

Contact Information

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Date of NC Board Action: 08/17/2011

Type of NC Board Action: Against Proposal

Impact Information

Date: 08/18/2011

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1086

Agenda Date: 08/19/2011

Item Number:

Brief Summary: The Board of the SCNC opposes the current proposed contract with Martin Outdoor Media, LLC (A Florida Company). We request that the contract include the following provisions listed in other attachments.

Additional Information: See other attachments

## SCNC BOARD

Jeffrey Carter  
Ben Di Benedetto  
Joshua Gelfat  
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



# BOARD MEETING DRAFT MINUTES

**Wednesday, August 17, 2011**

**Light Refreshments 6:30pm**

**Meeting 7:00pm**

at

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

## PRESIDENT

John T. Walker

## VICE PRESIDENT

Lisa Sarkin

## TREASURER

Remy Kessler

## SECRETARY

Rita C. Villa

## CORRESPONDING SECRETARY

Lana Shackelford

4024 Radford Ave.

Edit. Bldg. 2, Suite 6

Studio City, CA 91604

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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](http://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](mailto: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](http://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](mailto:office@studiocitync.org).

1. Call to Order & Roll Call. Jeffrey Carter – present, Ben Di Benedetto – present; Josh Gelfat – present, Victor Helo – excused, Wayne Kartin – excused, Remy Kessler - present, Ben Neumann present, Richard Niederberg - present, Todd Royal - present, Lisa Sarkin - present, Lana Shackelford – present, Gail Steinberg – present, Ron Taylor – present, Rita Villa –present, John Walker – present, Denise Welvang – present. 13 voting members; 7 to pass a motion; 70 stakeholders present.
2. Approval of July 20, 2011 Board Minutes. Accepted as presented
3. Comments by the President. John Walker said it would be Josh's last meeting. We were lucky to have him but now he is going to US Davis. He has fostered a changed to the voting requirement
4. Public Comments on non-agenda items within the Board's jurisdiction (2 min ea). **Marilyn White-Sedel** illegal signs should be pulled down. Asked everyone to help get the illegal signage removed. She distributed a pamphlet on the removal of these signs., Geoff Yazzetta Colfax bridge open but delay in funding for handicap ramp. Whitsett DWP trunk like 4 completed. Trunk line number 5 before Harvard Westlake school. Work area is narrow be careful. Couple of west Nile virus incidents reported. Report standing water. **Benjamin Lupu** announced the 3rd annual Sept 1 from 2pm to 8pm blood drive. There are flyers in back on the table. **Harold Morales** from Vector Control reported on the mosquito abatement. He reported that Studio City has been identified as a hot spot for West Nile virus. Two human cases have been reported. A door to door outreach effort is underway. They will conduct a test if there is standing water reported. He put brochures on the table. **Noel Weiss** wanted to reinforce the SB 1818 motion requiring economic feasibility that our councilman Paul Krekorian has brought. He asked the NC to ask Mr. Reyes to move this forward. Court case requiring variance was won by his client. **Richard Adams** Lisa Cahan represented SCNC at National Night Out.
5. Responses to comments from the Board. Lisa Sarkin said have to call 211 at the county to report standing water. She asked if there is spraying in the river bed. Remy Kessler asked Jeff Yezetta about the trunk like construction on Coldwater. Can we put out additional flag men. He said that is already happening. There is one person but they may need more when school starts. Jeff will

bring it up with the superintendent of construction. **Ron Taylor** asked if there is information on the Krekorian motion. Lisa responded that this going to come from GAC.

6. Special Guest – Los Angeles County Supervisor **Zev Yaroslavsky**. **John Walker** introduced Zev Zaroslavsky. Thanked John for inviting him and introduced his chief of staff Lisa Benekoff. Will speak on three or four things. He is our county supervisor. He will answer any county questions. County's fiscal condition, transportation, orange entertainment as economic generator and redistricting issue at the board of supervisors. The County is in relative to most counties in good shape. We have lived within our means in the county since he got elected and since the Orange County bankruptcy. We have been in three very lean years but during that time there have been no layoffs. That is about to change. Credit rating is very high. We have eared that by disaplined fiscal management. Have not given away the store to employees but have also not stuck it to them. No Cost of Living increase in three years. Have stayed out of trouble because of agreements with unionized employee. Transportation – measure R 38 billion was a sales tax measure over thirty years. Improve and expand public mass transit system. County of LA is in a position to capitalize on the economic rebound of the United States. La County is 1/3 of the state of Calif. WE are about 7 or 8 percent of the national economy. Must turn LA around and that will improve the nation's economy. Measure R should put 250,000 construction workers to work. Need to accelerate the building of measure R projects. Connection from West LA to Van Nuys. Mayor has a plan to accelerate all the projects into the first 10 years of the plan. Ask the Federal Gov to front the money and we will pay back over time. Asking Feds to lend money rather than give us the money. Puts people to work now. By 2021 all projects will get done. This is our own stimulus package. This will get people back to work and leave an important infrastructure legacy. The arts are not just for the elite and wealthy. Entertainment industry is a huge economic generator. What has been built in LA in the last 10 years, Disney hall, restore national history museum, Hollywood bowl, county museum of art and many others. We are lucky as these institutions were improved with mostly private funds. Arts employs more people than the defense industry in the San Fernando Valley. These institutions produce jobs and tourism. Tourism will bring people here to spend their money and contribute to our tax base and leave. Joel Wax used to say people go to New York for crime and graffiti they go for the arts. Redistricting has to be done every ten years. Board of supervisors does it with its own commission. This will be heard on Sept 6<sup>th</sup> and final vote on Sept 27<sup>th</sup>. 4 of 5 supervisors required to approve the plan. One member of the board introduced a plan to reconfigured many of the existing districts under the guise of complying with the voting rights act. Studio City would be taken from Zev under that plan. Three or four million people would be shifted from one district to another under that plan. Supervisor Molina introduced that plan. Zev said he is sensitive to the voting rights act of this country. Turning the entire area upside down is not required under the voting rights act. We can achieve the objective without such disruption. San Fernando Valley would be divided into three districts. Presently the Valley is primarily represented by Zev. That plan is not good. Asked for us to go downtown to the hearing on Sept 6<sup>th</sup> and testify on the record about how we feel about having our community dismembered. There is a lot at stake. He is termed out so this will not impact him. It is not his political future but it matters to us. The Valley needs one strong representative. Over half of his voters live in the Valley. If the Valley was only 20% of hi electorate it may not be as important. The Valley has a lot of issues. We need strong experienced representation. Come on Sept 6 at 1 pm. Take public transportation. Thanked the council for inviting him to be here and thanked everyone for giving him the opportunity to serve for 36 years. He feels it is a blessing that he has loved representing the Valley and his districts over the years. He is grateful for the opportunity to push the envelope with creativity to implement things like the Orange Line which he believes is one of his most important achievements. **Richard Adams** NFL will not pay for itself. He can't find any sports venue that has paid for itself. What would he do if he were mayor. **ZEV** responded He was a councilman when the Staple center was started. Need to ask is it a good idea to build the stadium in that location. If it is a bad idea at that location then doesn't matter what it costs. The next thing is to look at finances. There has been a threshold decision but not a final decision. Staples Center has reinvigorated that part of LA. LA live has done the same thing. Disney Hall has done the same

thing. People are now living there in homes and condos that were not living there before these projects were constructed. Bunker Hill Towers sign said if you lived here you would be home now. Having residences there keeps people off the freeway. He does not know all the details but he believes this is a good place for a stadium. His biggest mistake was to vote for a 500 million bond for the convention center. Still paying from the general fund to pay off the bonds. Convention center did not bring conventions and consultants can't be trusted. Farmer's field concept may save the convention center. Farmers' market area was saved because of the grove. The NFL stadium may do that for the convention center. Covered stadium in LA – could be used for the NCAA final four. Indianapolis got them to agree to play two or three times a decade. He does not believe general fund money will be used. Question from ALEX thanked Zev for coming out asked for him as a mayor to clean up the city as it is a pig sty. We have public garbage can that overflow with garbage we need to get them emptied. County is doing a good job with cleaning up. Ron Taylor thanked Zev for the comments about the arts. One of our local controversies is that construction of metro universal and Universal evolution will not bring production. There are other reasons why production jobs flee the area. Zev said he agrees in part. Infrastructure expansion will help in part but the city and state will not write checks to get the productions to stay here. They do that in new Mexico and other places. What we can do is to oversee film LA to try to grease the skids so filming permits can be obtained in a one stop operation. There was a time when you couldn't find studio space. That may not be the case at the moment. Fox was going to shut down and build 2200 condos. Now universal is planning to put up 3,000 residences. They need to expand the studio as that is just like a factory. Keeping the regeneration of production of facilities will keep jobs here. He took heat for redoing the plan for Fox studio expansion. He believes that the same thing should happen at Universal. Universal Studios project three parts, the metro stop skyscraper is ridiculous. The tow component parts 3,000 residential units and the other is the hotels and campus production expansion. He support the latter but not the residential component. It is too dense for the property. Also how many back lots are left in LA? The biggest back lot is the one at Universal Studios. That lot is busy. Fast bucks for parent company but then will have 5,000 people now complaining about noise of universal theme park and remaining filming. Expand the "factory" do not build the residential piece. Comcast has bought them and he has asked them to reconsider the residential piece. He hopes reasonable minds will prevail. Laurie Cohn asked when he will announce his is going to run for mayor. He will make a decision soon. He has a few issues on his plate as a supervisor. If he decides to do it he will ramp up very quickly. He does not like what is happening to the City but has some family considerations. If he runs he would like the support of people in this room. Ben DeBeneditto said the traffic impact of the Evolution plan would have had terrible traffic impacts. Expanding the back lot would still contribute to that traffic impact especially the freeway impact. He has given this thought and the plans as originally proposed were not mitigate able. Residents have good instinct about when enough is enough. Fred Gotlash collected signatures for permit parking and he has found out that some streets have been given this. Mark Galfat said in the revenue projections that convention center conventions have commitments and the impact will not be immediate. Part of convention center will need to be torn down. Where will conventions go during that time. Convention center is a money loser. Expectation was that revenue would be sufficient to pay off the bonds. It has cost the city money instead. Question Chicago banned spray cans and jumbo markers. He said call 311 as the city is good at taking care of this. Lisa Cahan Davis asked what is job creation plan is. Not all people can due public construction work. Construction jobs lead to other jobs. The President missed the boat here a couple of years ago. **Todd Royal** left the meeting. 12 members present; quorum met; 7 needed to pass a motion.

7. Presentation of RFA (**Karo Torossian**) Deputy Director, Planning & Land Use (15 min). **Paul Krekorian** said he is delighted to be here tonight on the RFA. For many years Studio City has been a victim of its own appeal. People come because of the charm and character of the community but mansionization has gone unchecked. But Lisa, Rita Alan Dymond have worked to find a solution that would preserve the character of the community. Young families have also come and desire to have a community that meets the needs of their growing families. He has worked on this issue since he took office. He has arrived at a plan that has a consensus of

support and he would like the SCNC to come in a position of support. There is a percentage of floor area established but has provided design elements that allow for larger homes that fit within those design criteria. He feels that it is a complex but effective policy. He thanked Lisa, Rita and Alan Dymond and those in opposition such as Ben Debenidetto, Sue Taylor and Scott Oulette. He also thanked Karo Torossian for his tireless efforts on this matter. City policy should take input from communities and make it into something that really works. Karo has developed a PowerPoint that explains the policy and shows that it has been well thought out. He distributed a hand out of slides of the presentation. His phone number is on the last page if there are questions. He then walked through the PowerPoint presentation. (see handout attached) PLUM on September 16<sup>th</sup> and City Council late Sept or early Oct. Contact him with questions. John Walker thanked Karo for processing the comments and getting this done. **Marilyn White-Sedel** is unexpectedly in favor of this. Thanked Karo, **Alan Dymond** thanked Karo for being so easy to work with and thanked Sue and Scott all details are on the , **Ben Di Benedetto** as stakeholder thanked Karo, Sue Scott and Alan and believes that this is good for Studio City.

8. Treasurer's report by **Remy Kessler**.

**MOTION: The Board of the Studio City Neighborhood Council has reviewed the August 2011 financial statements and the July 2011 bank statement and hereby accepts and approves them. John Walker read the motion. Approved in absence of objection**

9. Budget Committee Report by **Remy Kessler** for **Mark Batterman**.

- a) **MOTION: The Board of the Studio City Neighborhood Council approves a funding request of \$250 from the VANC for the City wide Neighborhood Council Congress on September 24, 2011 for the purpose of helping to cover costs of the training workshops.**

**Arlene Samek appreciates the fact that the budget committee approved this. BONC only put \$10,000 into this and most NC's have contributed. It is important to fund this and attend. Richard Adams asked board to approve this. John Walker read the motion. Approved in absence of objection.**

10. VANC Report by **Arlene Samek**. Reported on City Congress flyer and asked board to try to attend and on other events that are coming up in the Valley. See attachment on bureau of street services. Nazario Saucedo is director for another 6 months and he has a four point program. He is pro neighborhood council. His number is 213 847-3333 for reporting problems regarding street maintenance. Oct 22 green projects for beautification meeting. Red light cameras are off. The question is who will pay to take them down and return them. City Attorney is looking at this. Football stadium will be discussed at the next VANC meeting second Thursday of the month of Sept. Very concerned that public is not involved in the decision.
11. Outreach Committee Report by **Lisa Cahan-Davis** presented as number 15. Lee Davis distributed a copy of the proposed banner. 48 light poles will have the banners. WE can go 12 months. There was a discussion and suggestions were taken about changes to the banner design.
12. By-Laws Committee Report by **Ron Taylor**. Thanked John for words of encouragement on Josh. The bylaws revisions One month too late for voting member status of youth member
13. Government Affairs Committee Report by **Jeffery Carter** and **Rita Villa**. **Rita Villa** reported on the status of the redistricting commission's work. Final maps were released this week. Detail of the specific boundaries is not available on the web site but from the maps that were released it appears that all of Studio City is in one district for the Congressional District, Assembly District

and Senate District. It appears that we have been grouped with our neighbors in Sherman Oaks, Universal City and Toluca Lake.

## Results

### CONGRESSIONAL MAPS

What's good about the Congressional maps:

Most San Fernando Valley communities are kept whole. This is a drastic departure from the current maps.

What's indifferent:

The Valley will be represented by five members of Congress, but only two are majority Valley districts which is same representation we currently have.

What's bad:

Three communities, Porter Ranch, Granada Hills, Valley Village, and one city, Burbank, have been placed in two different districts each. Two communities, Porter Ranch with Santa Clarita and Calabasas with West LA, have been placed in non-Valley seats.

### ASSEMBLY MAPS

What's good about the Assembly maps:

Most San Fernando Valley communities are kept whole. This is a drastic departure from the current maps. Previously, the Valley was cut up into 7 Assembly districts with only 3 having a majority of Valley residents. In the new maps, the Valley will have 5 Assembly districts with 4 having a majority Valley residents.

What's bad:

Four communities, Chatsworth, Granada Hills, Valley Glen, and North Hollywood have been placed in two different districts each. Two parts of communities, Chatsworth and Granada Hills, as well as all of Porter Ranch are with Santa Clarita and Simi Valley in a non-Valley seat.

### SENATE MAPS

What's good about the Senate maps:

Most San Fernando Valley communities are kept whole. This is a drastic departure from the current maps. Previously, the Valley was cut up into 5 Senate districts with only 1 having a majority of Valley residents. In the new maps, the Valley will have 3 Senate districts with 2 having a majority Valley residents.

What's bad:

One community, Northridge and one city, Burbank have been placed in two different districts each.

Barry Johnson attended the hearing this week and spoke against the proposal as it stands. The revised sign ordinance is coming to city council for a vote in October. In September the GAC will address the proposed revisions and bring a motion to the board. The current version of the ordinance will grandfather all sign districts that have been applied for. This would include the sign district at the Metro Universal location and those at the proposed Universal Evolution project. This is a complete departure from the protections in the existing ordinance.

14. Land Use Committee Report by **Lisa Sarkin**. Little Dom's is not appealing so it will not open in Studio City. We now have 9 pot places in Studio City most of which opened after the 2007 moratorium. Montessori school expansion of enrollment was approved. Many of the restrictions we requested have been required. The advisory committee met with "Lululemon Athletica". They want a 17 foot façade that requires a master land use application and a sign application process. Aqua Vista residents near the large apartment construction project came and were referred to the Transportation committee. There are 70 on site sale liquor licenses where there should be 35 on Ventura Blvd in Studio City. **John Walker** read the motion. **Remy Kessler** objects to current wordings. After several attempts at amendments the final amended motion below was **Moved:** Remy Kessler, **Second:** Denise Welvang, **Vote:** Unanimous. **Motion Carries.**

**MOTION: The Board of the Studio City Neighborhood Council opposes the current proposed contract with Martin Outdoor Media, LLC (A Florida Company). We request that the contract include the following provisions:**

- 1. There is no provision for removal of past contracted bus benches. Additional bus benches must not accumulate on the sidewalks. Community approved bus benches may remain.**
- 2. No advertising shall be allowed on trash cans.**
- 3. No new advertising on bus benches shall be placed where non-advertising community benches are currently installed.**
- 4. No advertising benches shall be placed on scenic highways and all placements must be in full compliance with Specific Plans, Community Plans, Special Use Districts, Pedestrian and Neighborhood Oriented Districts and the California Coastal Act and all other Plans and Ordinances.**
- 5. There shall be consultation with the Neighborhood Councils and other Community Organizations with outreach during the consideration of all phases of this contract.**
- 6. A company within the City of Los Angeles shall be awarded the contract to provide economic stimulus.**

15. Cultural Affairs report by Richard Niederberg. Nothing new to report.

16. Transportation Committee Report by **Ben Di Benedetto** (10 min).

17. Comments from Board Members on subject matters within the Board's jurisdiction (10 min). Ben Di Benedetto reported that there was excessive noise from Sportsman's Lodge and police did not come as noise is a low priority. 80 decibels two blocks away. John Walker asked everyone on the board and anyone in the audience to submit recommendations for a youth representative. Richard Adams sent the link to the Patch to the owner of the Sportsman's Lodge. Noel Weiss said this should be sent to the police commission. There should be licensing for these types of events. Remy Kessler suggested that a letter be sent to Campbell Hall Harvard Westlake and Oakwood to ask for help with youth seat.

18. Adjournment (1 min). Moved Richard. Second Denise. Vote unanimous.

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