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Vince Bertoni
Director of Department of City Planning

January 29, 2021

Re: CF 11-1705 Citywide Sign Ordinance Request for Extension

Dear Mr. Bertoni:

The Hillside Federation representing 46 resident and homeowner associations with more than 250,000 constituents spanning the Santa Monica Mountains respectfully requests a 90-day extension to the comment period for the Citywide Sign Ordinance.

The Sign Ordinance has been a work in progress for more than twelve years. It has idled for the last three years but was hastily released right before the holidays. This means that city groups like Neighborhood Councils had no time to agendize and thoughtfully review the document which had undergone extensive changes since it was last seen by the public. Normally the Planning Department would hold public presentations describing the proposal with an opportunity to ask questions for clarification. That did not happen this time although Planning could have held virtual meetings with organizations such as the Hillside Federation and webinars for Neighborhood Councils. The impact of COVID-19 stay-at-home restrictions alone should justify an extension.

This entire Ordinance was created under the guidance of then-PLUM Chair Jose Huizar and then-PLUM member Mitch Englander both of whom were indicted during the FBI's on-going investigation of corruption at City Hall. It is the fear of many that the Sign Ordinance has been tainted by that same corruption. For that reason we request that all of the changes made by PLUM after the October 22, 2015 Version B Plus recommended by the City Planning Commission be removed. The sudden fast-tracking of this version of the Sign Ordinance is highly suspect.

The latest release was clearly put together in great haste. It has typos and unclear passages. The new version should have a side-by-side comparison with the acclaimed Version B Plus.

The lack of public outreach is a violation of the City's own Public Participation Policy established January 5, 2011. (Attached)

Argyle Civic Assn.
Beachwood Canyon NA
Bel-Air Assn.
Bel-Air Hills Assn.
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
Crests Neighborhood Assn.
Dixie Canyon Assn.
Doheny-Sunset Plaza NA
Franklin Ave./Hollywood Bl. West
Franklin Hills Residents Assn.
Highlands Owners Assn.
Hollywood Dell Civic Assn.
Hollywood Heights Assn.
Hollywoodland HOA
Holmby Hills Homeowners Assn.
Kagel Canyon Civic Assn.
Lake Hollywood HOA
Laurel Canyon Assn.
LFIA (Los Feliz)
Mt. Olympus Property Owners
Mt. Washington Homeowners All.
Nichols Canyon NA
N. Beverly Dr./Franklin Canyon
Oak Forest Canyon HOA
Oaks Homeowners Assn.
Outpost Estates HOA
Pacific Palisades Res. Assn.
Residents of Beverly Glen
Save Coldwater Canyon!
Save Our Canyon
Shadow Hills POA
Sherman Oaks HOA
Silver Lake Heritage Trust
Studio City Residents Assn.
Sunset Hills HOA
Tarzana POA
Torreyson Flynn Assn.
Upper Mandeville Canyon Assn.
Upper Nichols Canyon NA
Whitley Heights Civic Assn.

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The last minute release of the Ordinance follows the City long-standing habit of releasing documents regarding controversial projects in December when most organizations are not meeting thus reducing the effective comment period to two weeks which does not give groups subject to the Brown Act time to review and respond. (A few examples: Retreat at Benedict Canyon, Berggruen Project, Hollywood Community Plan, LA Zoo Vision Plan) The City should be prohibited from releasing EIRs between November 15 and January 2.

For these numerous reasons and for common decency the Hillside Federation requests a 90-day extension to the comment period for the Sign Ordinance.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Charley Mims". The signature is written in black ink and is positioned to the left of the printed name.

Charley Mims

cc: Mayor Garcetti
Planner Andrew Pennington
Councilmembers Koretz, Bonin, Raman