



Westwood South of Santa Monica Blvd Homeowners' Association  
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April 12, 2021

LA City Council PLUM Committee  
Honorable Chair Marqueece Harris-Dawson  
Honorable Committee Members: Bob Blumenfield, Gilbert Cedillo, Mark Ridley-Thomas, John S. Lee  
Los Angeles City Hall  
Los Angeles, CA 90012

*Via Email:* clerk.plumcommittee@lacity.org, zina.cheng@lacity.org,

**RE: Council File 17-0893 / Temporary Signs on Construction Walls Code Amendment**

RE: Application of Temporary Wall Sign ordinance to properties in RAS zones  
PLUM Committee Agenda Item April 15, 2021.

Dear Chair Harris-Dawson and Fellow PLUM Committee Members:

As you are aware, a new direction was introduced for the Temporary Wall Sign Program at your March 3, 2020 hearing. At that meeting, Councilmember Blumenfield introduced the concept that RAS zones be included under the Temporary Wall Sign Program.

Since that time there has been no focused discussion or analysis of the impacts of that suggested addition. We should like remind you that at that same meeting, the City Attorney in attendance (as well as a Planning Dept. staff person) indicated that such an addition/change would need to be done by a separate ordinance.

We would like to know why a separate ordinance is not being pursued, and thus why this remains a part of the measure under consideration. Further, we would like to know from the City Attorney's office whether some form of environmental review would be required for such an ordinance. It would seem that the time for review is the time that the action is taken and that an analysis should be done. Such a measure would likely need to pass through the City Planning Commission as well, yes?

Our concern rests with the fact that we do not wish to create any loopholes or opportunities to encourage the placement of off-site (commercial) signage in residential areas. It is my understanding that RAS zones allow a certain amount of tenant identification signs for their commercial components, but they are not intended to provide authority for large commercial signage such as billboards (or long series of off—site advertisements along long plywood walls). Further, should construction on operating businesses be permitted without strict limitations, it is conceivable that alterations on a residential unit on an upper floor could lead to the construction of a street /sidewalk level series of temporary wall signs! Possible? If so, that would be a serious negative impact and the result of a failure to evaluate potential impacts at the time of consideration.

Has the potential for adverse impacts been evaluated by staff and considered by the PLUM Committee?

On this measure and in general, it would be encouraging to hear the PLUM Committee and/or Planning Dept. staff answer some of the concerns raised in letters submitted to the Council File by the public. We have invested our energies and time and have made some concrete suggestions and observations related to the proposed amendments and the measure. We submit our letters and are granted one minute to speak (if we are able to attend on the day and time scheduled) and cannot possibly address all the relevant points in the one minute given to us to testify. We lose confidence in the entire process when we realize that our testimony goes unanswered, perhaps unread and that our ideas fail to be answered or addressed. Pre-drafted committee or council actions are often presented when testimony has concluded leading those making comments to feel that there had been no purpose to their having made the effort to speak.

We do not submit comments to build a list on the Council File. We do so in the effort to improve our City and how it is governed. We know the Council is busy. However, there should be some way to acknowledge public input beyond the starting and stopping of a one-minute clock.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Broide".

Barbara Broide, President

cc: Councilmember Paul Koretz, Sr. Planning Deputy Daniel Skolnick, CD5  
Bonnie Kim, Darby Whipple, Hagu Solomon-Cary, Planning Dept.