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

June 23, 2014

Re: **Sign Ordinance**
CF # 08-2020 and CF # 11-1705

Dear Councilmembers:

The Federation of Hillside and Canyon Associations, Inc., founded in 1952, represents 44 homeowner and residents associations spanning the Santa Monica Mountains, from Pacific Palisades to Mt. Washington. The Federation's mission is to protect the property and quality of life of its over 250,000 constituents and to conserve the natural habitat and appearance of the hillside and mountain areas in which they live. The Federation has been following the proposed Sign Ordinance for more than five years and is dismayed to see that substantive changes have been made to weaken the Ordinance. The Ordinance must be strengthened before it is sent to City Council so that it is consistent with the City's 2002 ban on billboards.

Although there is much to commend in the Ordinance, there are also some blatant glaring omissions that must be corrected. The Ordinance must require that new off-site signage in Sign Districts be offset by the removal of billboards in surrounding communities. A minimum of eight traditional billboards must be removed from the surrounding community for each digital sign installed in a Sign District. The take-down requirement cannot be met by community benefits; those community benefits are nothing more than good planning that property owners should be doing anyway.

The stated purpose of this Ordinance is a net reduction in off-site signage. The current version falls far short of that goal, but can be amended to redeem itself.

Whatever happened to the billboard inventory that was promised to be available online? Does the city truly not know which billboards are permitted and which are not?

It is vitally important to the Federation's more than 250,000 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, 2012 Sign Ordinance. The current version must be strengthened before it is sent to City Council.

Thank you for your careful consideration of our request.

Sincerely,

Marian Dodge
Marian Dodge

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
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
Pacific Palisades Residents Assn.
Residents of Beverly Glen
Roscomare Valley Assn.
Save Sunset Blvd.
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
Upper Nichols Canyon NA
Upper Riviera Homeowners Assn.
Whitley Heights Civic Assn.

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