

**Hillside Federation  
Newsletter  
January, 2013  
Happy New Year!**



[www.hillsidefederation.org](http://www.hillsidefederation.org)

**Anti-Billboard Victory,  
but the Battle of the Billboards Continued**



Dennis Hathaway, President of the Coalition to Ban Billboard Blight, popped the cork on the champagne he was saving for New Years on December 10 when the state's 2nd District Court of Appeal ruled that two sign companies should not have been allowed to convert their billboards to digital. This is a huge win for the residents of Los Angeles, and a huge stumbling block for the sign industry. Dennis was honored at the Hillside Federation Holiday Party on Dec. 5 for leading the effort to regulate billboards.

CBS Outdoor and Clear Channel Outdoor had challenged the city's ban on new billboards except in designated sign districts. In 2006 City Council brokered a back room deal with the two billboard giants that allowed them to convert 840 billboards to digital. Not included in the deal, Summit Media, a much smaller billboard company, sued the City, CBS Outdoor, and Clear Channel

**Agenda**

**January 9, 2013**

**7:00 pm**

**I. Call to Order**

**Guest speakers**

- A. Congressman Adam Schiff
- B. Eric Menjivar for Assemblyman Mike Gatto
- C. Eric Bruins & DOT - Bike lanes on Cahuenga

**II. Approval of Nov. 7, 2012 minutes**

**III. Officers' Reports**

- A. President's Report
- B. Treasurer's Report

**IV. New Business**

**V. Old Business**

- A. NBCUniversal & Sign District update - Wendy-Sue Rosen
- B. Curtis School - Mark Stratton

**VI. Adjournment**

Next meeting - Wed., Feb. 6, 2013

**Pinz Bowling Center,**

next to Jerry's Deli

12655 Ventura Blvd., Studio City 91604

101 between Coldwater Canyon exit and

Laurel Canyon exit

***Hillside Federation mission:*** *To protect the property and the quality of life of the residents of the Santa Monica Mountains and other hillside areas of Los Angeles and its environs, and to encourage and promote those policies and programs which will best preserve the natural topography and wildlife of the mountains and hillsides for the benefit of all the people of Los Angeles.*

Outdoor to invalidate the sweetheart deal. Westwood South of Santa Monica Boulevard Homeowners Association filed an amicus brief in support of Summit Media's suit. The Court of Appeal ruled in favor of Summit Media stating that the language of the city's ordinance clearly prohibited the change to electronic billboards.

The following day, Dec. 11, the city's Planning and Land Use Management Committee discussed the Sign Ordinance. In a highly unusual move, Councilmember Ed Reyes announced at the beginning of the meeting, before any presentations were made or public comment, that the Sign Ordinance would be continued until January 22. The sign company lobbyists, present in full force, appear to have been caught off guard by the announcement of the Summit Media settlement which did not go in their favor. They apparently need more time to figure out how to make the Sign Ordinance more favorable to the sign industry. Although the Sign Ordinance is not perfect, it does address many of the issues raised by electronic billboards. Many speakers representing community and homeowner groups, including the Coalition to Ban Billboard Blight and the Hillside Federation, urged PLUM to approve the Sign Ordinance and send it to City Council for approval. Our requests were ignored because PLUM had already decided to continue the matter.

It was also clear at PLUM that they still want to put advertising signage in our city parks. They want to be able to install advertising campaigns similar to the Yogi Bear movie ads that LA Parks Foundation president Barry Sanders tried to push through over a year ago. Sanders is also president of the Recreation and Parks Commission and a retired attorney at Latham & Watkins.

Meanwhile council lost no time in attempting to recover from the Summit Media decision. On the same day Councilmember Richard Alarcon submitted a motion requesting city departments to prepare a report for City Council advising on the options regarding the recent court decision. His motion stated *"The outdoor advertising industry has an incredible economic impact on Los Angeles' economy. For instance, the outdoor advertising company will play a key role during the holiday season to promote upcoming films, retail campaigns and holiday events."* Among other things Alarcon's motion requested: *"A report on whether invalidated permits can be replaced with valid permits after a legislative solution is established; What the economic consequences would be for the City if digital signage was lost; and The opportunities to reduce enforcement costs by seeking to achieve voluntary compliance with any enforcement actions, including the relocation of any problematic signage locations as part of the overall solution."*

**What you can do. Call, write or email the PLUM Committee and tell them your opinion on the Sign Ordinance, their response to the Summit Media decision, and how you feel about advertising in our city parks. They want all public comment received by January 14.**

Ed Reyes [councilmember.reyes@lacity.org](mailto:councilmember.reyes@lacity.org);  
 Jose Huizar [councilmember.huizar@lacity.org](mailto:councilmember.huizar@lacity.org);  
 Mitch Englander  
[Councilmember.english@lacity.org](mailto:Councilmember.english@lacity.org).  
 Clerk [sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

Be sure to reference CF # 08-2020. Please also copy all councilmembers and the Hillside Federation at [president@hillsidefederation.org](mailto:president@hillsidefederation.org).

For up-to-date information on the Sign Ordinance go to [www.banbillboardblight.org](http://www.banbillboardblight.org).

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| P.O. Box 27404<br>Los Angeles, CA 90027<br>323-663-1031<br><a href="mailto:president@hillsidefederation.org">president@hillsidefederation.org</a><br><a href="http://www.hillsidefederation.org">www.hillsidefederation.org</a> | <b>ORGANIZATIONS:</b><br>Beachwood Canyon<br>Bel Air Knolls Property Owners<br>Bel Air Ridge Association<br>Bel Air Skycrest POA<br>Benedict Canyon Association<br>Brentwood Hills Homeowners<br>Brentwood Residents Coalition<br>Cahuenga Pass Property Owner<br>Canyon Back Alliance<br>Crests Neighborhood Assn.<br>Franklin Ave./Hollywood Bl. W.<br>Franklin Hills Residents Assn.<br>Highlands Owners Assn.<br>Hollywood Dell Civic Assn.<br>Hollywood Heights Assn.<br>Hollywoodland Homeowners<br>Holmby Hills HOA<br>Kagel Canyon Civic Assn. | Lake Hollywood HOA<br>Laurel Canyon Assn.<br>Lookout Mountain Assn.<br>Los Feliz Improvement Assn.<br>Mt. Olympus Property Owners<br>Mt. Washington Homeowners<br>Nichols Canyon Assn.<br>N. Beverly Dr/Franklin Canyon<br>Oak Forest Canyon Assn.<br>Oaks Homeowners Assn.<br>Outpost Estates Homeowners<br>Pacific Palisades Residents<br>Residents of Beverly Glen<br>Roscomare Valley Assn.<br>Shadow Hills Property Owners<br>Sherman Oaks HOA<br>Studio City Residents Assn.<br>Sunset Hills HOA | Tarzana Property Owners Assn.<br>Torreyson Flynn Assn.<br>Upper Mandeville Canyon<br>Whitley Heights Civic Assn.<br><br><b>CHAIRPERSONS</b><br><b>EMERITUS</b><br>Shirley Cohen<br>Jerome C. Daniel<br>Patricia Bell Hearst<br>Alan Kishbaugh<br>Gordon Murley<br>Steve Twining<br>Polly Ward<br><b>CHAIRMAN IN MEMORIUM</b><br>Brian Moore |
| <b>PRESIDENT</b><br>Marian Dodge<br><b>CHAIRMAN</b><br>Charley Mims<br><b>VICE PRESIDENTS</b><br>Mark Stratton<br>Wendy-Sue Rosen<br><b>SECRETARY</b><br>Donna Messinger<br><b>TREASURER</b><br>Don Andres                      |  |  |   |

# Hillside Federation Holiday Party

December 5, 2012



130 guests packed the private room and patio at the Mulholland Tennis Club.



The Federation honored the team that saved the Hastain Trail: Ellen Scott, Stephen Jones, and Eric Edmunds.



The Federation and Assemblymember Mike Feuer's Nicole Carcel honored Dennis Hathaway for his efforts to regulate billboards.



Hillside Federation awards for Ellen Scott and Dennis Hathaway.



New Chair Emeritus Steve Twining was honored by Congressman Adam Schiff's representative Tim Hysom, Councilmember Paul Koretz and others.





Assemblymember Mike Feuer's Nicole Carcel presented certificates to the Executive Committee: Wendy-Sue Rosen, Charley Mims, Donna Messinger, Marian Dodge, and Don Andres.



The Executive Committee gave Secretary Donna Messinger a baby gift.



Dr. Stella Resnick, Alan Kishbaugh, Crosby Doe, Arnie Newman and Arlene Newman.



Ron Galperin, Sandy Brown, and CD 11 Chief of Staff Mike Bonin.



Guests praised the gourmet buffet dinner at the Mulholland Tennis Club. The selection of desserts was outstanding.



Treasurer Don Andres and Chairman Charley Mims. Don handled all the arrangements at the club, guest lists, and name tags. He's the one to thank for the great time you had.

**Got a smartphone?  
See a problem?  
Report it!**

How many times have you noticed that ugly graffiti on the wall, but by the time you got home to report it, you forgot about it? Now you don't have to wait until you get home. There is a new, free app for smartphones that allows you to instantly report problems such as graffiti, potholes, and abandoned vehicles directly to the City. It's easy to use. You can take a photograph of the problem, and the app will automatically include the location of the problem with the report when you submit it. The report goes directly to the City for appropriate action. The app also maintains a history of your reports. The company is called CITYSOURCED.COM. The link is below. If you have a smartphone, I encourage you to give it a try.

<http://www.citysourced.com/default.aspx>

**Save these dates for Hillside  
Federation meetings**

**February 6  
March 6  
April 3  
May 1  
June 5**

**Bringing an Issue to the Federation**

If your organization has an issue to bring to the Federation, please complete the Request for Action form (available on the website [www.hillsidefederation.org](http://www.hillsidefederation.org)) with documentation and send it to [president@hillsidefederation.org](mailto:president@hillsidefederation.org) no later than 7 days prior to the meeting. This will help you organize your presentation so that our meetings can flow efficiently.

**Hillside Federation Draft Minutes  
November 7, 2012**

*Note: The minutes are the same as those printed in the December newsletter with two edits in red.*

**I. Call to Order**

President Marian Dodge called the meeting to order at 7:15 pm. Members and guests introduced themselves.

**Guest Speakers:**

A. Kim Lamorie – Las Virgenes Homeowners Federation

The Las Virgenes Homeowners Federation is similar to the Hillside Federation except that it is located in LA County in the western end of the Santa Monica Mountains. They have 25 member associations. They are active on the state level fighting for CEQA. Wendy-Sue Rosen visited one of their meetings. Las Virgenes is proposing joint committees on such mutual interests as: Wildlife Corridor Committee, Defend CEQA Committee, Streams Stewards Committee, and Oak Tree Committee. Carol Sidlow recommended adding a Ridgeline Ordinance Committee.

MOTION: Wendy-Sue Rosen moved that the Hillside Federation form an alliance with the Las Virgenes Homeowners Federation by supporting joint committees, sharing newsletters, and sharing information. The motion passed.

**V. Old Business (taken out of order)**

D. Billboard update - Dennis Hathaway, Coalition to Ban Billboard Blight (CBBB)

This is a watershed moment in the ongoing battle to rid our City from the blight of digital billboards. In 2006, the City Council entered into a backroom deal with two billboard companies,

CBS and Clear Channel, authorizing them to install hundreds of digital billboards throughout the City. The City Council euphemistically referred to the digitalization of billboards as “modernization.” Another billboard company, Summit Media, sued the City, contending that the deal was illegal. In 2009, a Superior Court Judge agreed, calling the deal “poison.” That decision is now on appeal. City Councilmembers Krekorian and Reyes introduced a motion to the Council for the legalization of the digital billboards installed before the court’s decision. The Krekorian/Reyes motion, which bypassed PLUM and Finance Committees, would legalize the already-installed digital billboards. If this effort succeeds, other billboard companies will no doubt be permitted to install digital billboards as well. After receiving negative publicity and press inquiries, Reyes’s staff revealed that the motion was drafted by billboard lobbyists. The timing of this motion comes right before the Court of Appeal is scheduled to make its final determination in the Summit Case. The appellate court’s tentative decision was to affirm the lower court’s ruling against the digital billboards. But the Krekorian/Reyes motion would render the court’s decision moot. It is essential that community members contact their council offices and ask them to oppose this motion and abide by the court’s decision. For more information go to: [the Digital Billboard Preservation Act: A Brief History](http://banbillboardblight.org/?p=7446) at <http://banbillboardblight.org/?p=7446>.

#### **Guest Speaker**

##### **B. Sheila Irani, CD 4 - Smokey Bear campaign**

Hollywood United Neighborhood Council has funded six No Smoking Smokey Bear signs for heavy tourist traffic areas in the Dell and on Canyon Drive. The 6 ½ ft. X 30 in. signs from a licensed vendor cost \$12,009.53 for four signs.

Andrew Morales of CD 4 drives around the area on weekends asking people not to smoke. Organizations may contact Sheila for more information about the Smokey Bear signs. ([sheila.irani@lacity.org](mailto:sheila.irani@lacity.org))

Hollywoodland prefers to design their own large no smoking signs with the international symbol, but were told by HUNC they had to have Smokey Bear signs.

##### **C. Ron Galperin – Quality and Productivity Commission**

The Commission looks at what the city is doing right to see how the city can replicate those practices to better use its resources. The city owns two asphalt companies while our pot holes go

unfilled. The city could be selling that asphalt to other districts to generate the revenue we need to repair roads. Construction costs are out of control. For example, one police station was 760% over budget. Only 16% of purchasing contracts are with businesses in LA; the city should be supporting local businesses instead of paying sales taxes to other jurisdictions. In December the Commission will be giving awards for efficiency. A seemingly mundane change in the oil change schedule for General Services vehicles saves the city \$300,000 a year. A reduction in the number of internal mail stops will save \$100,000 a year.

##### **D. Ray Verches - SoCalGas Advanced Meters**

SoCalGas is doing public outreach to HOAs and Neighborhood Councils on its Advanced Meter program to update 6 million meters to an electronic version in 12 counties from the Central Valley to Orange County. The California Public Utilities Commission has approved the project, and they have briefed individual council offices. They will add a small box to your existing meter. The battery powered device is only on for two minutes per year. They are working with the Bureau of Street Services to attach the 4,000 networking devices to existing street light poles wherever possible although they will not mount the device to historic street lights. The automatic system will replace 1,000 meter readers and truck, reducing labor costs and pollution from the trucks. They have worked with the unions to reduce the job loss. Most will be covered by retraining or attrition as the project will not be completed until 2017. They are working on an opt-out program.

#### **II. Approval of minutes**

The minutes of October 3 were approved as corrected with the addition of Kim Lamorie.

**Mulholland Scenic Parkway Design  
Review Board**

Meets 1st & 3rd Thursday of the month,  
6:30 pm

Marvin Braude Constituents Service Center  
6262 Van Nuys Blvd. Van Nuys, CA  
1st floor conference room

### **III. Officers' Reports**

#### **A. President's Report** - Marian Dodge

Measures HH and MM to keep funding the MRCA both passed. HH passed by 76% and MM by 68%. Paul Edelman of the MRCA thanked the Federation for its support.

The Federation sent a letter to City Council opposing the October 16 motion regarding legalizing illegal billboards; however the motion passed.

The Santa Monica Mountains National Recreation Area is celebrating its 34th birthday with a tree planting on Sat. Nov. 10.

MOTION: Charley Mims proposed the nomination of Steve Twining for Chair Emeritus upon the recommendation of the Executive Committee. Charley listed some of the highlights of Steve's career which meet the five criteria to become Chair Emeritus: President of the Federation for 2 years, Chairman for 4, President of Bel Air/Beverly Crest Neighborhood Council for 3 years plus member of Land Use Committee, President of Roscomare Valley Association for 10 years, on the Western Region Alliance of Councils, and the West Los Angeles Community Police Advisory Board. The motion passed. Congratulations, Steve!

#### **B. Treasurer's Report** - Don Andres

Federation finances are about the same as last month.

The Executive Committee discussed the policy and process of giving financial support to an organization. The policy is in agreement with IRS rules for 501(c)(3)s. The federation does not routinely give money. The issue must be one of broad impact. The application must be submitted at least 7 days prior to the monthly meeting.

Congressman Adam Schiff is supporting the Rim of the Valley which would add more park area and services to a large circle around the city that includes the Santa Monica Mountains and Griffith Park. Informational public hearings are being held throughout the area in December.

Don was advised that the LA Dept. of Transportation may be changing the policy on preferential parking districts so watch for announcements.

Don urged everyone to attend the Holiday Party on December 5.

### **IV. New Business**

#### **A. 3200 Durand Drive** - Crosby Doe

Hollywoodland has historic stone walls that have been designated as Historic-Cultural Monument #535. According to the Hollywoodland Specific Plan no fence can be built within 3 feet of the front lot line in order to preserve the character of the community. The six-foot fence at 3200 Durand Drive violates 5 city ordinances. The city issued an Order to Comply to remove the unpermitted, over-height fence in 2003, but it has not been enforced. The Hillside Federation supported Hollywoodland in 2010 on this issue. The owner appealed to City Council which approved his appeal. Hollywoodland sued the city for violating CEQA. They appealed to the Supreme Court who would not hear the case. Allowing the illegal fence to remain would set a dangerous precedent that would destroy the character of the neighborhood. They have not received any support from the Office of Historic Resources.

MOTION: Sarajane Schwartz moved that the Hillside Federation support Hollywoodland's request for an EIR for the fence at 3200 Durand Drive and that Order to Comply #108303 be enforced. The motion passed.

### **V. Old Business**

#### **A. Hastain Trail victory** - Ellen Scott and Eric Edmunds

Ellen sat down in front of a bulldozer on the Hastain Trail 1 ½ years ago. The property owner put a gate across the trail in Franklin Canyon Park, which is one of the jewels of our hillside. About half of the trail is on private property. Ellen formed Friends of Hastain Trail and hired land use attorney Stephen Jones to sue the property owner. The MRCA joined the suit with Eric Edmunds representing them. They had to locate hikers who had hiked the trail since before 1972. They had MRCA Rangers take the judge and court reporter up the trail to see what was a stake. After a two-week trial, the judge ruled that the trail is a public easement. The property owner will have to remove the fences. He is suing the city for discrimination. The trail runs through the middle of three of his lots so it will be difficult for him to build.

Friends of Hastain Trail is having a celebratory picnic this Sunday at 12:30 at the meadow by the Doheny Ranch. Although Steve Jones took the case at a discounted rate, they still owe him about \$20,000 and are accepting donations.

Ellen, Eric, and Steve Jones will be honored at the Holiday Party.

B. Crescent Drive victory - Carol Sidlow and Steven Poster

Lookout Mountain won their appeal denying all the variances including a waiver on a substandard roadway. Forty community members attended the hearing. They thanked everyone who came to support them and wrote letters, especially Don Keller. The Planning Commission voted unanimously to support their appeal. The property owner will probably continue.

**Announcements:**

Marian Dodge announced that there is a new Facebook page (a beta version) for the Federation and encouraged all to visit it.

George Abrahams distributed invitations to a fundraiser for SaveHollywood.org.

Sarajane Schwarz – Next year is the 90<sup>th</sup> anniversary of Hollywoodland.

**VI. Adjournment**

The meeting was adjourned at 9:38 pm.

Donna Messinger, Recording Secretary

**Members Present:**

- |                       |                    |
|-----------------------|--------------------|
| Beachwood Canyon      | George Abrahams    |
| Bel Air Skycrest      | Mark Stratton      |
|                       | Lois Becker        |
| Benedict Canyon       | Nickie Miner       |
| Brentwood Hills       | Eric Edmunds       |
| Brentwood Residents   | Don Keller         |
|                       | Tom Freeman        |
| Canyon Back All.      | Wendy-Sue Rosen    |
| Crests Neighborhood   | Ron Galperin       |
| Franklin Av/Hlwd Bl   | Don Andres         |
| Franklin Hills Resid. | Charley Mims       |
| Hollywood Heights     | Donna Messinger    |
| Hollywoodland HOA     | Sarajane Schwartz  |
|                       | Crosby Doe         |
| Kagel Canyon          | Kit Paull          |
| Laurel Canyon Assn.   | Tony Tucci         |
| Lookout Mt. All.      | Carol Sidlow       |
|                       | Steven Poster      |
| Los Feliz Impvmt.     | Marian Dodge       |
| Nichols Canyon        | Madeline O'Donnell |
| Oaks Homeowners       | Gerry Hans         |
| Roscomare Valley      | Steve Twining      |
| Studio City Resid.    | Claudia Freedle    |
| Upper Mandeville      | James Provenzano   |
|                       | Elodie Lorenz      |

**Guests Present:**

- |                        |                  |
|------------------------|------------------|
| CD 4                   | Sheila Irani     |
| Ban Billboard Blight   | Dennis Hathaway  |
| Las Virgenes HO Fed.   | Kim Lamorie      |
| Friends of Hastain Tr. | Ellen Scott      |
| SoCalGas               | Ray Verches      |
|                        | Lizette Verduzco |
|                        | Juan Gonzalez    |



Pat Hearst surprised Steve Twining with a bird of paradise pin given to her by Mayor Bradley.

**Web Site**

The Hillside Federation has a new web site, [www.hillsidefederation.org](http://www.hillsidefederation.org). One of the things we want to do is have live links to the web sites of all our member organizations. Please send us the link to your association's web site. In return, we ask that you post a link to the Hillside Federation web site on your web site.

You may also visit the web site for letters on positions taken by the Federation and past newsletters and minutes.