighborhood Oriented District (NOD) which does not allow signs that flash or change messages. The digital sign is in violation of the provisions of the NOD.

We ask that the APC request that the appropriate City authorities pursue removal of the sign as soon as possible. If there is any delay in the rendering of a final decision, we request that the sign be required to be turned off pending final resolution.

Thank you for your consideration.

Sincerely,

Donald A. Seligman, President

cc. Barbara Broide

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February 1, 2010

City of Los Angeles  
Department of City Planning  
Attn: Jordann Turner  
200 N. Spring Street, Room 721  
Los Angeles, CA 90012

Dear Mr. Turner:

In May 2009, the Los Feliz Improvement Association wrote to Jon Kirk Mukri and Rita L. Robinson to affirm its strong opposition to recreational mountain biking in city parks, and to express its dismay that the Department of Transportation would be entertaining the idea of imposing mountain biking in our parks under the nefarious guise of “transportation.” Included in that correspondence were these two paragraphs:

The Department of Transportation (DOT) is currently engaged in proceedings that can only be aimed at undermining or reversing the City's long-standing policy, based upon Los Angeles City Municipal Code Section 63.44 B 16, excluding bikes from dirt trials in City parks. The Los Feliz Improvement Association (LFIA), representing over 1000 households in the Los Feliz area, and, backed by numerous prominent hiking, equestrian and environmental organizations, successfully opposed similar efforts for over a decade. Our opposition to such activities has only become more entrenched over the years as the fragility of our parks has become more obvious.

We believe the DOT lacks authority to initiate any change in the designation of dirt trials to permit the use of mountain bikes since this activity is exclusively a recreational use of our parks. If the well-funded special interests groups and trade associations representing mountain bike manufacturing and distributing interests hope to force their way into our City parks, they should be soliciting the support of the Department of Recreation and Parks, which has the authority to determine park policy.

Now, in the face of overwhelming negative public comment (as opposed to the positive comments that were orchestrated by the paid mountain biking industry lobby), the Department of City Planning has distributed its Draft 2009 Bicycle Plan, which not only entertains the idea of mountain biking in our parks, but in

Mr. Jordann Turner  
RE: Mountain biking in the parks  
February 1, 2010  
Page 2

cludes a chapter (Chapter 3) devoted entirely to “Off-Road Bicycle Policies.” This chapter is a direct slap in the face of the public process, is an affront to the Department of Recreation and Parks, and does nothing but cater to an industry lobby. Unfortunately, the citizens of Los Angeles have become accustomed to its employees disregarding the public good in the face of corporate pressure.

The Department of City Planning has invited more public comment and has said that there will be several more opportunities for comment as this Draft Plan works its way to the City Council. Chapter 3,