



Community Impact Statement - Submission Details

LA City SNow <cityoflaprod@service-now.com>
Reply-To: LA City SNow <cityoflaprod@service-now.com>
To: Clerk.CIS@lacity.org

Thu, Nov 9, 2023 at 5:51 PM

A Neighborhood Council Community Impact Statement (CIS) has been successfully submitted to your Commission or City Council. We provided information below about CISs and attached a copy of the CIS.

We encourage you to reach out to the Community Impact Statement Filer to acknowledge receipt and if this Community Impact Statement will be scheduled at a future meeting. Neighborhood Council board members are volunteers and it would be helpful if they received confirmation that you received their CIS.

The CIS process was enabled by the Los Angeles Administrative Code §Section 22.819. It provides that, "a Neighborhood Council may take a formal position on a matter by way of a Community Impact Statement (CIS) or written resolution." NCs representatives also testify before City Boards and Commissions on the item related to their CIS. If the Neighborhood Council chooses to do so, the Neighborhood Council representative must provide the Commission with a copy of the CIS or resolution sufficiently in advance for review, possible inclusion on the agenda, and posting on the Commission's website. Any information you can provide related to your agenda setting schedule is helpful to share with the NC.

If the CIS or resolution pertains to a matter *listed on the Commission's agenda*, during the time the matter is heard, the designated Neighborhood Council representative should be given an opportunity to present the Neighborhood Council's formal position. We encourage becoming familiar with the City Council's rules on the subject. At the Chair's discretion, the Neighborhood Council representative may be asked to have a seat at the table (or equivalent for a virtual meeting) typically reserved for City staff and may provide the Neighborhood Council representative more time than allotted to members of the general public. They are also permitted up to five (5) minutes of time to address the legislative body. If the CIS or resolution pertains to a matter *not listed on the agenda*, the designated Neighborhood Council representative may speak during General Public Comments.

We share this information to assist you with the docketing neighborhood council items before your board/commission. If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at empowerla@lacity.org.

***** This is an automated response, please DO NOT reply to this email. *****

Contact Information

Neighborhood Council: Atwater Village

Name: Karen Barnett

Email: karenbarnett@atwatervillage.org

The Board approved this CIS by a vote of: Yea(10) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 07/25/2023

Type of NC Board Action: Against

Impact Information

Date: 11/10/2023

Update to a Previous Input: Yes

Directed To: City Council and Committees

Council File Number: 22-0392

Agenda Date:

Item Number:

Summary: The Atwater Village Neighborhood Council opposes electronic billboards and Metro Transportation Communication Network (TCN). South Atwater Village is adjacent to Metro's TCN sites FF-13 and FF-14. Even with the suggested modifications by Metro's consultants earlier this year, we continue to oppose the billboard sites FF-13 and FF-14 and request their removal. We find that these two sites are unacceptable for the following reasons: 1) TCN Billboard locations (FF13 and FF14) and driver safety issues: The location of these two 2-sided billboards are where drivers have to make many decisions to merge or exit (at exit only lane) – choose a highway: 15 north/south or 2 highway. There are mixed reports on digital billboards impacting driver safety, as stated by Metro and others - We believe that it is best to be cautious and take into consideration the impacts these two locations have on: ● South Atwater Residents ● Bowtie State

Park • Future 100 Acre Park (City of Los Angeles, CA State Park, and MRCA Park) • Glassell Park Residents • Alliance Leictman-Levine Environmental Science High School/Van de Kamp Innovation Center Cars and phones already provide navigation and safety messages. Metro's billboard safety benefit is questionable now and in the future as technology advances. 2) South Atwater Village: SB535 Disadvantaged Communities 2022 (CensusTracts and Tribal Areas) Census Tract 1871.02 Los Angeles County, California (06037187102), CalEnviroScreen 4.0 percentile is 96.8 (Disadvantage Community Category top 25%) Atwater Village is located between the 2 freeway, the 5 freeway, the 134 freeway, and the Metro rail corridor. Communities near railways and highways are exposed to more air, noise, and negative environmental impacts than others. These (2) digital billboard locations continue the social inequity of burdening the communities closest to railways and highways. Meanwhile, this area is already burdened by rail service. (Per METRO RAIL: Up to 90...see AVNC letter

Ref:MSG9314291

 **2023-07-13-Metro-TCN.pdf**
579K

AVNC Officers Co-Chairs: Danielle Bond, Brett Kushner • Treasurer: Anthony Forester

July 13, 2023

To Los Angeles City Planning and City Planning Commission Members,

The Atwater Village Neighborhood Council opposes electronic billboards and Metro Transportation Communication Network (TCN).

South Atwater Village is adjacent to Metro's TCN sites FF-13 and FF-14. Even with the suggested modifications by Metro's consultants earlier this year, we continue to oppose the billboard sites FF-13 and FF-14 and request their removal.

We find that these two sites are unacceptable for the following reasons:

1) TCN Billboard locations (FF13 and FF14) and driver safety issues: The location of these two 2-sided billboards are where drivers have to make many decisions to merge or exit (at exit only lane) – choose a highway: I5 north/south or 2 highway.



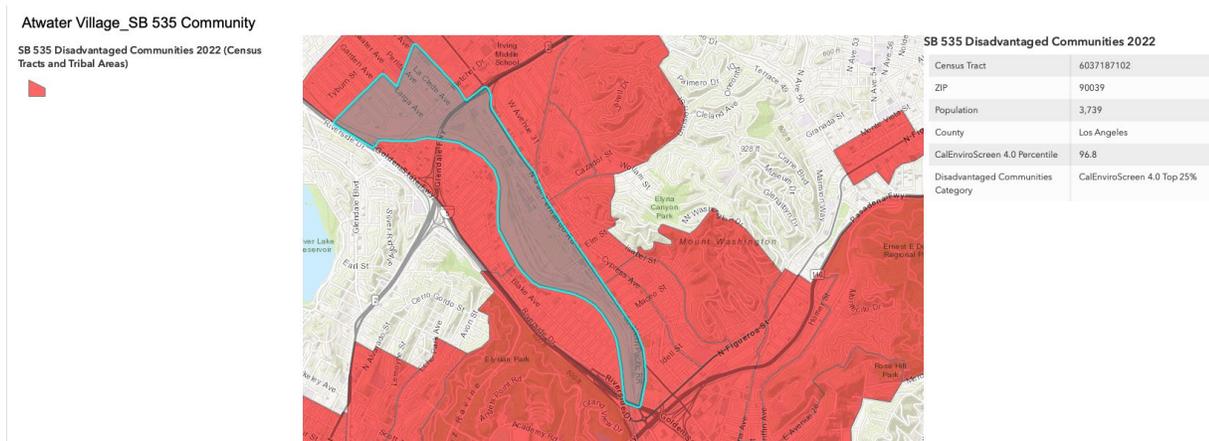
There are mixed reports on digital billboards impacting driver safety, as stated by Metro and others - We believe that it is best to be cautious and take into consideration the impacts these two locations have on:

- South Atwater Residents
- Bowtie State Park

- Future 100 Acre Park (City of Los Angeles, CA State Park, and MRCA Park)
- Glassell Park Residents
- Alliance Leictman-Levine Environmental Science High School/Van de Kamp Innovation Center

Cars and phones already provide navigation and safety messages. Metro’s billboard safety benefit is questionable now and in the future as technology advances.

2) South Atwater Village: SB535 Disadvantaged Communities 2022 (Census Tracts and Tribal Areas) Census Tract 1871.02 Los Angeles County, California (06037187102), CalEnviroScreen 4.0 percentile is 96.8 (Disadvantage Community Category top 25%)



Atwater Village is located between the 2 freeway, the 5 freeway, the 134 freeway, and the Metro rail corridor. Communities near railways and highways are exposed to more air, noise, and negative environmental impacts than others. These (2) digital billboard locations continue the social inequity of burdening the communities closest to railways and highways.

Meanwhile, this area is already burdened by rail service. (Per METRO RAIL: *Up to 90 trains per day use the tracks in this area and train volumes are anticipated to increase to 116 trains per weekday when the Metro Duran Street Grade Separation project is complete, and up to 335 trains per weekday when California High-Speed Rail trains begin operating in the area in 2033.*¹)

Placing (2) 85’ x 48’ x 14’ double-sided digital billboards and their light impact on the community is a social injustice. There are no benefits to the community members who will bear the burden for 20 years or longer.

3) Impacts to Parks and Future open spaces along the LA River

These (2) digital billboards diminish the purpose of parks and open spaces in Los Angeles. Both sites are the Atwater Village entrance to Bowtie State Park. At 85’ high from ground level, each will be visible from that park and all future river parks. The city is investing millions of dollars in these river parks and these signs would degrade the experience for all park visitors.

¹ Metro receives \$38.3 million Federal Railroad Administration grant for Doran Street grade separation project

<https://thesource.metro.net/2023/06/09/metro-receives-38-3-million-federal-railroad-administration-grant-for-doran-street-grade-separation-project/>

Casitas Ave in Atwater Village is the only public entry point to the Bowtie State Park. We agree with The Nature Conservancy's letter and public comments on light pollution and impacts on wildlife.

4) Billboard Advertising Revenue vs Burdened Communities and Safety

Allvision (and Metro) is seeking to introduce digital billboards in the nation's 2nd largest advertising market under the guise of safety and communication. Sites FF-13 and FF-14, if approved, would place digital billboards within close proximity to residential areas in order to maximize profits. They are doing this on the backs of our community members for advertising views along streets, freeways, rail, LA River bike path, LA River State and City Parks and other open spaces such as Elysian Park.

If the City of Los Angeles approves these billboards (and sites FF-13 and FF-14) it will be monetizing the already burdened community of Atwater Village for another entire generation. This will directly impact residents in South Atwater, lowering the quality of life and investments they have made in the community and property.

5) Lack of information provided to the public

Since Metro did not provide ample sites locations and sample billboards at the DEIR stage, our sample billboards and siting were incorrect in our **Nov 10th 2022** letter. Furthermore, the LA City Council requested the (2) below-mentioned reports, amended motion 6/28/2022, *which as of July, 10, 2023*, are not even in the council file:

#1 [INSTRUCT the Department of Transportation (DOT), in coordination with Metro, to report within 30 days with an analysis of the annual projected revenue, per sign location, over the life of the proposed Memorandum of Understanding, including the location of any new signs that will be located in or facing towards a Metro-defined Equity Focused Community.]

#2 [INSTRUCT the City Administrative Officer, in coordination with Chief Legislative Analyst, to report in 30 days on potential revenue distribution strategies that ensure revenue generated by the TCN Program is invested back into the communities that are most impacted by the installation of the new signage and with recommendations for the creation of an annual expenditure plan created in consultation with affected Council Districts.]

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Future impact if approved:

If the City were to move forward with the carve-out (spot zoning) for *Allvision* and METRO digital billboards, we believe, in the future, others would request the same “special treatment”. If the City moves forward with the TCN project, it would open the door to all other digital billboard requests, limiting the City’s ability to restrict digital billboards, if proposed under the guise of safety or similar benefit was used.

We strongly stand against METRO’s TCN Digital Billboard and sites FF-13 and FF-14 with our neighboring communities of Glassell Park and Elysian Valley.

Sincerely,

Brett Kushner

Brett Kushner
Atwater Village Neighborhood Council Co-Chair