



PACIFIC PALISADES COMMUNITY COUNCIL

December 1, 2020

Hon. Eric Garcetti, Mayor, City of Los Angeles

mayor.garcetti@lacity.org

Hon. Bob Blumenfield, Chair, Council Public Works & Gang
Reduction Committee & Councilmember, CD3

councilmember.blumenfield@lacity.org

Hon. Mike Bonin, Councilmember, CD11

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Adel H. Hagekhalil, Executive Director & General Manager,
Bureau of Street Services/StreetsLA

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Re: CF 20-1536 – Motion re STAP RFP (Blumenfield-Bonin); SUPPORT Motion; Additional Requests

Dear Mayor Garcetti, Committee Chair/Councilmember Blumenfield, Councilmember Bonin and Mr. Hagekhalil:

For over 47 years, Pacific Palisades Community Council (PPCC) has served as the most broad-based community organization and voice of the Palisades. In furtherance of its core mission, PPCC has for decades strived to protect and improve the quality of life in Pacific Palisades – a largely residential, coastal community with a main thoroughfare (Sunset Blvd.) that is a designated scenic highway; a charming commercial village; a Specific Plan that protects our village and other business areas;¹ and aesthetically pleasing street furniture installed and maintained by PPCC's member organization PRIDE with donations from community members. Approximately ten years ago, with the strong support of our then-Councilmember Rosendahl, a carve-out was created in the JCDecaux street furniture contract which protected Pacific Palisades and allowed us to retain our community-supported street furniture.

As expressed in prior written communications with City officials,² *PPCC opposes, in the strongest possible terms, the placement of digital advertising signage (screens with illuminated moving images) anywhere in the PROW in Pacific Palisades, including in bus shelters, on or near street furniture, along scenic highways such as Sunset Blvd., in our coastal neighborhoods, in our parks and in our Specific Plan and other commercial areas of the Palisades.* Based on these facts and positions, **PPCC supports the motion in CF 20-1536**, and further requests that:

- all protections for scenic corridors, for local street furniture preferences and for neighborhoods with Specific Plans and codified prohibitions against off-site advertising that were negotiated and included in the JCDecaux contract – specifically including all protections previously afforded to Pacific Palisades -- be carried forward in any new contract that is negotiated;
- prior to contract finalization, the City conduct an extensive and open public process, in which detailed information about STAP, the RFP and the contract negotiation process is made widely available and members of the public, community leaders and neighborhood/community councils are invited to provide ongoing input on community impacts, problems and ridership needs with respect to STAP;

¹ See Pacific Palisades Commercial Village and Neighborhoods Specific Plan (*Sec. 13.A.4: animated off-site signs prohibited*): https://planning.lacity.org/odocument/b46760aa-a0ba-46d9-bdb5-7d191d4eafaa/Pacific_Palisades_Commercial_Village_and_Neighborhoods_Specific_Plan.pdf.

² See November 20, 2020 PPCC letter: <http://pacpalicc.org/wp-content/uploads/2020/11/PPCC-PRIDE-Digital-Ads-Letter.pdf>.

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- in connection with any contract that is eventually negotiated, the City 1) respect and abide by Community Plan, Specific Plan, Scenic Highway and Coastal Zone protections and requirements, including in the public right of way, and 2) address constituents' concerns about preservation of community character, protection of residential neighborhoods, public safety, environmental impacts and privacy infringement; and
- the City restrict any new digital signs in or near bus shelters to sign districts in the 22 areas already zoned as Regional Commercial for high-intensity commercial use.

Thank you for your consideration.

Sincerely,

PPCC Executive Committee

David Card, Chair

David Kaplan, Vice Chair

Richard Cohen, Treasurer

Christina Spitz, Secretary

Maryam Zar, Chair Emeritus

John Padden, Organization Representative (PRIDE)

Joanna Spak, Area Representative (Area 1,

Castellammare, Paseo Miramar)

cc:

Al Bazzi, Division Manager, Engineering Services, StreetsLA

Lance Oishi, Street Furniture Program Manager, StreetsLA

Veronica Maxwell, Council & Board Engagement Manager, StreetsLA

Kevin James, Mayor's Chief of Legislative Affairs

Kevin Taylor, Mayor's West Area Representative

Jeff Jacobberger, CD3 Legislative Deputy

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