

Communication from Public

Name: Westwood South of Santa Monica Blvd. HOA
Date Submitted: 08/19/2026 07:21 AM
Council File No: 15-0989-S47
Comments for Public Posting: See attached letter from Westwood South of Santa Monica Blvd. HOA which states the reasons for our continuing opposition to the Olympics Exemption measure as written.



Westwood South of Santa Monica Blvd Homeowners' Association
P.O. Box 64213, Los Angeles, CA 90064
wssmhoa.org • info@wssmhoa.org



August 19, 2026

Los Angeles City Council
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90012
File online via public comment portal for CF 15-0989-S47

RE: CF 15-0989-S47 Oppose as Proposed

Dear President Harris-Dawson and Honorable Councilmembers:

We wish to continue to voice our strong concerns related to the proposed Olympics Exemption (Streamlining) Ordinance, CF 15-0989-S47. While it appears that the City Attorney's office has included some language that addresses one of our concerns to seek clarity that Olympics-related sign installations may not be considered permanent, it remains a concern that the City failed to return off-site advertising signage to the list of ineligible projects for inclusion in the proposed measure. There remain many unresolved issues.

Understanding that the City seeks to expedite many different types of projects, by failing to define a specific project, the ordinance does not appear to qualify for a CEQA exemption.

We all remember that this Olympics games was meant to be a "no build" games. It is one thing should the City suddenly find that it needs to construct certain temporary installations to host the games and quite another should any of these installations be considered for permanent placement. This is especially troublesome understanding that the ordinance is overruling all existing land use policies and overlays and that a provision is included in the measure to allow the temporary installations to be deemed permanent. There is no defined effort to engage in a public process that invites a collaborative approach to addressing any impacts that the temporary installations may have on local communities or to respect any existing measures that the temporary facilities override. It is one thing to consider permanent status of a project expedited due to a lack of time to go through the City's *normal* land use entitlement process and quite another to install facilities or signs that are in direct conflict with existing ordinances, overlays, community plans, etc.

There is simply too much of an opportunity to use the Olympics measure as a tool to accomplish permanent placement of facilities otherwise impossible to build and permit.

Communities rely on the zoning code and our community plans and overlays to understand what is and what is not possible. Exempting projects from required review violates the City's existing policy. There are many reasons why projects must go through a defined planning review.



In addition, there were issues with how the City noticed discussion and consideration of the proposed ordinance. The notification for the PLUM Committee meeting of January 13, 2026 was both misleading and inaccurate. The notice for that meeting was announced the night before and stated that the meeting on the measure was to be before the full Council. However, review of the full Council agenda showed that there was no such item on the agenda. It appears that the full Council had already taken up the matter at its meeting of January 9 – and those subscribed to the Council File received no notice of the matter in advance of the January 9 meeting. This failure to inform the public with timely and accurate information is very troubling and silenced the voices of Angelenos who are opposed to aspects of this ordinance.

The City's 2002 Sign Ordinance, the Mobility Element of the General Plan, and all the community plans and overlays that ban commercial signage on our City's neighborhood streets create a framework that Angelenos have come to rely upon to keep our streets free of sign blight. Angelenos deserve to enjoy the protections promised under those measures. While the Olympics games will be here and gone in 2028, Angelenos should not have to continue to suffer from the impacts of otherwise unpermitted installations after the Olympic and Paralympic games are over and gone.

As our neighborhood and its busy arterials have always been a preferred target of outdoor advertisers, we are especially concerned about any placements of advertising signage on our streets protected by our NOD and POD, on our and any other designated Scenic Highways and all community streets that are referenced in community plans that ban commercial signage.

One additional concern related to advertising signage: We are very aware of continuing efforts to install interactive advertising kiosks across the City on our sidewalks. That project originally referred to as IKE -Orange Barrel Media's interactive kiosks – and its proponents have been lobbying the City for years to permit their ad structures. We will oppose any efforts to present these structures as necessary for the Olympics games. The army of lobbyists registered to further the kiosk project is formidable, as is those lobbying who have failed to register as lobbyists for this program. We wish to make it quite clear that this is primarily an advertising program and a program that seeks to capture data from those passing by allowing Orange Barrel to then package and sell that data. Regardless of any promises of ad revenues or signing bonuses, the IKE program or any ad kiosk program (interactive or otherwise), must be excluded from consideration under the Olympics measure.

We understand the need for the City to move quickly with preparations for the Olympics. The clock is ticking. However, at this point in time it is rather incredible to see that the City fails to have a complete list of projects needed for the games. Instead, we are presented with categories of projects which themselves may not be complete.



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It is the City that has created the issues that now require attention by attempting to use this ordinance as a way to skirt land use and planning policies to allow for the installation of signage and facilities that should be (and should have been) the subject of open public debate and most definitely should not be eligible to be considered to remain permanently.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads 'Barbara Broide'.

Barbara Broide

President, Westwood South of Santa Monica Blvd. HOA

cc: Councilmember Katy Yaroslavsky, Council District 5
Charles Turner, CD 5