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The Honorable Paul Krekorian
City Hall, Room 425
200 N. Spring Street
Los Angeles, CA 90012

May 17, 2010

Dear Councilmember Krekorian:

The Federation of Hillside and Canyon Associations, representing 33 associations from the Ventura County line to Mt. Washington, is opposed to all commercial advertising within the corridors of the Mulholland Scenic Parkway Specific Plan (Ordinance 167,943) as they violate both the spirit and the intent of the plan. We request that the city immediately remove the advertising signs from MTA Bus Stop No. 218's bus shelter at the intersection of Laurel Canyon Blvd. and Mulholland Drive, which is located within the Mulholland Scenic Parkway corridor, as this sign could establish a precedent for commercial advertising along the Mulholland Scenic Parkway.

The Specific Plan is very clear on this matter. Right-of-Way Regulations p. 2: "Signs - signs indicating the location of the core trail crossings and major Vista Points are allowed only."

Section 7, A. "No change or improvement may be made...without the prior approval of the City Council acting after receipt of the recommendation of the Director. ...after making the following findings: 2. The project does not obstruct a scenic feature or resource. 4. The project is not inconsistent with the purposes and objectives of the Specific Plan."

Section D Lighting 5. Where the Board of Public Works determines that a lighting standard is needed to improve parkway safety, the location and design of said lighting standard shall have the prior recommendation of the Director after receipt of the recommendation of the Board.

The Design Review Board had no notification or input in the placement of this lighted advertising.

Any installation within the Mulholland Scenic Parkway must be sent to the Mulholland Design Review Board for review and approval prior to installation.

Thank you for your consideration of this very important matter.

Sincerely yours,

Marian Dodge

Bel Air Knolls Property Owners
Bel Air Skycrest Property Owners
Bel Air Ridge Association
Benedict Canyon Association
Cahuenga Pass Neighborhood
Crests Neighborhood Assn.
Encino Property Owners Assn.
Forrest Hills Homeowners 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.
La Tuna Canyon Community Assn.
Laurel Canyon Assn.
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
Residents of Beverly Glen
Roscomare Valley Assn.
Shadow Hills Property Owners
Sherman Oaks Home Owners
Assn.
Studio City Residents Assn.
Tarzana Property Owners Assn.
Torreyson Flynn Assn.
Upper Mandeville Canyon
Whitley Heights Civic Assn.