

Communication from Public

Name: Rosalie Preston
Date Submitted: 07/31/2023 01:53 PM
Council File No: 22-0392

Comments for Public Posting: I am opposed to the Draft Ordinance for Metro's Transportation Communication Network (TCN). This proposed amendment to the Los Angeles Municipal Code (LAMC) holds significant implications for our city, particularly with regard to traffic safety, the environment, and our City's scenic vistas. I am a resident of the Harbor Gateway North area of the City and none of the 49 proposed digital signs are currently planned in our neighborhood. However, I often drive the 110 Harbor freeway and the 105 Century freeway and already have experience with the large digital display near USC. I also find the proposal for a huge digital billboard near the 105 freeway approaching the Sepulveda exit to LAX very concerning, as drivers are already under stress trying to merge towards the right for the exit. Some of my other concerns about the proposal are: 1. Revenue from the billboard advertising: The major incentive for granting Metro the right to put up these huge digital billboards is to receive more revenue for the City's General Fund, but the many issues with having the digital signage would outweigh the benefits. Plus funding by advertisers will present more conflict of interest issues for City Councilmembers. 2. Carbon Neutrality: The proposed ordinance does not incorporate a provision that mandates a comprehensive, independent energy audit of the freeway-facing billboards included in the TCN project. This audit would assess their energy consumption and propose viable solutions for offsetting their power usage. Metro should be held accountable for implementing credible means such as installing solar panels or planting trees to achieve carbon neutrality within the TCN framework. 3. Distance from Scenic Byways and Corridors: The current draft ordinance stipulates a minimum distance of 200 feet between TCN digital display signs and scenic byways and corridors, but a minimum of 500 feet is necessary to preserve our natural landscapes. Without a greater setback, we cannot ensure that the visual impact of TCN billboards is minimized, and we cannot safeguard the unspoiled beauty of our scenic areas. 4. Takedown Ratio: The draft ordinance proposes a takedown ratio of less than 3-1, which is insufficient to counterbalance the visual clutter caused by the introduction of new TCN signs. A minimum takedown ratio of 10-1, meaning that for every new TCN digital display sign erected, a minimum of ten existing billboards must be taken

down. Anything less does not do enough to sufficiently reduce visual distractions and restoring visual harmony to our cityscape.

5. Refresh Rate: The draft ordinance specifies an 8-second refresh rate for TCN digital signs. However, numerous studies have highlighted the potential hazards associated with rapid image changes and driver distractions. A refresh rate less than 30 seconds is simply unacceptable and does not promote road safety nor contribute to a more serene and less visually disruptive urban environment.

Communication from Public

Name: Kathryn Richards
Date Submitted: 07/31/2023 10:40 AM
Council File No: 22-0392
Comments for Public Posting: To: Terri Osborne terri.osborne@lacity.org Re: RCPC-2022-5401-CA, CPC-2023-3653-ZC, Environmental Case: ENV-2022-5286-EIR Los Angeles City Hall From: The Oaks Neighborhood Association Re: Letter in Opposition to the Proposed LA City Planning and Metro Agreement to install 93 Digital Billboards in the Los Angeles Area The Oaks Neighborhood Association Board representing over 800 homes in the Hollywood Hills, opposes the agreement by LA City Planning and Metro to install 93 large Digital Billboard in the Los Angeles area due to the fact that they are a dangerous distraction to drivers, intrusive and ugly. There are little to no public benefit to these billboards and we believe that Los Angeles should keep its existing anti-digital billboard laws without exceptions. Best Regards, The Oaks Neighborhood Association Board Cc: terri.osborne@lacity.org losangelesbeautiful@gmail.com andres2007@sbcglobal.net boardmembers@oakshome.org CD4 josef.siroky@lacity.org



PO Box 29155 Los Angeles, CA 90029-0155

7/31/23

To: Terri Osborne

terri.osborne@lacity.org

Re: RCPC-2022-5401-CA, CPC-2023-3653-ZC,

Environmental Case: ENV-2022-5286-EIR

Los Angeles City Hall

From: The Oaks Neighborhood Association

Re: Letter in Opposition to the Proposed LA City Planning and Metro Agreement to install 93 Digital Billboards in the Los Angeles Area

The Oaks Neighborhood Association Board representing over 800 homes in the Hollywood Hills, opposes the agreement by LA City Planning and Metro to install 93 large Digital Billboard in the Los Angeles area due to the fact that they are a dangerous distraction to drivers, intrusive and ugly. There are little to no public benefit to these billboards and we believe that Los Angeles should keep its existing anti-digital billboard laws without exceptions.

Best Regards,

The Oaks Neighborhood Association Board

Cc:

terri.osborne@lacity.org

losangelesbeautiful@gmail.com

andres2007@sbcglobal.net

boardmembers@oakshome.org

CD4 josef.siroky@lacity.org