

Council File # 07-2858 Supergraphics

PJBFILM@aol.com <PJBFILM@aol.com>

Mon, Sep 20, 2010 at 2:01 PM

To: Patrice.Lattimore@lacity.org

Cc: Pinkkaire@aol.com, tgerger@pacbell.net, garcetti@council.lacity.org, Gruntfutck@aol.com, jwalker536@sbcglobal.net, salpepperland@aol.com

Patrice

Please extend my continued support of Banning ALL Supergraphic advertising in Los Angeles to the PLUM. Also to increase the fines so that they are much more than the revenue that these parasite building owners and graphic companies earn and force them to stop.

Since 1999, I have been fighting the use of Supergraphics and unlicensed bill boards in Los Angeles. But since these companies contribute millions of dollars in campaign money to City Council Members and LA County Supervisors, it is near impossible to block this commercial urban graffiti of our beautiful city.

So I ask that the PLUM take the lead and stop any further Supergraphics usage, take down the ones that are up and heavily fine those that remain. Also no building should be able to build or renovated so that they can hang such graphics.... we must enforce this policy with extreme fines... and swift action.

Thank you,

Peter Barnett
Hollywood, CA
Past President, Hollywood Dell Civic Association

Council File #07-2858

jimmalex <jimmalex@aol.com>

Mon, Sep 20, 2010 at 2:12 PM

To: Patrice.Lattimore@lacity.org

Cc: councilmember.garcetti@lacity.org

Dear Ms. Lattimore and Councilman Garcetti:

As a long-time Hollywood resident I am writing to support the supergraphic sign ban.

For far too long, the billboard and now supergraphic industries have held sway over the desires of the people who live in the neighborhoods affected by these blights. It is high time that the City of Los Angeles listens to the voice of the people, rather than these scofflaw industries.

Alexa Smith Maxwell
2651 Rinconia Drive
Los Angeles, CA 90068

council file # 07-2858

Kwock Koe <kwockk@yahoo.com>

Mon, Sep 20, 2010 at 2:43 PM

To: Patrice.Lattimore@lacity.org

Cc: councilmember.garcetti@lacity.org

Dear Ms. Lattimore,

I am writing in support of Councilman Garcetti's efforts to limit super graphics and illegal billboards. I live in councilman LaBonge's district, and I work in Garcetti's district. I support local businesses advertising, but I find the giant billboards and changing bright lights distracting from the natural beauty of the softly lite buildings, the hillside surroundings, and the rare natural greenery along our streets.

I hope the city planners remember that we live in neighborhoods; Hollywood is not just a drive by.

thank you,

sincerely,

Kwock Koe, MD

323-465-2322

Council File # 07-2858

Tim Vance <00tvcv00@sbcglobal.net>

Mon, Sep 20, 2010 at 3:43 PM

To: Patrice.Lattimore@lacity.org

It was really wonderful when CIM removed the super graphics; I feel the graphics trash public views especially around the Hollywood Kodak Center and trash the eye's view for all tourists..

Tim Vance
Senalda Road
Outpost Canyon

Council File # 07-2858'

Roz Bernstein <rozzib@earthlink.net>

Mon, Sep 20, 2010 at 4:13 PM

To: Patrice.Lattimore@lacity.org

I have lived in this house on this hill since 1961. I am very saddened to pass, on my way to and from the Hollywood business district, the hideous huge graphics adorning almost everything.

I hope you and the council will hold firm and ban these monstrosities. Not only do they offend the eye, but imagine the poor folks who live behind or across from these giants. Hollywood residents deserve better.

Thanks,

Roslyn Bernstein
6387 Ivarene Ave.
LA, CA 90068

323-466-3286

council file 072848

laurie becklund <lauriebecklund@gmail.com>

Mon, Sep 20, 2010 at 5:15 PM

To: Patrice.Lattimore@lacity.org

Cc: "Weinstein, Henry" <hweinstein@law.uci.edu>

To The City Council

Please consider this a request from me and so many of my neighbors who often talk, while at the grocery store, while walking dogs, or standing in line at the polls or the post office, about the plastering of our neighborhood with signs both enormous and small. After all the work we have done to make Hollywood clean, progressive, and livable, we feel as though giant, often ugly, window shades are being pulled down over our neighborhood.

Millions of public dollars -- how many I have no idea -- have been spent to underwrite the growth of business in Hollywood. What about the 100,000 of us who actually live here who must drive these streets every day, some with children? We understand that advertising helps support public transit, for example. Have you considered whether this measure will reduce revenue from the city's own income from advertising, especially if it becomes a precedent for even wider advertsing?

I oppose any measure that reduces any community to a single identity, eg, Hollywood as "entertainment capital." To allow -- in fact, to promote a single industry and its builders -- feels like an insult to our diversity. The video billboards, the giant stretch billboards, are distracting and dangerous. Try driving up Cahuenga or Vine on a Friday night, dodging valets silhouetted against hugely lit billboards.

What happened to trying to restore the old buildings in Hollywood?

I would propose that if this measure is voted in, an amendment be including that requires each company publicize monthly its income from these signs, along with its profits and losses. If we are to continue to subsidize such firms, we have a right to know, and to have that information pushed at us - - publicized -- as prominently as the billboards we are required to see.

Perhaps a monthly report to the City Council distributed to the neighborhood councils, or copies published in the Los Angeles Times would be appropriate.

Laurie Becklund
Hollywood Dell resident

p.s. What is needed to increase steps to enforce existing laws involving smaller billboards.

Council File # 07-2858'

John Griffiths <jdgriffiths@earthlink.net>
To: Patrice.Lattimore@lacity.org

Mon, Sep 20, 2010 at 5:15 PM

NO SUPER GRAPHICS.

JOHN GRIFFITHS

Television Critic | Us Weekly

2168 Alcyona Drive | L.A., CA 90068

323 460 4137 | jdgriffiths@earthlink.net

Council File # 07-2858'

Nina Hiken <ninahiken@yahoo.com>

Mon, Sep 20, 2010 at 6:21 PM

To: Patrice.Lattimore@lacity.org, councilmember.garcetti@lacity.org

Dear City Council, the Planning and Land Use Management committee:

I unequivocally support the un-watered-down supergraphic sign ban in Hollywood, and in all of Los Angeles for that matter.

Hollywood has retained some of its historical character, and managed to recreate some in its recent development, which is what draws both residents and tourists to the area. We who live here, as I have, for over 2 decades, or for a shorter duration, respect Hollywood for its own brand of beauty and style. It is essential that residents and visitors respect and treasure their neighborhoods. This is what generates good commerce and a flourishing economy.

Supergraphics is a self-serving, non-place referring element that does not belong here or anywhere that we hope to cherish and identify for its unique qualities.

A complete ban is the only way to combat the blight. Current guidelines have been abused, in cases such as the Roosevelt Hotel, and show that any allowance of Supergraphs is an opportunity for unacceptable abuse.

Councilmember Garcetti has my full support in his pursuit of the full ban.

Thank you,
Nina Hiken

Nina Hiken

323.464.0806 *home*

323.369.9463 *cell*

Supergraphics

Chandler Paul <chandler_paul@yahoo.com>

Mon, Sep 20, 2010 at 7:41 PM

To: Patrice.Lattimore@lacity.org

Hello Patrice,

I'm writing to let you know that I SUPPORT Supergraphics in Hollywood. I am a Hollywood resident at 2134 Vine St. 90068 and I find supergraphics beautiful and attractive. I moved to Hollywood to live and breath the Entertainment Industry and I find the income from these supergraphics must be an excellent source of income for a city that is struggling to juggle debt, create new jobs, and be progressive. By banning Supergraphics, I can only imagine how many millions of dollars would be lost from an absence of supergraphics!

All the best,
Chandler Poling

Super Supers....

NAOMICARYL@aol.com <NAOMICARYL@aol.com>
To: Patrice.Lattimore@lacity.org

Mon, Sep 20, 2010 at 7:56 PM

----- Forwarded message -----
From: NAOMICARYL@aol.com
To: PatriceLattimore@lacity.org
Date: Mon, 20 Sep 2010 22:52:11 EDT
Subject: Super Supers....
Hi.....

I am a resident of The Outpost area and have lived up here for almost 47 years. I have one of the great great Views that exists here in Los Angeles...This "View" has been ruined by the Graphics and Super Graphics on the sides of Buildings that I have been forced to look at over many years now---Starting with the old Bekins Storage Building, and growing from there. I find it shocking and disgusting that this should be allowed. It is wrong in every way one can possibly imagine. I hope and pray that the Council will pass some kind of law or ordinance forbidding this kind of desecration. I call all of this advertising "Visual Pollution", because that is what it is..... Please, please, please put a stop to this. It is such an insult to the Architects of these buildings as well as those of us who are forced to see Advertising we truly do not need to see or want to see.

Thank You For Your Time And Attention,

Most Sincerely,

Naomi Caryl
2071 Castilian Drive
Hollywood, CA. 90068

Council File # 07-2858

Phil Raider <philraider@msn.com>

Tue, Sep 21, 2010 at 6:49 AM

To: Patrice.Lattimore@lacity.org

I support the supergraphic sign ban.

The are hazards in many ways

Please vote yes on Council File # 07-2858.

Thank you,

Philip Raider

620 5th Ave

Venice, CA 90291