



BRENTWOOD Community Council

149 S. Barrington Ave., Box 194, Los Angeles, CA 90049

www.brentwoodcommunitycouncil.org

May 8, 2012

LA City Council Public Works and Planning & Land Use Management Committee

Public Works Chair Buscaino, Members Krekorian and Garcetti

ATTN: Michael Espinosa michael.espinosa@lacity.org

Date: 5-9-12

**RE: CF 09-2645; PWC Mtg. 5/9/12, Agenda Item 7
Revision to AGF Ordinance**

Submitted in PWC Committee

Council File No: 09-2645

Item No.: 7

Deputy: M Espinosa

Honorable Members:

In 2009, the Brentwood Community Council¹ (“BCC”) passed a motion calling for revision of the City’s cell phone tower regulations. The BCC motion requested that the City Council and Mayor impose a moratorium on all public right-of-way installations to allow time for the City Attorney to study and craft a comprehensive revision of the AGF ordinance in order to better protect communities, especially residential neighborhoods and sensitive uses, to the fullest extent possible under the law. ALL members of the Westside Regional Alliance of Councils (WRAC) passed similar motions in Spring 2010.

Recently, a huge “replacement utility pole” with a nine-antenna array was proposed for installation on a scenic highway in Brentwood. The pole is situated between two residential neighborhoods, adjacent to a church, with a synagogue across the street, and in the midst of four schools. According to the applicant these large above ground facility (“AGF”) “upgrades” are only the first wave of a new generation of telecommunications facilities planned for installation throughout the City. Still larger installations are apparently planned.

While the applicant of this project decided to withdraw the application after a community meeting at which many stakeholders voiced their strong concerns, it

¹ The Brentwood Community Council is the broadest based Brentwood community organization, representing approximately 50,000 stakeholders of the 90049 community, including homeowner associations, multi-family residential dwellers, business organizations, schools, religious groups, volunteer service groups, public safety, and environmental organizations.

must be noted that under the existing permissive regulatory scheme the most offensive element of the project, the pole with the large nine-antenna array on top, would have been entirely exempt from regulation due to its location within the public right-of-way.

The City Attorney's Report on revision of the cell tower ordinance, completed in 2011, advised that revisions to the outdated ordinance may include: (1) elimination of the current utility and light pole exemptions; (2) expanded notice; and (3) enhanced aesthetic provisions. Nearly ten months ago, the City Attorney was jointly directed by the Public Works and Planning and Land Use Management Committees to report back within 60 days on the status of the revised ordinance.

Revisions to the AGF ordinance are needed as soon as possible in order to bring installations such as the one described above within a reasonable permitting process. In light of the ongoing proliferation of cell towers throughout the City, and based on our previous motion, BCC respectfully renews our request for the Public Works Committee to:

- (1) Direct the City Attorney to complete the revisions to the AGF ordinance as soon as possible;
- (2) Recommend that an Interim Control Ordinance be enacted by City Council to place a temporary moratorium on AGF permit applications for PROW installations involving wireless telecommunications until such time as the revised AGF ordinance is enacted.

Thank you for your consideration in the matter.

Sincerely,



Nancy Freedman
Chair, Brentwood Community Council

cc: Carmen Trutanich, City Attorney ctrutanich@lacity.org
Ted Jordan, Assistant City Attorney ted.jordan@lacity.org
Bill Rosendahl, Councilmember CD11 bill.rosendahl@lacity.org
Christina Spitz

Date: 5-9-12
Submitted in PN Committee
Council File No: 09-2645
Item No.: 1
Deputy: M Espinoza

HIGHLIGHTS FROM

STATE OF THE HISPANIC CONSUMER: THE HISPANIC MARKET IMPERATIVE

More than 52 million strong and representing the majority of population growth over the next five years, Latinos have become a prominent actor in all aspects of American life. Latinos are a fundamental component to future business success, with a projected buying power of \$1.5 trillion in 2015. It's increasingly important for marketers to understand how to connect with the audience by sheer virtue of demographic change, the social and cultural shifts expected to accompany Hispanics continued growth. To highlight these trends, Nielsen created the *State of the Hispanic Consumer: The Hispanic Market Imperative*. Key findings in the report included:



DEMOGRAPHICS AND PURCHASING POWER:

- Hispanic buying power is currently \$1 Trillion, but by 2015, it will increase by half to \$1.5 Trillion.
- By 2050, the U.S. Hispanic population is expected to grow by 167% (even if immigration is halted, Latino population growth will persist).

- More English-dominant Hispanic Adults now want to read, watch, and explore more Spanish media.
- Latinos skew younger. The average age is 28, compared to the total market average of 37.

TECHNOLOGY ADOPTION

- Latinos spend 68% more time watching video on the internet and 20% more time watching video on their mobile phones compared to non-Hispanic Whites.
- Latinos are 28% more likely to own a smartphone than non-Hispanic Whites.
- Hispanics outpace all ethnic groups in mobile data service consumption including music, picture downloads, and rely on mobile devices for internet connectivity.

CONSUMER

- Latinos make fewer shopping trips (142), but spend more (\$52) compared to \$47 for non-Hispanics, (about \$362 more annually per household).
- Latinos tend to spend more on categories which include baby products, hair care, toiletries and beverages.

ADVERTISING

- Latinos tend to be brand loyal and language can influence an advertiser's ability to connect with the Hispanic audience.
 - Hispanics remember English language commercials just as well as the general market.
 - The same commercial shown in Spanish, bumps up ad recall by as much as 30%.
 - Latinos like ads 51% more if they are viewed it in Spanish.



Snap here to download full report or visit www.nielsen.com/latinos.

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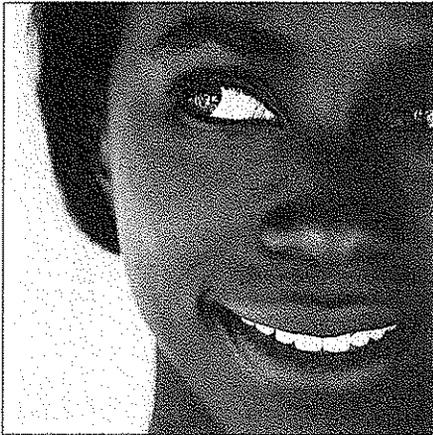
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HIGHLIGHTS FROM

THE STATE OF THE AFRICAN-AMERICAN CONSUMER REPORT

As business executives look for opportunities to grow their companies and gain market share, it is critical that they understand new and emerging demands from consumers. It is also important for consumers to understand their purchasing power as well. African-Americans are projected to spend \$1.1 trillion by 2015. To address the growing needs of this diverse consumer group, Nielsen and the National Newspaper Publishers Association (NNPA) have developed *The State of the African-American Consumer Report*. Key findings in the report include:



Television

- The average African-American household spends about seven hours, 12 minutes daily watching TV—213 hours a month—which is 40% more viewing time spent than the overall population.
- 12.5 million African-American households helped make this year's Super Bowl XLV the most watched Super Bowl ever.

Consumer

- African-Americans may spend less on each shopping trip, but they make the most trips—about 167—annually of any other group.
- African-Americans in higher income brackets, spend 300% more in higher-end retail grocers, more than any other high income household.
- African-Americans over-index on purchases of health and beauty products, household cleaning items, clothes, food and electronics to name a few.

Demographic

- The number of African-American households earning \$75,000 or higher grew by almost 64%, a rate close to 12% greater than the change in the overall population's earning between 2000 and 2009.
- The percentage of African-Americans attending college or earning a degree has increased to 45% for men and 53% for women (adults 25+).

Mobile

- African-Americans use more than double the amount of mobile phone voice minutes compared to Whites—1,298 minutes a month vs. 606.
- African-Americans send/receive on average 907 text messages.
- 33% of all African-Americans own a smart phone.

Online

- During July 2011, there were 23.9 million active African-American internet users.
- African-Americans are 30% more likely to visit Twitter.
- Top online purchases for African-Americans in the last six months included:
 - Airline tickets/reservations
 - Hotel reservations
 - Any clothes/shoes/accessories
 - Women's clothes/shoes/accessories
 - Men's clothes/shoes/accessories



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Investing in California's Infrastructure & Keeping Californians Connected

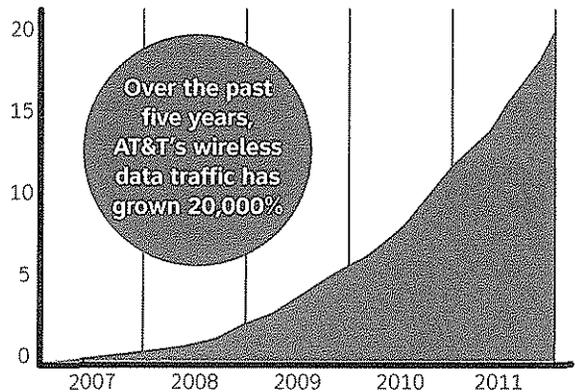
The Number of California Wireless Users is Growing

- At more than 33 million,¹ California leads the nation with more wireless consumers than any other state. And they depend on wireless service for their tablets, netbooks, picture frames, eReaders, cameras and even their cars. Wireless technology is now ingrained into Californians' on-the-go lifestyles.

The Way Californians' Use Wireless Devices Has Changed in Dramatic Ways:

Technology has evolved and Californians now use wireless devices to watch movies, read newspapers, read books, listen to music and consume other media.

- In the last five years, wireless data on AT&T's network has grown by 20,000 percent.
- 44 percent of African-Americans and Latinos are smart-phone users.²
- 88 percent of American adults have a cell phone, 57 percent have a laptop, 19 percent own an e-book reader, and 19 percent have a tablet computer.
 - 63 percent of American adults go online wirelessly with one of those devices.³
- Both African Americans and English-speaking Latinos are more likely to own a mobile phone than whites.
 - Over half of all Black (56 percent) and Hispanic (51 percent) cell phone users use their mobile devices to access the Internet as compared to 39 percent of White cell phone users.⁴



More Californians Rely Exclusively on Wireless Devices

- More than 3 of every 10 households (31.6 percent) had only a wireless phone as of June 2011, up from 13.6 percent in 2007.⁵

California's Small Businesses Rely on Wireless Like Never Before

- Nearly all small businesses (96 percent) use wireless technologies in their operations, with almost two-thirds (63 percent) indicating that they could not survive — or it would be a major challenge to survive — without wireless technologies.
- More than four in 10 (43 percent) small businesses report all of their employees use wireless devices or technologies to work away from the office, a nearly 80 percent jump over the past three years.
- Despite being a relatively new technology device, two-thirds (67 percent) of small businesses indicate that they use tablet computers, up from 57 percent a year ago.
- 85 percent of small businesses reported using smartphones for their operations, up from 80 percent last year and more than double the usage five years ago (42 percent).⁶

Californians Rely on Wireless Especially During an Emergency

- 74 percent of Americans who own mobile phones say they have used their hand-held device in an emergency and gained valuable help.⁷
- Nearly 90 percent of cell phone users believe mobile technology is important for communicating during an emergency or a crisis.⁸
- 40 percent of cell owners said they found themselves in an emergency situation in which having their phone with them helped.⁹

¹ FCC's Local Telephone Competition: Status as of December 31, 2010.

² Pew Research Center's Internet & American Life Project, Smartphone Adoption and Usage Report, 7/11/11.

³ Pew Research Center's Internet & American Life Project, Digital Differences Report, April 13, 2012.

⁴ Ibid.

⁵ National Center for Health Statistics (December 2011).

⁶ AT&T Small Business Technology Pod 2012.

⁷ Pew Research Center.

⁸ Amplitude Research.

⁹ Pew Research Center's Internet & American Life Project, Telephone Survey, May 22, 2011.

