From: Pacific Palisades Community Council (PPCC) To: City Council
Attached is a letter from PPCC, expressing support for the above-referenced motion and making further requests pertaining to the proposed new street furniture program/STAP RFP. Thank you for your consideration. C. Spitz Secretary, PPCC
December 1, 2020

Hon. Eric Garcetti, Mayor, City of Los Angeles  
Hon. Bob Blumenfield, Chair, Council Public Works & Gang Reduction Committee & Councilmember, CD3  
Hon. Mike Bonin, Councilmember, CD11  
Adel H. Hagekhalil, Executive Director & General Manager, Bureau of Street Services/StreetsLA  

Re: CF 20-1536 – Motion re STAP RFP (Blumenfield-Bonin); SUPPORT Motion; Additional Requests

Dear Mayor Garcetti, Committee Chair/Councilmember Blumenfield, Councilmember Bonin and Mr. Hagekhalil:

For over 47 years, Pacific Palisades Community Council (PPCC) has served as the most broad-based community organization and voice of the Palisades. In furtherance of its core mission, PPCC has for decades strived to protect and improve the quality of life in Pacific Palisades – a largely residential, coastal community with a main thoroughfare (Sunset Blvd.) that is a designated scenic highway; a charming commercial village; a Specific Plan that protects our village and other business areas;¹ and aesthetically pleasing street furniture installed and maintained by PPCC’s member organization PRIDE with donations from community members. Approximately ten years ago, with the strong support of our then-Councilmember Rosendahl, a carve-out was created in the JCDecaux street furniture contract which protected Pacific Palisades and allowed us to retain our community-supported street furniture.

As expressed in prior written communications with City officials,² PPCC opposes, in the strongest possible terms, the placement of digital advertising signage (screens with illuminated moving images) anywhere in the PROW in Pacific Palisades, including in bus shelters, on or near street furniture, along scenic highways such as Sunset Blvd., in our coastal neighborhoods, in our parks and in our Specific Plan and other commercial areas of the Palisades. Based on these facts and positions, PPCC supports the motion in CF 20-1536, and further requests that:

• all protections for scenic corridors, for local street furniture preferences and for neighborhoods with Specific Plans and codified prohibitions against off-site advertising that were negotiated and included in the JCDecaux contract – specifically including all protections previously afforded to Pacific Palisades -- be carried forward in any new contract that is negotiated;

• prior to contract finalization, the City conduct an extensive and open public process, in which detailed information about STAP, the RFP and the contract negotiation process is made widely available and members of the public, community leaders and neighborhood/community councils are invited to provide ongoing input on community impacts, problems and ridership needs with respect to STAP;

¹ See Pacific Palisades Commercial Village and Neighborhoods Specific Plan (Sec. 13.A.4: animated off-site signs prohibited):  

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• in connection with any contract that is eventually negotiated, the City 1) respect and abide by Community Plan, Specific Plan, Scenic Highway and Coastal Zone protections and requirements, including in the public right of way, and 2) address constituents’ concerns about preservation of community character, protection of residential neighborhoods, public safety, environmental impacts and privacy infringement; and

• the City restrict any new digital signs in or near bus shelters to sign districts in the 22 areas already zoned as Regional Commercial for high-intensity commercial use.

Thank you for your consideration.

Sincerely,

PPCC Executive Committee
David Card, Chair
David Kaplan, Vice Chair
Richard Cohen, Treasurer
Christina Spitz, Secretary

Maryam Zar, Chair Emeritus
John Padden, Organization Representative (PRIDE)
Joanna Spak, Area Representative (Area 1, Castellammare, Paseo Miramar)

cc:
Al Bazzi, Division Manager, Engineering Services, StreetsLA
Lance Oishi, Street Furniture Program Manager, StreetsLA
Veronica Maxwell, Council & Board Engagement Manager, StreetsLA
Kevin James, Mayor’s Chief of Legislative Affairs
Kevin Taylor, Mayor’s West Area Representative
Jeff Jacobberger, CD3 Legislative Deputy
Elizabeth Ene, CD3 Director, Planning & Land Use
Len Nguyen, CD11 Planning Director
Eric Bruins, CD11 Transportation Director
Durrah Wagner, CD11 Palisades Deputy

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