

Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at NCsupport@lacity.org.

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Contact Information

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The Board approved this CIS by a vote of: Yea(17) Nay(0) Abstain(1) Ineligible(2) Recusal(0)

Date of NC Board Action: 08/10/2022

Type of NC Board Action: Against

Impact Information

Date: 08/12/2022

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-0392

Agenda Date: 08/10/2022

Item Number: 7

Summary: CIS Summary Filing Statement: The Woodland Hills – Warner Center Neighborhood Council is strongly OPPOSED to permitting digital billboard signs facing the city’s freeways as well as non-freeway locations, whether they are on Metro-owned properties or not. It is clear the digital billboard sign proposal (just like the digital bus shelter sign proposal), is more about getting revenue with little public benefit, at the expense of all the adverse impacts it will bring. The proposed digital billboard signage would be an exception to the City’s existing 2002 general ban on any new off-premises billboard signs (digital or static) as well as prohibiting the conversion of existing billboard signs to digital. The proposed exception will undermine the general billboard ban, leading to new litigation that opens the door to a proliferation of digital billboard signs anywhere in the city. The billboard pandemic will not stop with just Metro owned properties

Woodland Hills-Warner Center Neighborhood Council (WHWCNC)
Community Impact Statement (CIS) for Council File 22-0392

Summary: A CIS regarding **opposition** to Digital Off-Site Outdoor Advertising by agreement (Contract C-139852) with METRO as proposed in [CF 22-0392](#)

The Board of the Woodland Hills-Warner Center-Neighborhood Council [WHWCNC] adopts the following motion/community impact statement as its own to **not support** proposed actions and contract C-139852 arising in [CF 22-0392](#) for the substantive reasons stated:

The Woodland Hills – Warner Center Neighborhood Council is strongly OPPOSED to permitting digital billboard signs facing the city’s freeways as well as non-freeway locations, whether they are on Metro-owned properties or not. It is clear the digital billboard sign proposal (just like the digital bus shelter sign proposal), is more about getting revenue with little public benefit, at the expense of all the adverse impacts it will bring. The Board is opposed for the following reasons:

1. The digital billboard signs, including commercial advertising and changing out every 8 seconds, has potential to distract drivers in multiple ways, whether it is glare, brightness, freeway messaging or catchy advertising changing every 8 seconds.
2. If drivers are not allowed to view smart phones while driving because of their distractive nature known to negatively affect safety, then why should hundreds of distracting billboards that can be viewed by drivers (equally or more distracting as smart phones) be allowed to negatively affect public safety?
3. The potential risk of reduced public safety exceeds the potential public benefit.
4. Digital billboard signs will do little to improve the flow of traffic on freeways, if anything it will slow traffic down as does the current messaging signs, many of which are unrelated to traffic, such as “click it or ticket,” etc.
5. The proposed digital billboard signage would be an exception to the City’s existing 2002 general ban on any new off-premises billboard signs (digital or static) as well as prohibiting the conversion of existing billboard signs to digital. The proposed exception will undermine the general billboard ban, leading to new litigation that opens the door to a proliferation of digital billboard signs anywhere in the city. The billboard pandemic will not stop with just Metro owned properties.
6. The digital billboard signs will add more unnecessary light pollution to an already polluted night sky.
7. The Metro Transportation Communication Network (TCN) can be enhanced without the use of huge billboard signs.

8. The personal use of traffic and transit apps as well as parking apps are already doing the job when it comes to informing the public which best route to take, etc.
9. City agreements could override Specific Plan limitations on signage.

THEREFORE, BE IT RESOLVED that the Board of the Woodland Hills-Warner Center Neighborhood Council is strongly OPPOSED to actions sought [CF 22-0392](#) permitting digital billboard signs as part of METRO's TCN because it undermines the City's hard-fought ban on off-site outdoor advertising.

FURTHERMORE, the Board notifies the City Council and by email the City Council President, Councilmember Blumenfield and Councilmembers of the Planning, Land Use and Management Committee of its position to oppose the directive to amend City code to allow new digital billboards.

Board Vote: Yes 17 No 0 Abstain 1 Ineligible 2