

Communication from Public

Name: RICHARD STANGER

Date Submitted: 12/05/2023 08:43 AM

Council File No: 22-0392

Comments for Public Posting: I am opposed to the MTA's plan to have digital billboards. Voters have approved four 1/2-cent sales tax measures each bringing in \$900 million per year. I do not believe the voters approved these measures to have the MTA use its properties for digital billboards. Please do not agree to its plans.

Communication from Public

Name: Lisa Fox

Date Submitted: 12/05/2023 08:47 AM

Council File No: 22-0392

Comments for Public Posting: I am writing to oppose the proposed digital billboards. Thank you

Communication from Public

Name: Carole Magnuson

Date Submitted: 12/05/2023 07:03 AM

Council File No: 22-0392

Comments for Public Posting: I join the Coalition for a Beautiful Los Angeles, 27 Neighborhood and Community Councils, 17 environmental and civic organizations, and countless Angelenos in strong opposition to the City's approval of the Metro TCN digital billboard program. I ask that you vote against this measure. If, despite overwhelming opposition this Program moves forward, I ask that you request the removal of the following freeway facing (FF) and non-freeway digital (NFF) signs: Housing: These billboard sites have been identified either per the Mayor's Executive Order and/or as a Metro Joint Development Site - suitable for housing: NFF-4 (CD2/Krekorian) Listed by both the City and Metro NFF-5 (CD2/Krekorian) Listed by both the City and Metro NFF-6 (CD14/de Leon) Listed by the City NFF-8 (CD14/de Leon) Listed by the City NFF-10 (CD6/Padilla) Listed by Metro NFF-17 (CD11/Park) Listed by Metro NFF-19 (CD13/Soto-Martinez) Listed by City FF-5 (CD2/Krekorian) Listed by City Scenic Highway: This billboard violates the Mobility Element of the General Plan. In fact, Metro's attorneys submitted a letter to the record stating they would not object to this sign's removal. NFF-12 (CD10/Hutt) Ecological Reserve: This sign adjacent to the Ballona Wetlands Ecological Reserve violates the pending TCN ordinance. FF-30 (CD 11/Park) Designated Historic Resources: FF-1 (CD14/de Leon) Union Station FF-6 (CD1/Hernandez) Riverside-Figueroa Bridge FF-1 (CD14/de Leon) Olympic Street Bridge NFF-6 (CD14/de Leon) Angels Flight Railway (across from) and Grand Central Market High Injury Network: 9 of 13 of these non-freeway facing signs are located on the City's High Injury Network streets. NFF-8 (CD14 /de Leon) NFF-9 (CD6/Padilla) NFF-10 (CD6/Padilla) NFF-11 (CD 8/Harris-Dawson) NFF-12 (CD10/Hutt) NFF-13 (CD14/de Leon) NFF-17 (CD11/Park) NFF-18 (CD11/Park) NFF-19 (CD13/Soto-Martinez) Sensitive Uses: Open Space & Parks: These signs are within 500 feet of a park, open space, wildlife preserve. FF-1 (CD14/de Leon) Los Angeles Plaza Park FF-5 (CD2/Krekorian) South Weddington Park FF-6 (CD1/Hernandez) Elysian Park and LA River FF-7 (CD1/Hernandez) Elysian Park and LA River FF-10(CD14/de Leon) LA River FF-11 (CD14/de Leon) LA River FF-18 (CD6/Padilla) Sun Valley Recreation Center FF-25 (CD6/Padilla) Sepulveda Wildlife Basin and

Woodley Park NFF-4 (CD2/Krekorian) South Weddington Park
and Campo de Cahuenga NFF-5 (CD2/Krekorian) South
Weddington Park and Campo de Cahuenga NFF-10 (CD6/Padilla)
Sepulveda Basin Recreation Area and Woodley Park

Communication from Public

Name: Judith A A Esposito

Date Submitted: 12/05/2023 08:34 AM

Council File No: 22-0392

Comments for Public Posting: NO NO NO to digital billboards. L.A. is a filthy mess as it is. NO MORE JUNK in OUR city !!! TREES and GREEN would be welcomed but NOT THIS !!! Is money your only consideration ??? Drivers DO NOT NEED MORE DISTRACTION and WE DO NOT WANT TO BE NEW YORK CITY !!! NO NO NO NO

Communication from Public

Name: Adrian Scott Fine, Los Angeles Conservancy

Date Submitted: 12/05/2023 07:37 AM

Council File No: 22-0392

Comments for Public Posting: Dear Honorable Members of the City Council: On behalf of the Los Angeles Conservancy, and our nearly 5,000 members and supporters, I am writing to comment on Metro's Transportation Communication Network (TCN) Digital Billboard Program. The Conservancy joins other community advocates and organizations in expressing strong concerns regarding this expansive billboard proliferation program. Specifically we are raising concerns about this program and its adverse impact on a number on historic resources, neighborhoods, and areas of the city. The TCN is fundamentally intended to expand and allow for greater digital advertising throughout Los Angeles, as a means to generate substantial revenue for both Metro and the City of Los Angeles. While we understand the desire for new sources of revenue, the means by which Metro and the City intend to do this will have long-term, negative consequences for the city. The Los Angeles Conservancy does not support the TCN Digital Billboard Program, and requests the following historic places and sites to be officially removed from the list of intended installations of new digital billboards: • FF-1 (CD14/de Leon) Union Station • FF-6 (CD1/ Hernandez) Riverside-Figueroa Bridge • FF-1 (CD14/de Leon) Olympic Street Bridge • NFF-6 (CD14/de Leon) Angels Flight Railway (across from) and Grand Central Market



LOS ANGELES
CONSERVANCY

523 West Sixth Street, Suite 826
Los Angeles, CA 90014

213 623 2489 OFFICE
213 623 3909 FAX
laconservancy.org

December 5, 2023

Submitted Electronically

Los Angeles City Council, City Hall
200 North Spring Street
Los Angeles, CA 90012

**RE: City Council File 22-0392, Metro's Transportation
Communication Network (TCN) Digital Billboard Program**

Dear Honorable Members of the City Council:

On behalf of the Los Angeles Conservancy, and our nearly 5,000 members and supporters, I am writing to comment on Metro's Transportation Communication Network (TCN) Digital Billboard Program. The Conservancy joins other community advocates and organizations in expressing strong concerns regarding this expansive billboard proliferation program. Specifically we are raising concerns about this program and its adverse impact on a number on historic resources, neighborhoods, and areas of the city.

The TCN is fundamentally intended to expand and allow for greater digital advertising throughout Los Angeles, as a means to generate substantial revenue for both Metro and the City of Los Angeles. While we understand the desire for new sources of revenue, the means by which Metro and the City intend to do this will have long-term, negative consequences for the city.

The Los Angeles Conservancy does not support the TCN Digital Billboard Program, and requests the **following historic places and sites to be officially removed from the list of intended installations of new digital billboards:**

- FF-1 (CD14/de Leon) Union Station
- FF-6 (CD1/ Hernandez) Riverside-Figueroa Bridge
- FF-1 (CD14/de Leon) Olympic Street Bridge
- NFF-6 (CD14/de Leon) Angels Flight Railway (across from) and Grand Central Market

Sincerely,

Adrian Scott Fine
Senior Director of Advocacy



Communication from Public

Name: Marie Elaine DiMassa

Date Submitted: 12/05/2023 06:48 AM

Council File No: 22-0392

Comments for Public Posting: Please do not blanket the area with so much light. Have you given up on ever seeing another star?

Communication from Public

Name: Janice Hynek

Date Submitted: 12/05/2023 06:31 AM

Council File No: 22-0392

Comments for Public Posting: Los Angeles is struggling with environmental blight already. It's filthy due to poor infrastructure resources and systems, in addition to apathy on the part of many residents. Electronic billboards can increase a dangerous environment for our fragile avian population and drivers. They are ugly and wrong for the city.

Communication from Public

Name: A Clement

Date Submitted: 12/04/2023 04:07 PM

Council File No: 22-0392

Comments for Public Posting: I am with the Coalition for a Beautiful Los Angeles, 27 Neighborhood and Community Councils, 17 environmental and civic organizations, and countless Angelenos in strong opposition to the City's approval of the Metro TCN digital billboard program. I ask that you vote against this measure. If, despite overwhelming opposition, this Program moves forward, I ask that you request the removal of the following freeway facing (FF) and non-freeway facing (NFF) digital signs. Thank you, Allen Clement Studio City, CA Housing: These billboard sites have been identified either per the Mayor's Executive Order and/or as a Metro Joint Development Site - suitable for housing: NFF-4 (CD2/Krekorian) Listed by both the City and Metro NFF-5 (CD2/Krekorian) Listed by both the City and Metro NFF-6 (CD14/de Leon) Listed by the City NFF-8 (CD14/de Leon) Listed by the City NFF-10 (CD6/Padilla) Listed by Metro NFF-17 (CD11/Park) Listed by Metro NFF-19 (CD13/Soto-Martinez) Listed by City FF-5 (CD2/Krekorian) Listed by City Scenic Highway: This billboard site violates the Mobility Element of the General Plan. In fact, Metro's attorneys submitted a letter to the record stating they would not object to this sign's removal. NFF-12 (CD10/Hutt) Ecological Reserve: This sign adjacent to the Ballona Wetlands Ecological Reserve violates the pending TCN ordinance: FF-30 (CD 11/Park) Designated Historic Resources: FF-1 (CD14/de Leon) Union Station FF-6 (CD1/Hernandez) Riverside-Figueroa Bridge FF-1 (CD14/de Leon) Olympic Street Bridge NFF-6 (CD14/de Leon) Angels Flight Railway (across from) and Grand Central Market High Injury Network: 9 of 13 of these non-freeway facing signs are located on the City's High Injury Network streets: NFF-8 (CD14 /de Leon) NFF-9 (CD6/Padilla) NFF-10 (CD6/Padilla) NFF-11 (CD 8/Harris-Dawson) NFF-12 (CD10/Hutt) NFF-13 (CD14/de Leon) NFF-17 (CD11/Park) NFF-18 (CD11/Park) NFF-19 (CD13/Soto-Martinez) Sensitive Uses: Open Space & Parks: These signs are within 500 feet of a park, open space, and/or wildlife preserve: FF-1 (CD14/de Leon) Los Angeles Plaza Park FF-5 (CD2/Krekorian) South Weddington Park FF-6 (CD1/Hernandez) Elysian Park and LA River FF-7 (CD1/Hernandez) Elysian Park and LA River FF-10(CD14/de Leon) LA River FF-11 (CD14/de Leon) LA River FF-18

(CD6/Padilla) Sun Valley Recreation Center FF-25 (CD6/Padilla)
Sepulveda Wildlife Basin and Woodley Park NFF-4
(CD2/Krekorian) South Weddington Park and Campo de
Cahuenga NFF-5 (CD2/Krekorian) South Weddington Park and
Campo de Cahuenga NFF-10 (CD6/Padilla) Sepulveda Basin
Recreation Area and Woodley Park

Communication from Public

Name:

Date Submitted: 12/04/2023 05:21 PM

Council File No: 22-0392

Comments for Public Posting: I join the Coalition for a Beautiful Los Angeles, 27 Neighborhood and Community Councils, 17 environmental and civic organizations, and countless Angelenos in strong opposition to the City's approval of the Metro TCN digital billboard program. I ask that you vote against this measure. We do not need more distracted drivers with their eyeballs focused on digital garbage. Many of us stare at computers all day with ads sneaking onto our screens along with the content. The last thing we want to do is look at even more ads invading our neighborhoods and our roadways. Please do not turn L.A. into a set design for a Bladerunner sequel!

Communication from Public

Name: Kelly

Date Submitted: 12/04/2023 01:24 PM

Council File No: 22-0392

Comments for Public Posting: I'm a resident of the Miracle Mile district. I strongly oppose Metro's TCN digital billboards. As a resident I don't want them, not at all, not ever. I can only imagine the extra light pollution will aid in ruining our city's nighttime view, disrupting the city's wildlife, the sleep cycles of the residents around them, and lowers quality of life all in all. Not to mention the immense added distraction digital advertising creates for drivers. This does not make our city better. Do the right, moral, and respectful thing please and oppose Metro's TCN.

Communication from Public

Name: Anton Merken

Date Submitted: 12/04/2023 01:42 PM

Council File No: 22-0392

Comments for Public Posting: Bightly lit billboards, together with newer, brighter auto head-/taillights are a threat to drivers with even the slightest visual problems, especially in today's high-density traffic. We are also inundated with light pollution everywhere we turn at night. It is now impossible to truly see the night sky, even on those rare days when the air is clear enough. Do we really need the added income and corporate good will which this supersaturation of light is bringing? We are inundated with ads everywhere we turn; it's time for elected officials to start protecting the residents of LA.

Communication from Public

Name: Ellen Crawford

Date Submitted: 12/04/2023 10:22 PM

Council File No: 22-0392

Comments for Public Posting: I am writing to express my horror and outrage regarding the proposed Digital Billboard Advertising Program, the installation of 86 giant digital billboards across the city. My opposition to this proposed blight on our city's thoroughfares has multiple reasons, but I will focus on three major disastrous consequences. First of all, these billboards will have an enormous impact on filmmaking locations in Los Angeles. Many locations will become visually impossible to use. As a strike captain on the picket line for SAG-AFTRA, every day I looked into the eyes of middle class workers who had suffered through the pandemic and the work stoppage as we fought for fair wages, hoping and expecting there would be work opportunity in the future. California lawmakers have passed the tax incentives to keep this major industry afloat, but then do our LA lawmakers intend to undermine this effort by despoiling our filming locations? It is not only the entertainment workers who depend on filming in LA ... all the ancillary businesses like restaurants, hotels, dry cleaners, lumber yards, tourism venues and more...all are inextricably linked to film and television production. Any income generated by these hideous billboards will be overwhelmed by the loss of film and television revenue that will flee to other film industry states where the locations are useable. The adoption of this program would be astonishingly short-sighted fiscal behavior for the Los Angeles economy. Second, the claim that this program will improve traffic safety would be laughable if it were not such a deadly lie. The driver distraction of a giant digital billboard changing messages is enormous, and is particularly dangerous for our new teen drivers who are substantially more vulnerable to digital messaging. Expect a huge uptick in accidents if these billboard go up in LA. Third, it seems that this program is being rushed through for profit before doing any significant studies as to how these signs will impact sensitive environmental areas, underserved communities, and public privacy. This last item is particularly troubling, since digital billboards have been shown to capture personal data from passers-by without permission. This Digital Billboard Program appears to be a moneymaking scheme for a few well-connected individuals, being shoved through approval at the great expense of the Los Angeles community's well-being.

Communication from Public

Name: Jan Reichmann, Comstock Hills HOA Pres.
Date Submitted: 12/04/2023 11:09 PM
Council File No: 22-0392
Comments for Public Posting: I strongly oppose the proliferation of digital billboards in our City. They are a danger to motorists and the accidents resulting from their distraction hazard.

Communication from Public

Name: Robert Aronson
Date Submitted: 12/05/2023 12:48 AM
Council File No: 22-0392

Comments for Public Posting: I strongly oppose off-site advertising on video billboards as part of the City's approval of the Metro TCN digital billboard program. Please vote against this program. Your constituents are against it. Who are you working for? Do you forget that the City Planning Commission voted to ban all new off-site advertising and video billboards? As you know, there is federal money available for bus shelters - the City was just awarded a large grant. It is pathetic that the City itself is cluttering our visual space, and paving the way for private companies to sue the City and say "Me, too!" and the Courts will apply the legal maxim "What's good for the goose is good for the gander." Video billboards will proliferate. You should be ashamed for approving this program. If, despite overwhelming opposition this Program moves forward, I ask that you request the removal of the following freeway facing (FF) and non-freeway digital (NFF) signs: Housing: These billboard sites have been identified either per the Mayor's Executive Order and/or as a Metro Joint Development Site - suitable for housing: NFF-4 (CD2/Krekorian) Listed by both the City and Metro NFF-5 (CD2/Krekorian) Listed by both the City and Metro NFF-6 (CD14/de Leon) Listed by the City NFF-8 (CD14/de Leon) Listed by the City NFF-10 (CD6/Padilla) Listed by Metro NFF-17 (CD11/Park) Listed by Metro NFF-19 (CD13/Soto-Martinez) Listed by City FF-5 (CD2/Krekorian) Listed by City Scenic Highway: This billboard violates the Mobility Element of the General Plan. In fact, Metro's attorneys submitted a letter to the record stating they would not object to this sign's removal. NFF-12 (CD10/Hutt) Ecological Reserve: This sign adjacent to the Ballona Wetlands Ecological Reserve violates the pending TCN ordinance. FF-30 (CD 11/Park) Designated Historic Resources: FF-1 (CD14/de Leon) Union Station FF-6 (CD1/ Hernandez) Riverside-Figueroa Bridge FF-1 (CD14/de Leon) Olympic Street Bridge NFF-6 (CD14/de Leon) Angels Flight Railway (across from) and Grand Central Market High Injury Network: 9 of 13 of these non-freeway facing signs are located on the City's High Injury Network streets. NFF-8 (CD14 /de Leon) NFF-9 (CD6/Padilla) NFF-10 (CD6/Padilla) NFF-11 (CD 8/Harris-Dawson) NFF-12 (CD10/Hutt) NFF-13 (CD14/de Leon) NFF-17 (CD11/Park) NFF-18 (CD11/Park) NFF-19 (CD13/Soto-Martinez) Sensitive Uses: Open Space &

Parks: These signs are within 500 feet of a park, open space, wildlife preserve. FF-1 (CD14/de Leon) Los Angeles Plaza Park
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(CD2/Krekorian) South Weddington Park and Campo de Cahuenga NFF-5 (CD2/Krekorian) South Weddington Park and Campo de Cahuenga NFF-10 (CD6/Padilla) Sepulveda Basin Recreation Area and Woodley Park Thank you for considering my opinion. Robert Aronson

Communication from Public

Name:

Date Submitted: 12/05/2023 12:18 AM

Council File No: 22-0392

Comments for Public Posting: I am a resident of the Villa Marina community in Marina del Rey, and I vehemently oppose the two proposed digital billboards near the intersection of the Marina Freeway and Culver Boulevard in Del Rey. Such equipment is a hazard to drivers and residents in the area, period. They are distracting to drivers. That particular stretch of road often involves a lot of drivers changing lanes within a short span of pavement. Digital signage there would absolutely be a driving hazard, and generally a disruptive source of light pollution.