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Murals Ord. Joint Committee/CF11-0923

1 message

Chris Spitz <ppfriends3@hotmail.com>

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[To Adam Lid: Please file this communication in CF 11-0923]

Honorable Chairs of the PLUM and Arts, Parks, Health & Aging Committees and Members of the Joint Committee to consider items related to CF 11-0923 (Murals Ordinance):

I am Vice-President of Pacific Palisades Community Council (PPCC) and Chair of the PPCC Land Use Committee. PPCC has been the voice of the Palisades community for over 40 years. PPCC -- along with several other councils City-wide -- conditionally supported Version B of the Murals Ordinance, with proposed revisions. We appreciate your work on this issue and your continuing support.

In connection with the Joint Committee's deliberations on October 9, PPCC requests that you consider the following matters which PPCC and several other organizations City-wide have proposed or supported in letters, motions and/or Community Impact Statements on file in CF 11-0923:

- 1) Revision of the definition of Original Art Mural (Sec. 2);
- 2) Enhancement of provisions for enforcement of the ordinance;
- 3) Expansion of the area in which murals are prohibited (subject to expedited opt-in) from single-family structures to all residential/low-density zones (subparagraph #2, Motion 7G (O'Farrell-Huizar));
- 4) Amendment to add an expedited "opt-out" process specific to residential zones, if the Joint Committee does not recommend extending the prohibition to all residential zones.

In addition, we request certain important amendments to the proposed Administrative Rules submitted by the Cultural Affairs Dept. (see below).

Re #1 (revision of Original Art Mural definition):

The following revision (addition in boldface/underlined below) is proposed by the Hillside Federation and is supported by PPCC, Brentwood CC (BCC), Mar Vista CC (MVCC), NC Westchester Playa del Rey (NCWPDR), Westwood NC (WWNC) and Bel Air Beverly Crest NC (BABCNC) and Granada Hills South NC:

*Sec. 2. Original Art Mural. "A one-of-a-kind ... image ... that does not **function as or** contain any commercial message"*

In addition, PPCC, MVCC, NCWPDR, WWNC and BABCNC also propose and/or support the following *additional* revisions (in boldface/underlined below):

*Sec. 2. Original Art Mural. "A one-of-a-kind ... image ... that does not **function as or** contain any commercial message **and for which nothing of value has been given to the owner or person in control of the building.** For definition purposes, a commercial message is any message that advertises a business conducted, services rendered, or **products or goods produced for sale or purchase.**"*

These revisions are suggested to clarify and strengthen the ordinance in terms of what is or is not a "commercial message," which in turn will assist in future enforcement efforts.

Re #2 (expansion of enforcement provisions):

The following organizations have requested or supported requesting that the ordinance's provisions for enforcement be enhanced: PPCC, MVCC, NCWPDR, WWNC, BABCNC and Granada Hills South NC (GHSNC).

Re #3 (extension of prohibition to all residential/low density):

This issue is specifically referenced as a matter to be considered by the Joint Committee in subparagraph #2 of Motion 7G (O'Farrell-Huizar). Letters, motions and/or CIS's on file in CF 11-0923 demonstrate that at least **8 NCs/CCs support expanding the area in which murals are prohibited** (subject to opt-in) from single-family structures **to all residential or low density zones:** PPCC, BCC, MVCC, NCWPDR, WWNC, BABCNC, GHSNC and Harbor Gateway North NC (HGNNC).

At least **6 more NCs/CCs/HOAs reference concern about limiting the prohibition solely to single-family:** Valley Village NC, Woodland Hills-Warner Center NC, Encino NC, North Hills West NC, HOA of Encino and Westwood South of Santa Monica HOA.

This amendment would ensure protection for most residents of the City, regardless of "zone", and would address concerns that have been raised about *grandfathered structures that are multi-family dwellings or otherwise not "single-family" structures but are located within R1 or predominantly single-family neighborhoods* (under the enacted Ordinance, murals on such structures would be permitted even in areas surrounded by single-family; this seemingly anomolous situation occurs in Pacific Palisades and in many areas of the City).

The Ordinance should also include an expedited "opt-out" procedure for communities that wish to allow murals in residential zones.

Re #4 (amendment to add expedited "opt-in" and/or opt-out" process):

If the joint committee does not recommend extending the prohibition beyond single-family structures, PPCC requests that the ordinance be amended to include not only an expedited "opt-in" procedure relative to single-family, but also **an expedited "opt-out" procedure specific to residential zones,** for those communities that wish to extend the prohibition beyond single-family structures to residential zones (this request is essentially supported by the positions taken by MVCC, BCC, NCWPDR, WWNC, BABCNC, GHSNC and HGNNC).

Re amendments to Administrative Rules

In connection with the rules related to the required community meeting, we request that 1) applicable **Community Councils be specifically added** as entities which must receive notice and 2) that advance notice be sent to applicable NCs/CCs and posted on-site **at least 45 days prior to the meeting** (consistent with Sec. 22.119(b)(3) of the Ordinance).

We hope that you will consider all of the above matters during your deliberations at the Joint Committee meeting and will vote to amend the Ordinance and the proposed Administrative Rules accordingly.

Thank you for your consideration.

Sincerely,

Christina Spitz
Vice-President, PPCC
Chair, PPCC LUC