

## Communication from Public

**Name:** Colter Carlisle  
**Date Submitted:** 12/05/2023 12:39 PM  
**Council File No:** 22-0392

**Comments for Public Posting:** I worry that the digital billboards will be a blight on our neighborhood. I also worry that this is a half measure to make up for poor management with regards to the Metro Board. The Metro Board folk are good people, but there has to be accountability. When we look at the state of our current metro system, what metric can we look too in order to say this current regime has done a good job? Ridership is down, revenues are down, people do not feel safe on trains and buses, the buses and trains are not clean, you can see the cynicism and despair in the city employees faces as they go to work. The situation has degraded to the point where we have to, metaphorically speaking, pimp out our skyline in order to make up for the Metro Boards short falls. This is not how a city should be run and it is certainly not how the greatest city in the world should be run. In my view, we should be discussing a change in management at the Metro Board before we move ahead with a plan such as this. Either way, thank you for your time, consideration, and service to our city.

## Communication from Public

**Name:**

**Date Submitted:** 12/05/2023 03:39 PM

**Council File No:** 22-0392

**Comments for Public Posting:** There are already too many distractions while driving in the city of Los Angeles that yet another roadway distraction in the form of digital billboards and signage is the last thing needed to make roads safer and driving pleasant. One day after returning to the Planning and Land Use Management (PLUM) Committee, the TCN is being moved to the full City Council. THIS IS UNACCEPTABLE, AND EXEMPLIFIES THE COUNCIL'S DESIRES TO SILENCE ALL OPPOSITION TO THIS PROPOSAL! Los Angeles Residents and groups opposing the digital billboard scheme have been silenced at every opportunity, most recently at the PLUM Committee's meeting in November. This is clearly an attempt to silence the public yet again.

## Communication from Public

**Name:** John H. Welborne

**Date Submitted:** 12/05/2023 04:34 PM

**Council File No:** 22-0392

**Comments for Public Posting:** This proposal definitely is NOT in the public interest. At a minimum, please do NOT approve "NFF-6" (CD14/de Leon) which is right across from HCM#4 — the historic Angels Flight Railway!

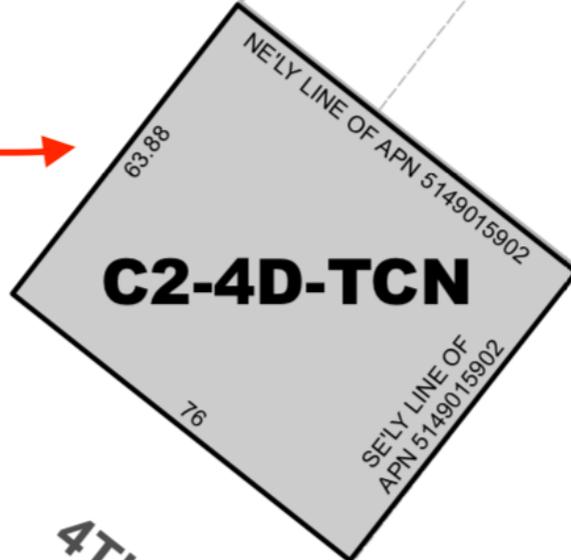
# Angels Flight® Railway

240 feet away, across the street.



HILL ST  
90

Metro proposed digital billboards location.



**C2-4D-TCN**

60

4TH ST

**SO CALLED "TCN" IS BAD FOR DTLA / HISTORIC LOS ANGELES!**

ALL ZONES IN THE AFFECTED AREA REMAIN THE SAME. SUFFIX **TCN** WAS ADDED BECAUSE AREA IS NOW INCLUDED IN THE METRO TRANSPORTATION COMMUNICATIONS NETWORK (TCN).

3 Oct 2023

Transportation Communications Network (TCN) District



CPC-2022-5401-CA

AAI/cf

030123

City of Los Angeles



## Communication from Public

**Name:** Peter Harris

**Date Submitted:** 12/05/2023 02:13 PM

**Council File No:** 22-0392

**Comments for Public Posting:** I oppose citywide digital blight. This is terrible legislation that would destroy the beautiful vistas of Los Angeles. Digital signage is a visual pollution, which creeps into unwelcome windows. A money grab for the billboard companies. Why are councilmembers entertaining this?

## Communication from Public

**Name:** Flo Selfman

**Date Submitted:** 12/05/2023 05:22 PM

**Council File No:** 22-0392

**Comments for Public Posting:** I am strongly against these billboards. They only contribute to distracting drivers and add visual pollution to our streets and cities. There is no benefit to the citizens; it's all about money. (What else is new!) Let them find more beneficial ways to raise money. Please.

## Communication from Public

**Name:** Bruce Silverman

**Date Submitted:** 12/05/2023 04:38 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Billboards are a blight. Even David Ogilvy, perhaps the most important advertising professional (author of "Confessions of an Advertising Man) of the past hundred years described billboards as "visual pollution." And digital boards are far worse than static boards, changing as they do every eight seconds. There has to be a better way to help support public transportation than making our beautiful city UGLIER than it needs to be. C'mon... we can and should do better than this. BTW, I spent 40 years in the advertising agency business, handling nearly every kind of account, and using every form of media. I hate to bite the hand that fed me for so long, but digital boards are a form of advertising that are nothing more than visual torture.

## Communication from Public

**Name:** John H. Welborne

**Date Submitted:** 12/05/2023 04:40 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Please do NOT approve this "plan." It's NOT in the citywide public interest. At a minimum, please DELETE proposed "NFF6" — the garish billboard proposed for right across from the historic ANGELS FLIGHT RAILWAY (HCM #4) in Council Member deLeon's CD 14. Thank you.

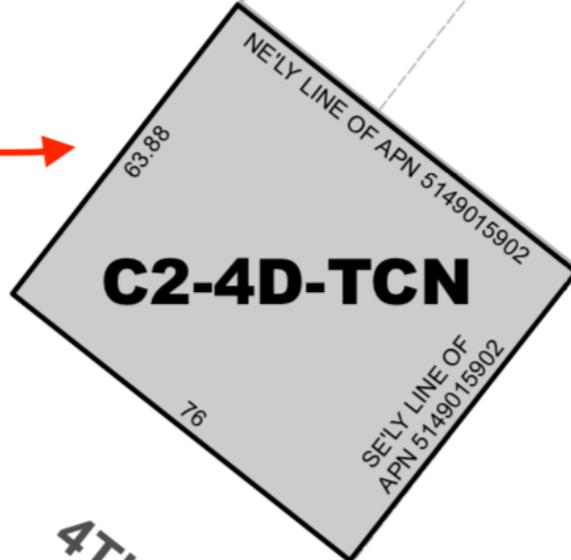
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3 Oct 2023

Transportation Communications Network (TCN) District



CPC-2022-5401-CA

AAI/cf

030123

City of Los Angeles



## Communication from Public

**Name:** Judith Marlin

**Date Submitted:** 12/05/2023 06:02 PM

**Council File No:** 22-0392

**Comments for Public Posting:** I am a past president and current board member of the Cahuenga Pass Property Owners Association. We are alarmed at the speed at which Karen Bass' Planning/Plum Committee has voted yes, and sent to the City Council for their approval, the installation of digital Billboards all over Los Angeles. We are particularly concerned about the inclusion of Universal Studios in this plan calling it a "Landmark" similar to Union Station and the International Airport. Digital Billboards in the vicinity of Universal would have a terribly detrimental impact on our Cahuenga Pass community. We oppose this plan in all of our Los Angeles communities. It was mentioned by a sign company person that the West Hollywood digital signs are a welcome addition to that area. The speed limit on the Sunset strip runs 25-30 mph. The cars passing Universal Studios on the 101 are traveling at 65-75 mph. The distraction of the billboards sets up a very dangerous situation for accidents. Please do not go forward with this ill-advised scheme. Thank you, Judy Marlin

## Communication from Public

**Name:** Alison

**Date Submitted:** 12/06/2023 10:31 AM

**Council File No:** 22-0392

**Comments for Public Posting:** Please stop letting LA turn into a city of flashing horrors! These signs & 5G are making people (on the streets, inside buildings & in their cars) unstable & are making our vast array of Wildlife & Us very, very sick. So much damage has already been done where I live close to Sunset Blvd - I have to shield my eyes. Please nip this nonsense in the bud before we all lose our minds. We are being over-stimulated & the madness is increasing. It is in your hands. Thank-you.

## Communication from Public

**Name:** Burton Hunter

**Date Submitted:** 12/06/2023 09:59 AM

**Council File No:** 22-0392

**Comments for Public Posting:** My name is Burton Hunter. I live in the north San Fernando Valley. I am a resident who has experienced the driving distraction to fix my attention on extra bright digital billboards. At the time I am aware that I should rather be watching the traffic and my driving in it, but it is hard to turn my eyes away - especially when there is any motion on the digital billboard. They do the job that the advertisers want; yes, they do grab & hold your attention. But we have enough commuter problems and driving accidents in our busy urban area. I don't think that we should be adding to the problem by adding obviously distracting elements.

## Communication from Public

**Name:**

**Date Submitted:** 12/06/2023 11:34 AM

**Council File No:** 22-0392

**Comments for Public Posting:** LA Times Op Ed in opposition to the Metro TCN program Dec. 6, 2023

# More bright digital billboards?

No thanks. But it looks as though L.A. officials will approve them anyway to bring in revenue.

**M**AYOR KAREN BASS and the City Council are ready to gut Los Angeles' billboard ban and unleash dozens of new bright, blinking electronic billboards next to freeways and in neighborhoods across the city.

Under a plan expected to be approved by the City Council, the city will allow 75 billboard-size digital signs on land owned by the Metropolitan Transportation Authority. There is still time for council members to reject this expansion and protect L.A.'s visual landscape and street safety.

And they should because Los Angeles is already an extraordinarily dangerous place for pedestrians and bicyclists, with rising numbers of people severely injured and killed by cars. City leaders have failed to make streets safer yet now they are eager to put up electronic signs that are specifically designed to catch drivers' attention and likely to increase the risk of a crash.

Why? For the money, of course. Metro and city officials have asserted that the billboards will be a public service, providing

commuters with information about road conditions and transit alternatives. But seven out of every eight messages will show ads — and the messages will change every eight seconds.

This is a scheme to generate revenue, not to serve the public. Advertising is projected to pay up to \$500 million over 20 years, split between Metro and the city. Both have promised to spend the money on transportation-related projects, which could include pedestrian and bicyclist safety improvements.

Metro originally proposed 93 billboards. The city's Planning Commission and some council members whittled the number down to 75 in an attempt to reduce community impact. The plan also requires the removal of about 300 non-electric billboards. Even with the reduction, that's still a major increase in electronic signage even as the city begins installing about 700 bus shelters that will have digital advertising screens. Get ready to be bombarded with electronic advertisements in virtually every corner of L.A.

To be sure, it seems as though there is never enough money to do everything that the public needs or wants government agencies to do. There is a constant search for new revenue, and city leaders have been eyeing digital billboards as a potential cash cow for for years. City law currently bans

new billboards outside of sign districts, such as in downtown near Crypto.com Arena. Outdoor advertising companies have also been pushing the city to relax its restrictions. The Metro plan is backed by Bass and council President Paul Krekorian, who both sit on Metro's governing board.

Council members need to be clear-eyed about what their vote to allow dozens more light-polluting digital billboards will mean for the quality of life in L.A. They're choosing to sacrifice street safety and the visual landscape for a modest funding stream, and potentially opening the door to more of these bright and distracting billboards. It's not a good trade-off.



JAY L. CLENDENIN Los Angeles Times

**A HOUSE** in the Comstock Hills neighborhood of L.A. has a glow cast onto it from a digital billboard.

## Communication from Public

**Name:** Westwood South of Santa Monica Blvd. HOA

**Date Submitted:** 12/06/2023 10:46 AM

**Council File No:** 22-0392

**Comments for Public Posting:** Attached please find copy of letter regarding Metro TCN program and the need to refer the measure back to the City Planning Commission to address the significant changes that have been introduced in the recent two PLUM Committee meetings. The expediting of this program's review is resulting in countless missed opportunities and the design of a program that benefits the out-of-home advertisers and NOT the City. The granting of the signage rights being assigned to another lead agency is an abdication of the City's duty to oversee our visual environment as well as the safety and well-being of all roadway users. This process and the scheduling of the matter less than 24-hours following the most recent PLUM Meeting is very problematic with the Council File not current and changes made to date not available to the public. The City can and should do far better. Are you aware that in other cities takedowns (signs to be used to reduce blight) are NOT limited to signs owned by Metro. Signs can be purchased to be included in a takedown program to achieve true blight reduction. Currently the changes in hours of operation, size of signs to be removed and counted toward takedowns should be pro-rated according to size. Posters are not billboards.



Westwood South of Santa Monica Blvd Homeowners' Association  
P.O. Box 64213, Los Angeles, CA 90064  
wssmhoa.org • info@wssmhoa.org



December 6, 2023

Hydee Feldstein-Soto  
John Heath  
Kevin James  
LA City Attorney Office  
Los Angeles City Hall  
200 N. Spring Street  
Los Angeles, CA 90012

RE: Metro Transportation Communication Network / Council File 22-0392

Members of our community and the Coalition for a Beautiful Los Angeles (Coalition) have attended every hearing related to the Metro Transportation Communication Network (Program) and provided testimony expressing concern for the lack of transparency in the process of its review by the City among many additional issues. The Coalition has submitted a number of letters to the record (see [August 22, September 5, September 27, November 7, 2023](#) and [December 5, 2023](#) (Coalition letters)), in its efforts to affect the outcome of entitlement proceedings – either by stopping the program's implementation with the City of Los Angeles entirely, or to vastly reduce the numbers of billboards that are associated with and approved as part of the Program. Now the City is rushing to modify and adopt the Program without proper administrative or citizen review of the hastily crafted changes to the Program.

In fact, at the November 7, 2023 and December 5, 2023 meetings of the Planning and Land Use Management Committee of the City Council (PLUM), several substantive changes were made to the TCN Program, yet the Ordinances are scheduled to be considered on the December 6, 2023 City Council agenda without having been referred back to the City Planning Commission for reconsideration. Given the current scheduling of the Program on the City Council agenda of December 6, the public is unable to review the changes proposed as there is no documentation available in writing in the Council File that reflects the changes made at yesterday's December 5 PLUM Committee hearing. Those attending that meeting were unable to clearly hear all of the changes introduced. And, how could any neighborhood council consider any of the changes introduced when there is LESS THAN 24 hours between the PLUM Committee meeting and the Council's consideration of the measure? While the posting of the Council's agenda with the Program as an agenda item was done to meet the Brown Act 72-hour notification/posting requirement, it fails to meet the spirit and intent of the law. It was impossible for the public to know what the Program being considered consisted of. The relevant documents had not and have not been provided in advance. Even the Council file itself has not been updated to reflect the scheduling of the

Program on Dec. 6 which would have triggered notification to all those who have signed up to receive posts to Council File 22-0392. So it is extremely likely that those who rely on notification from the City Clerk, got nothing to inform them of the Program's consideration. The process has made a mockery of the City's duty to operate in a transparent manner and to respect the public. Further, while we speak on behalf of a concerned public, it is expedited processes such as this that leaves the City Council members themselves vulnerable to approving a program that they themselves have not fully digested. We have seen this in the past on sign-related matters that have landed the City in court to defend indefensible Council actions wherein Council members admitted that they had not read and were not familiar with the details of what they voted to approve.

And what, after all, is the reason for the mad rush to approve?

At the November 7, 2023 PLUM hearing, Councilmember Katy Yaroslavsky made a motion to limit the hours of operation for the program's non-freeway facing signs to be from 7 am to 10 pm, instead of the CPC recommended hours of 5 am to midnight. During the discussion, and in response, Councilmember John Lee asked for an analysis of the impacts of the reduction of hours of operation on program revenues. That request for analysis appears to have been ignored – despite the fact that a blanket motion approved the items introduced by the Councilmembers,. Other changes made to the program differed widely from the recommendations made on September 14, 2023 at the City Planning Commission (CPC) hearing on the Program. There was significant discussion at the CPC related to the manner in which takedowns were handled. Referencing problems in the past with takedown programs in which new signs were installed before commitments for removal had been made, the CPC specifically required all takedowns to be completed BEFORE new signs were to be installed. There was full CPC agreement on this requirement and yet changes were adopted by PLUM that are in complete disagreement to the takedown requirements as defined by the CPC. Why wouldn't the Program be required to return to the CPC for review?

The City Charter is unequivocal that the CPC's guidance during the process of adoption, amendment, or repeal of a zoning ordinance is mandatory, unless the CPC has delegated its authority to the Director of Planning. [LOS ANGELES, CAL. CHARTER § 559.7] We are not aware of the CPC having delegated its authority to the Director of Planning on this measure. And, during the past two PLUM Committee hearings, the Program has been substantially modified since the CPC transmitted its report and recommendations to the Council. This suggest that the Program requires further review by CPC before the Council may take final action.

In a letter transmitted to the City on behalf of the Coalition to Ban Billboard Blight (now operating as Coalition for a Beautiful Los Angeles) on October 18, 2011, Attorney John Given noted the clear rationale for the City Charter requirement that modified ordinances go back to the CPC prior to final action by the City Council. The CPC is unquestionably the City commission with the most expertise with regard to zoning and land use issues. By definition, the Commission is charged with providing advice and

guidance to elected officials, municipal departments and agencies on all manner of land use issues within the City. CHARTER § 551. Individual commissioners generally have many years of training and experience in land use planning. Under the Charter, the Commission works closely with the Director of Planning and Planning staff. In addition, the CPC often gains invaluable input from the community at its hearings. Due to CPC's unique expertise, its hearings provide the best opportunity for community members to contribute meaningful input to the City on proposed land use ordinances. Given the Commission's long-time interest in such issues, it may seem likely that some CPC commissioners might like to have another opportunity to formally review the revised ordinance.

I. THE CITY CHARTER REQUIRES THE CPC TO PROVIDE GUIDANCE TO THE CITY COUNCIL WITH RESPECT TO PROPOSED ZONING ORDINANCES, WHETHER ORIGINAL OR MODIFIED

The City Charter states that the CPC "shall:

(a) give advice and make recommendations to the Mayor, Council, Director of

Planning, municipal departments and agencies with respect to City planning and related activities and legislation;

(b) make recommendations concerning amendment of the General Plan and

proposed zoning ordinances in accordance with Sections 555 and 558;

(c) make reports and recommendations to the Council and to other governmental

officers or agencies as may be necessary to implement and secure compliance with the General Plan; and

(d) perform other functions prescribed by the Charter or ordinance."

CHARTER § 551 (emphasis added).

Charter § 558 spells out the process by which land use ordinances may be adopted, and

restates that the recommendation of the CPC is required before the Council may take action on an ordinance. See CHARTER § 558(b)(2). 11 The CPC's recommendation to approve or disapprove of a proposed ordinance is what determines whether the Council may pass an ordinance with a simple majority or must obtain a two-thirds majority.

CHARTER § 558(b)(3). The current Charter provides that "to the extent the provisions of this Charter are the same in terms or effect as provisions of the Charter . . . they shall be

construed and applied as a continuation of those provisions." CHARTER § 110(b).

Section

558(b)(2) is a continuation of former Charter § 97.2, which states, perhaps even more clearly than the current Charter does, that an ordinance must be presented to CPC for

approval or disapproval prior to action on the ordinance by the City Council. 12 Accord, Schofield v. Los Angeles, 120 Cal. App. 240 (Cal. Ct. App. 1932).

Although the municipal code provides time constraints within which the CPC must act in providing its report and recommendation to the Council, see LAMC § 12.32(C)(6), neither the Charter nor the municipal code appears to provide support for the proposition that the Council may act on a substantively modified ordinance without, at some point, receiving the CPC's further recommendation prior to taking final action. Where, as here, the ordinance before Council contains substantial changes, the City's Charter and statutory scheme requires that CPC be given the opportunity to recommend approval or disapproval of the proposed ordinance before the City Council may take final action. The practice of referring ordinances, orders, or resolutions back to CPC for further review and approval due to even minor modifications is historic, such that in 1964 the CPC passed a resolution delegating authority to the Director of Planning under previous City Charter § 97.8. 14 The purpose of the 1964 delegation was for the CPC to avoid spending time on "routine matters of a repetitive nature" when modifications requiring further review were only editorial or clerical in nature, and not substantive, as often happens following re-drafting of an ordinance for form and legality by the City Attorney.

This is consistent with California state law, which requires that a city council "may approve, modify or disapprove the recommendation of the planning commission; provided that any modification of the proposed ordinance or amendment by the legislative body not previously considered by the planning commission during its hearing, shall first be referred to the planning commission for report and recommendation[.]" CAL. GOVT. CODE § 65857 (Deering 2011) (emphasis added). Of course, not all land use sections of the Government Code specifically apply to a charter city such as Los Angeles, see CAL. GOVT. CODE § 65803, but the City's Charter and Code are not in conflict with state law, and the City's historic practice has been to bring even minor modifications back to CPC, as evidenced by the necessity of the 1964 and 2000 resolutions by CPC to delegate authority to the Director to approve otherwise-conforming ordinances that contain minor editorial and clerical changes.

Because the CPC has neither had the chance to report and recommend on the modified ordinances now before Council, nor has it delegated authority to the Director of Planning to act on its behalf, the proposed TCN SUD Ordinance must be returned to CPC for its report and recommendation prior to further Council action.

**II. THERE IS NO DELEGATION OF AUTHORITY TO THE DIRECTOR OF PLANNING TO RECOMMEND APPROVAL OR DISAPPROVAL OF THE MODIFIED TCN/SUD ORDINANCE.**

The Director of Planning, the "chief administrative officer of the Department of CityPlanning," is charged with preparing all proposed zoning and other land use regulations. CHARTER § 553. For an initiated zoning ordinance, as here, "[t]he Director

shall make a recommendation for action on the matter, which recommendation shall then be heard by the Planning Commission.” LAMC § 12.32(C)(2) (emphasis added).

Following the report and recommendation of CPC transmitted to Council in September 2024, multiple substantive revisions of the TCN ordinance have been made. The City Charter allows the CPC to delegate authority to the Director of Planning “to approve or disapprove for the Commission any ordinance, order or resolution or modification thereto which is subject to the provisions of Section[] . . . 558.” CHARTER §§ 559. The CPC has not recommended approval or disapproval of the nonconforming modifications made to the TCN Ordinance, nor has it delegated its authority to the Director of Planning to do so on its behalf.

There is only one resolution providing standing delegation of authority to the Planning Director. The standing delegation allows the Director “to approve or disapprove for the City Planning Commission any ordinance, order or resolution or modification thereto . . . which conform [sic] with the last action of the City Planning Commission upon such matter, when in the exercise of sound discretion and judgment, he or she determines that such ordinance, order or resolution conforms with the expressed intent of the City Planning Commission even though there may be minor changes for editorial and clarification purposes therein.”

The current TCN Ordinance, with changes adopted during the November 7 and December 5 PLUM hearings, is now a substantially changed measure. While the return of a missed sign noted in yesterday’s Planning Department report is, indeed, a technical correction, the changes in billboard hours of operation as introduced by Councilmember Yaroslavsky on November 7, the change in takedown requirements entered in both the November and December PLUM hearings are significant changes in the Program.

For example, the change in the size of signs to be permitted against takedown requirements has undermined the purpose of the takedown/community benefit program. The public was offered a billboard blight reduction program as part of the Program. Research into out-of-home advertising practices clearly defines the typical size of a billboard as 14 x 48 feet, or 672 square feet. (The freeway facing billboards in the Program reflect and are this size.) Industry standards state that POSTERS are significantly smaller with the standard being 10 x 22 or 220 square feet in size. The change introduced into the Program at yesterday’s PLUM hearing would allow POSTERS to be taken down as part of the TCN takedown requirements when language was introduced to lower the takedown requirement size to include removals of signs of greater than 200 square feet. The public was unaware of this proposed change and did not have the opportunity to submit testimony in opposition.

The value of takedown properties now suggested in this program reflects a complete and total failure of the City to seek a meaningful reduction in sign blight. First, the City is permitting removal of signs, many of which have no permits and many of which may be illegally located. Second, Metro’s own documentation shows that of their

off-site sign inventory, only 48 signs are currently under contract to generate revenue with the annual revenue noted at \$400,000/year. (see attachment). In the same internal Metro correspondence, Metro staff is quoted as indicating that a single digital billboard will generate \$400,000 in revenues. The City is failing to seek meaningful blight reduction while allowing a program that will have significant and long-lasting impacts on communities and the environment.

There are many shortcomings in the review process of this program thus far. A summary of some of the missed opportunities would include the following observations:

–The placement of Program signs has nothing to do with respect for the setting in which they are being placed. The placement is simply based on the availability of land under Metro's control. Thus, the placement of signs is seen that have significant negative impacts on historical resources, parks, open space and the LA River. Land better used for housing is included in Metro's list of sign locations. The locations appear to have been selected by Metro's contractor All Vision, an outdoor advertising company whose concerns rest in generating revenues – not in planning for or respecting our urban environment. It should be the duty of the City through the CPC and Council to obtain significant blight reduction and to reduce the negative impact of the proposed signs. While documents claim to have mitigated the sign presence to levels of insignificance, we would strongly challenge that assumption.

–The role of Metro as lead agency is an inappropriate yielding of City authority that has already resulted in negative consequences for the City. The EIR process should have been one that included outreach, for example, to Neighborhood Councils. It did not. The Planning Dept. was unable to provide the public with proper renderings and maps throughout the majority of the City's review process. We were told that Metro had not released them to the City. The Planning Dept. could not answer questions related to promises of revenues and did not know, for example, whether broad figures mentioned were net or gross dollars. (We have emails documenting this lack of information.) Metro has operated in an opaque manner in the sharing of relevant information about financial projections and details as to how subcontractors and other actors in the Program will be remunerated. All of these factors will affect the income stream which appears to be driving this program's consideration and approval. However, as responsible agency, Los Angeles will have no say as to the selection of subcontractors, the share of revenues they will receive, or on the operation of the program. And, if the program had been implemented under the City acting as lead agency, there would have been an RFP and competitive bidding process giving local vendors the opportunity to compete. Competition should and likely would have resulted in a better financial outcome for recipient agencies. Worse yet, with Metro as lead agency, the City will be unable to initiate changes to the program to protect public safety and to mitigate against signs that may infringe upon future residential developments and the quality of life of those who live there. In Metro's EIR document, in response to our questions and comments related to the particular dangers of placing TCN signs on High Injury Network streets, Metro's response was that the placement of the structures will not stop the City from installing mitigation measures on these streets. The City will be

unable to change the refresh rates of the signs, to change operating hours, etc. That is an abdication of the City's duty to its citizens.

The fact that All Vision has been working with Metro on this advertising program since 2010 has relevance to its consideration today where the ad program has been rebranded to appear to be a public benefit program. The relationship of Council President's former Chief of Staff as now chief lobbyist for All Vision creates terrible optics and only serves to undermine the City's credibility. Having personally spoken with a young man who testified at the November 7 PLUM hearing who admitted having been paid \$100 to testify on behalf of the Program was yet another sign that something very wrong is going on with the measures to expedite this program and get it approved ASAP. It is common knowledge that the Council President is pushing to get the Program approved before the end of the year. Staff from numerous offices have told us this.

Even if one chooses to ignore the many issues related to this program, the fact remains. The current TCN Ordinance does not conform with the September 14 version approved by the City Planning Commission. Significant and substantive changes have been made that cannot be considered "technical" corrections. Review of the changes presented shows that the C"C's previous recommendation of approval cannot apply to the current version of the TNC/SUD ordinance, and that the proposed ordinance should be referred back to CPC for its additional report and recommendation.

It is premature for the City Council to take action on the proposed Ordinance(s). We respectfully request that the Council refer the proposed TCN Ordinance back to CPC so that it may fulfill its obligations under LA City Charter §§ 551 and 558.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Broide".

Barbara Broide  
President

Note: The timing of the December 6 Council meeting does not allow for full footnoting of this correspondence.

ATTACHMENT:

LACMTA ACTIVE SIGNBOARDS  
City of Los Angeles

| Order | Tenant Name                 | Contract Number | Lease Type       | Property City           | APN          |
|-------|-----------------------------|-----------------|------------------|-------------------------|--------------|
| 1     | LAMAR ADVERTISING COMPANY   | RADL015003      | Advertising Sign | LOS ANGELES             | 5090-032-900 |
| 2     | CLEAR CHANNEL OUTDOOR, INC. | RALL000202      | Advertising Sign | LOS ANGELES             | 4217-010-903 |
| 3     | CLEAR CHANNEL OUTDOOR, INC. | RALL000203      | Advertising Sign | LOS ANGELES             | 4233-021-901 |
| 4     | LAMAR ADVERTISING COMPANY   | RALL000205      | Advertising Sign | LOS ANGELES             | 4232-028-900 |
| 5     | CLEAR CHANNEL OUTDOOR, INC. | RALL000206      | Advertising Sign | LOS ANGELES             | 4232-028-900 |
| 6     | CLEAR CHANNEL OUTDOOR, INC. | RALL000206      | Advertising Sign | LOS ANGELES             | 4232-028-900 |
| 7     | CLEAR CHANNEL OUTDOOR, INC. | RBNK000995      | Advertising Sign | NORTH HOLLYWOOD         | 2416-022-902 |
| 8     | CLEAR CHANNEL OUTDOOR, INC. | RBNK001135      | Advertising Sign | NORTH HOLLYWOOD/BURBANK | 2416-022-901 |
| 9     | CLEAR CHANNEL OUTDOOR, INC. | RBNK001135      | Advertising Sign | NORTH HOLLYWOOD/BURBANK | 2417-012-900 |
| 10    | LAMAR ADVERTISING COMPANY   | RBNK001142      | Advertising Sign | NORTH HOLLYWOOD/BURBANK | 2477-014-900 |
| 11    | LAMAR ADVERTISING COMPANY   | RBNK001194      | Advertising Sign | NORTH HOLLYWOOD         | 2417-012-900 |
| 12    | LAMAR ADVERTISING COMPANY   | RBNK001194      | Advertising Sign | NORTH HOLLYWOOD         | 2417-012-900 |
| 13    | LAMAR ADVERTISING COMPANY   | RBUS014000      | Advertising Sign | LOS ANGELES             | 5147-015-900 |
| 14    | CLEAR CHANNEL OUTDOOR, INC. | RBUS014078      | Advertising Sign | LOS ANGELES             | 5138-028-902 |
| 15    | LAMAR ADVERTISING COMPANY   | RCST001913      | Advertising Sign | NORTHRIDGE              | 2761-001-909 |
| 16    | CLEAR CHANNEL OUTDOOR, INC. | RCST001914      | Advertising Sign | NORTHRIDGE              | 2205-001-901 |
| 17    | CLEAR CHANNEL OUTDOOR, INC. | RCST001917      | Advertising Sign | VAN NUYS                | 2205-003-903 |
| 18    | CLEAR CHANNEL OUTDOOR, INC. | RCST001918      | Advertising Sign | SEPULVEDA               | 2222-001-903 |
| 19    | CBS OUTDOOR GROUP INC.      | RCST001923      | Advertising Sign | SEPULVEDA               | 2210-024-901 |
| 20    | LAMAR ADVERTISING COMPANY   | RCST001927      | Advertising Sign | SEPULVEDA               | 2324-002-901 |
| 21    | CLEAR CHANNEL OUTDOOR, INC. | RCST001928      | Advertising Sign | SEPULVEDA               | 2317-020-903 |
| 22    | CLEAR CHANNEL OUTDOOR, INC. | RCST001930      | Advertising Sign | NORTH HOLLYWOOD         | 2320-001-904 |
| 23    | LAMAR ADVERTISING COMPANY   | RCST002019      | Advertising Sign | LOS ANGELES/NORTHRIDGE  | 2205-001-901 |
| 24    | LAMAR ADVERTISING COMPANY   | REXP000263      | Advertising Sign | LOS ANGELES             | 5119-016-900 |
| 25    | LAMAR ADVERTISING COMPANY   | REXP000264      | Advertising Sign | LOS ANGELES             | 5119-016-900 |
| 26    | CLEAR CHANNEL OUTDOOR, INC. | REXP000265      | Advertising Sign | LOS ANGELES             | 5119-016-900 |
| 27    | CLEAR CHANNEL OUTDOOR, INC. | REXP000267      | Advertising Sign | LOS ANGELES             | 5122-032-900 |
| 28    | CLEAR CHANNEL OUTDOOR, INC. | REXP000267      | Advertising Sign | LOS ANGELES             | 5122-032-900 |
| 29    | CLEAR CHANNEL OUTDOOR, INC. | REXP000268      | Advertising Sign | LOS ANGELES             | 5122-032-900 |
| 30    | CLEAR CHANNEL OUTDOOR, INC. | REXP000268      | Advertising Sign | LOS ANGELES             | 5122-032-900 |
| 31    | CLEAR CHANNEL OUTDOOR, INC. | REXP000269      | Advertising Sign | LOS ANGELES             | 5122-031-900 |
| 32    | LAMAR ADVERTISING COMPANY   | REXP000301      | Advertising Sign | LOS ANGELES             | 4313-024-901 |
| 33    | LAMAR ADVERTISING COMPANY   | REXP000303      | Advertising Sign | LOS ANGELES             | 4313-024-900 |

LACMTA ACTIVE SIGNBOARDS  
City of Los Angeles

| r  | Tenant Name                 | Contract Number | Lease Type       | Property City              |
|----|-----------------------------|-----------------|------------------|----------------------------|
| 34 | LAMAR ADVERTISING COMPANY   | REXP000306      | Advertising Sign | LOS ANGELES                |
| 35 | LAMAR ADVERTISING COMPANY   | REXP000308      | Advertising Sign | LOS ANGELES                |
| 36 | LAMAR ADVERTISING COMPANY   | REXP000310      | Advertising Sign | LOS ANGELES                |
| 37 | REGENCY OUTDOOR ADVERTISING | RGRE000859      | Advertising Sign | LOS ANGELES                |
| 38 | REGENCY OUTDOOR ADVERTISING | RGRE000859      | Advertising Sign | LOS ANGELES                |
| 39 | LAMAR ADVERTISING COMPANY   | RHBR010760      | Advertising Sign | LOS ANGELES                |
| 40 | LAMAR ADVERTISING COMPANY   | RHBR010760      | Advertising Sign | LOS ANGELES                |
| 41 | CLEAR CHANNEL OUTDOOR, INC. | RHBR010793      | Advertising Sign | LOS ANGELES                |
| 42 | CLEAR CHANNEL OUTDOOR, INC. | RHBR010793      | Advertising Sign | LOS ANGELES                |
| 43 | CLEAR CHANNEL OUTDOOR, INC. | RHBR010905      | Advertising Sign | LOS ANGELES                |
| 44 | CLEAR CHANNEL OUTDOOR, INC. | RHBR010907      | Advertising Sign | LOS ANGELES                |
| 45 | CLEAR CHANNEL OUTDOOR, INC. | RSLA001304      | Advertising Sign | CITY TERRACE - LOS ANGELES |
| 46 | LAMAR ADVERTISING COMPANY   | RVAL002259      | Advertising Sign | LOS ANGELES - SYLMAR       |
| 47 | LAMAR ADVERTISING COMPANY   | RVAL002260      | Advertising Sign | LOS ANGELES - PACOIMA      |
| 48 | LAMAR ADVERTISING COMPANY   | RVAL002261      | Advertising Sign | LOS ANGELES - PACOIMA      |

The above list shows the current active billboard inventory of Metro. These are the billboards that have active tenants. Internal Metro correspondence shows that many of their current signs (now slated to be included in takedown) are decrepit/dilapidated. If only 48 signs are currently generating income, their current market value and the current value of additional signs to be removed should be considered as part of any calculations on takedowns. The City has not done adequate research as to takedown offerings implemented in other municipalities. In Long Beach, for example, Metro purchased signs to remove that were not under their control/on their property.

And it should be remembered that the outdoor advertising industry offered to remove 2,500 signs in exchange for the granting of 50 digital billboard structures back in 2002 when the City was considering adoption of the Sign Ordinance. The City Council turned down that offer and instead implemented the 2002 Sign Ordinance. The takedown offered BY THE INDUSTRY at that time was significantly higher than the one being considered with the TCN program.

More attention by the City as to strategies to maximize blight reduction should have been and still should be pursued before program approval. The City should exercise any leverage it has to improve what is currently a very bad deal for the City – and a program that will reduce the value of the STAP program transit shelter advertisements as they compete with the TCN full size digital billboards for out-of-home advertising revenues.

It is disheartening to note that the City appears to have adopted a strategy to allow more and more commercial signage and advertising blight across the City without a targeted strategy to minimize signage and blight while maximizing revenues. This is a failure of policymakers who

mistakenly believe that more signs will equate to more revenue. This calculation has been done, unfortunately without any attempt to measure the negative impacts and human costs in injuries and deaths.

## Communication from Public

**Name:** Dorothy Wilkinson

**Date Submitted:** 12/06/2023 11:18 AM

**Council File No:** 22-0392

**Comments for Public Posting:** PULLEEZE don't make LA look any lower class and pathetic than it does right now!!!! DO NOT PERMIT THIS REVOLTING BLIGHT! We are not Las Vegas, nor do we have any wish to be! Have you no civic pride whatsoever? What an embarrassment that we even have to discuss this! Palm Springs has WAY more class than you ridiculous scum. They do NOT allow this sort of solecism, a horrific error in taste, to occur on their premises. Follow suit, you wretched oakies!

## Communication from Public

**Name:**

**Date Submitted:** 12/06/2023 11:25 AM

**Council File No:** 22-0392

**Comments for Public Posting:** The LA Times has published an Editorial Dec 6, 2023 opposing the Metro TCN program. The text of that editorial is attached. It can be accessed at:  
<https://www.latimes.com/opinion/story/2023-12-06/los-angeles-ugly-unsafe-digital-billboards> It should be noted that the Times also published an earlier editorial in opposition earlier this year:  
<https://www.latimes.com/opinion/story/2023-02-06/no-digital-billboards-metro-la> There are many reasons why the TCN program is a bad idea. But in addition to being a bad idea, it is a lousy deal for the City. While the current City Councilmembers will be out of office after completing their terms, these signs will plague the City for decades. Recent changes have opened the door to a 30-year program -- not just the 20 years that was announced and considered in the EIR process.

OPINION

# Editorial: Los Angeles doesn't need more bright, blinking digital billboards

BY THE TIMES EDITORIAL BOARD

DEC. 6, 2023 5 AM PT



A home in L.A.'s Comstock Hills neighborhood has a glow cast onto it from a digital billboard in 2009 (Jay L. Clendenin/Los Angeles Times)

Mayor Karen Bass and the City Council are ready to gut Los Angeles' billboard ban and unleash dozens of new bright, blinking electronic billboards next to freeways and in neighborhoods across the city.

Under a plan expected to be approved by the City Council, the city will allow 75 billboard-size digital signs on land owned by the Metropolitan Transportation Authority. There is still time for council members to reject this expansion and protect L.A.'s visual landscape and street safety.

And they should because Los Angeles is already an extraordinarily dangerous place for pedestrians and bicyclists, with [rising numbers of people severely injured and killed by cars](#). City leaders have failed to make streets safer yet now they are eager to put up electronic signs that are specifically designed to catch drivers' attention and likely to [increase the risk of a crash](#).

Why? For the money, of course. Metro and city officials have asserted that the billboards will be a public service, providing commuters with information about road conditions and transit alternatives. But seven out of every eight messages will show ads — and the messages will change every eight seconds.

This is a scheme to generate revenue, not to serve the public. Advertising is projected to pay up to \$500 million over 20 years, split between Metro and the city. Both have promised to spend the money on transportation-related projects, which could include pedestrian and bicyclist safety improvements.

Metro originally proposed 93 billboards. The city's Planning Commission and some council members whittled the number down to 75 in an attempt to reduce community impact. The plan also requires the removal of about 300 non-electric billboards. Even with the reduction, that's still a major increase in electronic signage even as the city begins installing about [700 bus shelters](#) that will have digital advertising screens. Get ready to be bombarded with electronic advertisements in virtually every corner of L.A.

To be sure, it seems as though there is never enough money to do everything that the public needs or wants government agencies to do. There is a constant search for new revenue, and city leaders have been eyeing digital billboards as a potential cash cow for for years. City law currently bans new billboards outside of sign districts, such as in downtown near Crypto.com Arena. Outdoor advertising companies have also been pushing the city to relax its restrictions. The Metro plan is backed by Bass and Council President Paul Krekorian, who both sit on Metro's governing board.

Council members need to be cleareyed about what their vote to allow dozens more light-polluting digital billboards will mean for the quality of life in L.A. They're choosing to sacrifice street safety and the visual landscape for a modest funding stream, and potentially opening the door to more of these bright and distracting billboards. It's not a good trade-off.

## Communication from Public

**Name:**

**Date Submitted:** 12/06/2023 11:28 AM

**Council File No:** 22-0392

**Comments for Public Posting:** LA Times Feb. 2023 editorial opposing TCN program

# Editorial: No, Los Angeles doesn't need dozens of new digital billboards



A digital billboard on Lincoln Boulevard in Venice in 2012. Metro wants to place dozens more of these around Los Angeles County. (Los Angeles Times)

By [The Times Editorial Board](#)  
Feb. 6, 2023 5 AM PT

Once again, Los Angeles leaders with dollar signs in their eyes are ready to trade street safety and the city's visual landscape for a check from digital billboard advertising companies.

Last week, the Metropolitan Transportation Authority's Board of Directors approved a plan hammered out with the city of L.A. to put up as many as [93 bright, blinking billboard-size digital signs](#) next to freeways and in communities across the city.

Metro pitched the billboards as a public service that could provide commuters with useful information about road conditions and transit alternatives. Really, this is about money. Seven out of every eight messages would show ads. Metro and city leaders see digital signs as a cash cow,

and they're willing to put up with billboard blight for the possibility of [\\$300 million to \\$500 million in advertising revenue](#) over 20 years, split between the transit agency and the city.

But at what cost?



Does Los Angeles — a city where [dangerous driving is already an epidemic](#) — really need more competition for motorists' attention? [Research](#) suggests large digital billboards interrupt drivers' focus and can increase the risk of a crash. It makes no sense to put more distractions on L.A. streets at a time when traffic deaths are on the rise, with [300 people killed last year](#), the highest number in two decades.

And do communities want television-like billboards looming over their streets, with images changing every eight seconds? The signs, some of which could have two display faces, are limited to major thoroughfares such as Lankershim and Pico boulevards, but L.A. has houses and apartments near such corridors. Those residents may not appreciate the flickering glow from their new electronic neighbors.

Metro tried to portray the billboard bonanza as a good thing for communities.

Under the plan, some of the money [may be used for bicyclist and pedestrian safety projects](#) near transit stops in low-income communities of color. But why should residents have to put up with a blinking digital billboard just for the possibility of street improvements — particularly when digital signs could make streets less safe? Bike and pedestrian safety projects shouldn't come with strings attached.



Metro said the plan will reduce billboard blight by requiring 2 square feet of static signage to be taken down for every 1 square foot of electronic signage put up. That’s a bad deal too.

The Los Angeles Planning Commission called for [much stronger takedown requirements](#) — 10 square feet of old signage for every new square foot of digital signage — when it considered a citywide sign ordinance several years ago. That was a reasonable demand considering that digital signs, which can run multiple ads a day, are much more profitable than static signs. The City Council did not act on the commission’s recommendation and city law currently bans new billboards outside of sign districts, such as in downtown near Crypto.com Arena.

Metro’s billboard plan will require the city to change zoning laws to allow new signs and needs Planning Commission, City Council and mayoral approval. City leaders need to ask themselves whether the promise of ad revenue is worth the community impacts and the risk of reopening the battle with sign companies.

More than two decades ago, the city banned new billboards to reduce traffic hazards and protect the visual environment. But under heavy lobbying (and substantial campaign contributions) from the billboard industry, the City Council began carving out exceptions to the ban for some billboard companies “willy nilly,” as [one judge scolded](#). That prompted lawsuits from other companies that wanted their signs permitted too. The lack of clear, objective rules on billboards bedeviled the city for years.

Sure, public agencies never have enough funding to do everything. But there is a real problem when leaders rely on selling public space to subsidize what should be basic infrastructure, such as pedestrian safety projects. Los Angeles recently approved a program to [add bus shelters](#) throughout the city; nearly 700 of the 3,000 shelters will include digital advertising. The shelters are essential to provide shade and rain protection for bus riders, but they wouldn’t be built without the advertising.

The money may be tempting, but Los Angeles doesn’t need nearly 100 bright, blinking digital billboards marring the horizon.

## Communication from Public

**Name:** Andrea Carcovich

**Date Submitted:** 12/06/2023 09:41 AM

**Council File No:** 22-0392

**Comments for Public Posting:** I am writing to say that I am opposed to the TCN plan to put up 100 digital billboards on metro parcels of land. Digital billboards are a major distraction for drivers. Traffic jams and crashes are commonplace in Los Angeles, not only due to inadequate infrastructure but because of distracted drivers. Digital billboards have been found to majorly distract drivers. In 2009 “a study conducted by researchers at the Swedish National Road and Transport Research Institute... found that drivers looked at digital billboards significantly longer than they did at other signs on the same stretch of road, [and]... 80 percent of all crashes involved driver inattention just prior to (within 3 seconds) of the crash.?? The Swedish study’s authors reasoned that it’s not surprising that digital billboards attract greater attention from drivers: the signs are brighter, visible from greater distances, and display a constantly-changing series of advertisements. They concluded that digital billboards ‘have the potential ability to keep up the driver’s curiosity over an extended period of time.’ Previous human behavior studies have shown that drivers are hardwired to notice bright, changing lights in their peripheral vision and to anticipate additional motion.” Putting up 100 digital Billboards in a moderate traffic area, in a city where drivers are already distracted by personal devices, would have impact on Public Health and would increase crashes in the proximity of the digital Billboards. Furthermore, Digital Billboards have been found to have a negative impact on residential property values, potentially impacting Angelenos home values in the area of the proposed billboards. In a study from Philadelphia in 2011, “billboards were found to have negative financial and economic impacts... Properties located within 500 ft. of a billboard have a decreased real estate value of \$30,826 (~\$40,073 in 2023). Additionally, homes located further than 500 ft. but within a census tract/community where billboards are present experience a decrease of \$947 (~1,231 in 2023) for every billboard in that census tract.” The study found that having strict sign controls does not negatively impact the economic prosperity of a city- which means that skipping on the proposed new digital billboards will not be a loss for the city of Los Angeles and Metro. In contrast, digital billboards require regular maintenance at high costs for the City of Los Angeles and taxpayers. The cost of a digital billboard

can run anywhere from \$65,000-\$350,000 just for installation and start up. Maintenance and energy costs have not been spelled out in the proposal by TCN or by the city of LA. Angelenos do not need to foot the bill for a short sighted project when the city has more pressing needs. Digital Billboards have been found to distract drivers causing more accidents on the road, as well as adversely impact property values in the area of the billboards, not to mention they are a huge cost to the city for installation, maintenance and energy. For these reasons, I am opposed to the TCN plan to put up 100 digital billboards on metro parcels of land. I ask the city council to reject TCN's plan to put up 100 digital billboards. Please consider better uses for tax payer dollars, or at the least consider a plan that will not have such negative impacts on traffic, property values and fiscal impact for the city of Los Angeles.

## Communication from Public

**Name:** Gabriel Moylan  
**Date Submitted:** 12/06/2023 09:31 AM  
**Council File No:** 22-0392  
**Comments for Public Posting:** Please reject the proposal for digital billboards at this time. Studies have shown that the risk of crashes is increased with billboards on roads and our streets in L.A. are already demonstrably very dangerous.

## Communication from Public

**Name:** Sarah Boyd

**Date Submitted:** 12/06/2023 09:14 AM

**Council File No:** 22-0392

**Comments for Public Posting:** RE: Item #13, the TCN. I oppose the TCN, I oppose digital billboards. They create unsafe driving environments, and they sully the LA landscape. I will admit that I myself watch them as I drive past, especially if they have MOVING IMAGES in them, distracting me from watching the road. They are bad for Los Angeles. I support Scenic LA, and the many other community groups that are against the proliferation of these digital billboards throughout our City. It is a shame that City Council and PLUM are rushing this through without ample time for the community to comment. The greater shame is what so many parts of LA will soon be turned into -- bright, distracting commercialization and urban blight.

## Communication from Public

**Name:** Nina Stanford

**Date Submitted:** 12/05/2023 09:51 AM

**Council File No:** 22-0392

**Comments for Public Posting:** I join the Coalition for a Beautiful Los Angeles, 27 Neighborhood and Community Councils, 17 environmental and civic organizations, and countless Angelenos in strong opposition to the City's approval of the Metro TCN digital billboard program. I ask that you vote against this measure. If, despite overwhelming opposition this Program moves forward, I ask that you request the removal of the following freeway facing (FF) and non-freeway digital (NFF) signs: Housing: These billboard sites have been identified either per the Mayor's Executive Order and/or as a Metro Joint Development Site - suitable for housing: NFF-4 (CD2/Krekorian) Listed by both the City and Metro NFF-5 (CD2/Krekorian) Listed by both the City and Metro NFF-6 (CD14/de Leon) Listed by the City NFF-8 (CD14/de Leon) Listed by the City NFF-10 (CD6/Padilla) Listed by Metro NFF-17 (CD11/Park) Listed by Metro NFF-19 (CD13/Soto-Martinez) Listed by City FF-5 (CD2/Krekorian) Listed by City Scenic Highway: This billboard violates the Mobility Element of the General Plan. In fact, Metro's attorneys submitted a letter to the record stating they would not object to this sign's removal. NFF-12 (CD10/Hutt) Ecological Reserve: This sign adjacent to the Ballona Wetlands Ecological Reserve violates the pending TCN ordinance. FF-30 (CD 11/Park) Designated Historic Resources: FF-1 (CD14/de Leon) Union Station FF-6 (CD1/Hernandez) Riverside-Figueroa Bridge FF-1 (CD14/de Leon) Olympic Street Bridge NFF-6 (CD14/de Leon) Angels Flight Railway (across from) and Grand Central Market High Injury Network: 9 of 13 of these non-freeway facing signs are located on the City's High Injury Network streets. NFF-8 (CD14 /de Leon ) NFF-9 (CD6/Padilla) NFF-10 (CD6/Padilla) NFF-11 (CD 8/Harris-Dawson) NFF-12 (CD10/Hutt) NFF-13 (CD14/de Leon) NFF-17 (CD11/Park) NFF-18 (CD11/Park) NFF-19 (CD13/Soto-Martinez) Sensitive Uses: Open Space & Parks: These signs are within 500 feet of a park, open space, wildlife preserve. FF-1 (CD14/de Leon) Los Angeles Plaza Park FF-5 (CD2/Krekorian) South Weddington Park FF-6 (CD1/Hernandez) Elysian Park and LA River FF-7 (CD1/Hernandez) Elysian Park and LA River FF-10(CD14/de Leon) LA River FF-11 (CD14/de Leon) LA River FF-18 (CD6/Padilla) Sun Valley Recreation Center FF-25 (CD6/Padilla) Sepulveda Wildlife Basin and

Woodley Park NFF-4 (CD2/Krekorian) South Weddington Park  
and Campo de Cahuenga NFF-5 (CD2/Krekorian) South  
Weddington Park and Campo de Cahuenga NFF-10 (CD6/Padilla)  
Sepulveda Basin Recreation Area and Woodley Park

## Communication from Public

**Name:** Stewart Oscars

**Date Submitted:** 12/05/2023 09:57 AM

**Council File No:** 22-0392

**Comments for Public Posting:** Please, no digital billboards. The level of light pollution in Los Angeles is horrible. Please do not add to it. Thank you.

## Communication from Public

**Name:** Parvesh Cheena  
**Date Submitted:** 12/06/2023 05:15 PM  
**Council File No:** 22-0392  
**Comments for Public Posting:** These billboards are too big and will be unsightly. It will also affect our entertainment industry and filming locations, locally.

## Communication from Public

**Name:** Gemma Marquez

**Date Submitted:** 12/06/2023 08:04 PM

**Council File No:** 22-0392

**Comments for Public Posting:** To Mayor Bass and City Councilmembers: I agree with LATimes editorial dated December 6, 2023 <https://enewspaper.latimes.com/desktop/latimes/default.aspx?pubid=50435180-e58e-48b5-8e0c-236bf740270e> I urge you to OPPOSE digital billboards in the City of Los Angeles. I urge you vote for public safety versus the city's greed for revenue! We do not need light-polluting digital billboards in the City of LA. Stand with the people of LA against light-polluting digital billboards. Gemma Marquez Highland Park Resident

## Communication from Public

**Name:** Eldon Daetweiler

**Date Submitted:** 12/06/2023 03:29 PM

**Council File No:** 22-0392

**Comments for Public Posting:** This letter is to state my utmost opposition to the Metro TCN which is being fast tracked to City Council. I live on the hill overlooking the freeway and Universal Studios, and observe the daily accidents, dangerous driving, congestion, and stopped traffic on the freeway. Any intentionally added distraction to the already potentially dangerous conditions is not only gross neglect for public safety, but criminally liable in my opinion. I work in Beverly Hills and become distracted by the digital billboards even when traffic is at a standstill on Sunset Blvd.. I can't imagine how another glaring Kim Kardashian Skim advertisement (frequently on Sunset), visible to speeding (or creeping) motorists, will resulting in anything but a dangerous distraction and the continuous dumbing down of our society as a whole. I conclude with the irony in the fact that the Mayor and City is supporting/promoting highly intense flashing billboards, when the Wildlife Ordinance favoured by the same, in the same area, will impose landscape lighting restrictions on private citizens in the name of protecting wildlife. How does the income generated from the billboards fare in comparison to the potential harm to citizens and/or wildlife - and who will take responsibility for that harm when it happens?