

Title: Motion for the NCWP to provide a letter in opposition to outdoor digital advertising in association with the cities Sidewalk and Transit Amenities Program	
Meeting date: August 9, 2022	
Agendized by: Gregg Aniolek	
Contact person: Gregg Aniolek	Phone number: 760 462 5880
Committee Vote (if appropriate): 6 – 0 in favor	
Does this item have a fiscal impact on the Neighborhood Council? ___ Yes ___X___ No	
Additional documents attached? ___X___ Yes ___ No	

RECOMMENDATION:

That the Neighborhood Council of Westchester/Playa provides a letter of opposition to the proposed Councilmember Mike Bonin and the city of Los Angeles

BACKGROUND:

The city of Los Angeles completed and “Initial Study and Mitigated Negative Declaration for the Sidewalk and Transit Amenities Program (STAP) in February 2022. In addition to upgrading public transit shelter structures, such as bus stops, the study suggests outdoor digital advertising be included to pay for such improvements.

DISCUSSION:

The Neighborhood Council of Westchester/Playa (NCWP) supports the upgrading of transit shelters throughout the city to make public transit more appealing, providing shelter structures and amenities are consistent with the surrounding neighborhood. However, the NCWP strongly opposes digital advertising signs/billboards to be incorporated into these new shelters.

Although the city stands to benefit from the revenue generated by these digital advertising billboards/signs, Westchester / Playa del Rey / Playa Vista should not have digital advertising since it does not fit the character of our neighborhoods. Furthermore, a Mitigated Negative Declaration is insufficient to determine digital advertising feasibility. Instead a full Environmental Impact Report (EIR) is needed if such a widespread program is to be implemented.

FISCAL ANALYSIS:

Not determined at this time.

ATTACHMENTS:

Copy of letter of opposition to digital advertising at public transit shelters.

MOTION:

That the Neighborhood Council:

Approved a letter of opposition to the cities proposed outdoor digital advertising in the neighborhoods of Westchester, Playa Del Rey and Playa Vista