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June 15, 2015

Re: **AB 1373 Revision to Outdoor Advertising Act**

Dear Senators:

The Federation of Hillside and Canyon Associations, Inc., founded in 1952, represents 44 resident and homeowner associations with approximately 200,000 constituents spanning the Santa Monica Mountains. The mission of the Federation is to promote those policies and programs that will best preserve the natural topography and wildlife of the mountains and hillsides for the benefit of all the people of Los Angeles. The Federation is opposed to AB 1373, which would exempt a private development adjacent to a freeway in downtown Los Angeles from California's Outdoor Advertising Act (OAA).

One of the major purposes of the OAA is to protect highways and freeways throughout the state from the visual blight of billboards. AB 1373's proposed exemption would establish a terrible precedent that would likely lead to additional exemption requests from the OAA throughout the State.

Here in Los Angeles, the consequences of the exemption would be more dire. The City has already established a legislative process to permit offsite signs only within Sign Districts; new offsite signage is otherwise not permitted. If AB1373 is approved—for the benefit of a single developer—the City's process will be evaded, and the citywide ban on new offsite signs will be put in jeopardy. Other Los Angeles developers will demand parity and request their own exemptions. Courts could declare that Los Angeles's entire regime of offsite sign regulation cannot continue due to additional exemptions. Billboards will appear throughout the city, including in hillside areas.

Further, passage of AB 1373's freeway signage exemption places California's federal highway funding at risk due to a clear conflict with the Highway Beautification Act. The language of AB 1373 acknowledges the conflict. California cannot risk any reduction in desperately needed federal highway funding, especially when the only benefit of the exemption is to one developer, for one project.

The Hillside Federation urges you to vote NO on AB 1373.

Sincerely,

Marian Dodge

Marian Dodge

Beachwood Canyon Neighborhood
Bel Air Knolls Property Owners
Bel Air Skycrest Property Owners
Benedict Canyon Association
Brentwood Hills Homeowners
Brentwood Residents Coalition
Cahuenga Pass Property Owners
Canyon Back Alliance
CASM-SFV
Crests Neighborhood Assn.
Franklin Ave./Hollywood Bl. West
Franklin Hills Residents Assn.
Highlands Owners Assn.
Hollywood Dell Civic Assn.
Hollywood Heights Assn.
Hollywoodland Homeowners
Holmby Hills Homeowners Assn.
Kagel Canyon Civic Assn.
Lake Hollywood HOA
Laurel Canyon Assn.
Lookout Mountain Alliance
Los Feliz Improvement Assn.
Mt. Olympus Property Owners
Mt. Washington Homeowners All.
Nichols Canyon Assn.
N. Beverly Dr./Franklin Canyon
Oak Forest Canyon Assn.
Oaks Homeowners Assn.
Outpost Estates Homeowners
Rancho Verdugo Estates
Residents of Beverly Glen
Roscomare Valley Assn.
Save Coldwater Canyon!
Save Sunset Blvd.
Shadow Hills Property Owners
Sherman Oaks HO Assn.
Silver Lake Heritage Trust
Studio City Residents Assn.
Sunset Hills Homeowners Assn.
Tarzana Property Owners Assn.
Torreyson Flynn Assn.
Upper Mandeville Canyon
Upper Nichols Canyon NA
Whitley Heights Civic Assn.

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