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

January 14, 2013

Re: **Citywide Sign Ordinance CF #08-2020**

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.

Dear Councilmembers Reyes, Huizar, and Englander:

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 December 10, 2012. While not perfect, the proposed ordinance has carefully considered many of the issues raised by digital billboards. The Federation has voiced its opinion on the Sign Ordinance many times. We iterate our position.

- The Ordinance must limit off-site signage to designated Sign Districts in regional commercial areas.
- The Ordinance must prohibit commercial advertising of any kind in city parks.
- The Ordinance must require that new off-site signage in Sign Districts be offset by the removal of billboards in surrounding communities.
- The Ordinance must include penalties significant enough to deter sign companies from violating the Ordinance.

Recent motions by City Council to circumvent the law and the decision of the Court of Appeal are an embarrassment to the City.

It is vitally important to the Federation's more than 200,000 constituents and indeed to the more than 250,000 people in each council district that we preserve the aesthetic beauty of Los Angeles and preserve the quality of life for everyone by regulating signage as called for in the December 10 Sign Ordinance. It has already been reviewed by the City Attorney's Office and should be sent to City Council forthwith.

Thank you for your careful consideration of our request.

Sincerely,

Marian Dodge

Marian Dodge

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