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Hollywood Sign Trust Digs Into Preparations for 100th Anniversary

Initial restoration of world-famous monument focuses on repairing soil erosion, clearing debris and brush removal

November 18, 2021—Los Angeles—The [Hollywood Sign Trust](#), the 501(c)3 nonprofit trust responsible for maintaining the Sign and educating the world about its historical and cultural importance, has completed the first stage of work to restore the Hollywood Sign to the pristine condition achieved during its 1978 rebuild. The project, initiated in conjunction with the Trust's extensive preparations for the Sign's 100th anniversary celebration in 2023, included clearing eroded soil accumulation and removing construction debris and low scrub grasses and bushes within five feet of the Sign's base.

Planning for the cleanup project was prompted after the Hollywood Sign Trust conducted the first structural survey of the Sign since it was rebuilt in 1978. The Trust subsequently issued an RFP to vendors familiar with park procedures and Evergreen Environment, Inc. was selected to perform the necessary work in September of 2021. The project began on October 15 and was completed in mid-November.

The Hollywood Sign "cleanup" sub-committee is led by Trust Chair Jeff Zarrinam, along with Trustees Brian Lane, Matt Fritch and Stefanie Smith, who also serves as acting superintendent of City of Los Angeles Recreation and Parks Operations. The project was funded by the Hollywood Sign Trust, working with the Department of Rec and Parks.

According to Trustee Brian Lane, the Hollywood Sign is located on a steep hillside and soils erode after rains and slight shifting of underlying soils. "The last time soils were cleared from the Sign base was prior to a major makeover and painting in 2012. Soil collects at the base of some letters more than others, which leads to soil buildup and rust."

Lane noted that Evergreen workers used pick axes and shovels to carefully clear the base of the letters to their 1978 condition, which meant removing up to 30 inches of soil at some letters. The crew also uncovered interesting items during the cleanup, including the names and handprints of workers from the 1978 rebuild, inscribed in the concrete foundations, along with remnants of a "lean-to system" that propped up the original Hollywoodland sign, which was constructed in 1923.

In 1978, the Hollywood Chamber of Commerce raised the funds required and commissioned the rebuild of the Sign as it is seen today.

Hollywood Sign Trust Chair Jeff Zarrinam said, "Members of the Trust donate their time to protect the Sign so millions of fans worldwide can enjoy this icon of the entertainment industry for generations to come. We look forward to returning every two to three years for this type of clearance and announcing additional projects as we approach the Hollywood Sign's 100th anniversary in 2023."

The Hollywood Sign was declared a Los Angeles Cultural Historical Monument No. 111 in 1973. The City of Los Angeles owns and controls access to the land the Hollywood Sign sits on in Griffith Park.

About the Hollywood Sign Trust

The Hollywood Sign Trust is a 501(c)3 nonprofit trust formed on October 7, 1978 with the express purposes of repairing, maintaining, refurbishing and providing capital improvements to the Hollywood Sign or related thereto for the benefit of the public at large and so as to help preserve and maintain the image of Hollywood as the Worldwide Center of Motion Pictures and Cinema Arts; and shall be operated exclusively for religious, charitable, scientific, literary, or educational purposes. The Trust is also the official source for news and information about the Hollywood Sign and maintains the Hollywood Sign website and its social media platforms. For more information about the Sign's history and the Trust or to make a tax-deductible donation, please visit the website at: www.hollywoodsign.org.