

Council File # 07-2858

Imre Horvath <iimre@aol.com>

Mon, Sep 20, 2010 at 8:02 AM

To: Patrice.Lattimore@lacity.org

Cc: councilmember.garcetti@lacity.org

As a resident of Outpost, I fully support Eric Garcetti's proposed total ban on supergraphics in Hollywood -- with no modifications

Sincerely

Imre Horvath
1913 El Cerrito Pl
LA CA 90068

Council File # 07-2858

Simon Bowler <simonbowler@gmail.com>

Mon, Sep 20, 2010 at 9:24 AM

To: Patrice.Lattimore@lacity.org

Dear Ms. Lattimore,

I am a resident in Hollywood and I urge you to support the un-watered-down supergraphic sign ban to the City Council's Planning and Land Use Management (PLUM) committee.

Thank you,

Simon Bowler

Council File # 07-2858

Michael Conway <ConwayM@unitedtalent.com>

Mon, Sep 20, 2010 at 10:11 AM

To: "Patrice.Lattimore@lacity.org" <Patrice.Lattimore@lacity.org>

Dear Patrice,

I am writing to urge you to help ban super-graphic billboards in Los Angeles. It's out of hand and it needs to stop.

Thanks,

Michael Conway

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SUPERGRAPHICS SIGNS IN HOLLYWOOD

Maxymyll@aol.com <Maxymyll@aol.com>

Mon, Sep 20, 2010 at 10:28 AM

To: Patrice.Lattimore@lacity.org

Cc: councilmember.garcetti@lacity.org

As an Outpost homeowner and a resident of the Hollywood Hills, I am writing to support passage of the UN-watered-down bill that stops the use of Supergraphics on signs in Hollywood -- once and for all.

It doesn't take a genius to understand: the reason people come to *Hollywood* is to experience the golden age of great old Hollywood glamour.

To turn this singular area into a copy of a Disney-fied Times Square in New York is to cheapen our unique Hollywood real-estate.

While I support the many fine restaurants and entertainment plazas and hotels and condominiums that are springing up -- turning our neighborhood into a chic, smart, and beautiful area -- I feel that these supergraphic signs set the wrong tone for what we seek to build in the new Hollywood.

Hollywood is not Times Square. It is not the Sunset Strip. It is its OWN thing and it should find its OWN answers to design questions.

Remember: after 1600 Pennsylvania Avenue, Hollywood-and-Vine is the 2nd most famous address in this country. Surely, it deserves a unique design scheme to celebrate its unique lineage!

In the end, the secret to turning old Hollywood into new Hollywood comes from finding NEW ideas which illuminate the specific flavor of Hollywood.

For instance, who would think that a simple white HOLLYWOOD sign would/could possibly hold such power? But it does.

We need to create a unique environment that combines the best of old Hollywood with the most creative elements of new Hollywood. Supergraphic signs simply don't cut it.

In a town filled with designers and creative people, SURELY WE CAN DO BETTER than merely allowing the Supergraphic signs that only cheapen Hollywood and make the design of our city appear generic and tasteless.

Come on, guys! Let's find new creative solutions to creating our new Hollywood: something beautiful and grand and glamorous.

Supergraphics signs merely cheapen the landscape and create a generic solution that, in the end, will only turn Hollywood into yet another Times Square wanna-be.

We can do better!

Let's insist that we do better..... starting today.

Thank you,
Max Ember
2331 Outpost Drive
Los Angeles, CA 90068

1-323-850-6561

re: Council File # 07-2858 - Supergraphics Ban in Hollywood

ljl11@mac.com <ljl11@mac.com>

Mon, Sep 20, 2010 at 10:42 AM

To: Patrice.Lattimore@lacity.org

Dear Patrice:

I'm a 24 year long resident of Hollywood living just a 10 minute walk from Hollywood & Highland. I strongly support the proposed TOTAL ban on supergraphics in Hollywood by council member Garcetti.

I also plan to be in attendance at tomorrow's PLUM meeting to *voice* my support.

Sincerely,

Larry Luchtel

Outpost Estates Homeowners Association - board member

Supergraphics Bill

Robert Eicholz <beicholz@pacbell.net>

Mon, Sep 20, 2010 at 11:04 AM

To: Patrice.Lattimore@lacity.org

Cc: mmeyer@mmausa.com, "Steven J. Scott" <ssdi@me.com>, leron@hollywoodchamber.net, Kerry Morrison <Kerry@hollywoodbid.org>, councilmember.garcetti@lacity.org

Dear Ms. Lattimore,

Bob Eicholz here...long time supporter of and writer about the Hollywood Revitalization. I serve on the Outpost Estates Homeowners Association, write a blog about the Hollywood Revitalization, and am Sr. VP of one of Hollywood's largest and fastest growing employers EFILM (www.efilm.com).

I am writing to express my complete personal support for Mr. Garcetti's bill to eliminate supergraphics in Hollywood. As someone who has watched and nurtured every step of the revitalization, including creating 175 local jobs, I am utterly dismayed by the actions of a very few of my business colleagues who claim they can only remain profitable by plastering our historic and other buildings with plastic supergraphics. These claims are hollow, and my position is if a building or concept is not profitable, the solution is not to allow the owners to ruin the beauty of what we have so long strived to create. These graphics detract from the wonderful new Hollywood by obscuring architecture and diverting attention away from the city.

There are many ways to make money in business. One important role of government is to limit those activities that enrich a very few people, while harming the rest of us. There can't be a better example of this abuse than Supergraphics.

Mr. Garcetti's efforts have my 100% support, and I commend him for supporting such an important, yet controversial topic.

Banning supergraphics is the best thing that we can do right now for the future of Hollywood businesses and residents alike.

Thank you for this opportunity for input.

Bob Eicholz
323 855-4904

Council File # 07-2858'

V.A. Kolve <kolve@ucla.edu>
To: Patrice.Lattimore@lacity.org

Mon, Sep 20, 2010 at 11:33 AM

Dear Patrice Lattimore,

I wish strongly to support the campaign to ban supergraphics in Hollywood. As a resident of Outpost Drive for 25 years, I have watched Hollywood slowly come back into something of its former vitality and to refresh and renew its potential beauty; but supergraphics have played no role in that. Nor will they. They are loud, garish, vulgar, and serve only commercial, not communal, interests. Please put the interests of the community first—the built environment we live in now, and what we create for the future—and not the greed of a few selfish people who care nothing about such things.

V.A. Kolve
2034 Outpost Drive
LA 90068

Council File # 07-2858

Bert <berdis@sbcglobal.net>
To: Patrice.Lattimore@lacity.org

Mon, Sep 20, 2010 at 12:29 PM

I support the ban on Supergraphics. Hollywood's history is fabled via bricks and mortar, not hidden like some harlot by cheap ad make-up. Vote NO

Bert Berdis

berdis@sbcglobal.net

(323)878-0001

please stop all supergraphics in Hollywood

Hoffmann, Janet <Janet.Hoffmann@warnerbros.com>

Mon, Sep 20, 2010 at 12:50
PM

To: "Patrice.Lattimore@lacity.org" <Patrice.Lattimore@lacity.org>, "councilmember.garcetti@lacity.org" <councilmember.garcetti@lacity.org>

Hello, Ms. Lattimore and Mr. Garcetti,

Please stop all supergraphics and retire those electronic billboards - they seem blurry anyway.

Hollywood is an eyesore - it is nothing but advertising.

Hollywood has lost most of its historic buildings and now Hollywood has become nothing but billboards and advertising.

Put yourself in the shoes of an out of townner or even someone coming into Hollywood from another country.

To them it looks like New York City or Tokoyo -

Look at Hollywood and Highland and instead of a Hollywood Hotel - it is nothing but billboards and signs and electronic images.

When out in the residential area of Hollywood, i often get stopped - asking directions for The Hollywood sign.

All they want to see anymore is the Hollywood sign as that is about all that is left that is well known historically to let people know they were in Hollywood. If they had their picture taken at Hollywood and Highland - There is nothing at street level that indicates they are in Hollywood.

Janet L. Hoffmann
Blondie House
WBSF Ranch Operations
411 North Hollywood Way
Burbank, CA 91505
818-977-5233
818-977-2750 FAX

'Council File # 07-2858' - I DON'T SUPPORT BAN

Thomas Mikusz <thomas@thomasmikusz.com>

Mon, Sep 20, 2010 at 12:53 PM

To: Patrice.Lattimore@lacity.org

Cc: councilmember.garcetti@lacity.org

Greetings:

I live in Hollywood and don't understand the ban against super graphic signs.
The entertainment industry is certainly a huge industry in this city and big part of it.
Super graphics often times enhance and add to the character.
Not to speak about the economical impact.

I DON'T support the ban against super graphics.

Warm regards, Thomas Mikusz

Council File # 07-2858

West - Atkinson <westernsea@sbcglobal.net>

Mon, Sep 20, 2010 at 1:04 PM

To: Patrice.Lattimore@lacity.org

This household supports the un-watered down supergraphics sign ban.

Thank you!

Tegan West and Scott Atkinson

Council File # 07-2858

Jessica Wolff <wolff.jessica@gmail.com>

Mon, Sep 20, 2010 at 1:31 PM

To: Patrice.Lattimore@lacity.org

I am a resident of the Hollywood Dell and support the un-watered down supergraphic sign ban.

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Jessica Wolff
6481 San Marco Circle

Stop super-graphics please!

Frank Chindamo <frankchindamo@me.com>

Mon, Sep 20, 2010 at 1:31 PM

To: Patrice.Lattimore@lacity.org, councilmember.garcetti@lacity.org

Dear Patrice and Eric,

I

1 support your brave, principled stand against the big-moneyed interests who want to entomb our architectural treasures in Supergraphics for a quick buck.

Yours truly,

Frank Chindamo

President & Chief Creative Officer

www.FunLittleMovies.com

2227 W. Olive Ave.

Burbank, CA 91506

+1-323-467-6868

This email is confidential to the addressee only.