



Pacific Palisades Community Council

October 30, 2023

To: LA City Planning and Land Use management (PLUM) Committee

Members: Hon. Councilmembers Marqueece Harris-Dawson (Chair), Heather Hutt, Imelda Padilla, John Lee, Katy Yaroslavsky

Re: Reference CF 22-0392 -- OPPOSE METRO TCN.

Dear Planning and Land Use Management Committee of LA City Council:

Pacific Palisades Community Council (PPCC) has been the voice of the community and the most broad-based organization in Pacific Palisades, since 1973. The Palisades is a coastal community which hosts many of LA's precious natural resources and recreational landscapes, including a vast shoreline and miles of mountain trails. Our community lies on both sides of Sunset Boulevard as this scenic roadway leads down to the Pacific, and inland from Pacific Coast Highway, which serves as a main artery for our community. Our entire community is located within the sensitive Very High Fire Hazard Severity Zone (VHFHSZ).

On October 26th, at our regularly scheduled meeting, PPCC voted to oppose the Metro digital advertising program referred to as the Metro Transportation Communication Network (TCN), which seeks to install 86 large changing digital billboards on streets and freeways throughout LA City. PPCC (alongside other westside Councils) is especially concerned about driver distraction caused by changing digital messages and their distractive impacts on driving and other public safety considerations, as well as the many negative environmental impacts (on biological resources, energy consumption, night sky pollution), and decades of visual blight.

We are particularly concerned about the erosion of protection of our City's scenic corridors, including Sunset and San Vicente Blvds. and the Pacific Coast Highway. It is important to note that the proposed enabling Supplemental Use District changes the scenic roadway protections from the language in the City's General Plan Mobility Element from 500 feet from the center line of the roadway to 200 feet -- a significant difference that may expose our scenic roadways to new advertising structures.

As such, we vigorously oppose the TCN program and the adoption of enabling ordinances to the City Planning Commission (CPC) which will meet to discuss the program on November 14, 2023, at 8:30am.

Additionally, we urge Councilwoman Park to work with the city to remove all TCN billboards proposed for CD11.

Thank you and best,
Maryam Zar
PPCC President

CC:

Traci Park, Hon. Councilmember, CD11

Jeff Khau, Sr. Planning Deputy, CD11

Michael Amster, CD11 Pacific Palisades/Brentwood Field Deputy