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ROSENDAHL, VOLUNTEERS TO TAKE INVENTORY OF BILLBOARDS ON THE WESTSIDE

Who: Los Angeles City Councilmember Bill Rosendahl
Dennis Hathaway, Coalition to Ban Billboard Blight

When: 2:00 p.m.
Saturday, October 25, 2008

Where: Intersection of Santa Monica Boulevard and Sawtelle Boulevard
Los Angeles, CA 90025

What: Councilmember Bill Rosendahl will join Dennis Hathaway, president of the Coalition to Ban Billboard Blight, and other residents frustrated with the proliferation of billboards throughout the City to take an inventory of the billboards within Rosendahl's council district.

City Council members expressed frustration today over the Department of Building and Safety's failure to catalogue the City's billboard inventory and provide information on the legal conversion of traditional boards to digital signs. The Council asked Building and Safety staff to report back in 45 days with details on how many existing billboards can legally become digital boards, and what remedies exist to limit the impact on surrounding communities.

In the meantime, Dennis Hathaway and the Coalition to Ban Billboard Blight have taken matters into their own hands and are organizing volunteers to gather addresses and descriptions of each billboard within Rosendahl's district. Rosendahl will join Hathaway and his volunteers at the busy intersection of Santa Monica Boulevard and Sawtelle Boulevard where several billboards stand at 2:00 p.m. this Saturday. Rosendahl will later present this information to the Department of Building and Safety to ensure billboards violating City codes be inspected and either brought into

compliance or taken down.

Volunteers interested in taking part of the inventory process can meet Saturday at 9:00 a.m. outside the West Los Angeles Civic Center located at 1645 Corinth Avenue in West LA. Volunteers can also contact Dennis Hathaway at info@banbillboardblight.org or call (310) 386-9661 for more information.

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