

Homeowners of Endino

& Serving the Homeowners of Encino &

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June 10, 2013

Los Angeles City Council Attn: City Clerk 200 N. Spring St. Los Angeles, CA 90012 Hearing Date: June 19, 2013

Subject: CF-11-0923 Mural Ordinance

Project Location: Citywide

Please enter our comments into the formal record on this matter. Homeowners of Encino (HOME) has reviewed the proposed Mural Ordinance, amending Sections 14.4.2, 14.4.3, 14.4.4, and 14.4.20 of the Los Angeles Municipal Code and amending Sections 5.111.2 & 22.116 of and adding Section 22.119 to the Los Angeles Administrative Code to allow for the creation of new Original Art Murals on private property.

The proposal establishes new definitions for "Original Art Mural" to replace the old definition of a "mural sign." It exempts new and existing Original Art Murals from a number of requirements and prohibitions which apply to murals when regulated as "signs". The proposed ordinance adds a new definition for "Public Art Installation" to ensure that all public art (whether a mural or other object) is treated similarly and not to overlap with the City's regulations pertaining to commercial messages and signage.

As first proposed by the Planning Dept., murals were EXCLUDED from residential properties of fewer than five units. At the City Planning Commission, that was reduced to a ban on residential properties of two or fewer units. Murals were to be allowed anywhere in the city EXCEPT for duplex and R1 properties. At PLUM, instructions were given to the City Attorney to draft an ordinance with NO carve-out or exception for R1. The ordinance passed out of PLUM on 1/15/13 allowing for murals on all residential properties.

IF ADOPTED AS PROPOSED THIS ORDINANCE WILL HAVE TREMENDOUS NEGATIVE IMPACTS ON RESIDENTIAL NEIGHBORHOOD CHARACTER. While the ordinance includes a provision that requires those planning to install an art mural on their property to do community outreach, there is no requirement to respond to, act upon or implement comments received from neighbors or the community.

Homeowners of Encino asks that the ordinance be revised to not permit murals on any residential buildings with less than five units, anywhere in Los Angeles. HOME also requests that the ordinance not apply to any private property within the Cahuenga-Ventura Blvd. Specific Plan (Plan). The Specific Plan does not permit murals on private property along Ventura Blvd.

Cordially your, Leval a. Sluer

Gerald A. Silver, Pres. Cc: Councilmembers