



# AIA Los Angeles

A Chapter of the American Institute of Architects

## **AIA/LA Convenes Panel of Design Experts**

### **For Immediate Release**

Los Angeles, CA – January 23, 2009 – At the January 22<sup>nd</sup> City of Los Angeles Planning Commission hearing regarding a proposed new sign ordinance, AIA/LA recommended that the Department of City Planning immediately convene a panel of design experts to review, illustrate, and refine proposed sign standards from a design perspective.

In a letter to the Commission, 2009 AIA/LA Board President John Kaliski, AIA, stated that AIA/LA supports the intent of revising the City’s sign ordinance but believes that proposed changes to the existing ordinance need to be thoroughly reviewed by architects and designers. “Citizens, designers, property owners and managers need to be able to visualize the signs that will be allowed and the standards that will regulate them,” says Mr. Kaliski. “Without visualizing the code, AIA/LA is concerned that the ordinance, despite good intentions, will be restrictive in ways that are unnecessary (e.g., tenant identity) and expansive in ways that are not intended (e.g., the unintended incentivizing of more temporary signs).”

Towards the objective of visually understanding the proposed sign ordinance, AIA/LA will host a sign design forum on Tuesday, February 10<sup>th</sup> (8-10am). A panel of design professionals will explore the details of the proposed sign ordinance language, its potential to impact or beautify the environment and specific ideas that AIA/LA should recommend to the Planning Commission at the next scheduled hearing regarding changes to the law, February 19<sup>th</sup> at City Hall.

For more information on this and other activities of AIA/LA that are shaping the environment of Los Angeles and Southern California, please contact Will Wright, AIA/LA’s Director of Government & Public Affairs.

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The American Institute of Architects is the voice of the architecture profession dedicated to serving its members, advancing their value, and improving the quality of the built environment. The AIA promotes leadership, design excellence, lifelong learning, ethical behavior, inclusiveness, collaboration, and client-and-member-centered service. AIA Los Angeles oversees a full program of events providing year-round educational, social, and networking opportunities, and works with representatives in support of legislation that will benefit the architecture profession and the built environment. AIA Los Angeles is the fourth largest chapter in the country and the largest in California.