

Date: 9-21-10

Submitted in PLUM Committee

Council File No: Amended 67-2858-51

Item No.: 10 **PLUM COMMITTEE MEETING**

Deputy: Submitted by Public **TUESDAY, SEPTEMBER 21, 2010**

AGENDA ITEM 6 - Ban on Supergraphics in Hollywood
CPC-2007-5866-SN CEQA: ENV-2003-1377-MND-REC1

Testimony of Laurie Goldman
Board of Directors
Central Hollywood Neighborhood Council

Good afternoon Council Members. My name is Laurie Goldman and I am here this afternoon in my capacity as a director of the Central Hollywood Neighborhood Council. CHNC is bounded by Hollywood Blvd on the North, La Brea on the West, El Centro on the East and Melrose on the South.

As the first certified Neighborhood Council in Hollywood, Central Hollywood wishes to express our support of the proposed ban of supergraphics in Hollywood.

Our PLUM Committee and Board carefully evaluated the proposed ordinance because both our residential and business stakeholders are greatly affected by the outcome. The PLUM Committee heard testimony from many in support and against the ban, including Katherine Hennigan, Planning Deputy to Council President Garcetti and Gil Smith, Montalban Theater.

Primary considerations were that 1) supergraphics have resulted in a visual blight on our community; 2) the lack of enforcement has resulted in a proliferation of supergraphics beyond that which was anticipated with the adoption of the original ordinance, and 3) the economic argument put forth by the development community does not justify the continued visual degradation of our community.

Of chief concern to the PLUM Committee was the number of projects that would otherwise not "pencil out" if not for supergraphics. CHNC supports development which is sound, economically feasible and does not include supergraphics as the driving economic indicator for viability. Additionally, the Committee feels that the 48 approved supergraphics, 35 of which have already been installed, is sufficient to ensure Hollywood's uniqueness and its continued vibrancy and

vitality. The PLUM Committee voted unanimously to support the ban and to send the matter to the Board for their consideration.

The CHNC Board heard testimony and considered the ban at its regularly scheduled Board meeting on August 23, 2010, where the motion to support the ban on supergraphics carried.

On behalf of CHNC, thank you for allowing us to advise you on this important issue.