

Subject: Agenda Request for 8/13/26. "Oskar Schindler Plaza" intersection dedication (Pico Bl/Beverly Dr.).

August 8, 2025

Dear President and Executive Committee members,

I hope this e mail finds you well.

My name is Zachary Lawrence JD. I am a community organizer writing on behalf of the residents, business owners and local stakeholders of the 90035 neighborhood.

We are initiating a localized campaign to seek a ceremonial square dedication naming the intersection of Pico Boulevard and Beverly Drive as "Oskar Schindler Plaza" to honor his legacy and humanity.

To date, our grassroots campaign has already secured the physical signatures of 300 stakeholders who live and work within the 90035 Zip code. Because this is a ceremonial designation, utilizing honorary blue sign toppers installed by the LADOT on existing poles, it will have zero structural or logistical impact on local residential mailing addresses, business registries, or emergency response routing.

I request a brief 3-minute presentation slot on the agenda for the upcoming Executive Committee meeting on 8/13/26. This request will allow me to introduce the project, share the petition results, and request that this matter be formally referred to the full board for Resolution of Support to District Council 5.

I am including a master campaign proposal and an intersection layout map for your review. Thank you for your time, leadership and continued service to the South Robertson community.

Sincerely,



Zachary Lawrence JD
Community Organizer on behalf of 90035 Residents
(310) 636-1200
Zlmedia63@gmail.com

Master Campaign Proposal

Submitted to:

South Robertson Neighborhood Council (SORO NC) Executive Board

August 9, 2026

Project Title: Commemorative Street Sign Campaign for Oskar Schindler Plaza

Executive Summary:

This campaign seeks a formal Board Resolution and Community Impact Statement (CIS) from SORO NC supporting the installation of a secondary honorary street sign at Pico Bl. and Beverly Dr.

This initiative honors the legacy of Oskar Schindler (1908-1974).

Schindler was a German industrialist who risked his life, fortune and business to protect and rescue 1200 Jewish refugees from the Nazi regime by employing them in his factories.

Local Impact: The intersection of Pico Blvd and Beverly Drive is a central anchor of Los Angeles's vibrant Jewish community, home to numerous Holocaust survivors, their descendants, and vital institutions of remembrance like the Museum of Tolerance.

Enduring Legacy:

Dedicating this intersection serves as a profound and daily reminder of the moral courage to stand up against hatred, directly mirroring the cultural values of the SORO neighborhood.

Proposed logistics and Location

Requested Site: The intersection of Pico Blvd. and S. Beverly Dr. (specifically requesting on the standard LADOT poles at the northwest and southeast corners (See attached map).

Signage Type:

Standard LADOT a lie and white secondary ceremonial street signs mounted safely below the existing public right-of-way street signs.

Proposed Text:

"Oskar Schindler Plaza" adorned with the Star of David.

Community Support and Evidence

Resident Petition: A local petition drive is actively gathering signatures from residents and synagogue congregants within the immediate 90035 zip code. To date, we have approximately 300 signatures.

Institutional Backing:

Outreach is now underway to secure formal letters of support from local businesses and synagogues along the Pico corridor.

Public Safety Compliance:

This proposal strictly utilizes existing City infrastructure and will not alter yptraffic patterns, pedestrian right-of-way, or commercial zoning layouts.

Action Requested from SORO NC

We respectfully request that the SORO NC a general Board:

Refer this proposal to the relevant SORO NC committee (such as the Transportation or Land Use Committee) for immediate review.

Allow a formal presentation of this campaign at the next monthly General Board meeting on 8/13/26@7pm.

Vote to pass a formal Board Resolution supporting the designation and issue an official letter of support to Council District 5 (Council member Katy Yaroslavsky) urging the swift introduction of a City Council Motion.

Submitted by:

Zachary Lawrence JD
zlmedia63@gmail.com
(310) 636-1200

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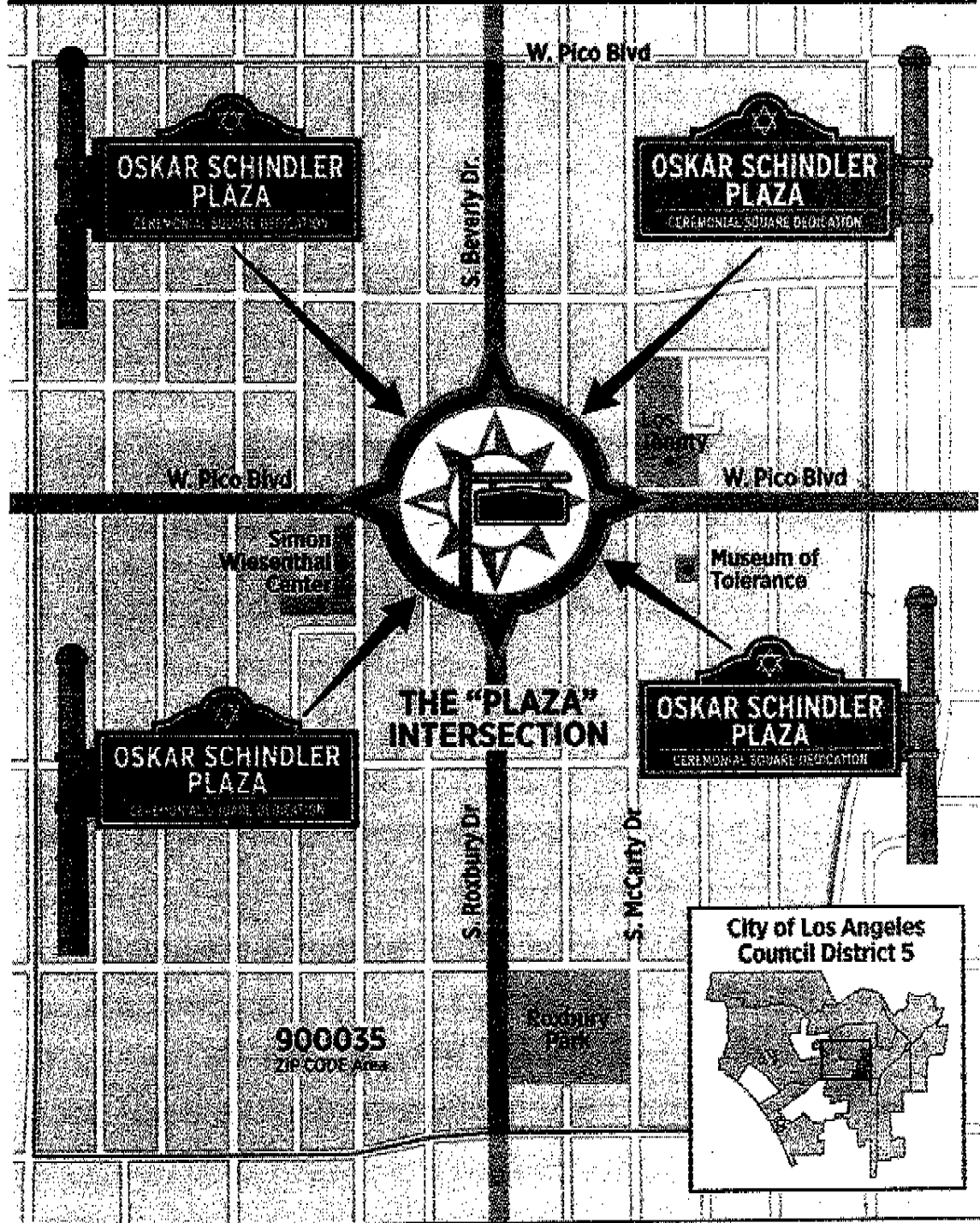
Sincerely,



Zachary Lawrence JD
Community Organizer on behalf of 90035 Residents
(310) 636-1200
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PROPOSED OSKAR SCHINDLER PLAZA

| Pico Blvd & S. Beverly Dr. | DEDICATION OVERVIEW



- Proposed Sign Toppers - Map Area - Major Streets - Landmarks - Council District 5 Boundary

PROJECT DETAILS

1. **Goal:** Secure discretionary legislative motion for ceremonial sign toppers.
2. **Impact:** ZERO change to legal mailing addresses or emergency routes.
3. **Significance:** Honor 1,200+ lives saved & reinforce local values.
4. **Support:** Lead by 300+ Local 90035 Stakeholders.

TIMELINE

AUG 20:
PRESENTATION
to SORO NC
General Board

LATE AUG:
CD5 Staff
Review &
Motion Draft

FALL:
LA City
Council
Vote

FOR QUESTIONS & SUPPORT:
Zachary Lawrence, JD
Community Organizer
(Campaign Email/Phone Placeholder)

The Honorable Katy Yaroslavsky
Councilmember, Fifth District
City of Los Angeles
200 N. Spring St. Room 440
Los Angeles, CA 90012

Subject: Proposal for "Oskar Schindler Plaza"
Square Dedication at Pico Blvd. and Beverly Dr.

Dear Councilmember Yaroslavsky,

I am writing to respectfully request your legislative sponsorship for a ceremonial square dedication to name the intersection of Pico Boulevard and South Beverly Drive in west Los Angeles as "Oskar Schindler Plaza".

As a community organizer representing the residents and stakeholders of the local 90035 neighborhood, I am proud to spearhead this initiative on their behalf.

Oskar Schindler's profound historical legacy resonates deeply with the Pico-Robertson community. By risking his own life, fortune, and safety to save more than 1200 Jewish individuals during the Holocaust, his actions stand as an enduring testament to moral courage, righteousness, and humanity.

Designating this prominent intersection in his honor will serve as a permanent educational anchor and a symbol of shared values for residents and visitors alike.

To demonstrate the community's overwhelming enthusiasm for this tribute, I have already gathered the physical signatures of 300 local stakeholders, all of whom reside or operate businesses within the immediate 90035 Zip code.

This substantial grassroots support reflects a unified neighborhood desire to see this honorary designation come to fruition.

Because this is a ceremonial name change, it will only feature honorary sign toppers installed by LADOT on existing poles and will not disrupt residential mailing addresses, business registries, or emergency routing.

Given the strong neighborhood backing already in place, I kindly request that your office exercise its legislative discretion to introduce a direct Council motion for this square dedication.

I welcome the opportunity to meet with your field staff, share our petition sheets, and discuss how we can move this meaningful project forward.

Thank you for your time, consideration, and continued service to Council District 5.

Sincerely,

Community Organizer on behalf of 90035 Residents.



Michael Lynn <michaellynn@soronc.org>

Fwd:

Zachary Lawrence <zlmedia63@gmail.com>

Mon, Aug 10, 2026 at 12:32 PM

To: "\"OSP..... Michael Lynn S. Pico Neighborhood Council\"" <michaellynn@soronc.org>

Sent from my iPad

Begin forwarded message:

From: Rabbi Cohen <rabbicohen@thecommunityshul.com>

Date: August 10, 2026 at 10:38:37 AM PDT

To: zlmedia63@gmail.com

To whom it may concern,

Zac Lawrence is a person known to me through his association with our synagogue - The Community Shul - a diverse community of Jews, most of whom have had limited or no formal Jewish education.

My name is Rabbi, Moshe Cohen, and I have been the Rabbi of The Community Shul, formerly Aish, for 40 years.

Zac approached me several months ago with the idea of dedicating a square in our neighborhood, which is predominantly Jewish, to honor the memory of Oskar Schindler, a German gentile who saved 1200 Jews during the second world war.

Schindler's story was a remarkable one and it was made famous by Steven Spielberg who made a movie about it. Schindler highlighted the actions of one ordinary man who was somehow able to find a way to save Jews from certain death. His memory lives on in museums, in holocaust memorials, and in the annals of history.

Today in America, we are witnessing an unprecedented rise in antisemitism. What clearer statement could we make at this time as a community than to highlight the life of Oskar Schindler as a shining example of how there is no place in our neighborhood, or in America for antisemitism and every individual matters and makes a difference.

Yours very truly,

- moshe cohen



Michael Lynn <michaellynn@soronc.org>

Re: Oskar Schindler Plaza street map

Zachary Lawrence <zlmedia63@gmail.com>

Mon, Aug 10, 2026 at 12:31 PM

To: Suzee Markowitz <suzee@factorsdeli.com>, Cairo Rodriguez <allen.zipper@lacity.org>, Schindler Councilwoman Katy Yaroslavsky <councilmember.yaroslavsky@lacity.org>, "\"OSP..... Michael Lynn S. Pico Neighborhood Council\""
<michaellynn@soronc.org>, Hildeshaim Moshe And Miriam <hmoishe@hotmail.com>, "OSP RABBI E. MUSKIN"
<rabbieuskin@gmail.com>

Hi Suzee,

Soon, the OSP Plaza sign will be a reality and very close to Factors Famous Deli

Thank you for your continued support!!

Sincerely,
Zachary Lawrence JD
(310) 636-1200

Sent from my iPad

> On Aug 10, 2026, at 10:50 AM, Suzee Markowitz <suzee@factorsdeli.com> wrote:

>

> HI,

>

> Thank you all for your consideration of this important sign. I can't express to you all enough how much my family and I
> would love for this to come to fruition. Oskar Schindler was a very important man and because of his efforts so many
wonderful

> people survived. I personally knew a few. It is imperative he is not forgotten and more people know of his compassion
for mankind.

> Thank you,

>

> Suzee Markowitz

> Factor's Famous Deli

> 9420 W Pico Blvd

> Los Angeles, CA 90035

> 310-278-9175

> suzee@factorsdeli.com

>

>> On Aug 9, 2026, at 10:39 AM, Zachary Lawrence <Zlmedia63@gmail.com> wrote:

>>

>> Hi Suzee,

>> The ball is now in the court of Councilwoman Katie Yaroslavsky (to introduce a motion to the LACC)
>> for the commemorative sign.

>>

>> Katy's assistant, Allen Zipper(with whom I've spoken to on Zoom) , has all the relevant info.

>>

>> Stay tuned.

>> And thank you for your support.

>>

>> Sincerely,

>> Zachary Lawrence JD

>> (310) 636-1200

>>

>> Sent from my iPad

>>

>>> On Aug 9, 2026, at 10:32 AM, Suzee Markowitz <suzee@factorsdeli.com> wrote:

>>>

>>> Fantastic!!

>>>

>>> Suzee Markowitz
>>> Factor's Famous Deli
>>> 9420 W Pico Blvd
>>> Los Angeles, CA 90035
>>> 310-278-9175
>>> suzee@factorsdeli.com

>>>

>>>> On Aug 7, 2026, at 11:16 PM, Zachary Lawrence <zlmedia63@gmail.com> wrote:

>>>>

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>>>>

>>>> <image_bcd01def.png>

>>>> Sent from my iPad

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