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

December 10, 2012

Re: Sign District Ordinance

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.

Honorable Councilmembers Reyes, Huizar, and Krekorian:

The Federation of Hillside and Canyon Associations, Inc. representing 40 homeowner and resident associations spanning the Santa Monica Mountains, generally supports the provisions in the Sign Ordinance as drafted today. While not perfect, the proposed ordinance has carefully considered many of the issues raised by digital billboards.

We are, however, concerned about certain aspects of the Ordinance. Bearing in mind that the original intent of the Ordinance was a net reduction in signage, the Ordinance must include requirements for take-downs. The Brightness Limitations should not have been increased because they contribute to light pollution. The bright lights will have a severe negative impact on the ability of citizens to view the stars from the Griffith Observatory.

The public has made it very clear that they do not wish to have any advertising in city parks and facilities. A large part of the clientele of our parks is children who are vulnerable and should have a place to go and have fun without the onslaught of advertising. The city should follow the federal government's example and *reduce* advertising that is aimed at children, not increase it. The Ordinance must make it very clear that signs are not permitted in our parks.

Sincerely,

Marian Dodge

Marian Dodge

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