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Planning and Land Use Management Committee  
City Hall  
200 N. Spring Street  
Los Angeles, CA 90012

August 8, 2011

Dear Councilmembers:

The Federation of Hillside and Canyon Associations, representing thirty-two homeowner associations spanning the Santa Monica Mountains, cannot support the Sign Ordinance as it is currently written.

While the City of Los Angeles needs a sign ordinance to regulate the proliferation of billboards throughout the city, this version of the ordinance has been substantially altered since it was approved by the City Planning Commission. The new Comprehensive Sign Program (Section 14.4.24) is sufficiently vague to allow signs to be added anywhere. In June, 2011, the Hillside Federation unanimously opposed the placement of advertising in City parks.

In a world saturated with advertising, City parks represent the one place in the city where one has refuge from the onslaught of advertising blight. Our parks are full of children—and children are particularly vulnerable to advertising. There is one group of children for whom an ad-free park is critically important, those with ADHD or ADD. City parks with green spaces unobstructed by advertisements are one of the few places they can go and feel calm because they are not over stimulated. The federal government is well aware of the hazards of advertising to children and is attempting to forbid fast food facilities from luring children with cartoon characters. City parks should follow that example.

This sign ordinance needs to be amended to specifically prohibit off-site signs in City parks.

Sincerely,

*Marian Dodge*

Marian Dodge, President

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cc: Ban Billboard Blight