

Communication from Public

Name: Studio City Residents Association

Date Submitted: 01/26/2021 06:27 PM

Council File No: 11-1705

Comments for Public Posting: January 26, 2021 Los Angeles City Council
LACouncilComment.com RE: Oppose the newest version of the Citywide Sign Ordinance (CF 11-1705) The Board of the Studio City Residents Association (SCRA) opposes the newest version of the Citywide Sign Ordinance (CF 11-1705), which the PLUM Committee issued on Dec. 10, 2020, because it is a recipe for visual blight across Los Angeles. Allowing new digital billboards in Regional Commercial Sign Districts, on public property, and in proposed new “Tier 3” Sign Districts would spread intrusive digital billboards into a great many intersections and commercial districts of our city. Much research has shown that changing digital billboards create driver distraction which causes accidents. Moreover, these signs radically alter any neighborhood, harming both its aesthetics and local property values. Version B Plus, written by the City Planning Commission, is by far preferable because it limits where digital signs can go and establishes a strong takedown ratio for a better overall impact on sign blight. We also favor an Environmental Impact Report on any new digital billboard. The type of regulation that Version B Plus envisions was also endorsed by huge majorities of Los Angeles voters in two public opinion polls. The Board of the Studio City Residents Association (SCRA) therefore rejects any version other than B Plus.

Communication from Public

Name: Victor Fung

Date Submitted: 01/27/2021 05:14 AM

Council File No: 11-1705

Comments for Public Posting: As a mural artist for many years, I moved here to LA county for the work opportunities. We have done several public murals with testimonials from business owners about how the art helps local businesses by brightening up the community. If we cannot get properly sponsored or paid for our work, it would not be realistic for us to continue making a living. Going through public art committees is not realistic since the process typically drags on for years just to do one mural that would not sustain us. All of the beautiful murals celebrating Kobe, BLM, thank yous to front line workers, etc. would be considered illegal under the new ordinance. It should be allowable to have temporary artwork that has a sponsorship logo limited to 20% or less of the artwork. There should also be a small temporary permit fee that goes back to funding public art agencies. However, these permits need to be readily obtainable as well. In such a diverse city full of culture, we would hate to see all of the artwork on walls wiped clean and property owners fined. We need to also be realistic with the hand painted murals and allow up to 500 sq ft. as we are limited to sizes that become a small fine art painting which loses the interactive/impactful value that a mural serves. I plead that you take the livelihood of mural artists (and many business owners) into consideration with the new sign ordinance.