

## Communication from Public

**Name:** Marian Dodge  
**Date Submitted:** 10/03/2025 03:51 PM  
**Council File No:** 25-1034  
**Comments for Public Posting:** CF 25-1034 Opposed. No ads in parks.

P.O. Box 27404  
Los Angeles, CA 90027  
[www.hillsidefederation.org](http://www.hillsidefederation.org)



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Arts, Parks, Libraries, Community Enrichment Committee  
City Hall, 200 N. Spring St.  
Los Angeles, CA 90012

via email

October 3, 2025

Argyle Civic Assn.  
Beachwood Canyon NA  
Bel-Air Assn.  
Bel-Air Hills Assn.  
Bel Air Knolls Property Owners  
Bel Air Skycrest Property Owners  
Benedict Canyon Association  
Brentwood Hills Homeowners  
Brentwood Residents Coalition  
Cahuenga Pass Property Owners  
Canyon Back Alliance  
Crests Neighborhood Assn.  
Dixie Canyon Assn.  
Doheny-Sunset Plaza NA  
Encino Property Owners  
Franklin/Hollywood West Res.  
Franklin Hills Residents Assn.  
Friends of Walnut Canyon  
Highlands Owners Assn.  
Hollywood Dell Civic Assn.  
Hollywood Heights Assn.  
Hollywoodland HOA  
Holmby Hills Homeowners Assn.  
Kagel Canyon Civic Assn.  
Lake Hollywood HOA  
Laurel Canyon Assn.  
LFIA (Los Feliz)  
Mountaingate  
Mt. Olympus Property Owners  
Mt. Washington Homeowners All.  
Nichols Canyon NA  
Oak Forest Canyon HOA  
Oaks Neighborhood Assn.  
Outpost Neighborhood Assn.  
Pacific Palisades Res. Assn.  
Residents of Beverly Glen  
Save LA River Open Space  
Save Our Canyon  
Shadow Hills POA  
Sherman Oaks HOA  
Studio City Residents Assn.  
Sunset Hills HOA  
Sunshine Hills Residents Assn.  
Upper Mandeville Canyon Assn.  
Upper Nichols Canyon NA  
Whitley Heights Civic Assn.

**Re: CF 25-1034 OPPOSE**

Dear Chair Jurado and members:

The Hillside Federation, representing 46 resident and homeowner associations spanning the Santa Monica Mountains since 1952, is opposed to the placement of advertising in city parks proposed in CF 25-1034.

While we recognize the dire financial situation that the Department of Recreation and Parks faces this year, the Federation does not think that advertising is an appropriate way to solve the problem. A recent study by Cityfi of revenues from advertising signs shows that the city's scattered approach to regulating signage results in a loss of over \$63 million a year. <https://static1.squarespace.com/static/5fa3810baafe806d807bf683/t/68d19c6cce92022a03d83c3e/1758567579304/Cityfi+LA+Sign+Permitting.pdf>

More advertising is not a solution to the City's budget problems.

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—as they should be, 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 by the ads. 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 and also comply with the Los Angeles City Billboard Ordinance.

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The Federation supports alternative ways that our city parks can recognize donors who help finance our parks. City parks could follow the example of the Dorothy Chandler Pavilion, the Autry National Center, and many other institutions and establish attractive and suitable donor walls. This option would be far more appropriate in city parks than advertisements on garbage cans and fences.

The Federation urges the City to keep commercial advertising out of our parks and reject CF 25-1034.

Sincerely,

A handwritten signature in cursive script that reads "Charley Mims". The signature is written in dark ink and is positioned below the word "Sincerely,".

Charley Mims