

P.O. Box 27404
Los Angeles, CA 90027
323-663-1031
president@hillsidefederation.org
www.hillsidefederation.org



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Planning and Land Use Management Committee
City Hall, Room 395
200 N. Spring Street
Los Angeles, CA 90012

December 4, 2011

Re: Sign Ordinance CF# 08-2020 and CF# 11-1705

Honorable Councilmembers Reyes, Huizar, and Krekorian:

The Federation of Hillside and Canyon Associations, Inc., representing thirty-four homeowner and resident associations spanning the Santa Monica Mountains, is opposed to the revised Sign Ordinance (CF# 08-2020) as it is currently written.

The Sign Ordinance must assure that there is a net reduction in the number of billboards throughout the city. The takedown provision must be mandatory and in addition to—not as an option to—a community benefit program. The only meaningful community benefit is a reduced number of signs.

Additionally the Sign Ordinance must absolutely prohibit off-site signs in city parks and on city property. The loophole on p. 20, Section 14.4.4.O. "...no off-site sign shall be allowed in any park or other facility owned by the city of Los Angeles *unless such sign is allowed within a Sign District established pursuant to Section 13.11 of this Code.*" must be deleted.

The recent request for a Sign District in the Los Angeles Zoo is particularly disturbing because the Zoo's primary clientele is toddlers to ten-year-olds, a very vulnerable group who depends on responsible adults like those in this room for their protection. Advertising must be prohibited in the Zoo, which is located entirely within the boundaries of Griffith Park, which is also an Historic-Cultural Monument.

The Los Angeles Times editorial on Dec. 3 is correct—billboards and parks do not mix.

Sincerely,

Marian Dodge

Marian Dodge, President

cc: Councilmember LaBonge
Coalition to Ban Billboard Blight

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