

Communication from Public

Name: Barbara Broide

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Comments for Public Posting: In both 2011 and 2017 there were earlier efforts to place advertisements in city parks to raise revenues. When the Parks & Rec Commission considered the matter in 2011/12, KCET's So Cal Connected program did a story on the effort that brought the issue to the public's attention. There was a tremendous outpouring of public outrage opposing any addition of advertising signage in or adjacent to city parks. What happened then remains very relevant to today's consideration. That measure, once known by the public, was loudly opposed by community members from across the city. See:

<https://www.pbssocal.org/shows/socal-connected/clip/show-me-the-money-update>
Los Angeles is a "park poor" city with fewer open spaces and recreational spaces for people to enjoy than are needed for the population here -- to say nothing of the needs of the population as density increases. Advertising signage is an urban blight. It is visual pollution. When providing a space for recreation, for children to play, for adults to get away from work or home environments, that space should be peaceful and restful. Advertising signage has been documented to be an urban stressor. These are advertisements that we cannot turn off. We cannot change the channel or station to get away from them. We cannot control the content (other than restricting some categories of ads.) With so little public open space, the City should not be considering any initiatives that commercialize that shared space. We see more than enough commercial messages in our daily activities. The City has already made a commitment to the STAP Program for advertising on transit shelters and related structures in the public right-of-way. That program should be THE advertising program permitted by the City. Any additional advertising program(s) will compete for ad dollars from STAP. STAP has been adopted and is being implemented. Advertisements do not belong in our public parks or surrounding them. They degrade the environment and compromise the quality of the space and enjoyment of it. A pilot program of this nature establishes a very dangerous potential precedent that harms the parks and all their users. This is not the way to address funding shortfalls for parks.