



PACIFIC PALISADES COMMUNITY COUNCIL

November 20, 2020

Hon. Eric Garcetti, Mayor, City of Los Angeles

mayor.garcetti@lacity.org

Hon. Mike Bonin, Councilmember, CD11

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Adel H. Hagekhalil, Executive Director & General Manager,
Bureau of Street Services/StreetsLA

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Re: Planned RFP for installation of digital signage in Los Angeles bus shelters

Dear Mayor Garcetti, Councilmember Bonin and Mr. Hagekhalil:

For over 47 years, Pacific Palisades Community Council (PPCC) has served as the most broad-based community organization and voice of the Palisades. In furtherance of its core mission, PPCC has for decades strived to protect and improve the quality of life in Pacific Palisades. Palisades PRIDE (PRIDE) is a non-profit charitable volunteer organization and one of PPCC's respected organizational members. PRIDE's mission is to improve and enhance the visual appeal of the Palisades, particularly in the business community.

PPCC and PRIDE jointly submit this letter to address the planned issuance of a Request for Proposals (RFP) for a project to install digital advertising signage in bus shelters throughout Los Angeles (the Project). PPCC and PRIDE strongly object to the City Bureau of Street Services (BSS) issuing an RFP for the Project or making decisions as to the specifications of street furniture or scope of the Project *without first obtaining input from the public and local communities.*¹

In addition, while we recognize that digital advertising may be a revenue source for the City, **we oppose, in the strongest possible terms, the placement of digital advertising signage (screens with illuminated moving images) anywhere in the PROW in Pacific Palisades, including in bus shelters, on or near street furniture, along scenic highways such as Sunset Blvd., in our coastal neighborhoods and in our Specific Plan and other commercial areas of the Palisades.** Our position is based on the following facts and considerations:

- Digital advertising signs (screens with illuminated moving images) installed in bus shelters would be a visual blight and public safety hazard for pedestrians and drivers, compromising the visual appeal, character, environmental quality and safety of the Palisades.
- For many years, the Palisades community has been blessed with aesthetically pleasing street furniture (including benches and bus shelters) in the PROW in our Specific Plan and business areas, installed and maintained by PRIDE with donations from community members.
- Almost ten years ago, PPCC supported PRIDE's efforts and opposed a City contract with JCDecaux which would have replaced the beautiful PRIDE benches and bus shelters with unattractive, standard-issue street furniture (arguing among other things that our Specific Plan was controlling and that

¹ This is particularly important because many communities are currently undergoing the process of updating their Community Plans; the Brentwood-Pacific Palisades Community Plan update process is just beginning. An RFP should not be issued until all Community Plan updates have been completed and communities have determined whether advertising of any kind (digital or not) should be permitted in the local public right-of-way (PROW).

environmental and California Coastal Commission review was required in our Coastal Zone areas). Our then-Councilmember Bill Rosendahl supported our position and achieved a carve-out for the Palisades, allowing us to retain the PRIDE benches and bus shelters.

- Two years ago, PPCC opposed automatic renewal of the JCDecaux contract (see: <http://pacpalicc.org/wp-content/uploads/2018/03/Bus20stop20furniture20-20RFP2020desired.pdf>).
- PPCC has long-opposed the installation of digital offsite signs in our Specific Plan areas, along scenic highways, in our parks, or in any areas outside of designated sign districts (see: <http://pacpalicc.org/wp-content/uploads/2016/05/letterPLUMsignordinance.pdf>; <http://pacpalicc.org/wp-content/uploads/2019/05/PPCC-letter-re-sign-ordinance.pdf>).
- PPCC also opposes legalization of digital signs (moving images) on taxicabs and cars-for-hire in Los Angeles (see: <http://pacpalicc.org/wp-content/uploads/2019/03/Bonin-re-Rule-415c.pdf>).

PPCC and PRIDE respectfully request that the City halt the RFP process for the Project in order to allow public and local community input before any decisions are made as to specifications and scope of the Project.² If BSS determines to go forward, it must do so in accordance with the Brentwood-Pacific Palisades Community Plan and the Pacific Palisades Commercial Village and Neighborhoods Specific Plan, and it must engage in necessary environmental review and California Coastal Commission approval process, as required in the Coastal Zone.

Finally, for all of the reasons stated above, we urge the City to exempt Pacific Palisades from the areas in which digital signage would be installed in bus shelters or otherwise in the PROW.

Thank you for your anticipated courtesy and cooperation.

Sincerely,

PPCC Executive Committee
David Card, Chair
David Kaplan, Vice Chair
Richard Cohen, Treasurer
Christina Spitz, Secretary

Maryam Zar, Chair Emeritus
John Padden, Organization Representative (PRIDE)
Joanna Spak, Area Representative (Area 1,
Castellammare, Paseo Miramar)

Palisades PRIDE

John Padden, President

cc:

Al Bazzi, Division Manager, Engineering Services, BSS/StreetsLA
Lance Oishi, Street Furniture Program Manager, BSS/StreetsLA
Veronica Maxwell, Council & Board Engagement Manager, BSS/StreetsLA
Kevin Taylor, Mayor's West Area Representative
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² We understand that a data-tracking feature may be added to the digital screens. Full details of any such proposed feature -- including any potential impact on individual privacy -- must be provided to the public and local communities for comment prior to issuance of an RFP.