



**LAKE HOLLYWOOD HOMEOWNERS ASSOCIATION**

July 7, 2025

Steve Nissen, President and CEO, Hollywood Chamber of Commerce  
Jeff Zarrinam, Chair, Hollywood Sign Trust  
Hollywood Chamber of Commerce  
6255 W. Sunset Blvd., Suite #150  
Los Angeles, CA 90028  
**VIA CERTIFIED MAIL - RETURN RECEIPT REQUESTED**

**RE: NOTICE OF COMPLICITY IN CREATING PUBLIC SAFETY HAZARDS AND  
DEMAND TO CEASE AND DESIST PROMOTION OF UNSAFE ACCESS TO  
THE HOLLYWOOD SIGN**

Dear Mr. Nissen and Mr. Zarrinam:

This letter serves as formal notice from the Lake Hollywood Homeowners Association that the Hollywood Sign Trust and the Hollywood Chamber of Commerce are actively contributing to the severe and ongoing public safety crisis in the Lake Hollywood Estates' neighborhood and surrounding areas. Your organization's official website, [hollywoodsign.org](http://hollywoodsign.org), and other promotional activities provide detailed directions and encouragement for hiking trails that lead directly into dangerously congested residential areas lacking the infrastructure and safety measures to support such an influx of visitors.

While the Trust's stated mission includes "repairing, maintaining, refurbishing, and providing capital improvements to the Hollywood Sign... for the benefit of the public at large," your current promotional practices directly undermine this mission by creating foreseeable and substantial risks of fire, impeded access for medical emergencies, traffic accidents, and environmental degradation to the landmark's setting and the surrounding community. By encouraging the public to access the Hollywood Sign via routes that traverse and overwhelm our residential streets, you are creating a demonstrable liability.

Additionally, discovering from recent texts with Mr. Zarrinam on July 2, that the Hollywood Chamber of Commerce grants filming permits of The Hollywood Sign to various groups and companies without properly ensuring how the content will be used, causes us great concern and can willingly contribute to dangerous conditions.

This oversight can lead to unsafe situations, particularly in the Lake Hollywood Estates area and its neighboring hillside communities. Without a clear understanding of the intent behind the filming, there is a heightened risk of misuse, such as the promotion of unauthorized or hazardous activities that could compromise the safety and security of residents and visitors. It is imperative that we address this issue promptly to prevent any potential detriment to persons, wildlife and protected land.

Your continued promotion of the Hollywood Sign, which sits atop a critical communication facility and within a designated High Fire Severity Zone, demonstrates a pattern of irresponsibility that directly impacts Lake Hollywood Estates and adjacent hillside communities. These communities are compelled to endure the daily risks associated with this landmark, effectively making them vulnerable to ever-present and escalating dangers.

This letter serves as formal notice to the Hollywood Sign Trust and the Hollywood Chamber of Commerce, requiring your written response within fifteen (15) days of the date of this correspondence. Should you fail to respond in the time allotted, the Lake Hollywood Homeowners Association and its members will have no alternative but to pursue all available legal remedies to compel you to fulfill your mandatory duties to safeguard and protect our community.

Regards,

*Kristina O'Neil*

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