

Coalition to  
**BanBillboardBlight** Protecting Public Space □ Defending the Visual Environment

Aug. 17, 2011

Councilman Bill Rosendahl  
200 N. Spring St. Rm 415  
Los Angeles, CA 90012

Dear Councilman Rosendahl:

As an organization that advocates for the protection of city's visual environment from the degrading effects of commercial advertising, we are opposed to the placement of such advertising in the public-right-of way on street furniture, bus benches, street banners, and other items of public property. We also recognize the need for amenities such as shelters and benches for transit patrons and the city's need for revenue to support these services.

However, we believe that any city contracts, such as the current bus bench advertising contract being discussed by the City Council, should contain provisions ensuring that the placement of bus benches or any other structures with advertising comply with regulations of specific plans, overlay districts, scenic designations, and any other local zoning that prohibits or otherwise regulates outdoor advertising. We believe that the city should require the placement of bus benches and any other amenities without advertising in those areas where local zoning prohibits off-site commercial advertising. And we believe that communities that have provided their own bus benches or transit shelters should have veto power over the placement of other benches or shelters at the same site.

Sincerely,

Dennis Hathaway  
President