Month, Day, 2022

Councilmember Mike Bonin

Los Angeles City Council District 11

200 N Spring St #475

Los Angeles, CA 90012

Councilmember Bonin,

 The Neighborhood Council of Westchester/Playa supports the upgrading of transit shelters throughout the city to make public transit more appealing, providing shelter designs, structures and amenities are consistent with the surrounding neighborhood. However the council does oppose digital advertising signs/billboards to be incorporated into these new shelters for the following reasons:

* Well documented safety concerns with distracted drivers observing digital advertising boards instead of focusing on safe driving
* Distractions to the natural beauty of the coastline scenery with possible California Coastal Commission restrictions
* Contradicts “Going Green” by requiring power to illuminate these signs
* Excessive construction to provide utilities for such digital signage
* Historic vandalism at transport shelters that will most likely render digital signs inoperative and eventually create blight

Although the city stands to benefit from the revenue generated by these digital advertising billboards/signs, Westchester and Playa del Rey are not a Hollywood, Times Square or Las Vegas Strip and should not have these digital signs since they do not fit the character of our neighborhoods.

Regards,

Paula Gerez

President, Neighborhood Council Westchester/Playa

CC: Los Angeles County Supervisor Holly Mitchell