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Councilmembers
City Hall
200 N. Spring Street
Los Angeles, CA 90012

October 15, 2012

Re: CF # 12-1611
Item # 10 Billboards

Honorable Councilmembers:

The Federation of Hillside and Canyon Associations, Inc., representing forty resident and homeowner associations spanning the Santa Monica Mountains and 200,000 constituents, strongly opposes Item 10 on the October 16 City Council agenda, CF # 12-1611.

The Federation and its member organizations have been working for three years to get a strong city Sign Ordinance that reduces the number of billboards and regulates their placement. We have attended meeting after meeting, written numerous letters, and spoken at meetings to make sure that Council knows how their constituents feel about billboards. Neighborhoods don't want billboards

The City has been successful in its court cases against the sign industry. There is no reason to think that the City will not continue to prevail. Therefore there should be no new settlements made privately with the sign industry.

We understand fully that the City is in financial crisis. However, the City earns only a pittance for each billboard compared to the millions of dollars that the sign industry earns from selling advertising. Meanwhile the residents and communities will suffer a decrease in quality of life and in the value of their property for decades. The only winner in Cf #12-1611 is the sign industry.

The Federation deplores the lack of due process in this motion. The motion did not go before any committee where the public comment could be made.

Los Angeles is a beautiful city with much to be proud of. Let's keep it attractive and do all we can to reduce the visual blight of billboards. We urge you to vote NO on CF # 12-1611.

Sincerely,

Marian Dodge

Marian Dodge

Beachwood Canyon Neighborhood
Bel Air Knolls Property Owners
Bel Air Skycrest Property Owners
Bel Air Ridge Association
Benedict Canyon Association
Brentwood Hills Homeowners
Brentwood Residents Coalition
Cahuenga Pass Property Owners
Canyon Back Alliance
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
Pacific Palisades Residents Assn.
Residents of Beverly Glen
Roscomare Valley Assn.
Shadow Hills Property Owners
Sherman Oaks HO Assn.
Studio City Residents Assn.
Sunset Hills Homeowners Assn.
Tarzana Property Owners Assn.
Torreyson Flynn Assn.
Upper Mandeville Canyon
Whitley Heights Civic Assn.

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