

## Communication from Public

**Name:** David Alpaugh

**Date Submitted:** 05/17/2022 10:16 AM

**Council File No:** 18-1101

**Comments for Public Posting:** I urge the Committee to VOTE NO on adoption of the Westwood Village Specific Plan Amendment under consideration by PLUM today. Requirement for review of signage by the Westwood Village Design Review Board (WVDRB) is an essential role that should be embedded in the Specific Plan. As a 10-year veteran of the WVDRB (2005-2015) I can attest that without rigorous professional and community design review, the quality of signage in the Village will be seriously degraded. During my DRB tenure, proposals brought to the Board were often of such poor design that their proliferation would have destroyed the image of the Village, resembling strip malls rather than the urban node it needs to be. Please require that the Specific Plan be returned to staff for revision to require signage review by the DRB.

## Communication from Public

**Name:** Margaret Taylor  
**Date Submitted:** 05/17/2022 09:15 AM  
**Council File No:** 18-1101

**Comments for Public Posting:** Honorable Councilmembers, Revitalization and recovery of Westwood Village is critically dependent upon approval of item 10, CF 18-1101 as proposed. The Specific Plan as currently written provides complex layers of regulation that make it one of the highest risk locations to consider for investment as a potential new tenant. COVID19 has increased vacancy rates, making it essential for the City to act quickly. The current Specific Plan puts Westwood Village at a disadvantage compared to other locations both inside the City of Los Angeles as well as the Los Angeles region. Land Use Consultants like myself have been getting those phone calls that the City has not while City Hall has been closed due to COVID19. Simple due diligence asks such as - how long to navigate Planning entitlements, how long will the process take, how difficult will it be to pull permits for tenant improvements, signage or alcohol sales? All of these answers are more expensive, longer, higher risk and higher uncertainty in Westwood Village because of the Specific Plan. The City Council and Planning Department cannot fairly look at Westwood Village and claim that they have been effective stewards of this community. It is not thriving, but it could be. They are working hard as a community to get relief. We have a duty to support these efforts as quickly as possible. Please pass this resolution, and every element that makes the process more administrative, clear, low cost and reliable as other commercial sectors in Los Angeles are afforded.