



Bel Air-Beverly Crest NC
Brentwood CC
Del Rey NC
Mar Vista CC
Westchester/Playa NC
North Westwood NC
Pacific Palisades CC

Palms NC
South Robertson NC
Venice NC
West LA Sawtelle NC
Westside NC
Westwood CC
Westwood NC

Land Use and Planning Committee
Marlene Savage, Co-Chair
marlene.savage@ca.rr.com
Kay Hartman, Co-Chair
kay.hartman@palmsnc.la

WESTSIDE REGIONAL ALLIANCE OF COUNCILS

Land Use and Planning Committee Meeting Agenda
Sunday, December 6, 2020 – 10:00 a.m. to 12:00 Noon

Zoom Meeting Online at <https://us02web.zoom.us/j/81004137060>

or by telephone dial: **+ 1 669 900 6833** or one of the following toll-free telephone
Numbers: **833 548 0282, 888 475 4499, 877 853 5257, or 833 548 0276**

The toll-free numbers eliminate long-distance call charges for participants although other
telephone charges may apply from a participant's phone carrier.

After connecting by telephone enter this meeting ID: **810 0413 7060** and press #.
Press *9 to raise hand for public comment. The meeting has no password.

*In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns
over COVID-19, the Westside Regional Alliance of Councils Land Use and Planning Committee meetings
will be conducted entirely electronically.*

I. CALL TO ORDER AND ROLL CALL

- a. Call to order
- b. Roll call

II. COMMITTEE BUSINESS

- a. MOTION to approve letter about housing, climate, and jobs from Jay Ross. See letter in supplemental materials following the agenda.
- b. New LAX plan. Denny.
- c. DISCUSSION and Possible ACTION. The notice of preparation and initial study for the Bergreen Institute are available. There is a scoping meeting on Tuesday December 8 at 5:30pm. Visit www.joinwebinar.com and enter webinar: ID 772-772-955 and your email address to join.
- d. MOTION to approve a resolution concerning digital signage on bus shelters. See resolution and supporting information in supplemental materials following the agenda.
- e. DISCUSSION. Capri Maddox will join our March 7 meeting to discuss equity and land use. She prefers not to meet on Sundays, although she will. Can we pick a non-Sunday March meeting time to accommodate her?
- f. Land use update from Barbara Broide.
- g. Land use update from Stacy Shure.
- h. Round table

III. Adjournment

- a. Next meeting is scheduled for January 10, 2020 at 10:00 a.m. on zoom. We will have someone from the Housing Element team in attendance. Please provide agenda items by January 3.

COMMITTEE MEMBERS

<p>Bel Air-Beverly Crest NC</p> <ul style="list-style-type: none"> • Steve Twining, primary • Travis Longcore, alternate 	<p>Palms NC</p> <ul style="list-style-type: none"> • Kay Hartman, primary • Neal Anderberg, alternate
<p>Brentwood CC</p> <ul style="list-style-type: none"> • Nancy Freedman, primary • Flo Chapgier, alternate 	<p>South Robertson NC</p> <ul style="list-style-type: none"> • Olga Lexell, primary • Vacant, alternate
<p>Del Rey NC</p> <ul style="list-style-type: none"> • Marlene Savage, primary • Vacant, alternate 	<p>Venice NC</p> <ul style="list-style-type: none"> • Alix Gucovsky, primary • Vacant, alternate
<p>Mar Vista CC</p> <ul style="list-style-type: none"> • Stacy Shure, primary • Mary Hruska, alternate 	<p>West LA-Sawtelle NC</p> <ul style="list-style-type: none"> • Jay Ross, primary • Vacant, alternate
<p>Westchester/Playa NC</p> <ul style="list-style-type: none"> • Paula Gerez, primary • George Herrera, alternate 	<p>Westside NC</p> <ul style="list-style-type: none"> • Barbara Broide, primary • Vacant, alternate
<p>North Westwood NC</p> <ul style="list-style-type: none"> • Andrew Lewis, primary • Joseph Russel, alternate 	<p>Westwood CC</p> <ul style="list-style-type: none"> • Steve Sann, primary • Vacant, alternate
<p>Pacific Palisades CC</p> <ul style="list-style-type: none"> • Chris Spitz, primary • Joanna Spak, alternate 	<p>Westwood NC</p> <ul style="list-style-type: none"> • Marcello Robinson, primary • Connie Boukidis, alternate

WESTSIDE REGIONAL ALLIANCE OF COUNCILS

BEL AIR-BEVERLY CREST NEIGHBORHOOD COUNCIL
BRENTWOOD COMMUNITY COUNCIL
DEL REY NEIGHBORHOOD COUNCIL
MAR VISTA COMMUNITY COUNCIL
NEIGHBORHOOD COUNCIL OF WESTCHESTER-PLAYA
PACIFIC PALISADES COMMUNITY COUNCIL
NORTH WESTWOOD NEIGHBORHOOD COUNCIL

PALMS NEIGHBORHOOD COUNCIL
SOUTH ROBERTSON NEIGHBORHOODS COUNCIL
VENICE NEIGHBORHOOD COUNCIL
WEST LA NEIGHBORHOOD COUNCIL
WESTSIDE NEIGHBORHOOD COUNCIL
WESTWOOD COMMUNITY COUNCIL
WESTWOOD NEIGHBORHOOD COUNCIL

Land Use and Planning Committee

Co-chairs: Marlene Savage, Kay Hartman

Motion: A grand compromise is required that addresses housing, climate change and increased income.

Housing should not be legislated separately without incorporating climate change and poverty.

The best solution to cure affordable housing is to increase incomes of poor people. This is done by increasing funding for education, increasing funding for healthcare, and strengthening unions – all of these have been cut the last 40 years.

Failure to decrease the global warming will cost more than “jobs will be lost” – sea level rise will destroy property, the huge cost of fighting fires, decreased agricultural productivity, decreased fish in the ocean, groundwater depletion, and lost productivity from traffic jams.

1. Good planning:

- a. Adaptive re-use shall be promoted (instead of more expensive and more damaging demolition), especially big box and commercial / office.
- b. Single-family housing shall be protected. Subdivisions shall be prohibited.
- c. Taller buildings on corridors shall respect the neighboring homes behind them, including green/tree buffers, setbacks and stepbacks, and breaks in the buildings (not monolithic cubes).
- d. Plenty of parking lots, empty big boxes and transit corridors with short buildings are available. Downtowns should have taller residential buildings, because of their location near jobs and transit.
- e. Allow ADUs of limited sizes (i.e. 700 sf).
- f. Penalties for failure to meet RHNA standards (especially affordable) – loss of State transportation funding, lawsuit by Attorney General. If cities must subsidize affordable housing, then they must generate funds to do so, instead of saying “it’s developers’ responsibility, it’s not ours.”

2. Reduce poverty:

- a. Industrial zoning shall be preserved to allow for good jobs close to residents.
- b. More healthcare funding (prevent medical bankruptcies, preventative medicine is cheaper than emergency treatment later).

- c. More education funding (best solution to increase income and move the most persons out of poverty).
 - d. Promote policies that increase the middle class – strengthen unions, no tax cuts for corporations and the rich.
- 3. Public safety: Development shall be limited in high-fire zones and sea-level rise zones.
- 4. Sustainability:
 - a. Tree requirements shall be increased for all parcels, including downtown commercial areas.
 - b. LEED Gold and solar panels shall be required for all new buildings.
- 5. Good government: The State's gut and amend process shall be eliminated, and local hearings shall be required for State-level laws that legislate local zoning.

[Proposed] Motion regarding STAP RFP

Whereas, in 2018, seven (7) member councils of the Westside Regional Alliance of Councils (WRAC) [including this council] passed motions that 1) opposed automatic renewal of the City's existing sidewalk furniture contract with JCDecaux; 2) called for community input in connection with negotiations for renewal of the JCDecaux contract; and 2) called for issuance of an open RFP to address community impacts, problems and ridership needs,

Whereas, the City engaged in continuing contract renewal negotiations with JCDecaux in 2018-2019; during that time, unknown to WRAC or its member-councils, BSS/StreetsLA began developing a new "Streets and Transit Amenities Program" (STAP), which included a proposal to install digital signage (moving images) in bus shelters citywide, expected to begin upon expiration of the existing contract in 2021,

Whereas, the negotiations with JCDecaux were unsuccessful, and on November 27, 2019, the City Council authorized BSS/StreetsLA's development of STAP and the process of issuing a Request for Proposals (RFP) for the new program,

Whereas, StreetsLA disseminated a Request for Information (RFI) to business community/industry reps in February 2020 (preliminary to RFP issuance), but neither WRAC nor its member councils had any knowledge at the time of STAT, the RFI, the RFP or any proposal to install digital signage in bus shelters citywide; no City officials conducted outreach to WRAC or its member councils regarding the program, nor were WRAC or its member councils given advance notice or any opportunity to provide substantive input or comment on the program prior to issuance of the RFP,

Whereas, ten (10) WRAC member councils [including this council] having passed motions supporting Version B+ of the proposed citywide sign ordinance, on November 16, 2020, WRAC officially adopted its position to support Version B+ of the proposed citywide sign ordinance, which would restrict any new off-site signs, including digital billboards, to sign districts in the 22 areas already zoned as Regional Commercial for high-intensity commercial use and would also enforce a ban on conversion of existing billboards to digital format,

Whereas, on November 23, 2020, having only recently learned about STAP, the RFP, the proposal to install digital signage in bus shelters and about an upcoming November 24th hearing by the Board of Public Works Commissioners (BPWC), WRAC submitted a letter to City officials objecting to issuance of the RFP for STAP or making decisions as to the specifications of street furniture or scope of the program without making a dedicated effort to seek input from local councils, community leaders and the public,

Whereas, on November 24, 2020, the BPWC approved issuance of the RFP for STAP, despite opposition by WRAC, by individual WRAC members (including Pacific Palisades, Brentwood and Westwood Community Councils), by Scenic LA and by a number of other individuals and organizations,

Whereas, in oral testimony and/or written communications, community leaders and organizations [including this council] expressed concerns, among other things, about insufficient outreach and/or lack of prior notice; about preservation of local character and the incompatibility of digital signs with residential neighborhoods; about Scenic Highway and Community and Specific Plan restrictions and protection; about public safety and other environmental impacts (placement of digital signs at street level resulting in driver distraction and increased risk of collisions; excessive sign illumination); and about privacy infringement

(data-tracking technology installed in digital signs resulting in possible capture of individual information of passers-by),

Whereas, at the November 24th BPWC hearing, BSS/StreetsLA General Manager Adel H. Hagekhalil acknowledged that “more outreach and engagement is needed and necessary before the program elements and the contract are finalized and presented to the policy-makers,” and further stated that STAP “will not be one size fits all; the program will focus on the needs of the community . . . while respecting the protection of our residential areas, scenic corridors and specific community plan areas,”

Whereas, on November 24, 2020, Councilmembers Mike Bonin and Bob Blumenfield co-sponsored a motion in Council regarding the RFP for STAP (CF 20-1536), which among other things calls for establishing “[p]arameters of digital advertising and/or digital displays to ensure compatibility with their surrounding environments, traffic safety, and land use zones such as specific plans and scenic highways,”

Therefore, _____ NC/CC supports the Bonin/Blumenfield motion in CF 20-1536, and further requests that:

- 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;
- 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;
- 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 be carried forward in any new contract that is negotiated; 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.

Background/support: Proposed Motion regarding STAP RFP

2018 WRAC-recommended motion re renewal of Decaux contract (2018 Motion):

“The _____ Council strongly opposes the automatic renewal of the City’s Bus Shelter/Advertising 20-year contract with AC Decaux. The Council further requests the City to withdraw the renegotiation of the sidewalk furniture contract with Decaux from the City Attorney’s office, and to allow a process of community input which can culminate in an open RFP, awarded based on parameters laid out by community impact and ridership needs. The City should solicit comments from the community about problems/issues, and then issue an open RFP that addresses these issues/problems to numerous advertising firms.”

As of August 2018, the motion was passed by 7 councils: BABCNC, BCC, PPCC (*modified; see below*), SORONC, VNC, WCC, WWNC; motion withdrawn in October 2018 (*issue became moot; negotiations with Decaux ongoing*).

See: 2018 WRAC minutes: <https://westsidecouncils.com/meetings/> and BSS/StreetsLA memo to City Council: https://clkrep.lacity.org/onlinedocs/2000/00-1073-s1_rpt_BOSS_10-30-2019.pdf

PPCC modified version of 2018 Motion:

Additional sentences at end of the motion: “Problems noted include lack of bus shelters at mass transit stations and major arterials, which harms the rider experience during rainstorms and windstorms, and which may further reduce the already declining use of transit. PPCC also strongly urges that local control and Specific Plan, Scenic Highway and Coastal Zone protections be respected in connection with any contract that is eventually negotiated.”

See: <http://pacpalicc.org/wp-content/uploads/2018/02/Resolution-to-Oppose-the-Automatic-Renewal-of-the-City%E2%80%99s.pdf>

Council File 00-1073-S1 (11/27/19):

City Council approved BSS/StreetsLA’s development of new street furniture program (STAP) and RFP.

See: <https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=00-1073-S1>

Request for Information (RFI) for STAP (2/26/20):

Information process preceding development of RFP; dissemination to business community/industry reps

See: https://www.labavn.org/index.cfm?fuseaction=contract.opportunity_view&recordid=39274

WRAC adopted position -- Support for Sign Ordinance Version B+ (11/16/20):

See: <https://westsidecouncils.com/adopted-positions/>; scroll down to “Support for Sign Ordinance Version B+”

WRAC Standing Rule 4 (11/16/20):

See: <https://westsidecouncils.com/wp-content/uploads/2020/11/Standing-Rules-of-the-Westside-Regional-Alliance-of-Councils.pdf>

WRAC Letter regarding STAP RFP (11/23/20):

See: <https://westsidecouncils.com/wp-content/uploads/2020/11/WRAC-Digital-Bus-Shelter-RFP.pdf>

Audio of 11/24/20 BPWC hearing (quoted remarks by GM Hagekhalil begin at approx. hour 2:04.06)

See: https://lacity.granicus.com/MediaPlayer.php?view_id=193&clip_id=20403

Bonin/Blumenfield Motion in CF 20-1536 (11/24/20):

See: <http://pacpalicc.org/wp-content/uploads/2020/11/Motion-STAP-Policies.pdf>

CM Bonin statement to community leaders re the motion: “This morning, Councilmember Blumenfield and I introduced a motion directing StreetsLA to report on the controls that would be included in any new contract. When the JCDecaux contract was awarded in 2001, my predecessor, Bill Rosendahl, included important protections for our neighborhoods, including prohibiting advertising along scenic highways and in specific plan areas where local preferences for street furniture design and off-site advertising have been codified. At a minimum, the same protections that my predecessor included need to be carried forward into the new contract.”