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**For Immediate Release**

May 23, 2006

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**ROSENDAHL PROPOSES 'VIEW PROTECTION ORDINANCE'  
*Long-Sought Measure Would Protect Neighborhood Views***

LOS ANGELES - In an effort to protect views of the Pacific Ocean, the Santa Monica Mountains and other precious natural resources, City Councilman Bill Rosendahl is calling for a view protection ordinance.

Rosendahl submitted a motion today directing city officials to research view protection programs in other cities statewide and to prepare a draft ordinance for review by the Planning Commission, the Planning and Land Use Management Committee and the City Council.

Rosendahl, who pledged during his campaign to pursue such an ordinance, said that "long-held and precious vistas of the ocean and the mountains are threatened by overdevelopment. This is a common-sense approach to protecting our neighborhoods."

A few weeks ago, Rosendahl appointed Kurt Toppel, the chair of the Pacific Palisades Community Council (PPCC), former President of the Marquez Knolls Property Owners Association (MKPOA) and advocate of the view ordinance, as co-chair of the Planning & Development Committee of his 11th District Empowerment Congress.

Rosendahl said he expected the proposed view protection ordinance would face considerable opposition from many quarters. "Winning approval will require time, considerable effort, and much coalition-building with like-minded residents of other council districts," Rosendahl said. "We can do so by coalition building in concert with a View Ordinance Task Force that Kurt expects to create with support from the PPCC and MKPOA."

The motion specifically directs the Planning Department, City Administrative

Officer, and City Attorney's Office to develop policies, amendments to the City's Municipal Code, and funding mechanisms, to protect views from impacted neighborhoods.

The Planning Department is expected to report back within 60 days with an initial report.

# # #

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