

LINCOLN HEIGHTS NEIGHBORHOOD COUNCIL

EXECUTIVE COMMITTEE MEMBERS

SARA CLENDENING
PRESIDENT

BEN WADSWORTH
VICE PRESIDENT

VINCENT "CHENTE" MONTALVO
TREASURER

FERNANDA SANCHEZ
SECRETARY

CALIFORNIA



"WE ARE ONE"

LINCOLN HEIGHTS EST. 1870

CERTIFIED COUNCIL
2002

3516 N. BROADWAY
LOS ANGELES, CA 90031

LINCOLNHEIGHTSNC.ORG

August 19, 2021

COMMUNITY IMPACT STATEMENT

COUNCIL FILE: 20-1529

The Board Approves This Community Impact Statement Yea (x), Nay (x), Abstain (1) on August 19, 2021

Honorable City Council
Los Angeles City Hall
200 North Spring Street, Room 395
Los Angeles, CA 90012

RE: LINCOLN HEIGHTS NEIGHBORHOOD COUNCIL / SAN ANTONIO WINERY / NON- EVENT STREET BANNER PROGRAM

Dear Honorable LA City Council Members,

On August 19, 2021 in a Brown Act compliant meeting, the Lincoln Heights Neighborhood Council considered the following resolution regarding the Motion introduced by council member De Leon and approved by LA City Council. The stakeholders and elected officials have come to the following conclusions listed below:

WHEREAS, On December 12, 2020 during a City Council Meeting re: Motion 20-1529, the LA City Council voted to approve a motion presented by Council Member De Leon on behalf of San Antonio Winery and Lincoln Heights Neighborhood Council. LA City Council authorized the approval of a street banner campaign in Lincoln Heights to increase citizen participation in meetings and to recognize the importance of San Antonio Winery for the period of November 2020- November 2021.

WHEREAS, The residents and their elected representatives of the Lincoln Heights Neighborhood Council do not approve the commercialization of public airspace/ Public light poles within the Lincoln Heights Neighborhood Council boundaries and the obstruction of our our visual landscape by for profit real estate developers (San Antonio Winery).

WHEREAS, The residents and their elected representatives of the Lincoln Heights Neighborhood Council do not approve corporations to use public property and assets for marketing or branding on our public utility poles or in the public right of way.

WHEREAS, The residents and their elected representatives of the Lincoln Heights Neighborhood Council do not approve the LA City Council approval of the San Antonio Winery Street Banner Campaign. The residents and elected Neighborhood Council officials never were properly notified of the project and were denied the ability to take action opposing the project. The Neighborhood council never voted to approve this campaign. It is an illegal use of our name and public assets.

BOARD MEMBERS: BUSINESS REPRESENTATIVES: William Rodriguez Morrison, Nancy Stella Soto, vacant

COMMUNITY BASED ORGANIZATION REPRESENTATIVES: Benny Madera, Dydia DeLyser, vacant

YOUTH REPRESENTATIVE: Diana Tran

AREA REPRESENTATIVES: Richard W. Larsen, Annalee Harr, Melanie Bellomo Shifflett, Vicente Gonzalez-Reyes Jr., Armida Marrufo, Victor Azanedo, Diego Zapata, vacant, Gil Arevalo, Richard Ortiz, Steve Lucero, Lena Ruiz, Selena Ortega

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WHEREAS, The elected representatives of the Lincoln Heights Neighborhood Council have received numerous complaints from Lincoln Heights residents re: the commercialization of our public assets by a known developer (San Antonio Winery). Currently, San Antonio Winery is one of the largest developers and land holders in Lincoln Heights and has illegally evicted numerous residents.

WHEREAS, The residents and their elected representatives of the Lincoln Heights Neighborhood Council do not approve the 2020-2021 San Antonio Winery/ Lincoln Heights Neighborhood Council Street Banner Campaign. San Antonio Winery is exploiting the Neighborhood Council's name in order to use public space for profit, marketing, and building future product consumers. Our public space in Lincoln Heights community is just that, and for this reason it must be free and clear of all corporate marketing.

NOW, THEREFORE, The residents and their elected representatives of the Lincoln Heights Neighborhood Council demand that the LA City Council and San Antonio Winery remove all San Antonio Winery/ LHNC 2020-2021 street campaign banners immediately. The Council demands that the banners be removed from every single light pole within our boundary area and beyond if they include our name in conjunction with San Antonio Winery. For every day that a banner hangs on the street, the public is visually assaulted with propaganda. The public is misled to believe that Lincoln Heights Neighborhood council endorses San Antonio Wineries future developments and real estate projects. It also uses our council name to allow a for profit developer to advertise on public utility poles and brand our community.

NOW, THEREFORE, The residents and their elected representatives of the Lincoln Heights Neighborhood Council demand that the LA City Council and San Antonio Winery remove all San Antonio Winery Banners and Logos from all our Lincoln Heights utility poles. We are in disbelief that LA City Council would allow corporations like the San Antonio Winery to target our struggling low income community with their logos in order to advertise their real estate holdings and market rate developments to lure future residents.

Sincerely,

Sara Clendening, President
On behalf of
Lincoln Heights Neighborhood Council

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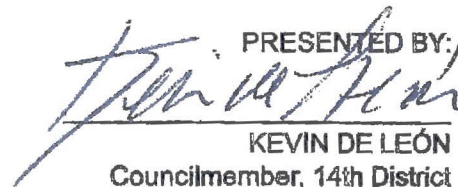
MOTION

The Lincoln Heights Neighborhood Council is coordinating a street banner campaign. The purpose of the street banners is to promote the Lincoln Heights Neighborhood Council and increase citizen participation in Neighborhood Council meetings and activities. The banners also recognize the importance of the San Antonio Winery to the Lincoln Heights community.

I THEREFORE MOVE that the City Council, in accordance with Los Angeles Municipal Code (LAMC) Section 62.132, approve the Street Banner Program Identifying the Lincoln Heights Neighborhood Council, as a City of Los Angeles Non-Event Street Banner Program for the period of November 2020 to November 2021.

I FURTHER MOVE that the City Council approve the content of the street banner design, as attached.

PRESENTED BY:

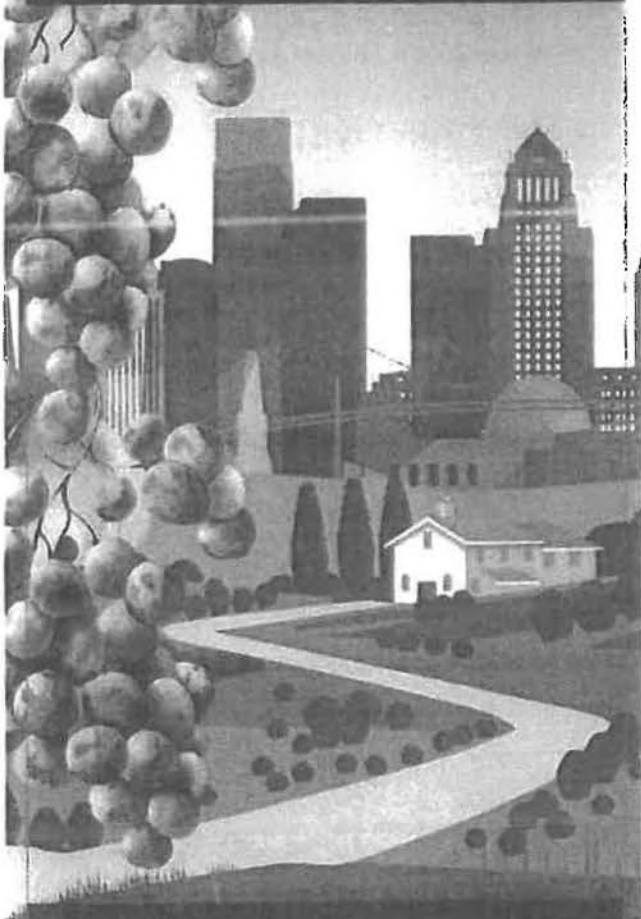

KEVIN DE LEÓN
Councilmember, 14th District

SECONDED BY:

PAUL KORETZ (verbal)
Councilmember, 5th District

NOV 2 5 2020

LINCOLN HEIGHTS
NEIGHBORHOOD
COUNCIL



SAN
ANTONIO
WINERY