

Minutes for AD HOC HOLLYWOOD SIGN ADVISORY COMMITTEE

August 23, 2022, 6:34PM

Roll Call

Present

Augusta Weaver Johnson

Sheila Irani

Robert Morrison

Jim Van Dusen

Chip Clements

Absent

Steve Alper

John Dotto

Kristina O'Neil

Approval of Minutes from July 2022:

Motion to approve minutes with edits made by August Johnson Sheila Motion, Jim Seconded.

Vote: Yes – 7, 1 Absent, Motion passes

Discussion of Committee for potential solutions:

Jim Van Dusen

Closing the 13 entrances that lead to residential area around sign allowing vans to come up here run by City. Perhaps this would be a pilot for the Olympics in 2028

All LA governmental departments and local communities agree that:

1. The number of people walking and cars trying to access the Hollywood Sign for either viewing the sign or hiking to it has increased substantially and continues to increase to the point that the areas around Lake Hollywood Park and on Ledgewood Drive have become almost impassible on many days and particularly on weekends and holidays.
2. The Hollywood Hills roads are substandard, narrow, without sidewalks and unable to handle the traffic that has increased since social media became a reality.
3. That the fire hazard has increased substantially as a result of the increased crowds coming up Beachwood Drive and Ledgewood Drive and into the Lake Hollywood Park area from Barham Boulevard and Beachwood/Ledgewood Drives.
4. That the city's responses have been piecemeal and largely unsuccessful as the crowds keep increasing with enforcement by the responsible city agencies being infrequent and inconsistent.

The challenge is how to provide access on public streets to the Hollywood Sign while restricting access so that residents and visitors alike are safe and secure.

The major areas/issues affected:

1. Beachwood Drive and Ledgewood Drive
2. Dirt Mulholland and Ledgewood Drive intersection
3. The Innsdale Trail and parking issues
4. Mulholland from Durand to the so-called viewpoint
5. Parking around the Lake Hollywood Park
6. Traffic coming from Barham Boulevard to the Lake Hollywood Park area
7. Traffic coming up Ledgewood Drive from Beachwood Drive to the Lake Hollywood Park area.
8. The Hollywood Sign itself including the newly implemented lighting of the sign

Potential remedies:

1. Assuming the so-called viewpoint above Lake Hollywood Park remains open, a remedy that would resolve most issues would be to install gates at the 13 or so entrances in Beachwood Canyon and around Lake Hollywood Park and allow only resident's cars and tourist/visitor buses into the area. This way traffic would be managed and tourists and LA residents can access the area to hike or take selfies. No other method will be able to manage the increased crowds being experienced now and when the Olympics take place in LA.
2. The Lake Hollywood Park area to be managed like Yosemite Park. The entrances to the area to be monitored and shut down for all but residents when the area reaches a saturation point. An alternative to shutting down the Barham entrance would be to shut down access at the Lake Hollywood Drive, Tahoe Drive and Montlake Drive intersection where there is room for a turnaround for cars. This latter approach recognizes that the Hollywood Reservoir is a popular location for walking and there is substantial street parking around it that does not impede access to residential properties. Closures of public park areas takes place at Yosemite and at Griffith Park periodically when parking lots are full.
3. Close down the viewpoint above the Lake Hollywood Park. The issue with this is that the crowds would probably move to another location in the Hollywood Hills area (probably starting at the end of Dirt Mulholland) and the crowd problems throughout the area would continue.
4. Close the 13 or so entrances to the area from Beachwood Drive and Ledgewood Drive to Barham Blvd. to all but residents and their guests. This remedy is probably not practicable as the Lake Hollywood Park is an official city park and curtailing access to it by closing the entrances would probably not be an option as a result.
5. Piecemeal remedies:
 1. Install a permanent, and reasonably attractive, fence on Mulholland from Durand to the so-called viewpoint.
 2. Install 7-day permit parking only (PPD) areas in the residential side-streets around the Lake Hollywood Park. Parking on the roads directly adjacent to the park would not have a PPD.
 3. Install permanent DOT personnel at Lake Hollywood Park and the so-called viewpoint above the park, at Ledgewood and dirt Mulholland and at Deronda Drive and Rockcliff Drive. All 3 areas are severely impacted by the increased crowds, both cars and walkers.
 4. Install a permanent ranger station at Lake Hollywood Park or at the so-called viewpoint above the park to also cover the Innsdale Trail.

5. Build a restroom or furnish porta-potties in the Lake Hollywood Park area.
6. A significant new issue is the lighting of the Hollywood Sign. This is apparently controlled by the Hollywood Chamber of Commerce with no oversight by the Hollywood Sign Trust and minimal inclusion of city agencies in approval or implementation. There appears to be substantial amounts of monies being paid to use the sign for advertising that LA City does not share in outside of being reimbursed to provide essential services during the lighting of the sign. The sign lighting is significant as it has already encouraged more visitors to come to the area both day and night as well as copy-kat laser-show displays on the sign by private individuals.
 1. Potential remedies:
 - i. Ban all sign lighting for safety reasons and as lighting the sign may violate the wildlife agreement granting Griffith Park to the City of Los Angeles.
 - ii. If the sign is to be lighted:
 1. Lighting to be restricted to no more than 4 times per year with input by the established local neighbor entities on how best to manage it. All revenue to be split equitably between the Hollywood Chamber of Commerce as they are the entity securing the advertisements, the Hollywood Sign Trust as they are the group that needs to manage the lightings and LA City for the express purpose of providing all necessary support to the Lake Hollywood Park area during the lightings as well as for general crowd management throughout the year (to include park rangers, DOT and maintenance of any porta-potties or permanent restrooms). The local, established, neighborhood associations to be included in the discussions as they will be the group that will have to sell the idea of lighting the sign to the local residents.
7. The LA Tourism Master Plan contains a proposal to install an overhead tram to the Hollywood Sign from some point to be determined. Many meetings regarding various proposals, including the Warner Brothers Studio's option, have consistently concluded that this is not a viable option due to infrastructure requirements (parking, towers, crowd management from below the sign and in the area where the tram reaches the Hollywood Sign) and wildlife disruption that may be in violation of the Griffith Park Trust agreement between the Griffith family and the City of LA. The lack of viability of this option is underscored by the decision of Warner Brothers Studios to drop the project.
8. Visitor Center in Hollywood: This should be on the top floors of a building on Hollywood Blvd. with a view of the sign from the rooftop. This should be close to the attractions in Hollywood. There is no viable option to put a visitor center in the Hollywood Hills area.

Steve Alper

- Context - Tourists & Locals want to see the Hollywood Sign up close.
- Problem - Vehicle Traffic (Private automobile is the only current option)
- Solution - **Alternative Transportation**

MORE PEOPLE ACCESS - LESS WILDLIFE INTRUSION - FEWER CARS.

Alternative Modes of Transportation;

Solution 1 - Total Vehicle Elimination - Gondola

Solution 2 - Major Vehicle Elimination - Shuttle

Primary destination / viewing location is Lake Hollywood

- Large, contained area with excellent H-sign views.
- Utilities available for facilities.
- Starting point for exploration further into GP.
- Not in a neighborhood / Between Hollywoodland and Lake Hollywood Estates.

#1 GONDOLA

Minimal Park Incursion - Mostly over LADWP property

Straight Path Hollywood Bowl - Lake Hollywood Park

Cityside Terminus at parking lot - Hollywood Bowl or Hollywood Heritage.

Eliminate private automobiles.

#2 DASH SHUTTLE

Completely avoids Beachwood/Hollywoodland and Hollywood Knolls.

Possible Stop Motorists - FORD Parking lot Stop for motorists

Possible Stop Pedestrians - Yucca/Argyle Station close to subway & Walk of Fame.

Utilizes LADWP heavy equipment road (which could be opened to DASH only.)

Minimal neighborhood traversal (Tahoe Dr) by shuttle.

Neighborhood residents can use for transportation as well.

Eliminate private automobiles.

Benefits

BOTH PROVIDE AMPLE OPPORTUNITY TO:

Educate captive riders about safety (no smoking, etc.) and history. (Videos/Posters)

Generate revenue by advertising to a highly targeted captive audience.

Reduce vehicle traffic/congestion and substandard infrastructure burden.

Reduce pollution.

Manage visitors and control their experience better. •

Minimize wildlife intrusion.

Disadvantages

Cost.

Require interagency cooperation. (LADWP/Rec and Parks/DOT etc.).

Probable Loss of "Dog Park".

Require adequate measures to disincentivize private vehicles.

Construction inconvenience.

Objection to alteration of view (mostly the people whose view was preserved by the water tank construction will be the ones objecting).

LADWP might not want to allow DASH buses on their underused gated heavy-equipment/truck road.

Kristina O'Neil

Fencing the park to close at night

Helene Rotolo commented if we should restrict parking around Lake Hollywood Dr. then if an option is offered that is free such as DASH Bus then the restrictions may be put in place.

Additional Kristina O'Neil comments

Add stop sign and red zone in Hollywood Knolls area on Lake Hollywood Drive

Canyon Lake Drive/Arrowhead: **Keep Clear** painted on road

Marking parking spots with white lines for LAKE HOLLYWOOD PARK and LAKE HOLLYWOOD DRIVE off Montlake Drive

Create drop off yellow loading area around Lake Hollywood Park, Create handicapped space

No trailers, campers, busses, etc. restricted vehicles by height

Permanent Fence on Mulholland Hwy and Canyon Lake

Ranger or LADOT Station near or at Lake Hollywood Park/Vista

Does not want restroom in Park

Open the Mulholland MRCA overlook

Augusta Johnson

Gating of neighborhood: Challenges – may be illegal for streets to be removed.

Reservation parking – for the park area combined with PPDs

Self-Cleaning bathroom for Lake Hollywood Park, especially for use of children.

Install permanent DOT at Rockliff, Deronda, Canyon Lake during high season

Eliminate the Tour Van coming up to the Hills – CD4 is trying to get a report on the streets for enforcement. Committee is requesting the list CD4 has submitted to LADOT for the streets to not allow tour vans. This motion is set to expire this year or next and should be extended.

Install multilingual signage that is more descriptive, including those reading NO ACCESS TO HOLLYWOOD SIGN on cul de sacs and other roads.

Additional AJ comment:

Install “stay right” pedestrian signs on Ledgewood.

Designated drop-off zones for vans?

Agree with Kristina that Lake Hollywood Park should be fenced and gated.

Extend permit parking in Hollywoodland.

Install additional and more specific signage in Hollywoodland that there is no vehicular access to the Hollywood Sign.

Locate location for permanent visitor’s center, and discuss location of temporary visitor’s center for summer 2023.

John Dotto

Permanent LADOT fixture for Deronda and Lake Hollywood Park

Install a roundabout, to use the Vista for a turnaround so that the traffic circulation isn’t impeded, would require losing the vistas, or setting them further back.

Ledgewood isn’t pedestrian friendly - needs a sidewalk, however, many of the garages built in the 30’s are too small for today’s cars. Eliminating street parking is not viable.

Additional JD comment:

Permanent presence of DOT police during daylight hours who continually pushing and ticketing people who are stationary in cars (waiting while other people walk around) - specific streets like Deronda, Canyon Lake Drive, and Rockcliff on Saturday mornings are really bad

Make parking on street permit required for the above named streets (Deronda, Rockcliff, Canyon Lake Drive) (hollywoodland/lake hollywood) a - but provide residents 2 free passes without having to pay

Stop pedestrian traffic up Ledgewood and other small road paths without sidewalks.

Reserved parking...I liked your idea about reserved parking required for Lake Hollywood Park. There is an opportunity to expand parking at Innsdale Trailhead in Lake Hollywood too

Circle at top of park to turn around - or signage about return at end of Mulholland

If we go down path of sign lighting - will require police presence at all entrances of Lake Hollywood and Hollywoodland - not by the lighting area where there is no noticeable impact to traffic (as Jeff Zarrinam hinted when he was on the call a while back)

Sheila Irani

RAP should start charging a fee for the land that sits under the sign to recover for costs of having to maintain the areas surrounding the sign that the Sign Trust makes no contribution towards.

Any future lighting of the sign should be 100% payable to the City for exclusive use for the area, with a minimum of \$1 million for the right, to be used to pay for security of the residential zone and the rights should be limited to no more than 4 times per year to keep it rare and valuable to attract these fees. The Chamber only has the rights to licensing the IMAGE of the sign, not altering it, lighting it, moving it, etc. The sign is the property of the CITY OF LA, sited on land managed by REC AND PARKS. Both the City and RAP need to stop giving away their rights in favor of the CHAMBER.

A representative from Hollywoodland and Lake Hollywood should be included on the SIGN TRUST.

The CHAMBER has too much say on the SIGN TRUST and has shown to be insensitive to the residents who live and work from the areas surrounding the sign. The conflict of interest that most members of the Sign TRUST are also members of the CHAMBER means that they are not impartial or independent from the CHAMBER. Inclusion of HOA Heads, HUNC onto the Sign Trust would create much more balance.

Personal Aerial Drone with Passengers on backside of Mt Lee as an alternative to aerial tram and that would be the only way to access Hollywood Sign, however, then the free parking that is being abused in the LAKE HOLLYWOOD neighborhoods would have to be eliminated.

Permit parking for residential tract in Lake Hollywood Estates that is an extension of ones in Hollywoodland, paid parking at Lake Hollywood Park with reservation ability like Getty Museum, and dedicated DASH small bus for visitors who cannot hike or bike to the Lake Hollywood Park with a turn around built out of the south and north Vista above Lake Hollywood Park.

Fencing on Mulholland to be made permanent with laser cut design of fence panels with something decorative such as stars or spell out HOLLYWOOD or something out of the ordinary that would block the sign, allow for ped access on Mulholland and be attractive.

A Cell Tower for all phone providers to be able to use for the many visitors who would like to call for a rideshare car, but cannot.

Chip Clements comments, received after meeting:

1) With regards to the frayed screening on the fencing along Mulholland that was installed to block the view of the sign and thus prevent traffic blockage along that portion of Mulholland, why don't we try cutting down the screening but leaving the fencing in place. Because of the growth of the trees and chaparral along the roadside behind the fence, I think a lot of the green screening is unnecessary. And because that screening is often wind-torn, graffitied and unsightly, I think we should experiment with removing it altogether. The cyclone fencing and the shrubbery may well block the view and prevent the traffic stoppage just fine. And without the screening, the fence wouldn't keep being blown over in heavy winds.

2) The problem is that many of us who live along the hiking route to the Sign continue to encounter used toilet paper and other forms of human waste either behind the chaparral lining the Innsdale Trail

or in the hedges of our driveways. It's unfair and unhygienic to force residents to deal with this problem ourselves. It's a Third World situation in the heart of one of the world's most prosperous cities. The solution is to provide a bank of portapotties or a permanent restroom at the Scenic View or Lake Hollywood Park.

Question – Should the HOLLYWOOD SIGN BE COMMERCIALIZED FURTHER BY SELLING THE RIGHTS TO LIGHT IT?

Steve Alper – in favor of commercializing the Sign but the Chamber has to do better with revenue sharing of the licensing rights. The City should charge for lighting and 100% should go into city coffers.

Robert Morrison – the community needs to receive a fair share of any revenue source including licensing and commercializing the sign to be used to mitigate the impacts

Jim Van Dusen – I am opposed to commercializing the Sign because it does not benefit the residents, and the City has been unwilling to manage the traffic and the other problems as it stands, and commercialization will only exacerbate these problems

Kristina O'Neil – Limiting the number of days, cannot have a negative impact, must benefit the security needs of the community regularly, not just on the day of the commercialization.

Augusta Johnson – the sign should not be commercially exploited, lighting could be used for a limited time to celebrate a public event – such as New Years, Academy Awards, up to 4 times a year. Should not be used as a lit billboard.

John Dotto – There is going to be more pressure to light the sign, but until there is an agreement and an open dialogue with Sign Trust and Chamber then we should not allow for commercializing the sign. The funds raised should be shared with the community or the sign lighting should be for a public event, limited to no more than 4 times a year.

Sheila Irani – Sell the rights for \$1 million, for up to four times a year to the highest bidder in a Dutch Auction and give the funds to the impacted communities for security/traffic management all year long.

CINDY COBB (Non-board member) COMMENT

Determine the (visitor) capacity of the area, or at least that of Lake Hollywood Park.

Next meeting will be Oct 12, 6:30pm

Meeting adjourned 8:59 pm