

THE VALLEY VILLAGER

VALLEY VILLAGE HOMEOWNERS ASSOCIATION



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Sign Ordinance Near Approval

In recent months the Planning and Land Use Management (PLUM) Committee of the City Council has been deliberating on the contents of the latest version of the Citywide Sign Ordinance to regulate billboards and on-premise identification signs. Additional changes were needed because in November 2010 a Federal appeals court in the case World Wide Rush vs. City of Los Angeles upheld sign districts and other exception provisions that were passed along with the City's 2002 ordinance that banned new billboards in Los Angeles. The exception provisions had been invalidated by the Federal trial court in July 2008. The revised ordinance contains a number of desirable features:

- The ban on new billboards is retained.
- The 60 year old ban on billboards primarily facing freeways is retained.
- The controversial conversion of existing billboards digital billboards is prohibited.
- There are reductions in the maximum size and height allowed for on-premise identification signs.
- Language is clarified to not allow billboards in public parks.
- Temporary signs must be removed within 30 days. They cannot be reinstalled until 30 days later and can be in place for only 90 days in any calendar year.
- The ordinance intends in the future to put murals in a category separate from billboards which will regulate rather than ban them.

The portions of the new ordinance that are undesirable or problematic are the four different types of exception provisions continued or added by the proposed ordinance:

Sign Districts. These would permit the introduction of new billboards and larger on-premise signs into areas designated as regional centers on the community plans and also into LAX, the Port of Los Angeles, the Greater Downtown Housing Incentive Area and the proposed Farmer's Field stadium downtown. The proposed ordinance attempts to mitigate the impacts of the new signs by requiring offsetting sign reduction programs or other community benefits, such as street landscaping, utility undergrounding, streetscape improvements, lighting improvements, public art or murals, public parking areas, facade improvements or other improvements.

Sign Adjustments. This is similar to the adjustment procedure in the Zone Code. It would permit a Zoning Administrator to grant increases of up

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Manny's Beat

Friends,

It's the start of the New Year and I would like to take this time to thank all of you for making this past year very memorable. At the start of 2011, I told you that my goal for the year was to decrease crime in our area and improve community involvement.

Well I am happy to say that I succeeded with both. First off, we ended the year with a 17 % percent decrease in overall crime. Even our Burglary-theft from motor vehicles, a crime that is always a problem, decreased 25 % percent!

Secondly, our Neighborhood Watch program continues to expand throughout our area. I would like to thank all of you for making this happen! I would also like to thank all of my community leaders for their continued commitment to our precious Valley Village. The luster of our area continues to shine because of you!

This year will be a challenge! But I am hopeful with your strong partnership with the L.A.P.D. we will continue to be one of the safest communities in the Valley.

Sincerely,

*Your Senior Lead Officer,
Manny Arreygue*

30th Congressional District Election

Longtime Congressman, and Valley Village resident, Howard Berman is facing a challenging campaign versus fellow Democrat Brad Sherman. The two longtime congressmen are facing each other for the first time because of a redistricting process that moved them both into the 30th Congressional District. Republicans Mark Reed and Susan Shelly are also seeking the seat, but the spotlight has been on Berman and Sherman as two incumbents running for the same seat.

Sherman represented portions of the west valley, formally the 27th Congressional District, and Berman represented east valley communities, including Valley Village, in what was formally the 28th Congressional District. Large portions of the 27th and 28th Districts are now the 30th District. After every Census the Congressional boundaries are redrawn, as are other elected boundaries.

TO FILE AN AIRPORT NOISE COMPLAINT CALL:

**Bob Hope Airport
(800) 441-0409**

**Van Nuys Airport
(800) 560-0010**

A Letter from the President

Happy New Year!

I guess every year we say it, *wow did that year go fast!* It was a challenging year for many and for me, work was busier and life seemed busier. I had trouble juggling it all and I'll admit, I messed up and missed some appointments or double booked myself. Several people have told me I need a smart phone!

I'm not sure about the new phone, but this year, I promise I'm going to do better. I am going to sit down and make some goals. I want to resolve to follow and pursue the things that I enjoy and feel the most passionate about.

I want to do that for Valley Village too. At our next meeting, on January 18th we will set aside some time for open discussion. We'll take suggestions and write down some goals so that The Homeowners Association can resolve to follow and pursue those things that we enjoy and feel the most passionate about here in Valley Village.

In 2012 find your passion and do some more for, and with, Valley Village Homeowners Association. Volunteer for one of our committees or join the VVHA board. We have a vacant seat right now and our next full board election is one year from now in January 2013.

I love our neighborhood and I believe Valley Village is best community in Los Angeles. It is up to us to keep it that way.

Happy 2012! Let's hope it is the best year yet! *Peter*

Ps: Tell me what you think is great about Valley Village. Write me a sentence or two and I'll use your thoughts in a future Valley Villager!

Email: petermsanchez@sbcglobal.net or

Call our voicemail: 818-506-5158.

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Valley Village Homeowners Association
Membership Meeting
January 18, 2012 - 7:00pm

Valley Village Park Remodel Continues

The Valley Village Park Improvement Project continues with replacement of picnic tables in the pavilion area. Existing tables will be removed, the concrete pad will be scrapped clean and new tables will be installed. A new shade structure will be erected over the picnic area. The timeline for this phase is approximately six weeks. Areas will be closed during the construction and signs will be posted for the public.

What Are You Looking For?

A good place to look for whatever you need is on ValleyVillageHA.com. Click on VENDORS, you will find a variety of business people who can help you from Alarm systems to Tree Trimmers all recommended by fellow members.

Our website is www.ValleyVillageHA.com

Signs - Continued From Page 1

to 20% in the permitted height or size of a sign or billboard and allow exceptions from permitted locations, the time limits for temporary signs and the types of signs permitted in mini malls and commercial corner developments.

Sign Variances. This is similar to the variance procedure in the Zone Code. It would permit a Zoning Administer to grant increases above 20% in the permitted height or size of a sign or billboard and allow exceptions from permitted locations, the time limits for temporary signs, sign type and the number of permitted signs.

Comprehensive Sign Programs. This provision is intended for large private developments, auto dealerships, sports facilities, museums, cultural institutions, colleges and universities. It would allow for the establishment of sign programs to "integrate the design of signs with the design of a development project's buildings and structures in order to create a unified design or architectural theme" and to "create clear and attractive signs while complementing and protecting the character of surrounding areas by limiting visual clutter through appropriate regulation." This appears to be the most desirable of the four exception provisions since its goal is to bring about good and harmonious designs of signage as part of large developments.

The danger from the exception provisions is that residents who are trying to protect their communities from the visual blight resulting from sign clutter will be required to spend even more time monitoring case filings for requests that seek exceptions from the proposed sign ordinance. In particular, there could be a steady stream of sign variance and adjustment requests that could erode the visual quality of communities and gradually increase sign clutter if residents are not vigilant. At a minimum, variance exception procedure should be removed from the proposed sign ordinance and the sign adjustment procedure should be scaled back.

Want a VVHA lawn sign? Call 818-506-5158

Light Up Laurel!

Thank you to the businesses and residences along Laurel Canyon Boulevard for putting out holiday lights. VVHA and the Neighborhood Council Valley Village promoted the Light Up Laurel campaign to attract Valley Villagers to the businesses on Laurel Canyon and add a little cheer. We hope to have more participants during the December 2012 holiday season

Thank You Mr. Pool!

Neighbors in Valley Village have complained about the 7-11 store at Laurel Canyon and Chandler Boulevards. It was described with open dumpsters, trash and debris on the ground and looked very dirty. The VVHA board asked the owner, Nick Pool, to please put a procedure in place to keep it clean and neat. Mr. Pool thanked us for bringing this to his attention and assured us that it would be taken care of immediately. Thank you Mr. Pool! Your quick response is much appreciated by the VVHA.

Did You Know?

The City Department of Aging provides the following services:

Adult Day Support Centers

provides health, social and support services for older adults who have physical, emotional or mental impairments and require assistance and supervision in a protective setting during daytime hours. This offers relief for caregivers.

In Home assists frail seniors in maintaining independent living by providing help with heavy household tasks, cooking, shopping, or light housekeeping, as needed, and friendly visitors.

For more information and other services call 800-510-2020 or visit - www.aging.lacity.org.

Homeowners Association Meeting

Wednesday, January 18, 2012 - 7:00pm
Colfax School Auditorium
11724 Addison Street
Valley Village, CA 91607

Featured Speakers: **Wesly Hernandez and Nikki Ezhari** **City Council Deputies – CD5 & CD2**

Our first contact with City Councilmembers is usually through one of their deputies first.
At this meeting we will hear from the deputies!
Wesly and Nikki will explain their jobs, how we work with them and how they work with us.

Wesly Hernandez is Deputy to Councilmember Paul Koretz, City Council District 5 (CD5).
Nikki Ezhari is Deputy to Councilmember Paul Krekorian, City Council District 2 (CD2).
Both Council Districts represent Valley Village.

Also, we'll have an update on Neighborhood Watch and news from LAPD with Manny Arreygue.

Refreshments will be served

Mark Your Calendar: **2012 Membership Meetings**
April 18, 2012 ** July 18, 2012 ** October 17, 2012

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Neighbors Working Together To Improve The Quality Of Life