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

October 17, 2011

Re: Sign Ordinance CF# 08-2020

Dear Councilmembers Reyes, Huizar, and Krekorian:

The Federation of Hillside and Canyon Associations, Inc., representing thirty-three 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 Ordinance now bears little resemblance to the Sign Ordinance that was approved by the City Planning Commission (CPC) in 2009.

The changes are so significant that even the intent of the ordinance has been altered. The original intent of the Sign Ordinance was to produce a net reduction in signage. That line has been deleted and replaced with "aesthetics." Since the intent of the ordinance is no longer the same, it should be returned to the CPC because it is essentially a new ordinance.

The Comprehensive Sign Program should be eliminated in its entirety. It is nothing more than a means of creating mini sign districts throughout the city. City parks and other city properties are no place for commercial advertising.

The newly added "Community Benefits Measures" must be eliminated as an alternative to removing existing signs. All of the suggested measures are things that are already required of developments. They would be getting credit for something that they are supposed to do anyway.

The ordinance fails to provide a buffer between sensitive use areas such as schools, hospitals, HPOZs and Historic-Cultural Monuments. Nor does it respect Specific Plans and Scenic Corridors.

Changes to the Ordinance have weakened it and inserted so many exceptions as to render it vulnerable to lawsuits.

The Hillside Federation recommends that the Sign Ordinance be returned to the City Planning Commission for review, more public input, and to meet the original intent of signage reduction.

Sincerely,

*Marian Dodge*

Marian Dodge, President

Bel Air Knolls Property Owners  
Bel Air Skycrest Property Owners  
Bel Air Ridge Association  
Benedict Canyon Association  
Brentwood Residents Coalition  
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.  
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.  
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.  
Tarzana Property Owners Assn.  
Torreyson Flynn Assn.  
Upper Mandeville Canyon  
Whitley Heights Civic Assn.

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