

Minutes for AD HOC HOLLYWOOD SIGN ADVISORY COMMITTEE

June 8, 2022, 6:30PM

First committee meeting roll call:

All board members and voting stakeholders present.

Augusta Weaver

Steve Alper

Chip Clements

John Dotto

Kristina O'Neil

Jim Van Dusen

Robert Morrison

Sheila Irani

Attendees included Geoff Thompson from CD4, David Ebner SLO, RAP RANGER, Jeff Zarrinnam President of Hollywood Sign Trust.

MISSION

Considering the impact of tourism and special events related to the Hollywood sign the AD HOC HOLLYWOOD SIGN ADVISORY COMMITTEE will develop by 10.31.22 a list of neighborhood concerns related to the use of Hollywood Sign and proposed policies and procedures including funding and costs for the use of the Hollywood Sign during special events to share with the Sign Trust and relevant City Departments.

STAKEHOLDERS

STEVE ALPER

I'm Steve Alper, a Beachwood Canyon resident. My property is at 6101 Mulholland Hwy. and is one of the most affected by park visitors and sightseers of the Hollywood Sign. It borders Griffith Park and is proudly adjacent to a commonly used park entrance. I am well aware of everyone's needs and I strongly believe there is a comprehensive solution that enhances the experience of both living-under the sign, and visiting it. I represent "dirt Mulholland" and also attend HUNC and GPAB meetings regularly. As a voting stakeholder, I look forward to sharing my deep understanding of the current conditions and examining opportunities that mitigate negative effects on residents while maintaining park access. CHIP CLEMENTS

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Chip Clements, a past member of the Griffith Park Advisory Board and current board member of the Beachwood Canyon Neighborhood Assn., has lived below the Hollywood Sign in upper Beachwood for 30 years and has run and hiked the surrounding hills since long before that. He is thoroughly familiar with issues concerning the Sign and the western portion of Griffith Park and the neighborhoods below it.

JOHN DOTTO

I'd like to be considered for the Hollywood Sign board committee. I'm a resident in the area for 6 years, living on LedgeWood in Beachwood Canyon. I believe it's important to balance the interests of the city and global recognition of the Hollywood Sign with those people who live close by in Beachwood Canyon.

KRISTINA O'NEIL

I am the President of the Lake Hollywood Homeowners Association (LHHA), and I have been a resident in Lake Hollywood Estates since 1996. I am thrilled that an AD HOC Advisory Committee has been created and welcome the opportunity to be a part of the team. I understand this committee's purpose is to express the concerns and impact tourism has placed on the quality of living, dangerous interactions and potential harm to the environment, while recommending viable and reasonable policies and procedures that will create a balance for the stakeholders, visitors and wildlife.

I have watched this beautiful, quiet and pristine hillside change dramatically over the years as GPS technology brings tens of thousands of tourists and the City has allowed multiple special events to Lake Hollywood Park, Vista, Innsdale Trail, Deronda, Mulholland Hwy, etc. Because of the proximity to the world-famous Hollywood Sign and adjacency to Griffith Park. The negative impact without city oversight has been fires, trail erosion, traffic congestion, vehicle and pedestrian accidents, first responder delays and crime. I look forward to working with HUNC through this committee in developing balanced solutions to these growing problems.

AUGUSTA WEAVER

I have been a resident of Beachwood Canyon all of my life, living on Deronda Drive, better known as the road to the Hollywood Sign. During my lifetime, I have seen the Sign evolve from a crumbling edifice into an international symbol for Los Angeles. Active in my community, I have worked for environmental protections for this wilderness corridor and to improve the relationship between Beachwood Canyon and LA City departments. It would be enormously gratifying to join this committee, and to contribute to the conversation of how best we can integrate the needs of this neighborhood with increased tourism. I am currently a board member of the Beachwood Canyon Neighborhood Association, a member of the Community Police Advisory Board for LAPD's Hollywood division, and I support Friends of Griffith Park and Friends of the LA River. I look forward to joining this committee and thank you for your consideration.

ISSUES RELATED TO THE SIGN BY CATEGORY

Concerns: Congestion, Fire Safety, Trespassing, Disaster Plan, Environmental Impact to native flora and fauna, and Infrastructure

Steve Alper: Congestion, navigating windy road, turn around on Dirt Mulholland.

Kristina O'Neil: Mulholland Highway from Dirt Mulholland to Vista, including Durand, Heather, LedgeWood, Tahoe lack traffic enforcement on a regular basis during the day. Fire hazard is compounded by lack of turnaround, cell service to get GPS directions to exit area, narrow & windy roads, lack of sidewalks on LedgeWood. Infrastructure: Mulholland Hwy green fence may need to be moved to opposite side of street however that is private property sloughing off onto Mulholland Hwy after every rainstorm.

The Tourist Master Plan should not state Lake Hollywood HOA supports the aerial tram, it did not.

Speeding through the neighborhoods, especially with the exotic rental cars.

There is a need for regular scheduled patrol and traffic management.

There is a need for one contact who oversees this icon to bring concerns and solutions to.

Need to clean up the area regularly especially on the weekend.

Concerns over July 4th weekend.

John Dotto: Agree with Kristina O'Neil. Unmarked tour vans are stopping at the Vista and other spots, and there is no designated drop off spot. They double park and drop off passengers on the street. LedgeWood is narrow, and the congestion causes delays into Lake Hollywood Park, creating backups and delays to first responders.

Augusta Weaver: LA City Tourist Master Plan was reviewed, created in 2018 and passed in April, 2020. Key concerns in Sections 5.1 – reduction in vehicular traffic into tourist hot spots. Deronda is a windy, dead end road with permit parking and red zone but still traffic goes up there, unable to turn around easily to exit. Lake Hollywood Park, and Vista have similar issues, as well as Hollywood Knolls.

Section 6.2 Communicate and Inform Visitors – Communication that the area is a High Fire Severity Zone and the NON-SMOKING signs are insufficient, the VMS light sign should be returned to say NO SMOKING.

Section 2.2 - Gondola (Aerial Tram) – will need to be discussed.

Two departments should be involved with this Ad Hoc.

Section 6.1 – Deploy visitor traffic counts (LADOT did one in 2018)

Section 6.8 – Residents are to work with LA TOURISM and CONVENTION BUREAU.

Social media has created growing visitor activity. The Sign is an Instagram hotspot.

Chip Clements: The aerial tram will draw more visitors to the area. The Tour Vans could be reduced with West Traffic division enforcement of overweight rule. In the past years when this was conducted approximately 6 years ago, the vans stopped coming up. The Mulholland Hwy fence has worked to stop traffic that used to stop in the red zone, starting a bottleneck. Much of the fence is ugly and unnecessary, and not needed to block the Hollywood Sign. It is his hope that a permanent fence be installed with vines to block the sign.

Jim Van Dusen: Suggest reviewing all the issues within the radius starting at Barham thru Lake Hollywood into Hollywoodland and Beachwood Canyon down to Franklin and Beachwood. HUNC has weighed in on LA Tourism Master Plan sharing a concern with the limited community outreach, and that the aerial tram was not accepted by the community and yet made the final document. It is the hope that before the option is implemented the community is included in the discussion.

Drones and low flying tourist helicopters are a nuisance that has returned.

The management of tourist expectations so that their experience is positive while addressing the residents' concerns.

Jeff Swofford: Hollywoodland resident (attendee), further development around the Sign is exacerbating the issues. Scooter traffic within the area is increasing, nuisance of abandoned scooters in low cell sites, tourist dropoff and pickup locations, tourists circulating in the area, many of the vans do not have TCP numbers or out of state licenses. Smoking risk is not just at park entry but throughout the area.

Need more signs. Single use plastics, litter, public urination/defecation due to lack of PAP in area is reducing the quality of life and growing.

Increase in Burbank airport arrivals that go over Hollywood Hills.

FRAMING CONCERNS INTO THREE AREAS:

Hillside Resident Quality of Life Issues – Smoking, Congestion, Pedestrian Safety, Helicopter and Drone Nuisance, Scooter management, Tour Vans, Loud Exotic cars speeding,

Safety and Security – Fire, Increased Property Crime, need for consistent and stable Ranger presence

Environmental issues – erosion of trails, wildlife, nighttime disturbances

Robert Morrison: HUNC was brought into the management of special events at the Sign requires greater coordination with the community and the city.

Geoff Thompson: LA TOURISM AND CONVENTION BUREAU is a marketing focused group and will likely not be helpful. Suggests LADOT is the better agency to work with.

There is a line item for 14 LADOT traffic control officers to be dedicated to the Hollywood Hills within City budget. There is a lack of staff in most City departments, especially due to the early retirement offer to City employees for fiscal protection. Currently, there is a 40% vacancy within TCO department, and their priority will be special events. CD4 is following up to get their detail filled. Geoff did visit the area after Memorial Day. It is estimated that 6 to 8 TCO officers are dedicated to the Hills unless an event takes place, such as movie premiere, Bowl, Ford, etc.

The Mayor has created a tourist cabinet to address some of the issues mentioned in this Committee.

CD4 is looking for grant dollars for the environmental hazards generated by tourism. A fellow will be hired through California Climate Action Corps.

Shuttles are being considered, such as Park Line Shuttle circulator.

Geoff will attend with Helene from CD4,

David Ebner: ITA and LAPD is up on MT LEE 24 hours.

PROPOSED SOLUTIONS

Full Time Ranger(s) Hours 11 to dusk: invite Chief Losorelli to next meeting to discuss option

Reservation Parking System:

Permit Parking for Lake Hollywood area to piggyback on Beachwood areas permit district – expansion of PPDs on Lower Deronda

Curb Management

A City Shuttle Service **in lieu of** private vehicles from tourists

Hollywood Visitor Center

Tighter information control with social media, countering some of the information with other facts

Disaster preparedness to plan with number of visitors who come to the area without cars

Increase NO SMOKING signs, current ones are not effective. Bring back the illuminated large VMS sign. Use international symbols over verbiage. Increase enforcement of no smoking laws.

Controlled access for visitors vs. closing main entrances – possible if it is a private street then residents are responsible for maintenance of infrastructure.

Pedestrians need sidewalk

DOT, LAPD, RAP, Ranger, and CD4 will develop a master list of streets that will be inaccessible to vans with 9 total riders

Improving the cell service for visitors to get an exit vehicle via UBER and LYFT

Smash and grabs need greater patrol by LAPD

Add the Parking arrow sign (1/2 mile ahead and ¼ mile ahead) on Mulholland Hwy near temporary fenced area

Create a NO FLY ZONE near the Dispatch Towers

Time table of meetings: 2nd Wednesday (July 13th) and 630pm

NEXT STEPS

CD4 will try to invite LADOT (Brian Hale), City Cabinet for Tourism, update on fencing (Helene).

Sheila Irani will invite someone from HHWNC (HKCC), Chief Losorelli (RAP), SLO MATA (LAPD), Stephanie Smith/Tracy James (RAP, Griffith Park).

Meeting adjourned 9:08PM