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June 29, 2015

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.

Re: **CF 11-1705 Revisions to the Citywide Sign Ordinance
Opposition**

Dear PLUM Committee Members:

The Federation of Hillside and Canyon Associations, Inc., representing 44 resident and homeowner associations with their 200,000 constituents spanning the Santa Monica Mountains urges you to vote NO on the proposed billboard amnesty and Conditional Use Permit process for new digital billboards.

The Federation has consistently opposed any billboards outside of designated Sign Districts. The courts have consistently upheld the City's ban on billboards and the City Attorney has stated that the code is enforceable and has offered to enforce the code.

Granting amnesty to sign companies who violated the code sends the wrong message. It will only encourage others to ignore the City codes. You will be setting a very disturbing precedent. Furthermore the sign companies will then be able to count those unpermitted signs for takedown requirements.

The Sign Districts were established in heavily used commercial districts as a compromise to keep digital billboards out of sight of residential areas throughout the city. Establishing a CUP process for billboards outside of Sign Districts makes a mockery of the entire process.

The Federation urges you to vote no on these ill-advised amendments that have been proposed to benefit the sign industry.

Sincerely,

Marian Dodge
Marian Dodge

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