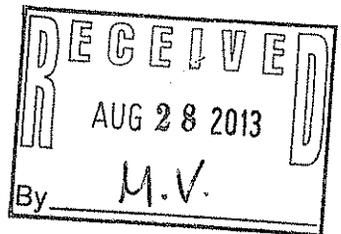


#7 11-0923

# M.A.N.A. Melody Acres Neighborhood Association

6175 Melvin Ave.  
Tarzana, CA 91356



Subject: **Mural Ordinance, Council File CF11-0923**

The Melody Acres Neighborhood Association (MANA) strongly opposes the current version of the proposed Mural Ordinance to be heard before the City Council on August 20, 2013. As first proposed by the Planning Department., murals were to have been excluded from residential properties of fewer than five units. The City Planning Commission modified the proposed ordinance to exclude residential properties of two or fewer units. Murals were to be allowed anywhere in the city except for duplex and single family zoned properties. PLUM subsequently directed the City Attorney to draft an ordinance **allowing murals on all residential properties.** That's the version before you.

**IF ADOPTED AS PROPOSED, THIS ORDINANCE WOULD HAVE A TREMENDOUS IMPACT ON THE RURAL NATURE OF OUR NEIGHBORHOOD'S 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.

We understand that some areas of the City may desire murals as an expression of art. To accommodate those areas, we propose that the ordinance be revised to prohibit murals in single family residential areas **UNLESS** more than 50% of the residents of the area vote to allow such murals in that area. **Opt-in, not opt-out.** This is an established method of modifying a City-wide ordinance, similar to the Residential Floor Area District provision of the Baseline Mansionization Ordinance and to the Modified Parking Requirement District Ordinance.

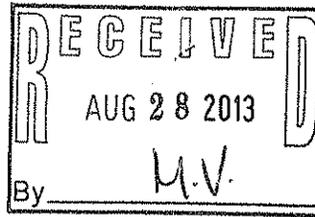
**We request that the Planning Committee restore the original single family residential area exclusion, adopt opt-in, not, opt-out, or send the proposed ordinance back to the City Attorney's office for reconsideration.**

Respectfully Submitted,

Stanton D. Saucier,  
Chairman  
Melody Acres Neighborhood Association

David R. Garfinkle  
Vice Chairman  
Melody Acres Neighborhood Association

#7



## TARZANA NEIGHBORHOOD COUNCIL

P.O. BOX 571016  
TARZANA, CA 91357  
(818) 921-4992  
[tnc@tarzananc.org](mailto:tnc@tarzananc.org)

August 27, 2013

Los Angeles City Council  
City Hall  
200 N. Spring Street  
Los Angeles, CA 90012

Re: CF 11-0923 (Mural Ordinance)

Dear Honorable Councilmembers,

On August 27, 2013 following a lengthy discussion and evaluation, the Governing Board of the Tarzana Neighborhood Council voted to support Version "B" of the proposed Mural Ordinance with the option to "opt in".

The Board strongly felt that murals should not be allowed in single family zones unless the residents there vote based on criteria determined by the City Council that they should be allowed within their district.

Thank you for your consideration in this important matter.

Sincerely yours,

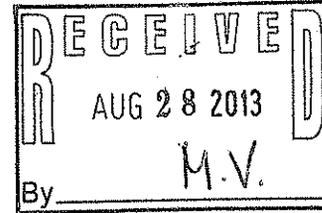
Kathy Delle Donne, President  
Tarzana Neighborhood Council

#7

# Tarzana Property Owners Association

August 28, 2013

Los Angeles City Council  
200 N. Spring St.  
Los Angeles, CA 90012



Subject: Mural Ordinance, Council File CF11-0923

The Tarzana Property Owners Association (TPOA) strongly opposes the current Version A of the proposed Mural Ordinance to be heard before the City Council on August 20, 2013. Version A would allow murals in all residential neighborhoods; Version B would prohibit murals on homes in single family neighborhoods.

A bit of history:

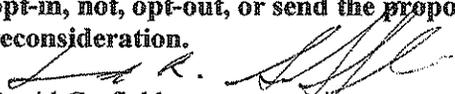
- As first proposed by the Planning Department., murals were to have been excluded from residential properties of fewer than five units.
- The City Planning Commission modified the proposed ordinance to exclude residential properties of two or fewer units. Murals were to be allowed anywhere in the city except for duplex and single family zoned properties.
- PLUM subsequently directed the City Attorney to draft an ordinance allowing murals on all residential properties.
- On July 30, PLUM heard extensive testimony both for and against the two versions of the proposed ordinance and passed the proposed ordinance, without recommendation, on to the full City Council to be heard on August 20.

**If adopted as proposed, this ordinance would have a tremendous impact on the character of our Single Family Neighborhoods.**

There are no provisions in the ordinance regulating content, so hate messages and salacious and other themes inappropriate for children would be permitted. Motion pictures have a code indicating content, billboards do not allow hate messages or explicit sexual material; the Mural Ordinance must have some similar provision. The argument raised at the recent Planning Committee hearing that museums, art galleries, etc. allow nudity and similar content is fallacious: you choose to expose yourself to that material; here you would have no option. 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.

We understand that some areas of the City may desire murals as an expression of art. To accommodate those areas, we propose that the ordinance be revised to prohibit murals in single family residential areas **unless** all the adjacent neighbors and more than 50% of the residents of the area (exact boundaries need to be defined) vote to allow such murals in that area. **Opt-in, not opt-out.** This is an established method of modifying a City-wide ordinance, similar to the Residential Floor Area District provision of the Baseline Mansionization Ordinance and to the Modified Parking Requirement District Ordinance.

**We request that the City Council restore the original single family residential area exclusion, adopt opt-in, not, opt-out, or send the proposed ordinance back to the City Attorney's office for reconsideration.**

  
David Garfinkle

President, Tarzana property Owners Association  
PO Box 571448 Tarzana, CA 91357-1448

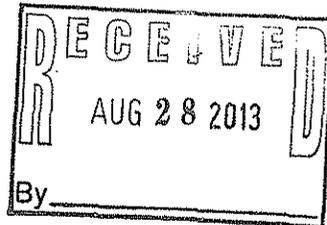
[www.tarzana property owners.org](http://www.tarzana property owners.org)

Bradly S. Torgan, JD, AICP  
927 Kings Road #220  
West Hollywood, CA 90069  
Phone 323.574.7554  
Fax 323.417.7151  
[btorgan@ix.netcom.com](mailto:btorgan@ix.netcom.com)

**VIA HAND DELIVERY AND EMAIL**

August 27, 2013

Mayor Eric Garcetti  
Los Angeles City Council  
c/o City Clerk  
200 N. Spring Street, Room 205  
Los Angeles, CA 90012



Re: Council File 13-0877 (Il Villagio Tosacano)

Dear Mayor Garcetti and members of the City Council:

The City provided notice that it would conduct public hearings in this matter at the City's PLUM Committee and the City Council. As an appellant who filed the necessary appeal papers and paid appeal fees as required by law, Sherman Oaks Residents for a Safe Environment (SORSE) has procedural rights to a fair hearing process, along with the other two appellants in this matter.

Under Government Code Section 65804, charter cities like Los Angeles have a mandate to adopt and publish procedural rules for land use hearings that include appeals of land use decisions. The failure of the City to enact such fair hearing procedures deprives Appellants such as SORSE of due process of law.

Moreover, when state or local law requires the Los Angeles City Council to conduct a public hearing, the conduct of a PLUM Committee hearing does not excuse the Los Angeles City Council from conducting a hearing when the matter comes before the full City Council. Nonetheless, the City Clerk has placed this matter in a section of the Los Angeles City Council meeting agenda entitled: "Items For Which Public Hearings Have Been Held." This statement is incorrect. Until the full City Council itself conducts the hearing, it has not been held. If the Los Angeles City Council does not conduct its noticed hearing, Appellants will have been deprived of due process of law.

Sincerely,

A handwritten signature in black ink, appearing to read "Bradly S. Torgan".

Bradly S. Torgan, AICP

cc: Sharon Gin

#17



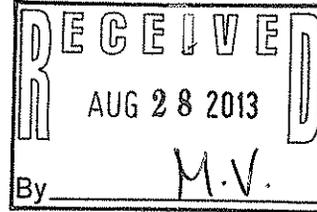
# Neighborhood Council of Westchester Playa

8726 South Sepulveda Boulevard, PMB 191A Los Angeles, CA 90045  
213.473.7023 ph • 310.301.3564 fx  
email: [inquiries@ncwpdr.org](mailto:inquiries@ncwpdr.org) • [www.ncwpdr.org](http://www.ncwpdr.org)



August 8, 2013

Honorable Councilmember Mike Bonin  
Los Angeles City Council, CD11  
Los Angeles City Hall  
200 N. Spring Street  
Los Angeles, CA 90012



Re: Council File 11-0923 - Art Murals Citywide Program / Mural Ordinance

Dear Councilmember Bonin,

On August 7, 2013, the Neighborhood Council voted to oppose ending the moratorium on murals on private property that was enacted in 2003 but, if ended, support the City Attorney's "Version B" of the draft ordinance with conditions.

In regard to Versions A and B of the draft ordinance relating to the regulation of original art murals submitted by the Los Angeles City Attorney on 6-17-2013, the Neighborhood Council of Westchester/Playa (NCWP) takes the following positions:

**SUPPORT** Version B on the Condition that the Seven (7) Revisions Set Forth Below are Incorporated:

1. Murals shall be clearly prohibited in all residential zones on all dwellings, including but not limited to single family homes and apartment buildings.
2. Communities that wish to allow murals in residential zones shall be required to apply for permission to allow murals in such zones, using currently available Planning processes; or via a less time-consuming "streamlined" process to be developed and set forth pursuant to the ordinance.
3. Existing murals shall be clearly grandfathered.
4. "Digitally printed images" shall be prohibited and/or not included within the definition of "Original Art Mural." If included, the term "digitally printed images" shall be defined with greater clarity; any definition shall specifically exclude images in all residential zones which extend around corners and cover more than one exterior wall (commonly known as "building wraps").
5. The "Neighborhood Involvement Requirement" (Sec. 22.119 (b)(3)) shall set forth key administrative rules relative to notice and procedures for holding the required community meeting, including without limitation a requirement that the applicant shall confer in advance with the applicable Neighborhood and/or Community Council to arrange an acceptable time, at a regularly scheduled meeting of such Council, for the required

community review and comment on the proposed mural, and that the applicant shall be responsible for required mailing and posting of notice on-site at least 45 days prior to the meeting. "Community Councils" shall be expressly added, along with Neighborhood Councils and Business Improvement Districts, as entities entitled to receive notice.

6. The term "commercial message" shall be defined with greater clarity; specifically, the following language shall replace the definition of "Original Art Mural" (Section I): "A one-of-a-kind, hand-painted, hand-tiled [or digitally printed, if this language is retained] image on the exterior wall of a building 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."

7. Specific enforcement procedures and funding sources for enforcement shall be provided.

This is a matter that can have significant quality of life and property value implications and needs to be carefully considered. We appreciate your being mindful of the challenges related to the City's ability to monitor, control and enforce the ordinance and the potentially negative impacts on our residential neighborhoods.

Sincerely,

*/s/ Cyndi Hench*

Cyndi Hench  
NCWP President

cc: Councilperson Cedillo  
Councilperson Krekorian  
Councilperson Blumenfield  
Councilperson LaBonge  
Councilperson Koretz  
Councilperson Martinez  
Councilperson Fuentes  
Councilperson Parks  
Councilperson Price  
Councilperson Wesson  
Councilperson Englander  
Councilperson Huizar  
Councilperson O'Farrell  
Councilperson Busciano  
Sharon Gil, Planning and Land Use Management

Item 7



## VISION

We envision a world where all people are connected through the arts, where personal and social responsibility is valued and contributions are celebrated through personal artistic expression.

## MISSION

The Graff Lab is known throughout the graffiti community as a national treasure that produces and encompasses the best Los Angeles free style aerosol art. Our history embraces the contribution of urban art to help transform lives and communities as we encourage and support the right to self-expression and the creation of art and culture that does not infringe on the rights of others.

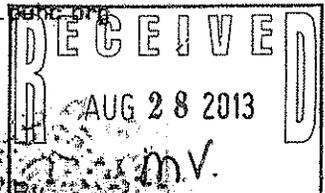
## ABOUT US

The Graff Lab is a cultural art center that offers innovative approaches towards creating, exploring, and preserving the best legal aerosol art in the City of Los Angeles, California. In addition to providing an outlet for the exploration of aerosol art we exhibit contemporary art exhibitions and urban musical performances as well as studio art classes and a variety of educational outreach programs to schools and throughout the community.

## COMMUNITY PARTNERS

We are very pleased to acknowledge those who have given so generously to The Graff Lab! Our community partners help support and further The Graff Lab's contribution to self-expression through the arts. Thank you for helping us make a real difference. If you would like to make a donation, volunteer or have any questions, please contact us at: [info@thegrafflab.com](mailto:info@thegrafflab.com)

X Pico Union Housing Corporation - [www.puhc.org](http://www.puhc.org)



The Graff Lab

Located: 1038 West Venice Blvd. Los Angeles, CA 90015 / Telephone: (213) 747- 2780 (ext:26)

Open: Saturday - 9:00 a.m. - 5:00 p.m. / Sunday - 9:00 a.m. - 5:00 p.m. / General Email: [info@thegrafflab.com](mailto:info@thegrafflab.com)

**Pico Union Housing Corporation**  
**Artist to Entrepreneur**

**Business of Art Workshop (Artist to Entrepreneur)**

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**Mapping this will introduce you to the community your playing in**

The City, State, Federal, Politicians, Neighborhood, any non-profits, any Art Programs, Churches, Hospitals and Schools ect.

**Work Like An Artist, Think Like an Entrepreneur**

This introductory class will provide an overview of the overall market and funding environment for artists, identifying opportunities and potential entry points in both the for-profit and nonprofit sectors. It will define artist markets and audiences, overview organizational forms (nonprofit organizations, sole proprietorships, LLCs, etc.), describe the various types of investors involved, and explore how artists can think about "success."

**Planning, Plain and Simple**

This class will provide a roadmap for artists on how to get organized; stay focused, and achieve their goals. It will describe a simple process for planning in a complex environment, including how to think like a small business, identify your competition, establish realistic expectations, and improve time management and personal organizational skills. Examples from various arts disciplines will be used to illustrate planning techniques.

**Market Yourself Like a Business**

Building your brand, identifying your target market, promoting yourself and your products, and writing a Marketing Plan are all essential elements if you want to build audiences, reach customers, attract investors, grow your business and reputation, and earn a living as an artist. This class will touch on the role of press releases, promotional materials, advertising, and websites as part of marketing fundamentals. In addition, participants will be coached on how to put out their best foot forward to present themselves, their work, or their projects to producers, museums, presenters, agents, galleries, founders and the media including how to deliver the all-important "elevator speech."

**Managing Money – Basic Budgeting and financial Skills**

This class will focus on how to transform your idea into a financial budget, and how artists can use basic budgets, balance sheets, and profit and loss statements to guide planning and financial management. Basic concepts and tools will be covered, including the use of Quicken, QuickBooks, and other financial programs and short-cuts available today.

**Protecting Your Work and Getting Paid**

This class will provide an overview on the role of copyrights, contracts, trademarks, and how to legally protect your collections and intellectual property. Practical tips will be given on how to negotiate and enforce contracts with theaters, galleries, museums, event planners, producers and presenters. Practical tips will be given on how to negotiate and enforce contracts with theaters, museums, event planners, producers and presenters. Other reference materials and service providers available to artists will also be revealed.

**Financing Your Project**

Are grants the best way to finance your project? Are there other ways? This class will review a wide range of financing options and resources for artist projects including grants, low or no – interest loans, bridge loans, bartering, and other strategic solutions being used in the nonprofit and commercial business worlds. Key insights on how bankers, foundation and public agency grant founders, and other types of investors think about and evaluate your project will also be provided.