



PACIFIC PALISADES COMMUNITY COUNCIL

November 4, 2024

Hon. Janice Hahn, Chair, Metro Board of Directors (Metro Board) & LA County Supervisor, SD 4
Hon. Lindsey Horvath, Metro Board Member & Chair, LA County Board of Supervisors
Hon. Mayor Bass, Metro Board Member & Mayor, City of Los Angeles
Hon. Marqueece Harris-Dawson, President, LA City Council
Hon. Katy Yaroslavsky, Metro Board Member & LA City Councilwoman, CD 5
Hon. Traci Park, LA City Councilwoman, CD 11

Via email to all addressees and submission to the LA City Clerk filing portal in CF 22-0392 & 22-0392-S1

Re: CF 22-0392 / 22-0392-S1 – OPPOSE proposed installation of Metro TCN billboards along the 405 freeway, north of the 10 interchange, in Metro’s Exposition Blvd. right-of-way

Dear Metro Board Chair & Members, Supervisors, Mayor Bass and Councilmembers:

Pacific Palisades Community Council (PPCC) has been the most broad-based community organization and voice of the Palisades for 51 years, since its formation in 1973. PPCC is one of the oldest volunteer organizations of its type in the City of Los Angeles and served as a model for the current Neighborhood Council system. PPCC is also a member of the Westside Regional Alliance of Councils (WRAC).

For more than a decade, PPCC has been on record as strongly opposed to unregulated digital signage, and since 2015, has **consistently opposed freeway-facing digital billboards and all digital signs outside of sign districts**. Our position has not changed in the ensuing years.

See our letters of October 17, 2011, and October 19, 2015:

https://pacpalicc.org/wp-content/uploads/2018/01/11-1705_misc_10-18-11n.pdf;

<https://pacpalicc.org/wp-content/uploads/2016/03/letterCPCsignordinancefinal.pdf>.

More recently, PPCC has opposed the Metro Transportation Communication Network (TCN) program; has asked for all planned Metro TCN billboards to be removed from CD 11; and has expressly requested an exemption for a Metro TCN billboard planned for Exposition Blvd., near the 405 / 10 interchange.

See our letters of August 28, 2023, October 30, 2023 and December 3, 2023:

<https://pacpalicc.org/wp-content/uploads/2023/08/Metro-TCN-EC-Letter.pdf>;

<https://pacpalicc.org/wp-content/uploads/2023/10/Metro-TCN-Oct-26.pdf>;

<https://pacpalicc.org/wp-content/uploads/2023/12/EC-Letter-re-PLUM-TCN-Ord.pdf>.

PPCC has recently learned that two very large, two-sided, freeway-facing Metro TCN billboards are planned for the Metro Exposition Blvd. right-of-way, north of the 405 / 10 interchange (per Table II-I of the Metro TCN Draft EIR II, Project Description – the “Two TCN Billboards”). According to the DEIR Table, the Two TCN Billboards will each be 95 ft. high, with a digital display width on each side of 48 ft.

As we have previously explained, these billboards will be commonly visible to Palisadians who travel this route to and from the Westside and beyond. They will result in visual blight and driver distraction, pose serious traffic safety concerns and have negative environmental impacts. These concerns and impacts are

also recognized by WRAC, which *supports a ban on new digital billboards*, and also *opposes the Metro TCN program*.¹

PPCC therefore respectfully urges the Metro Board, LA County Supervisors, Mayor Bass and LA City Councilmembers to take all necessary steps forthwith to exempt the Two TCN Billboards from planned installation under the Metro TCN program.

Thank you for your consideration and attention to this important matter.

Sincerely,

Pacific Palisades Community Council Executive Committee:
Sue Kohl, President; Quentin Fleming, Vice-President;
Jenny Li, Treasurer; Beth Holden-Garland, Secretary; Maryam Zar, Chair Emeritus;
Chris Spitz, Elected Rep (At-large); John Padden, Organizational Rep (Palisades PRIDE)

¹ See past WRAC position letters referenced in a motion currently pending in WRAC (recently recommended by the WRAC board to Member Councils), to *expressly oppose installation of TCN billboards in the Metro Exposition Blvd. right-of-way north of the 405 / 10 interchange*: <https://westsidecouncils.com/motion/oppose-metro-tcn-structures-along-the-405/>. The motion will become an adopted WRAC position if it is passed by a majority of WRAC Member Councils.