



PACIFIC PALISADES COMMUNITY COUNCIL

Alan Smolinisky
C/O Palisadian Post
881 Alma Real, Suite 213
Pacific Palisades, CA 90272

Via email:

June 7, 2017

Subject: Parapet sign atop 881 Alma Real Building

Dear Alan,

On May 11, 2017, the PPCC board unanimously passed a motion that “the Executive Committee of the PPCC write a letter to the owner of the Palisadian-Post asking him to show his support and respect for the community, which has demonstrated its objection to the sign by the denial of his proposed large parapet-level signage at the top of the [881 Alma Real] building, by both the Pacific Palisades Design Review Board and the West Los Angeles Area Planning Commission.”

The signs you now propose to install were found by the Pacific Palisades Design Review Board to have been in violation of the Pacific Palisades Commercial Village and Neighborhoods Specific Plan. Our Specific Plan is governing law, as you are aware, and was written in order to guard against commercial signage that is more characteristic of highway strip malls than a small sophisticated village, set in the heart of a coastline community.

We are aware that your permit request has now been approved under the Permit Streamlining Act, based upon the failure of the Department of City Planning to issue a timely determination letter. The success of this technical argument, however, should not negate the underlying objections to signs that are believed by many to be out of character with the community, and were disapproved by local institutions that are tasked with preserving Palisadian quality of life. Though the signs are within your legal right to install, there is robust community objection to them.

As such, it is our hope that you will acknowledge the voices of community concern about the size and placement of these signs, and will endeavor to engage in a good faith dialogue with PPCC about what may be done to allay these concerns for the benefit of the community as well as its long-standing community newspaper.

Sincerely,

Maryam Zar,
Chair, Pacific Palisades Community Council