

Banning Supergraphic Sign

George Skarpelos <george@mediaart.com>

Sat, Sep 18, 2010 at 1:53 PM

To: Patrice.Lattimore@lacity.org

Dear Ms. Lattimore,

I would like to voice my support for banning the supergraphic signs. These displays are dangerous, present a serious threat to public safety, are ugly and have no redeemable value. I would hope that the Council bans these and places a heavy fine on any perpetrator who puts them up.

George M. Skarpelos

Hollywood, CA

Supergraphic signs (Council File # 07-285)

Dan Silver <dsilverla@me.com>
To: Patrice.Lattimore@lacity.org

Sat, Sep 18, 2010 at 2:31 PM

Dear Committee Members

Please support the supergraphic sign ban. Enough blight!

Thank you,

Dan Silver, Executive Director
Endangered Habitats League
8424 Santa Monica Blvd., Suite A 592
Los Angeles, CA 90069-4267

213-804-2750
dsilverla@me.com
www.ehleague.org

Reference Council File # 07-2858 i

Laura Silagi <lrsilagi@gmail.com>

Sat, Sep 18, 2010 at 5:57 PM

To: Patrice.Lattimore@lacity.org

I am writing to support the supergraphic sign ban. Please let the PLUM Committee know that the ban is a necessary in our city. WE are already treated as consumers in the public realm. It is time to stop this. Architecture should not be covered in signage. Let's look at other cities, such as Beverly Hills and Santa Monica and see how an uncluttered city looks.
Thank you.

Laura Silagi
Venice, CA 90201
LRSILAGI@GMAIL.COM

Council File # 07-2858

Leslie Eichenbaum <doctorleslie@gmail.com>

Sun, Sep 19, 2010 at 3:52 PM

To: Patrice.Lattimore@lacity.org

Dear Legislative Assistant Patrice Lattimore,

I am writing to you to express my vigorous support for the **ban on supergraphic signs** which have blighted our city.

Respectfully,

Dr. Leslie Eichenbaum
3501 Terrace View Drive
Encino, CA 91436

#07-2858 Ref. Counsel File

James Hall <jhall68@socal.rr.com>

Sun, Sep 19, 2010 at 5:51 PM

To: Patrice.Lattimore@lacity.org

Dear Ms. Lattimore:

We must STOP these supergraphics signs from going up and continuing to put lives at risk as well as turning our city into Las Vegas and the disgusting flicker of lights and aggravation it causes. A waste of enrgy too. If you ask me.

I grew up in Santa Monica and I have seen it being turned into something so UGLY in the past 30 years I just WISH TO LEAVE HERE. If I wasn't trapped here due to work and my home I'd leave tonight. A shame. I use to love this city Patricia.

Thank you in advance for any help you can give us in this matter,

James Hall

Encino, California

U.S. Army, Veteran

Sergeant, Nato Command, Intelligence

Supervisor: General Al Haig, Lt. General Charles P. Otstott, Major Willis 74-77

Council File # 07-2858'

deutsch ronald <ronddeutsch@me.com>

Sun, Sep 19, 2010 at 10:32 PM

To: "Patrice.Lattimore@lacity.org" <Patrice.Lattimore@lacity.org>

Please lend my name to those wishing to create the most stringent policies against the use of super-graphics. They are a blight of the greatest magnitude and I hope this constituent can rely on your diligence in this regard.

Thanks,

Ron Deutsch

ron deutsch productions, inc.
los angeles, ca.
m: 310.415.4572
o&f: 323.848.4005

Sent from my iPhone

Council File # 07-2858

Steven J. Scott <ssdi2@mac.com>

Sun, Sep 19, 2010 at 10:56 PM

To: Patrice.Lattimore@lacity.org

Dear Ms. Lattimore

It is my strong opinion and the opinion of every neighbor I have spoken with, that Eric Garcetti's request for a complete ban on supergraphics before the PLUM committee should be supported and enforced.

I've personally sat on Council District 13's Hollywood Design Review Committee for many years, and have been an unrelenting critic of the plans coming before our committee, which, more and more, reduce architecture to blank, multi-story backdrops for advertising and Supergraphics. This allowance for supergraphics has resulted in buildings that are designed specifically to showcase supergraphics at the expense of architectural detail, beauty, or innovation. In every public meeting I have attended over the years, the citizens of Hollywood have made it very clear that this is not the future they want for their skyline.

Why call for a complete ban on Supergraphics? Ask yourself this: Do you or your community benefit from being enshrouded in Supergraphics? Does it make Hollywood a better, more attractive place to live, or does it cheapen and blight it? If there is no compelling benefit, then we should seek to bring back the sanity of a few years ago by removing the offending Supergraphics. A complete ban is the only way to combat the blight because current guidelines that sought to allow even limited use of Supergraphics have been completely abused and in many cases, such as the Roosevelt Hotel, ignored. *We now have the benefit of experience to see that any allowance or opening for the use of Supergraphics covering architecture will be blatantly and cynically abused to the extreme detriment of our neighborhood.*

A bad economy is no excuse for allowing our neighborhood to be trashed by Supergraphics. It's worth remembering that, for almost all of Hollywood's history, merchants and landlords were not allowed to place advertising banners (i.e. Supergraphics) on buildings. Further, printed advertising could not cover more than 10% of any store window. *They themselves* sought these limits to keep Hollywood beautiful, and yet, somehow, their business ventures managed to thrive. The fallacious argument is currently being made that businesses in Hollywood can't be profitable without defacing their buildings with Supergraphics. We shouldn't be asked to subsidize developers, who may have paid too much for a property, by letting them blight our neighborhood with endless billboards and Supergraphics for personal profit. It may be financial beneficial to 1 or 2 people (usually the absentee landlord), but it's a shortsighted, lousy deal for the residents and tourists who have to live with them day-to-day.

Unless we take a firm, unswerving stand against the unchecked proliferation of Supergraphic blight by eliminating *all* Supergraphics, EVERY building in our neighborhood will be at risk. In fact, they already are.

Thanks in advance for your support,

Sincerely,
Steve J. Scott

COUNCIL FILE #07-2858

BHarrisHollywood@aol.com <BHarrisHollywood@aol.com>

Sun, Sep 19, 2010 at 11:55
PM

To: Patrice.Lattimore@lacity.org

My family and i fully, enthusiastically, strongly support the most stringent and emphatic supergraphic sign ban to the City Council's Planning and Land Use Management Committee.

We must reclaim, protect and nurture our City.

Thank you.

Bill Harris.

**BILL HARRIS
HARRIS IN HOLLYWOOD - SYNDICATED RADIO
6662 WHITLEY TERRACE
HOLLYWOOD, CALIFORNIA 90068-3221
323-874-9040**