

## Communication from Public

**Name:** Friends of Griffith Park

**Date Submitted:** 10/09/2025 08:18 AM

**Council File No:** 25-1034

**Comments for Public Posting:** Please see attached opposition letter which explains principles for not allowing ads in parks and gives a historical perspective.  
Thank you.



**Friends of Griffith Park**

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[friendsofgriffithpark.org](http://friendsofgriffithpark.org)

October 9, 2025

Arts, Parks, Libraries, Community Enrichment Committee  
Los Angeles City Hall  
(via email)

Re: CF 25-1034 Oppose Signage Advertising in our Los Angeles City parks

Chair Ysabel Jurado and Committee members:

The public is well aware of the funding shortage for the Department of Recreation and Parks, however, allowing commercial advertising is neither a viable solution nor would it come close to the amount of funds needed. As Friends of Griffith Park (FoGP) has stated many times, most recently to the Parks Needs Assessment consultants, a generous bond measure (solely for RAP) is the best step forward. Charter reform to ratchet up the mandated property tax allocation to parks is an alternative solution that offers the best fiscal outcome.

FoGP is resolute to keep Griffith Park “a free refuge for the people,” and advocates that all City parks should be a place where visitors can enjoy fresh air in a natural environment without being bombarded by signage.

Citizens strongly object to advertisement in the public spaces of our City parks for good reasons. Visitors go to parks to escape the distractions of contemporary influences, and to lose themselves in nature, sport and play. Children especially need commercial-free open spaces for play. Researchers say that open creative play in a child’s formative years is the basis for learning, critical thinking, self-regulation and problem solving.

FoGP has been to this rodeo before when 14 years ago the Los Angeles Parks Foundation attempted to influence RAP to display ads plastered on benches, picnic tables, trash cans and fences throughout our parks. When the idea was floated at a Recreation and Parks Commission meeting, Deputy City Attorney Arletta Brimsey warned the Commission that these signs – to be situated in City parks – pose a clear violation of City Law and are prohibited in City parks.

Brimsey further elaborated that “you are sending a message to sign companies and corporate sponsors that for a price, it’s okay to violate City law.”

However, the quest to “make them legal” persisted. Ridiculous claims by Los Angeles Parks Foundation suggested signage in parks were “government speech” and “just artwork.” Rates were established and marketed online and in printed brochures. The Foundation’s literature suggested that an “alliance” was only a “tax-deductible sponsorship.”

Here is an example of ad space available, as shown at the time on the Los Angeles Parks Foundation website:



Whether legal or illegal, L.A. City Council asserted jurisdiction (Section 245) over the Board of Recreation and Park Commission relating to approval of signage in Holmby Park.

Until now, with Council motion CF 25-1034, the idea of commercial signage in City parks has not been floated. We encourage you to firmly reject this Council motion and keep commercial advertising out of parks.

Sincerely,

A handwritten signature in blue ink, appearing to read "Gerry H".

Gerry Hans, President

About Friends of Griffith Park:

*Friends of Griffith Park is a non-profit 501(c)(3) charitable group that promotes the enlightened stewardship of Griffith Park so it can survive and thrive well beyond the 21st century. FoGP is committed to ensuring that Griffith Park, a public park and Los Angeles' largest Historic-Cultural Monument, remain open, natural, and free to all citizens of Los Angeles.*