

## **AIA/LA Demands Panel of Design Experts Be Convened**

### **For Immediate Release**

Los Angeles, CA – January 23, 2009 – At the January 22, 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, AIA/LA 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," states 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, Government & Public Affairs.

#### **Contact:**

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AIA Los Angeles presents...

#### **The Sign Design Forum**

...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 for improvement.

+Bob Hale, FAIA - Principal, Rios Clementi Hale Studios  
+Craig Hodgetts, FAIA - Principal, Hodgetts + Fung Design Associates  
+Hank Koning, FAIA - Principal, KoningEizenberg  
+Robin Perkins - Selbert Perkins Design Collaborative  
+Jann C. Williams, AIA - Jann Williams Architecture

#### **Moderated by:**

**John Kaliski, AIA - Principal, Urban Studio + President, AIA Los Angeles**

AIA/LA Political Outreach Committee presents...

#### **The Sign Design Forum**

Tuesday, February 10 (8-10am)  
AIA Los Angeles  
3780 Wilshire Blvd., Suite 800  
Los Angeles, CA 90010

RSVP to [will@aialosangeles.org](mailto:will@aialosangeles.org)

This discussion is open to the public. You must RSVP in advance; very limited capacity.