



PACIFIC PALISADES COMMUNITY COUNCIL

July 27, 2023

Hon. Mayor Karen Bass
Hon. Councilmember Paul Krekorian
Hon. LA City Attorney, Hydee Feldstein-Soto
Hon. Councilmember Traci Park
Director of LA Department of City Planning, Vince Bertoni
City Planning Commission

Via email to all addressees and submitted to the City Clerk online filing portal for [City Council File CF22-0392](#).

Re: Reschedule August 17 CPC Hearing to Allow Meaningful Public Participation
Reference: City Planning Commission Case: CPC-2022-5401-CA, CPC-2023-3653-ZC, ENV-2022-5286-EIR

Dear Mayor Bass, Director Bertoni, Councilmembers and City Planning Commission:

Pacific Palisades Community Council (PPCC) has previously voiced our community's long-standing concern with, and opposition to, recent changes in the Municipal Code that could allow obtrusive and distracting digital advertising in the Coastal Zone and along our scenic highways.

Today we write to urge that no digital billboard advertising program be affirmed without due outreach and comment period for impacted communities. Neighborhood and Community Councils throughout the City of LA have been following the trajectory of this draft ordinance, and today we join many of them, particularly on the west side, in opposing the proposed scheduling of the City Planning Commission hearing for August 17, 2023. That date fails to allow even two weeks between the circulation of the Final Staff Recommendation Report and the scheduled CPC hearing, in violation of the Planning Department's own Public Participation Policy (as well as City Charter requirements for Neighborhood Councils).

PPCC has concerns about the Metro Digital Billboard Advertising Program, and we believe additional time must be given to the public to consider the Final Staff Recommendation Report.

Thank you and best,

Maryam Zar

PPCC President

Executive Committee: Sue Kohl, Vice President; jenny Li, Treasurer; Beth Holden-Garland, Secretary; David Card, Chair Emeritus; John Padden, organizational representative; Joanna Spak, elected representative