

Communication from Public

Name: J.Ross, Secretary, West LA-Sawtelle Neighborhood Council
Date Submitted: 11/07/2023 08:03 AM
Council File No: 22-0392

Comments for Public Posting: Metropolitan Transportation Agency Re: Resolution - Opposition to Metro's proposed digital billboards in West L.A. To the City, At the Oct. 26, 2022, meeting of the West Los Angeles Sawtelle N.C., the Board of Directors voted 14-0-0, to oppose Metro's proposed four digital billboards along Pico Blvd. (NFF 14 and 15) and the 405 freeway (FF 26 and 27), and authorize the Chair to submit Community Impact Statements in the future. Facts and background: 1. Digital billboards along Pico Blvd. may be located in Commercial or Industrial zones, but their lights may shine into mixed-use buildings with residences along the corridor. The lights may also shine into the animal shelter on Pico Blvd. a. FF billboards will be 680-1,100 sf and 50-ft. tall. b. NFF billboards will be 370-680 sf and 30-ft. tall. 2. Billboards are allowed only in Sign Districts (Hollywood, Downtown, major entertainment areas). 3. Billboards will provide traffic information, public service announcements, and commercial advertising (revenue will be used for transit projects). 4. Billboards will collect data for traffic operations. 5. Billboards images will change as often as every 8 seconds, but no images will flash or move (like video). 6. Smaller analog signs are posted on overpasses (text only, no video). Findings and justifications: 1. Colorful and bright images on digital billboards distract drivers and cause crashes. The bright lights and moving images draw in drivers' attention more intensely than static billboards, and more than turning your head to simply look at the same buildings, people, other cars, etc. that drivers every day (even if it's for the same amount of time). a. <https://www.scenic.org/blog/research-shows-that-digital-traffic-safety-messages-contribute-to-highway-accidents-and-fatalities/> b. <https://www.latimes.com/science/story/2022-04-21/reminders-to-drive-safely-led-to-more-car-crashes-in-texas-study-finds> (the most recent report) c. Veridian/Wachtel study on digital signage and driver distraction: <http://www.fairwarning.org/wp-content/uploads/2016/03/compendium-final-2-223.pdf> d. Article about Wachtel study: Evidence Mounts of Distraction Risks from Digital Billboards Along Roadways: <https://www.fairwarning.org/2016/03/digital-billboards/> 2. An alternative is to install freeway signs behind sound walls, so they are not visible to residences and vehicles on streets. 3. An alternative to free-standing billboards outside of freeway walls is to install them on overpasses (analog signs are already installed in some locations), so they are not visible to residences and vehicles on streets. 4. Courts may use these digital billboards that are located out of Sign Districts as justification and precedent to allow digital billboards anywhere in the city (digital billboards are allow only in Sign Districts currently). The digital billboard at Santa Monica and Bundy was turned off because it was installed illegally outside of a Sign District (Hollywood, Downtown). Ex parte communications: J.Ross conferred with Ginny Brideau, Metro, for scheduling. Disclosures and conflicts of interest: None disclosed by any committee members. To government agencies: Only the Chair and designated Boardmembers may testify to public agencies on behalf of the West L.A. Sawtelle NC. The Board requests that the Council Office and private/non-profit entities do not testify or speculate on behalf of the NC. /s/ Jamie L. Keeton Jamie L. Keeton, Chair WLASNC cc: Jason Douglas, Noah Fleischman, Council District #11

WLASNC Board FY 2022-2023

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**West Los Angeles Sawtelle N.C.
1645 Corinth Ave.
Los Angeles Calif. 90025
(310) 235-2070**

**Chair - Jamie Keeton
Jamie@WestLASawtelle.org**

**Website:
www.WestLASawtelle.org**

Metropolitan Transportation Agency

Re: Resolution - Opposition to Metro's proposed digital billboards in West L.A.

To the City,

At the Oct. 26, 2022, meeting of the West Los Angeles Sawtelle N.C., the Board of Directors voted 14-0-0, to oppose Metro's proposed four digital billboards along Pico Blvd. (NFF 14 and 15) and the 405 freeway (FF 26 and 27), and authorize the Chair to submit Community Impact Statements in the future.

Facts and background:

1. Digital billboards along Pico Blvd. may be located in Commercial or Industrial zones, but their lights may shine into mixed-use buildings with residences along the corridor. The lights may also shine into the animal shelter on Pico Blvd.
 - a. FF billboards will be 680-1,100 sf and 50-ft. tall.
 - b. NFF billboards will be 370-680 sf and 30-ft. tall.
2. Billboards are allowed only in Sign Districts (Hollywood, Downtown, major entertainment areas).
3. Billboards will provide traffic information, public service announcements, and commercial advertising (revenue will be used for transit projects).
4. Billboards will collect data for traffic operations.
5. Billboards images will change as often as every 8 seconds, but no images will flash or move (like video).
6. Smaller analog signs are posted on overpasses (text only, no video).

Findings and justifications:

1. Colorful and bright images on digital billboards distract drivers and cause crashes. The bright lights and moving images draw in drivers' attention more intensely than static billboards, and more than turning your head to simply look at the same buildings, people, other cars, etc. that drivers every day (even if it's for the same amount of time).
 - a. <https://www.scenic.org/blog/research-shows-that-digital-traffic-safety-messages-contribute-to-highway-accidents-and-fatalities/>
 - b. <https://www.latimes.com/science/story/2022-04-21/reminders-to-drive-safely-led-to-more-car-crashes-in-texas-study-finds> (the most recent report)
 - c. Veridian/Wachtel study on digital signage and driver distraction: <http://www.fairwarning.org/wp-content/uploads/2016/03/compendium-final-2-223.pdf>

- d. Article about Wachtel study: Evidence Mounts of Distraction Risks from Digital Billboards Along Roadways: <https://www.fairwarning.org/2016/03/digital-billboards/>
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Ex parte communications: J.Ross conferred with Ginny Brideau, Metro, for scheduling.

Disclosures and conflicts of interest: None disclosed by any committee members.

To government agencies: Only the Chair and designated Boardmembers may testify to public agencies on behalf of the West L.A. Sawtelle NC. The Board requests that the Council Office and private/non-profit entities do not testify or speculate on behalf of the NC.

/s/ Jamie L. Keeton

Jamie L. Keeton, Chair WLASNC

cc: Jason Douglas, Noah Fleischman, Council District #11

Communication from Public

Name: Ashley

Date Submitted: 11/07/2023 08:25 AM

Council File No: 22-0392

Comments for Public Posting: I/We strongly oppose the Metro Transportation Communication Network (TCN) digital billboard advertising Program (Program). Below is a summary of some of the proposed Program elements that are problematic (also see August 22, September 5 & September 27 letters from Coalition for a Beautiful Los Angeles). The current proposal represents a huge policy change for the City (as one City Planning Commissioner commented, “Frankly, this is a sea change in signage in our City”). If the City Council Planning and Land Use Management Committee (PLUM) votes to approve this Program over the community’s objections, it is incumbent upon the Committee to ensure protections for its citizenry.

Additional Mitigation Needed: City proposes 80 sign faces with less than a 3:1 take-down ratio (not adequate to offset the impacts of digital vs. static signs). City proposes an 8-second refresh rate based on [digital billboard] industry standards instead of the 20-second refresh rate recommended by Illuminating Engineering Society Recommended Practice for Off-Roadway Sign Luminance. City proposes operating hours from 5:00 a.m.-midnight – a 19-hour digital sunrise. Operating hours of 7:00 a.m.-midnight are more than adequate. City proposes a 200-foot buffer from Scenic Highways in conflict with the Mobility Element of the General Plan that requires a 500-foot setback from the centerline of a Scenic Highway. The ordinance must comply with the City’s General Plan. During the City Planning Commission (CPC) hearing, staff commented that the two Bowtie State Park billboards were located too close to the Park. Even at the proposed distances of 619 and 820 feet, staff said it was best not to site the billboards at those locations. Yet, staff did not recommend removing other digital signs proposed in close proximity or adjacent to sensitive uses (such as FF-30 Ballona Wetlands Ecological Reserve; NFF-1 Barnsdall Art Park/World UNESCO Site; FF-25 Sepulveda Basin Wildlife Reserve/Woodley Park). City proposes all digital billboard faces be equipped with horizontal louvers to reduce light trespass. Two billboard structures, adjacent to environmentally sensitive properties, are also slated to have vertical louvers. Post-CPC Planning report is now recommending vertical louvers be installed on all billboard faces within 500 feet of open space and current residential uses. This fails to take into account future housing

projects or other sensitive uses. All digital sign faces should include both horizontal and vertical louvers. The Program proposes four digital billboards located on four parcels that have also been identified by Metro as suitable for joint development agreements for housing projects (NFF-17, NFF-10, NFF-4, and NFF-5). Despite the Mayor's Emergency Declarations and Metro's commitment to prioritize housing, no analysis has been conducted to determine the best use of these parcels for housing vs. billboards. City proposes to locate 11 of 16 non-freeway facing digital billboards on the City's High Injury Network streets. This undermines Vision Zero. In August 2023, the City of La Mesa rejected digital billboards in a surprise vote because "a majority of the City Council felt the extra revenue wouldn't make up for potentially distracting drivers." This is not surprising because Traffic Safety studies from around the world have demonstrated that changing digital advertising signs are dangerous and distracting to drivers. Yet, Metro dismisses these facts relying instead on industry studies. The Program does not account for changes in the environment that might occur over time and does not include a provision to allow for new or updated information and studies. It fails to give the City Council authority to amend the standards, and other provisions to mitigate impacts on the visual environment, on residential or other properties, to reduce driver distraction or other hazards to traffic, or to otherwise protect and promote the public health, safety and welfare and apply these amended standards to existing signs and digital displays. Language to do so should be incorporated into the approval as recommended in May 25, 2021 CPC Letter of Determination. The Program is overwhelmingly opposed by 24 Neighborhood and Community Councils, 16 community/environmental organizations, and the SAG/AFTRA Union for its impacts on filming in LA. The above list attempts to highlight some of the significant unmitigated impacts of the digital billboard Program that if not addressed will blight the City and endanger roadway users for decades to come. See Exhibit C: Site Plans/Renderings/Elevations & ZIMAS/Street View Maps.

Communication from Public

Name: D McDonald

Date Submitted: 11/07/2023 08:34 AM

Council File No: 22-0392

Comments for Public Posting: I strongly oppose digital billboards anywhere in the city.

Communication from Public

Name: Sarah B

Date Submitted: 11/07/2023 07:31 AM

Council File No: 22-0392

Comments for Public Posting: Subject Line: CF# 22-0392 OPPOSE Metro Digital Billboard, Agenda Item # 10 I strongly oppose the Metro Transportation Communication Network (TCN) digital billboard advertising Program (Program). The current proposal represents a huge policy change for the City (as one City Planning Commissioner commented, "Frankly, this is a sea change in signage in our City"). If the City Council (PLUM) votes to approve this Program over the community's objections, it is incumbent upon the Committee to ensure protections for its citizenry. This is a terrible direction to send LA -- we need LESS visual blight w electronics and distractions from driving, not more! How many times does this have to come to a vote and come back to City council before being abandoned? It is wrong for LA now and forever!

Communication from Public

Name: Heidi MacKay
Date Submitted: 11/07/2023 07:34 AM
Council File No: 22-0392

Comments for Public Posting: I strongly OPPOSE the Metro Transportation Communication Network (TCN) digital billboard advertising Program (Program). Below is a summary of some of the proposed Program elements that are problematic (also see August 22, September 5 & September 27 letters from Coalition for a Beautiful Los Angeles). The current proposal represents a huge policy change for the City (as one City Planning Commissioner commented, “Frankly, this is a sea change in signage in our City”). If the City Council Planning and Land Use Management Committee (PLUM) votes to approve this Program over the community’s objections, it is incumbent upon the Committee to ensure protections for its citizenry.

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projects or other sensitive uses. All digital sign faces should include both horizontal and vertical louvers. The Program proposes four digital billboards located on four parcels that have also been identified by Metro as suitable for joint development agreements for housing projects (NFF-17, NFF-10, NFF-4, and NFF-5). Despite the Mayor's Emergency Declarations and Metro's commitment to prioritize housing, no analysis has been conducted to determine the best use of these parcels for housing vs. billboards. City proposes to locate 11 of 16 non-freeway facing digital billboards on the City's High Injury Network streets. This undermines Vision Zero. In August 2023, the City of La Mesa rejected digital billboards in a surprise vote because "a majority of the City Council felt the extra revenue wouldn't make up for potentially distracting drivers." This is not surprising because Traffic Safety studies from around the world have demonstrated that changing digital advertising signs are dangerous and distracting to drivers. Yet, Metro dismisses these facts relying instead on industry studies. The Program does not account for changes in the environment that might occur over time and does not include a provision to allow for new or updated information and studies. It fails to give the City Council authority to amend the standards, and other provisions to mitigate impacts on the visual environment, on residential or other properties, to reduce driver distraction or other hazards to traffic, or to otherwise protect and promote the public health, safety and welfare and apply these amended standards to existing signs and digital displays. Language to do so should be incorporated into the approval as recommended in May 25, 2021 CPC Letter of Determination. The Program is overwhelmingly opposed by 24 Neighborhood and Community Councils, 16 community/environmental organizations, and the SAG/AFTRA Union for its impacts on filming in LA. The above list attempts to highlight some of the significant unmitigated impacts of the digital billboard Program that if not addressed will blight the City and endanger roadway users for decades to come.

Communication from Public

Name: Barbara Broide

Date Submitted: 11/07/2023 07:41 AM

Council File No: 22-0392

Comments for Public Posting: The entire process that has brought this item before PLUM has been problematic since the Metro-LA City MOA was signed. How could the City enter into an agreement with penalty for non-participation before any public discussion of the program could take place? Why did the City allow Metro to be the lead agency on something that will have long-ranging negative impacts on the City? Allowing Metro to oversee the EIR process was yet another opportunity to assure that negative impacts would be overlooked. And the speed with which the EIR was done was notable for its speedy completion, lack of notification to concerned public, etc. The negative impacts of this program and its failure to respect our community plans, General Plan and its Mobility Element and respect for the City's hard won authority to regulate off-site signage is beyond stunning. The pressure that the President of the Council is using to expedite this program and to move it along, with the participation of his former Chief of Staff who represents and is the registered lobbyist for AllVision, the sole-source vendor and Metro's partner in this venture since Day 1, fails to meet the smell test of open and transparent government. AllVision is likely the originator of the program, and will be raking in dollars from non-contiguous off-site digital billboards that should never be permitted in Los Angeles and were banned with the 2002 Sign Ordinance. This is an extremely troubling program created by a very troubling process that smacks of being a back room deal now being rubber stamped by Councilmembers who know that they should not raise objections to their President's priority program. What's in it for those who support this program? With all its negative public safety, aesthetic and environmental impacts, it is truly a poster child for a bad program that has been packaged to appear to be a public benefit. It fits the adage of putting lipstick on a pig -- except that this program is an insult to any pigs now minding their own business wallowing in the mud. We are wallowing in much worse.

Communication from Public

Name: Chris Nevil

Date Submitted: 11/07/2023 06:11 AM

Council File No: 22-0392

Comments for Public Posting: Dear Council Members: I strongly oppose the Metro Transportation Communication Network (TCN) digital billboard advertising Program (Program) in its entirety and ask that it be fully rejected. That said, here are some of the proposed Program elements that are problematic (also see August 22, September 5 & September 27 letters from Coalition for a Beautiful Los Angeles). The current proposal represents a huge policy change for the City (as one City Planning Commissioner commented, “Frankly, this is a sea change in signage in our City”). If the City Council Planning and Land Use Management Committee (PLUM) votes to approve this Program over the community’s objections, it is incumbent upon the Committee to ensure protections for its citizenry. Deny this proposal, please! But if you cannot see clear to avoiding this aesthetic, environmental, and public safety scourge, please consider: City proposes 80 sign faces with less than a 3:1 take-down ratio (not adequate to offset the impacts of digital vs. static signs). City proposes an 8-second refresh rate based on [digital billboard] industry standards instead of the 20-second refresh rate recommended by Illuminating Engineering Society Recommended Practice for Off-Roadway Sign Luminance. City proposes operating hours from 5:00 a.m.-midnight – a 19-hour digital sunrise. Operating hours of 7:00 a.m.-midnight are more than adequate. City proposes a 200-foot buffer from Scenic Highways in conflict with the Mobility Element of the General Plan that requires a 500-foot setback from the centerline of a Scenic Highway. The ordinance must comply with the City’s General Plan. During the City Planning Commission (CPC) hearing, staff commented that the two Bowtie State Park billboards were located too close to the Park. Even at the proposed distances of 619 and 820 feet, staff said it was best not to site the billboards at those locations. Yet, staff did not recommend removing other digital signs proposed in close proximity or adjacent to sensitive uses (such as FF-30 Ballona Wetlands Ecological Reserve; NFF-1 Barnsdall Art Park/World UNESCO Site; FF-25 Sepulveda Basin Wildlife Reserve/Woodley Park). City proposes all digital billboard faces be equipped with horizontal louvers to reduce light trespass. Two billboard structures, adjacent to environmentally sensitive properties, are also slated to have vertical louvers. Post-CPC

Planning report is now recommending vertical louvers be installed on all billboard faces within 500 feet of open space and current residential uses. This fails to take into account future housing projects or other sensitive uses. All digital sign faces should include both horizontal and vertical louvers. The Program proposes four digital billboards located on four parcels that have also been identified by Metro as suitable for joint development agreements for housing projects (NFF-17, NFF-10, NFF-4, and NFF-5). Despite the Mayor's Emergency Declarations and Metro's commitment to prioritize housing, no analysis has been conducted to determine the best use of these parcels for housing vs. billboards. City proposes to locate 11 of 16 non-freeway facing digital billboards on the City's High Injury Network streets. This undermines Vision Zero. In August 2023, the City of La Mesa rejected digital billboards in a surprise vote because "a majority of the City Council felt the extra revenue wouldn't make up for potentially distracting drivers." This is not surprising because Traffic Safety studies from around the world have demonstrated that changing digital advertising signs are dangerous and distracting to drivers. Yet, Metro dismisses these facts relying instead on industry studies. The Program does not account for changes in the environment that might occur over time and does not include a provision to allow for new or updated information and studies. It fails to give the City Council authority to amend the standards, and other provisions to mitigate impacts on the visual environment, on residential or other properties, to reduce driver distraction or other hazards to traffic, or to otherwise protect and promote the public health, safety and welfare and apply these amended standards to existing signs and digital displays. Language to do so should be incorporated into the approval as recommended in May 25, 2021 CPC Letter of Determination. The Program is overwhelmingly opposed by 24 Neighborhood and Community Councils, 16 community/environmental organizations, and the SAG/AFTRA Union for its impacts on filming in LA. Respectfully, C. Nevil

Communication from Public

Name:

Date Submitted: 11/07/2023 06:24 AM

Council File No: 22-0392

Comments for Public Posting: I'm writing to express my concerns about electronic billboards being installed in our neighborhood. They are distracting to drivers and detract from the beauty of our community. Please vote NO! Thank you!

Communication from Public

Name: Christina Spitz

Date Submitted: 11/07/2023 06:34 AM

Council File No: 22-0392

Comments for Public Posting: Re CF# 22-0392 OPPOSE Metro Digital Billboard, Agenda Item # 10 I am a community leader on the Westside of Los Angeles and in Pacific Palisades. I write on my own behalf, although organizations on which I serve -- Pacific Palisades Community Council (PPCC) and the Westside Regional Alliance of Councils (WRAC) -- are also in opposed. I strongly oppose the Metro Transportation Communication Network (TCN) digital billboard advertising Program (Program). See August 22, September 5 & September 27 letters from Coalition for a Beautiful Los Angeles for a summary of some of the Program elements that are problematic. See also position letters submitted by PPCC and WRAC. The current proposal represents a huge policy change for the City (as one City Planning Commissioner commented, "Frankly, this is a sea change in signage in our City"). If the City Council Planning and Land Use Management Committee (PLUM) votes to approve this Program over the community's objections, it is incumbent upon the Committee to ensure protections for its citizenry"). The Program is overwhelmingly opposed by 24 Neighborhood and Community Councils, 16 community/environmental organizations, and the SAG/AFTRA Union for its impacts on filming in LA. If the significant unmitigated impacts of the digital billboard Program are not addressed, these structures will blight the City and endanger roadway users for decades to come. Thank you. Christina Spitz -- for ID only: WRAC Vice-chair; PPCC At-large rep and past Chair

Communication from Public

Name:

Date Submitted: 11/07/2023 06:41 AM

Council File No: 22-0392

Comments for Public Posting: Another craven move by this thoughtless, corrupt council. This council has created and perpetuated the greatest decline in quality of life in the 24 years I've lived here. This plan will continue the commitment to destroying the city with dangerous and ugly signage which is essentially a Metro cash grab (because that department is a shit show, too). Just stop already. Stop making everything awful in this city and fricking think about constituent, character, nature, aesthetics, and actual problems and solutions.

Communication from Public

Name: Em Allyn

Date Submitted: 11/07/2023 01:42 AM

Council File No: 22-0392

Comments for Public Posting: I strongly oppose the Metro Transportation Communication Network (TCN) digital billboard advertising Program (Program). Recently, I was in West Hollywood where I first saw the digital signs on buildings, etc. These are TERRIBLY DISTRACTING and EXTREMELY DANGEROUS! Below is a summary of some of the proposed Program elements that are problematic (also see August 22, September 5 & September 27 letters from Coalition for a Beautiful Los Angeles). *The current proposal represents a huge policy change for the City (as one City Planning Commissioner commented, “Frankly, this is a sea change in signage in our City”). If the City Council Planning and Land Use Management Committee (PLUM) votes to approve this Program over the community’s objections, it is incumbent upon the Committee to ensure protections for its citizenry. ***Additional Mitigation Needed: *City proposes 80 sign faces with less than a 3:1 take-down ratio (not adequate to offset the impacts of digital vs. static signs). *City proposes an 8-second refresh rate based on [digital billboard] industry standards instead of the 20-second refresh rate recommended by Illuminating Engineering Society Recommended Practice for Off-Roadway Sign Luminance. *City proposes operating hours from 5:00 a.m.-midnight – a 19-hour digital sunrise. Operating hours of 7:00 a.m.-midnight are more than adequate. *City proposes a 200-foot buffer from Scenic Highways in conflict with the Mobility Element of the General Plan that requires a 500-foot setback from the centerline of a Scenic Highway. The ordinance must comply with the City’s General Plan. *During the City Planning Commission (CPC) hearing, staff commented that the two Bowtie State Park billboards were located too close to the Park. Even at the proposed distances of 619 and 820 feet, staff said it was best not to site the billboards at those locations. Yet, staff did not recommend removing other digital signs proposed in close proximity or adjacent to sensitive uses (such as FF-30 Ballona Wetlands Ecological Reserve; NFF-1 Barnsdall Art Park/World UNESCO Site; FF-25 Sepulveda Basin Wildlife Reserve/Woodley Park). *City proposes all digital billboard faces be equipped with horizontal louvers to reduce light trespass. Two billboard structures, adjacent to environmentally sensitive properties, are also slated to have vertical louvers. Post-CPC

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Communication from Public

Name: Jane Epstein

Date Submitted: 11/07/2023 05:02 AM

Council File No: 22-0392

Comments for Public Posting: Dear committee, I believe a large part of the community does not want to lose the Weddington golf course. The recent report on the environmental impact is very concerning. We are still learning the negative effects of artificial turf. Please do not let this development move forward. Thank you, Jane Epstein

Communication from Public

Name: Stacey Smith

Date Submitted: 11/06/2023 09:42 PM

Council File No: 22-0392

Comments for Public Posting: I strongly oppose the Metro Transportation Communication Network (TCN) digital billboard advertising Program (Program). Below is a summary of some of the proposed Program elements that are problematic (also see August 22, September 5 & September 27 letters from Coalition for a Beautiful Los Angeles). The current proposal represents a huge policy change for the City (as one City Planning Commissioner commented, “Frankly, this is a sea change in signage in our City”). If the City Council Planning and Land Use Management Committee (PLUM) votes to approve this Program over the community’s objections, it is incumbent upon the Committee to ensure protections for its citizenry.

Additional Mitigation Needed: City proposes 80 sign faces with less than a 3:1 take-down ratio (not adequate to offset the impacts of digital vs. static signs). City proposes an 8-second refresh rate based on [digital billboard] industry standards instead of the 20-second refresh rate recommended by Illuminating Engineering Society Recommended Practice for Off-Roadway Sign Luminance. City proposes operating hours from 5:00 a.m.-midnight – a 19-hour digital sunrise. Operating hours of 7:00 a.m.-midnight are more than adequate. City proposes a 200-foot buffer from Scenic Highways in conflict with the Mobility Element of the General Plan that requires a 500-foot setback from the centerline of a Scenic Highway. The ordinance must comply with the City’s General Plan. During the City Planning Commission (CPC) hearing, staff commented that the two Bowtie State Park billboards were located too close to the Park. Even at the proposed distances of 619 and 820 feet, staff said it was best not to site the billboards at those locations. Yet, staff did not recommend removing other digital signs proposed in close proximity or adjacent to sensitive uses (such as FF-30 Ballona Wetlands Ecological Reserve; NFF-1 Barnsdall Art Park/World UNESCO Site; FF-25 Sepulveda Basin Wildlife Reserve/Woodley Park). City proposes all digital billboard faces be equipped with horizontal louvers to reduce light trespass. Two billboard structures, adjacent to environmentally sensitive properties, are also slated to have vertical louvers. Post-CPC Planning report is now recommending vertical louvers be installed on all billboard faces within 500 feet of open space and current residential uses. This fails to take into account future housing

projects or other sensitive uses. All digital sign faces should include both horizontal and vertical louvers. The Program proposes four digital billboards located on four parcels that have also been identified by Metro as suitable for joint development agreements for housing projects (NFF-17, NFF-10, NFF-4, and NFF-5). Despite the Mayor's Emergency Declarations and Metro's commitment to prioritize housing, no analysis has been conducted to determine the best use of these parcels for housing vs. billboards. City proposes to locate 11 of 16 non-freeway facing digital billboards on the City's High Injury Network streets. This undermines Vision Zero. In August 2023, the City of La Mesa rejected digital billboards in a surprise vote because "a majority of the City Council felt the extra revenue wouldn't make up for potentially distracting drivers." This is not surprising because Traffic Safety studies from around the world have demonstrated that changing digital advertising signs are dangerous and distracting to drivers. Yet, Metro dismisses these facts relying instead on industry studies. The Program does not account for changes in the environment that might occur over time and does not include a provision to allow for new or updated information and studies. It fails to give the City Council authority to amend the standards, and other provisions to mitigate impacts on the visual environment, on residential or other properties, to reduce driver distraction or other hazards to traffic, or to otherwise protect and promote the public health, safety and welfare and apply these amended standards to existing signs and digital displays. Language to do so should be incorporated into the approval as recommended in May 25, 2021 CPC Letter of Determination. The Program is overwhelmingly opposed by 24 Neighborhood and Community Councils, 16 community/environmental organizations, and the SAG/AFTRA Union for its impacts on filming in LA. The above list attempts to highlight some of the significant unmitigated impacts of the digital billboard Program that if not addressed will blight the City and endanger roadway users for decades to come. See Exhibit C: Site Plans/Renderings/Elevations & ZIMAS/Street View Maps.

Communication from Public

Name: Gary Garland

Date Submitted: 11/06/2023 07:57 PM

Council File No: 22-0392

Comments for Public Posting: I am writing in OPPOSITION of the proposed METRO BILLBOARDS that will ruin the beauty of Los Angeles with busy digital blight, and make the roads much less safe to drive. Being the parent of two young adult drivers, this is very concerning. I understand that some of the entertainment business will also be affected by potentially jeopardizing filming locations and drive them out of state. This is bad for our local economy, and a poor choice for Los Angeles businesses. I know MANY groups have opposed these signs for good reasons, as it will be an eye sore and forever ruin the natural beauty of looking at hillsides in Los Angeles. So many people have cell phones which they get their information from, we don't need these, and having digital distractions everywhere are not healthy. I URGE you to please vote NO on moving this plan through.

Communication from Public

Name: Julie Houlihan

Date Submitted: 11/05/2023 07:36 AM

Council File No: 22-0392

Comments for Public Posting: I am against digital billboards. They are distracting and the constant movement in them causes extended distraction of drivers. Traffic in LA is already dangerous and thick, requiring the full attention of drivers. More billboards will have a negative impact on drivers, pedestrians and bikers. Please don't let money drive these dangerous additions to the visual landscape. We don't need more visual blight and distractions. There are other and better ways to advertise.

Communication from Public

Name:

Date Submitted: 11/04/2023 05:12 PM

Council File No: 22-0392

Comments for Public Posting: I'm an avid walker who frequently has to dodge cars while I'm Crossing streets all because drivers are looking elsewhere. Can you imagine how adding entertaining colorful digital billboards will impact those crossing streets. Check the increase in pedestrian deaths in Los Angeles- it's no joke... when crossing a street in LA you're risking your life. Sanctioning such a proposal almost feels criminal.