

Contact Information

Neighborhood Council: Studio City Neighborhood Council

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Date of NC Board Action: 09/21/2011

Type of NC Board Action: Against Proposal

Impact Information

Date: 09/23/2011

Update to a Previous Input: Yes

Directed To: City Council and Committees

Council File Number: 08-2020

Agenda Date:

Item Number:

Brief Summary: The Studio City Neighborhood Council opposes the adoption of the revised citywide sign ordinance now pending before the City Council PLUM Committee because the revisions to the ordinance would allow a proliferation of commercial advertising on both private and public property without a significant reduction in existing billboard and signage blight.

Additional Information: The revised ordinance would also allow new electronic signage without addressing energy use, light pollution, traffic safety, and other issues that could negatively affect communities throughout the city

SCNC BOARD

Jeffrey Carter
 Ben Di Benedetto
 Victor Helo
 Wayne Kartin
 Remy Kessler
 Ben Neumann
 Richard Niederberg
 Todd Royal
 Lisa Sarkin
 Lana Shackelford
 Gail Steinberg
 Ron Taylor
 Rita C. Villa
 John T. Walker
 Denise Welvang



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 John T. Walker

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 Lisa Sarkin

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SECRETARY
 Rita C. Villa

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 Lana Shackelford

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SPECIAL BOARD MEETING DRAFT MINUTES

Wednesday, September 21, 2011
Light Refreshments 6:30pm
Meeting 7:00pm

at

**CBS Studio Center, Building 8, MPR-3,
 4024 Radford, Studio City CA, 91604**

The public is requested to fill out a "Comment Card" to address the Board on any item of the agenda prior to the Board taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Board's subject matter jurisdiction will be heard during the Public Comment period. **Public comment is limited to two minutes per speaker, unless directed otherwise by the presiding officer of the Board.** The agenda is posted for public review at: Studio City Neighborhood Council website (www.studiocitync.org); as well as CBS Studio Center, Radford and Colfax gates; the Studio City Library, 12511 Moorpark St.; the Studio City Recreation Center, 12621 Rye Ave. and at Carpenter Avenue Elementary School, 3909 Carpenter Avenue, Studio City, CA 91604. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least three (3) business days (72 hours) prior to the meeting you wish to attend by contacting the Neighborhood Council Project Coordinator (213) 473-5391 or by e-mail to Thomas.Soong@lacity.org. In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Board in advance of a meeting, may be viewed at our website by clicking on the following link: www.studiocitync.org or at the scheduled meeting.. In addition, if you would like a copy of any record related to an item on the agenda, please contact office@studiocitync.org.

1. Call to Order & Roll Call. Jeffrey Carter – present, Ben Di Benedetto – present; Victor Helo – present, Wayne Kartin – excused, Remy Kessler - present, Ben Neumann - excused, Richard Niederberg - present, Todd Royal - present, Lisa Sarkin - present, Lana Shackelford – present, Gail Steinberg – present, Ron Taylor – excused, Rita Villa –present, John Walker – present, Denise Welvang – present. 12 voting members; 7 to pass a motion; ___ stakeholders present.
2. Approval of Board Minutes. **NONE**
3. Comments by the President. **John Walker** explained that the Youth Board Candidate being introduced tonight is the best of the best.
4. Public Comments on non-agenda items within the Board's jurisdiction. **NONE**
5. Responses to comments from the Board. **NONE**
6. Presentation of new Youth Board Member – **Pasha Vafaee**. **John Walker** introduced Pasha Vafaee. **Pasha Vafaee** said that his goal is to give a voice to people who are marginalized in society. He felt the SCNC would be a good organization to join to accomplish this. He stated that he goes to school in Studio City and his family wants to move to this area. John Walker welcomed Pasha to the Board and Pasha took his seat. **Adjourned to Regular meeting.**

Returned to special meeting from regular meeting at 9:30 PM.

7. **MOTION: The Studio City Neighborhood Council opposes the adoption of the revised citywide sign ordinance now pending before the City Council PLUM Committee because the revisions to the ordinance would allow a proliferation of commercial advertising on both private and public property without a significant reduction in existing billboard and signage blight. The revised ordinance would also allow new electronic signage without addressing energy use, light pollution, traffic safety, and other issues that could negatively affect communities throughout the city.**

Moved: Rita Villa; **Second:** Lisa Sarkin. **Richard Adams** said we know where he stands on advertising. He stated that he is very concerned as they want to raise rates for energy but they are approving lighted signage all over the City of Los Angeles which will increase billboard blight and waste energy. **Richard Niederberg** said that has a problem with the wording of the motion. He is concerned with saying you can't have signs visible from public right of ways. **Lisa Sarkin** said there was a man who went to City Council to ask for lighted signs on 4 sides of his building. He said he thought Bladerunner was great. **Lisa Sarkin** said the biggest problem with this type of signs is that there is not enough energy now. By grandfathering the sign districts they skirt the EIR process. She said that we need to pass this motion. **Jeff Carter** said he does not understand why advertising is not done on the inside of the subways like they do in other cities. He supports this motion. **Vote:** Unanimous. **Motion Carries.**

7. Adjournment at 9:45 PM.

