



## PACIFIC PALISADES COMMUNITY COUNCIL

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January 24, 2023

Hon. Bob Blumenfield, Chair, City Council Budget, Finance & Innovation Committee (BFIC)

Hon. Curren D. Price, Jr., Vice-Chair, BFIC

Hon. Tim McOsker, Hon. Monica Rodriguez and Hon. Katy Yaroslavsky, Members, BFIC

Hon. Traci Park, Councilwoman, CD 11

*Via email to all addressees and submission to the City Clerk online filing portal in CF 22-1154*

Re: **CF 22-1154 – Interactive Kiosk Experience (IKE) program: OPPOSE**

Dear Councilmembers:

Pacific Palisades Community Council (PPCC) has for fifty years been the most broad-based organization and voice of the Palisades community. At its regularly scheduled public Board meeting on January 12, 2023, after full consideration and discussion, the PPCC Board passed the motion below, unanimously, noting that PPCC has long expressed the community's concern with, and opposition to, recent changes in the Municipal Code that could allow obtrusive and distracting digital advertising in the public right of way along our designated scenic highways -- including the iconic Sunset Blvd., which runs through the heart of our commercial village where IKE kiosks may be installed. <https://pacpalicc.org/wp-content/uploads/2022/05/PPCC-Letter-CF-20-1536-S1.pdf>].

“Pacific Palisades Community Council opposes the IKE program present in Council File 22-1154 for the following reasons:

- This project may result in the installation of digital advertising structures along designated Scenic Highways for which Scenic Corridor Plans have not been adopted, such as Sunset Blvd.; as such, the project violates the Mobility Element of the City's General Plan (Appendix B, Scenic Highways Guidelines).
- There has been no local competitive bidding process.
- This project needs a financial analysis, as it is using public space to generate revenue.
- This project may have negative environmental impacts and there is no environmental review (CEQA).

- This project creates visual pollution
- This project is a source of driver distraction and poses a threat to safe driving

For these reasons, we respectfully urge you to disapprove the IKE program in CF 22-1154.

Thank you for your consideration.

Sincerely,

Maryam Zar  
President  
Pacific Palisades Community Council