

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.

This is an automated response, please do not reply to this email.

Contact Information

Neighborhood Council: Chatsworth Neighborhood Council

Name: Marianne King

Phone Number:

Email: mkingofchatsworth@gmail.com

The Board approved this CIS by a vote of: Yea(14) Nay(0) Abstain(1) Ineligible(0) Recusal(1)

Date of NC Board Action: 08/03/2022

Type of NC Board Action: Against

Impact Information

Date: 08/04/2022

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-0392

Agenda Date:

Item Number:

Summary: The Chatsworth Neighborhood Council is strongly OPPOSED to digital billboards along the city's freeways or streets regardless of who is asking or why. There are other ways to achieve transportation/traffic efficiency without the use of huge digital billboards. Please see attached letter for more detail.



CHATSWORTH NEIGHBORHOOD
COUNCIL

P.O. Box 3395, Chatsworth, CA 91313-3395
Voice: (818) 464-3511 Fax: (818) 464-3585
<http://chatsworthcouncil.org>



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August 4, 2022

RE: CF 22-0392 – Proposed Metro TCN Digital Billboard Signs

Dear Councilmembers,

The Chatsworth Neighborhood Council is strongly OPPOSED to permitting digital billboard signs facing the city's freeways as well as non-freeway locations, regardless if they are on Metro-owned properties or not, for the following reasons:

1. The digital billboard signs will add more unnecessary light pollution to an already polluted night sky.
2. The 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.
3. 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.
4. The proposed digital billboard signage would be an Exception to the City's 2002 general ban on any new off-premise billboard signs (digital or static) as well as prohibits the conversion of existing billboard signs to digital. The exception will undermine the general ban and open the door to a proliferation of digital billboard signs anywhere in the city, and the buck will not stop with just Metro owned properties.

The Metro Transportation Communication Network (TCN) can be enhanced without the use of huge billboard signs. 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. 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.

Sincerely,

Jeff Hammond
CNC President