



## Pacific Palisades Community Council

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December 3, 2023

Los Angeles City Councilwoman  
Hon. Traci Park

Re; Metro TCN billboards exemption for Pacific Palisades

Dear Councilwoman Park,

As you know, Pacific Palisades Community Council (PPCC) has been the representative voice of the Pacific Palisades since 1973, with an effective record of advocacy serving as the model for the current LA City NC system.

At two recent board meetings, our board affirmed a position in opposition to the Metro TCN program, objecting to various elements of the program which include: a lack of meaningful public outreach on a project that stands to impact people across the entire City of LA in every pocket of our landscape, driver distraction caused by changing digital messages and their distractive impacts on driving and other public safety considerations, and the many negative environmental impacts (on biological resources, energy consumption, night sky pollution) along with the promise of decades of visual blight.

We are particularly concerned about the erosion of protection of our City's scenic corridors, including (and leading into) the Pacific Coast Highway as well as Sunset and San Vicente Boulevards. We urgently note that the proposed Supplemental Use District changes enabled by the ordinance erode scenic roadway protections in a significant way which exposes our scenic roadways to new advertising structures.

As the Metro TCN ordinance makes its way through PLUM on December 5th, and over to City Council on December 6th, we urgently ask you to exempt the digital billboard planned for Exposition Boulevard, near the 405/10 intersection, which is commonly visible to Palisadians who travel this route to and from the Westside and beyond.

Billboards such as this, and others in CD11, pose a serious traffic safety concern and have negative environmental impacts to numerous communities which have gone on the record with their opposition

to this expansion of advertising in their environs. In addition to PPCC, we note that the Westside Regional Alliance of Councils (WRAC) has also opposed the TCN program. We hope you will take this collective opposition seriously and exempt our community from the digital advertising program currently contemplated (which has not been properly presented to communities for meaningful feedback. See our letter dated July 27, 2023, objecting to the lack of community outreach: <https://pacpalicc.org/wp-content/uploads/2023/07/extend-comment-for-billboard-blight.pdf>)

We thank you, as always, for your great work across CD11.

Best,  
Maryam Zar  
PPCC President

Executive Committee:  
David Card, Chair Emeritus  
Sue Kohl, VP  
Jenny Li, Treasurer  
Beth Holden Garland, Secretary  
Joanna Spak, Area Representative,  
John Padden, Organizational Representative.