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

April 17, 2016

Beachwood Canyon Neighborhood
Bel-Air Association
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**
Sign Ordinance

Honorable Chairman Huizar and Committee Members:

The Federation of Hillside and Canyon Associations, founded in 1952 represents 45 resident and homeowner associations spanning the Santa Monica Mountains and their more than 250,000 constituents. The Federation has sought meaningful restrictions on billboards in the City of Los Angeles since 2010. The Federation strongly urges you to approve the version of the Sign Ordinance that was adopted by the City Planning Commission on October 22, 2015.

The CPC approved Sign Ordinance provides for:

- Restricting off-site signage to 22 sign districts in high-intensity commercial areas
- No “grandfathering” of sign districts not approved by April, 2009
- No amnesty for unpermitted billboards
- No off-site signage in City parks and recreational facilities
- Take-down ratios of 10:1 for digital signs and 5:1 for conventional signs
- Significant penalties for sign violators

Besides being a visual blight in the City of Los Angeles, numerous scientific studies have shown that digital billboards are a serious driver distraction. For the sake of public safety, billboards need to be restricted per the October 22, 2015 CPC adopted Sign Ordinance. The Federation urges you to adopt the ordinance now.

Sincerely,

Marian Dodge

Marian Dodge

cc: Mayor Garcetti
CMs Bonin, Koretz, Krekorian, and Ryu

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