



City Clerk Council and Public Services <clerk.cps@lacity.org>

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**RE: Council File 22-0392, Item #7 -- OPPOSE**

1 message

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**Sarah Boyd** <stboyd69@yahoo.com>

Thu, Jan 26, 2023 at 6:02 AM

Reply-To: Sarah Boyd <stboyd69@yahoo.com>

To: "BoardClerk@metro.net" <BoardClerk@metro.net>, "losangelesbeautiful@gmail.com" <losangelesbeautiful@gmail.com>, "clerk.cps@lacity.org" <clerk.cps@lacity.org>, "councilmember.raman@lacity.org" <councilmember.raman@lacity.org>

Dear Metro Board of Directors,

Please STOP the Huge Digital Billboards Across Los Angeles! OPPOSE Item #7 !!

The TCN program is not a transit program, it's an advertising program -- and City of LA residents and homeowners DO NOT WANT a City filled with the urban blight of such changing, distracting and dangerous digital BILLBOARDS.

This undermines the City of Los Angeles's 2002 Sign Ordinance and the City's ban on new off-site billboards!!!

Please OPPOSE the 97 changing digital billboards towering over 16 commercial corridors and 8 different freeways across LA City, including the Ballona Wetlands Ecological Reserve and additional sensitive locations!!!!

Sarah Boyd  
Studio City Homeowner, CD4

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Sarah Boyd  
[STBoyd69@yahoo.com](mailto:STBoyd69@yahoo.com)  
(818) 687-6286 c.

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## Council File 22-0392 Item #7- OPPOSE

1 message

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**Save Coldwater Canyon!** <savecoldwatercanyon@gmail.com>

Thu, Jan 26, 2023 at 8:24 AM

To: BoardClerk@metro.net

Cc: losangelesbeautiful@gmail.com, clerk.cps@lacity.org, councilmember.raman@lacity.org

Dear Metro Board of Directors,

Save Coldwater Canyon, Inc. is a local environmental group representing over 1100 residents of Los Angeles.

Please STOP the Huge Digital Billboards Across Los Angeles and OPPOSE Item #7.

The TCN program is not a transit program, it's an advertising program -- and City of LA residents and homeowners **do not want** a City filled with the urban blight of such changing, **DISTRACTING AND DANGEROUS** digital billboards.

This undermines the City of Los Angeles's 2002 Sign Ordinance and the City's ban on new off-site billboards.

Please OPPOSE the 97 changing digital billboards towering over 16 commercial corridors and 8 different freeways across LA City, including the Ballona Wetlands Ecological Reserve and additional sensitive locations.

Sincerely,

Heidi MacKay  
President

--  
SAVE COLDWATER CANYON! Inc. is a neighborhood group fighting to preserve and protect the scenic beauty, natural environment, health, safety and welfare of Coldwater Canyon and its neighboring communities.

Find out more at [www.savecoldwatercanyon.com](http://www.savecoldwatercanyon.com)

Follow us on Twitter: [@SaveColdwater](https://twitter.com/SaveColdwater)



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**Item #7- OPPOSE - Halt Approval of Huge Digital Billboards Across Los Angeles - Council File 22-0392**

1 message

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Jay Ross <ross\_jay@hotmail.com>

Thu, Jan 26, 2023 at 9:16 AM

To: "boardclerk@metro.net" <boardclerk@metro.net>, "Michael.Amster@LACity.org" <Michael.Amster@lacity.org>, "clerk.cps@lacity.org" <clerk.cps@lacity.org>

To Metro, CD11,

I support the **Coalition for a Beautiful Los Angeles** to tell the Metro Board that this program's Final Environmental Impact Report (FEIR) is fatally flawed and cannot be approved.

Pull the item off its consent calendar and send it to the City of Los Angeles for public hearings and environmental approval for the following reasons:

The community has not been given the opportunity to speak before the Metro Board.

Newly electeds at the City and County levels have not had ample time to review and evaluate the program and its impact on their communities.

The TCN Program is **NOT a transit program** and has a title that misleads the public. The TCN program is an advertising program designed to generate ad revenues. **Metro cannot be the lead agency.** LA City must be the lead.

Metro-LA City TCN joint agreement was adopted prior to the environmental review process and without any City of LA hearings or transparent public process. **Approval of an EIR is premature.**

Adoption of the TCN Program will likely **undermine** the City of Los Angeles's 2002 Sign Ordinance and the City's **ban on new off-site billboards**.

The TCN Program's signs will **significantly impact** sensitive receptors and locations, current and future housing locations, and roadways within the City of Los Angeles.

Metro is **piecemealing** the program - an improper practice under CEQA. Metro seeks to expand the program in other cities while having presented the program as one exclusive to the City of Los Angeles. The FEIR also notes that Metro may change sign locations making it impossible to assess impacts or define mitigations.

Metro's early certification of the EIR defers future conditions of approval to the City of Los Angeles during its final approval process, which constitutes **deferred environmental mitigation**, which is generally improper under CEQA.



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## Oppose #7 TCN

1 message

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**Denny Schneider** <denny@welivefree.com>  
To: BoardClerk@metro.net, clerk.cps@lacity.org  
Cc: losangelesbeautiful@gmail.com

Thu, Jan 26, 2023 at 9:21 AM

We have enough digital advertising all over our neighborhoods and more is unacceptable. I understand Metro wants more money to spend--it NEVER has enough to do what you promise, but this is not the answer. Do what you're supposed to do and provide transportation.

LA City does a poor job of controlling billboards and digital advertising, but it is their responsibility. Stay focused on your purpose -- mass transit.

We look to LA City for transparency and to scale back as promised. This is a dual comment for Metro and for the LA City Council File 22-0392

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Denny Schneider 310 641-4199 voice 213 675-1817 mobile



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## Council File 22-0392

1 message

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**Dan Silver** <dsilverla@me.com>  
To: clerk.cps@lacity.org  
Cc: losangelesbeautiful@gmail.com

Thu, Jan 26, 2023 at 9:49 AM

Gentlepersons:

Please find correspondence regarding this item.

Dan Silver

Begin forwarded message:

**From:** Dan Silver <dsilverla@me.com>  
**Subject:** Item #7- OPPOSE  
**Date:** January 26, 2023 at 9:46:17 AM PST  
**To:** BoardClerk@metro.net  
**Cc:** losangelesbeautiful@gmail.com

Dear Board Members:

The public deserves a right to speak before a measure that blights the City and causes distracted and dangerous driving is approved. The City of Los Angeles rather than Metro is the appropriate lead agency. Such action would underline the sign ordinance and lead to proliferation of off-site digital advertising.

The joint agreement was reached prior to environmental review, which was improper.

I am appalled by this steamrolling and ask that the item be pulled from consent.

Thank you  
Dan Siver

Dan Silver, Executive Director  
Endangered Habitats League  
8424 Santa Monica Blvd., Suite A 592  
Los Angeles, CA 90069-4267

213-804-2750  
dsilverla@me.com  
<https://ehleague.org>



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## Council File 22-0392 - ITEM #7 METRO CONSENT CALENDAR PLEASE PULL IT AND SEND TO CITY OF LA FOR PUBLIC HEARINGS AND ENVIRONMENTAL APPROVAL

1 message

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Constance Boukidis <constanceellen@sbcglobal.net>  
To: "clerk.cps@lacity.org" <clerk.cps@lacity.org>

Thu, Jan 26, 2023 at 10:45 AM

----- Forwarded Message -----

**From:** Constance Boukidis <constanceellen@sbcglobal.net>  
**To:** BoardClerk@metro.net <boardclerk@metro.net>  
**Cc:** "losangelesbeautiful@gmail.com" <losangelesbeautiful@gmail.com>  
**Sent:** Thursday, January 26, 2023 at 10:44:25 AM PST  
**Subject:** ITEM #7 METRO CONSENT CALENDAR PLEASE PULL IT AND SEND TO CITY OF LA FOR PUBLIC HEARINGS AND ENVIRONMENTAL APPROVAL

Greetings:

I request that Metro pull this item off its consent calendar and send it to the City of Los Angeles for public hearings and environmental approval for the following reasons:

- The community has not been given the opportunity to speak before the Metro Board.
- Newly elected officials at the City and County levels have not had ample time to review and evaluate the program and its impact on their communities.
- The TCN Program is **NOT a transit program** and has a title that misleads the public. The TCN program is an advertising program designed to generate ad revenues. **Metro cannot be the lead agency**. LA City must be the lead.
- Metro-LA City TCN joint agreement was adopted prior to the environmental review process and without any City of LA hearings or transparent public process. **Approval of an EIR is premature.**
- Adoption of the TCN Program will likely **undermine** the City of Los Angeles's 2002 Sign Ordinance and the City's **ban on new off-site billboards**.
- The TCN Program's signs will **significantly impact** sensitive receptors and locations, current and future housing locations, and roadways within the City of Los Angeles.
- Metro is **piecemealing** the program - an improper practice under CEQA. Metro seeks to expand the program in other cities while having presented the program as one exclusive to the City of Los Angeles. The FEIR also notes that Metro may change sign locations making it impossible to assess impacts or define mitigations.
- Metro's early certification of the EIR defers future conditions of approval to the City of Los Angeles during its final approval process, which constitutes **deferred environmental mitigation**, which is generally improper under CEQA.

Thank you.

Connie Boukidis

Board Member, Westwood Neighborhood Council and Comstock Hills Homeowners Association

1545 Ensley Avenue, Los Angeles, CA 90024



City Clerk Council and Public Services <clerk.cps@lacity.org>

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## Council File 22-0392 Oppose

1 message

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**Marci Baron** <marcibaron@gmail.com>  
To: boardclerk@metro.net, clerk.cps@lacity.org  
Cc: losangelesbeautiful@gmail.com

Thu, Jan 26, 2023 at 11:04 AM

Urgent.

Please do not approve the TCN Program to install 97 changing digital billboards!!!!

Not only is it a tremendous traffic hazard, the environment and sensitive habitats as well as the beauty of our city is at great risk by approving such a reckless proposal.

PLEASE OPPOSE this program.

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**Marci R. Baron**  
LA City Resident for 34 years  
m: 310.387.9829  
[marcibaron.com](http://marcibaron.com)



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## Council File 22-0392

1 message

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**Sara Roos** <sararoosmv@gmail.com>  
To: clerk.cps@lacity.org

Thu, Jan 26, 2023 at 11:06 AM

----- Forwarded Message -----

**Subject:**Item #7- OPPOSE

**Date:**Thu, 26 Jan 2023 11:05:34 -0800

**From:**Sara Roos <sararoosmv@gmail.com>

**To:**BoardClerk@metro.net

**CC:**losangelesbeautiful@gmail.com, traci.park@lacity.org

I OPPOSE moving digital billboards in Los Angeles. I cannot begin to understand this obsession with advertising. But to allow it to sway every aspect of our lives, including the physical wellbeing of our people, just makes no sense.

We live in sight of a former moving billboard – thankfully it was removed a few years ago with the city-wide ban. It shone into my child's room and prevented her from sleeping. It was just terrible; it definitely impacted her ability to learn and grow up. It impacted her safety when her mother drove her on streets made more dangerous by this assaulting distraction. It impacted my capacity to parent with children bombarded by an unavoidable deluge of assaultive images.

Multiply this experience across LA's basin by millions – what sort of absurdity is this? For what purpose do we *have* a government for and of the people, if not to protect them. Protect them from pointless, mindless, inhumane money-mongering by corporations, who are not... people.

Quit it.

Please DO NOT APPROVE digital billboards in Los Angeles. You have no right to impose this harm on the people of LA. At the very least, it should be discussed by the elected political representatives of CoLA: send it back to City Council please.

Thank you.

Sara Roos, CD11/AD55; Mar Vista.



City Clerk Council and Public Services <clerk.cps@lacity.org>

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## Item #7 - TCN program - OPPOSE (Council File 22-0392)

1 message

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**Lois Becker/Mark Stratton** <loismark@gmail.com>  
To: BoardClerk@metro.net  
Bcc: clerk.cps@lacity.org

Thu, Jan 26, 2023 at 12:16 AM

Please see that the attached message is delivered to the Metro Board.

Thank you very much.

Lois Becker  
BASPOA Community Liaison

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 **TCN Program - BASPOA opposes.pdf**  
76K



Metro Board of Directors

*via email*

[BoardClerk@metro.net](mailto:BoardClerk@metro.net)

**Re: Item #7 - TCN Program - OPPOSE**

Dear Board Members:

Bel Air Skycrest Property Owners' Association (BASPOA) strongly opposes digital billboards, and the TCN Program is just another underhanded attempt to sneak digital billboards (97 of them) in through the back door (masquerading as a "transit program"). Such billboards are a public safety hazard and a visual blight. Furthermore, we believe it is completely inappropriate to fill so much of our city with commercial content.

In addition, the way this item has been introduced is a clear violation of proper city process and the Final Environmental Impact Report is profoundly flawed.

On behalf of BASPOA I urge you to reject the TCN Program.

Thank you.

*Lois Becker*

BASPOA Community Liaison

[loismark@gmail.com](mailto:loismark@gmail.com)