

# **LIVING WITH AN ICON**

## **A Report from the Neighborhoods Beneath the Hollywood Sign**



## Mission of AD HOC HOLLYWOOD SIGN COMMITTEE:

Considering the impact of tourism and special events related to the Hollywood Sign, the ***AD HOC HOLLYWOOD SIGN ADVISORY COMMITTEE*** will develop by January 2023 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.



## **AD HOC HOLLYWOOD SIGN COMMITTEE TEAM**

- **The Committee consisted of three HUNC directors:**
  - **Sheila Irani, Committee Chair**
  - **Jim Van Dusen**
  - **Robert Morrison**
  
- **The Committee additionally included five representatives from Sign-adjacent neighborhoods:**
  - **Steve Alper            Beachwood Canyon / Hollywoodland**
  - **Chip Clements       Hollywoodland – BCNA**
  - **John Dotto             Hollywoodland – HHA**
  - **Augusta Johnson     Beachwood Canyon – BCNA**
  - **Kristina O’Neil      Lake Hollywood Estates – LHHA**





**The Hollywood Sign is a globally recognized icon and LA's most prominent landmark. Not only is it part of the attraction for our City's 55+ million annual visitors, for many it is in fact a destination itself.**





# HOLLYWOOD SIGN OWNERSHIP STRUCTURE

To date, the Sign is managed and maintained by the Hollywood Sign Trust (Trust)

- Griffith Park, where the Sign is located, is managed by Los Angeles Department of Recreation and Parks (RAP)
- RAP is managed by Los Angeles Council District 4 (CD4)
- Trust is managed by nine board members, most of whom are members of or selected by the Hollywood Chamber of Commerce (Chamber).
- The Chamber owns the Trademark related to the Sign.
- The Chamber collects all Sign-related licensing fees and royalties, an amount said to approach \$1 million annually.
- In turn, when conditions are met, the Chamber funds the Trust up to \$150,000 a year, with the remainder of the revenue to be used at the Chamber's discretion.

Due to the divided ownership and control structure of the Sign, neither the Chamber, the Trust, the City nor RAP currently accept responsibility for managing the millions of visitors who come to view the Sign.





**There is no public transit serving the areas immediately below the Sign. Without alternatives, the millions of visitors wishing to visit the Sign vistas are forced to travel through hillside neighborhoods by private vehicle or on foot.**



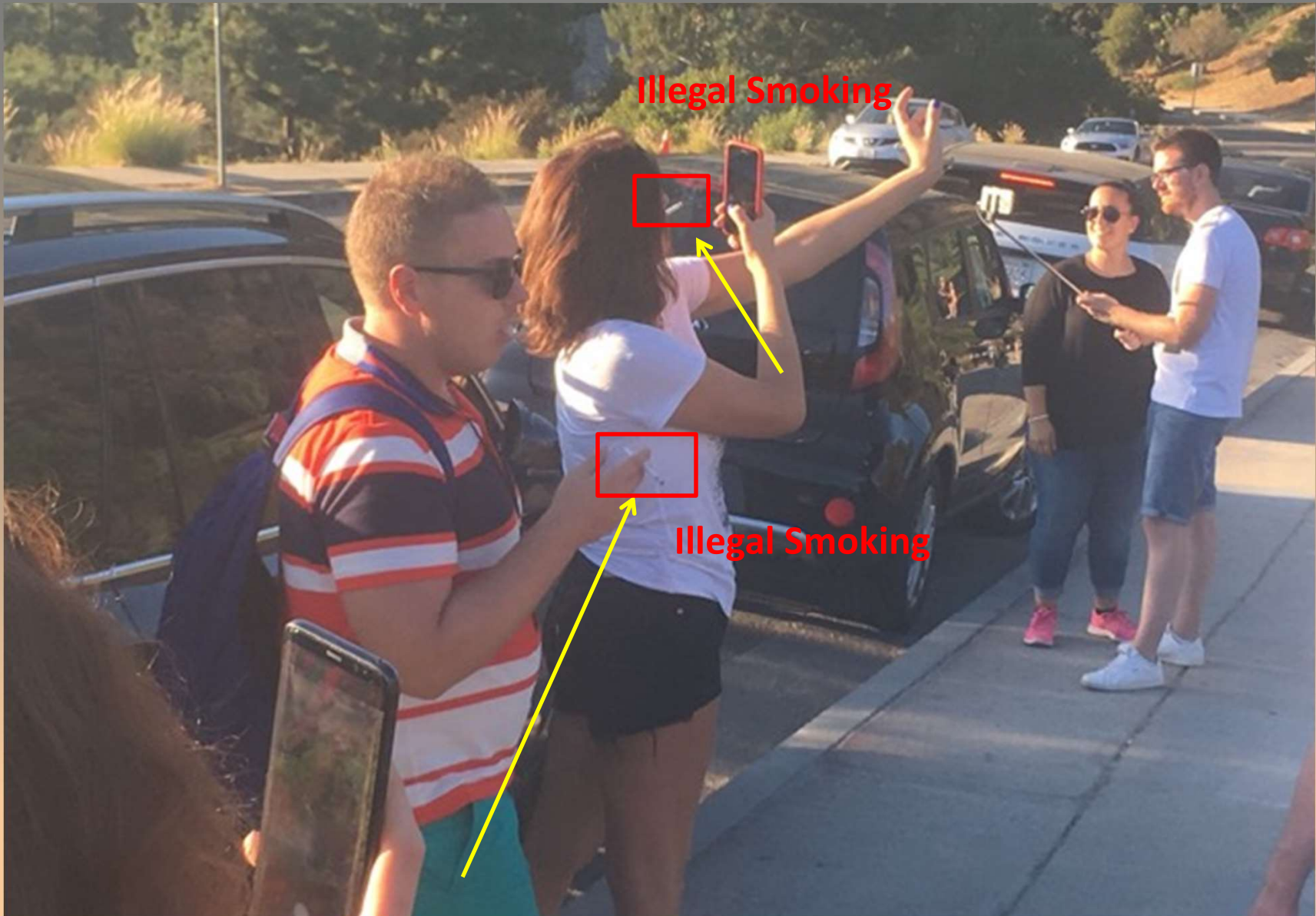


**Digital way-finding has created convenient methods to access the Sign by both pedestrians and vehicles. In December 2022, a search of the term "Hollywood Sign" produced 1.23 billion results. The Sign is geotagged an average of 1 million times a year in social media posts.**





**With the ease of digital way-finding, the expansion of social media and the hosting of the World Cup in 2026 and the Olympics in 2028, the residents below the Sign is anticipate the number of visitors to the Hollywood Hills surrounding the Sign will explode.**



**Full time and daily Rangers should be employed to enforce laws against smoking, illegal parking, moving violations and criminal activity.**





**An average of 400 cigarettes were collected weekly back in 2019 pre- COVID, and as tourism increases so will smoking and fires.**





**Consistent management of traffic by LADOT along with ticketing illegal tour busses, will ensure a safe and enjoyable experience for visitors and residents by keeping roads open and traffic moving, especially for first responders.**





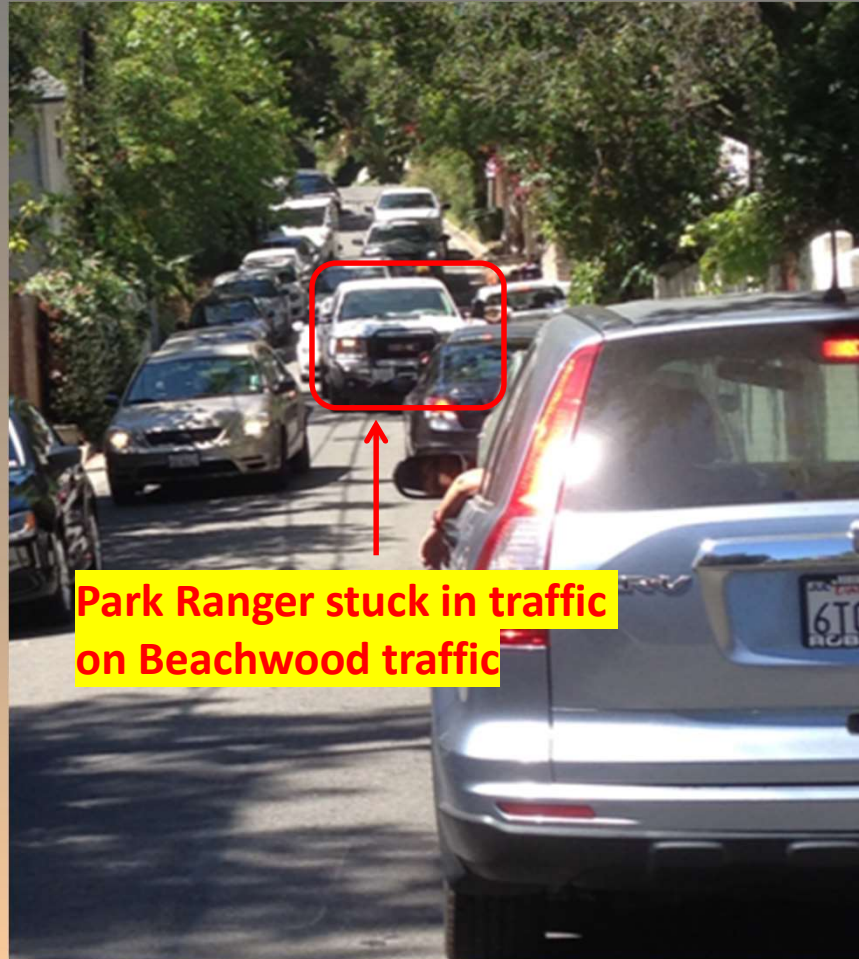
**The aging physical infrastructure in the neighborhoods below the Sign was not engineered to handle the current volume of pedestrian and vehicles. The Committee recommends a traffic study focusing on pedestrian safety.**





**Many tourists opt to walk up these roads creating risk and danger for all concerned, as there are no sidewalks in most of the neighborhoods below the Sign.**





**Crumbling roads, chronic traffic snarls, fire hazards in an officially designated Very High Fire Severity Zone and a host of other issues are patiently listened to by empathetic City officials who have the will but lack the power or the money to help. The Hollywood Sign is a key component of our City's appeal to tourists that annually contribute over \$30 billion dollars to the city's economy, including hotel, sales and vehicle rental taxes.**



**The City must boost its investment in maintaining neighborhood street to ensure the safety of drivers, cyclists and pedestrians.**





**All parking spaces taken on Tahoe Dr. Preferred Parking District needed.**





**LADOT Parking Enforcement Officers can be found in the residential areas, however there is a need for Traffic Control Officers on a regular basis to manage the congestion. To date, increased parking enforcement has little discernible effect on reducing the overall number of vehicles coming to the enforced areas.**



**Beachwood Canyon FIRE – LAFD confirmed it was caused by a discarded cigarette. There is no official evacuation plan on record for residents or visitors. Due to substandard infrastructure, both residents and visitors are imperiled in any emergency, especially should a natural disaster strike.**





**The entire area below the Sign is classified as a Very High Fire Severity Zone. Fire is the neighborhoods' most pressing concern. Visitors unaware of the area-wide smoking prohibition, are often seen smoking in their cars or while walking the streets. More anti-smoking signs, visitor education and strict enforcement are necessary elements for reducing the risk of fire.**



**Neighborhoods below the Sign and Griffith Park have a documented history of fires caused by careless smoking, fireworks, arsonists, and homeless encampments. With only two routes for egress, safe evacuation can barely be ensured for residents without adding the unmanaged congestion caused by Hollywood Sign visitors.**





**These congested conditions significantly hamper emergency response from fire, police, ranger and paramedics.**

## RECOMMENDATIONS AND SOLUTIONS

- **Increased Security & Enforcement**
- **Infrastructure Improvements**
- **Smoking and Fire Prevention**
- **Alternative Transportation Modes**
- **Inform Social Media**
- **No Fly Zone**
- **Area Closures and Restrictions**
- **Dedicated Visitors Center in the Hollywood Commercial Zone**
- **Disaster Preparation in conjunction with LAFD**
- **Lighting of the Sign to Raise Funds for Neighborhood Improvements**
- **Hollywood Sign Management to be more Inclusive of Residents' Concerns**







Microsoft Bing

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**VERY HIGH FIRE SEVERITY ZONE**

**NO SMOKING**

United States • CA • Los Angeles Co. • Los Angeles

Road

+

-

0

2500 feet

500 m

Stop

**HUNC celebrates the special significance of the Sign along with the creativity and passion the Sign inspires around the world.**

**However, we believe the City must support all the communities effected by the attention the Sign gets by providing equitable and well-managed access to the Sign so all stakeholders in the adjacent neighborhoods can look up and remain inspired instead of seeing a source of chaos, frustration and division.**





**A special thanks to everyone who invested their time and resources for over 6 months to create and complete this report and presentation. Including HUNC Board Members and representatives from Beachwood Canyon, Hollywoodland, Lake Hollywood Estates**

