

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 (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 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 and the introduction of light pollution into the neighborhoods.
- Contradicts “Going Green” by requiring power to illuminate these signs
- Excessive construction to provide utilities for such digital signage
- Significant negative affects on filming locations throughout Los Angeles
- Historic vandalism at transport shelters that will most likely render digital signs inoperative and creating blight

Although the city stands to benefit from the revenue generated by these digital advertising billboards/signs, Westchester / Playa del Rey / Playa Vista are not Times Square, Tokyo or the Las Vegas Strip and 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.

Regards,

Paula Gerez
President, Neighborhood Council Westchester/Playa

CC: Los Angeles County Supervisor, Holly Mitchell
City of Los Angeles, Environmental Supervisor, Norman Mundy
City of Los Angeles, Mayor, Eric Garcetti