



ERIC GARCETTI
MAYOR

EXECUTIVE DIRECTIVE NO. 36

Issue Date: December 11, 2022

Subject: Illuminating the Hollywood Sign

There is perhaps no symbol more significant in the world and in Los Angeles' civic imagination than the Hollywood Sign. Built in 1923, the original Hollywoodland sign was both an aspiration for the development of a booming neighborhood, and a placefinding symbol for a film industry's Golden Age.

Originally erected by *LA Times* Publisher Harry Chandler as a temporary 18-month advertisement for the development of a new subdivision in the hills above Hollywood, the sign emerged as a beloved monument to Los Angeles, lit up at night it crowned a growing city and represented the aspirations of our metropolis.

Over the years, the sign faced challenges and during World War II, the sign, starting to show its age and its neglect, became the property of the City of Los Angeles. In the 1970s, the sign began to crumble, rust, and rip. An arsonist set some of it on fire and it was the sign of a decaying city.

In 1978, the Hollywood Chamber of Commerce led the rebuilding of the sign, with backing of many of LA's most prominent citizens. With new materials, the sign was reborn, and helped usher in a bright new moment in LA's history leading up to the 1984 Olympics.

Throughout the 1980s, 1990s, and 2000s, the sign was featured in television shows, movies, and helped Los Angeles rebuild after some of the city's toughest challenges, welcoming locals and visitors from around the globe to see not only its physical beauty, but also the dream factory known throughout the world as Hollywood.

This past year, the Hollywood Sign Trust, the nonprofit entity that cares for the sign and its governance, has tested new technology, that allows the sign to be seen on special occasions at night. The sign was originally always lit, but understandably neighbors and

others have worried about the effect of lighting up the sign on their neighborhood. The tests have demonstrated how new technologies can focus lights and help reduce the impact of lights on wildlife and ambient light on local residents.

As the centennial of the Hollywood Sign approaches in the coming months, it would seem fitting to build on these successful efforts to illuminate our city's most famous landmark.

To support our work to keep Los Angeles the entertainment capital of the world and to highlight the history of our city, I hereby direct an 18-month pilot program to allow the lighting of the Hollywood Sign as follows:

1. Oversight. The Hollywood Sign Trust, entrusted by the city for years to oversee the maintenance and ownership of the sign, shall continue to be the only entity with the ability to approach the city for permission to light the sign.
2. Full-cost recovery. The Hollywood Sign Trust will be responsible for full-cost recovery for city services rendered to support the neighborhood by city departments.
3. Costs. On top of full-cost recovery for city services rendered, the Hollywood Sign Trust shall pay the city for lighting the sign as follows:
 - a. Civic holidays—full cost recovery plus \$10,000
 - b. Non-profit entities—full cost recovery plus \$50,000, waivable by a vote of the City Council and concurrence of the mayor.
 - c. For-profit entities—full cost recovery plus \$100,000, not waivable.
4. Cost disbursement. The monies received by the city after paying back departments for services rendered must go to the Department of Recreation and Parks for the betterment of Griffith Park. The Department of Recreation and Parks, by direction of the City Council may also use this money to invest in physical improvements to the neighborhoods nearest the sign to protect neighbors from the impact of visitors in their streets.
5. Frequency. The sign cannot be lighted more than six times a year, for no more than 3 days per lighting.

At the end of the 18 months, the Mayor's Office, Council District 4, and the Department of Recreation and Parks, must produce a report on the impact of the pilot and evaluate its success to the City Council.

Executed this 11th day of December, 2022



ERIC GARCETTI
Mayor