



# VALLEY VILLAGE

## RESIDENTS ASSOCIATION

Neighbors Working Together to Improve the Quality of Life  
Valleyvillageha.com

September 28, 2023

Councilmember Paul Krekorian  
City Hall, Room  
200 N. Spring Street  
Los Angeles, CA 90012

Dear Councilmember Krekorian:

This letter concerns the proposal by the Metropolitan Transportation Authority to allow the placement of 49 digital billboard structures and 89 sign faces on land that the MTA owns next to its rail and bus stations. Thirty three (33) of the 89 sign faces would be facing the freeways with the remainder facing surface streets. In exchange 200 existing, non-digital billboards on MTA properties are to be removed. To make the program legal a Transportation Communications Network District (TCN) is proposed to be added to the Zone Code to grant exceptions to the citywide ban on new billboards enacted in 2002 and the older ban on new billboards along the freeways enacted in the early 1950's when freeway construction in Los Angeles was getting underway. The rationale for allowing the new digital billboards is to enable the MTA to post public service and traffic messages but the real reason is to generate revenue for the MTA and the City of Los Angeles since seven out of eight messages on the signs will be regular advertising and the revenue would be split 50/50 between the MTA and the City.

We think that the digital billboard program is a self-interested proposal by the MTA that will be harmful to the public good. It would grant a major exception to the 70-year-old ban on new billboards facing the freeways that for seven decades have kept the freeways of Los Angeles mostly free of billboard clutter. It would result in unprecedented billboard ugliness along them. The ban on freeway facing billboards is one of the redeeming aesthetic features of Los Angeles. Even with the removal of 200 existing smaller, less lucrative billboards there will only be a modest reduction in billboard clutter along the surface streets. With an existing inventory of around 8,000 billboards in Los Angeles, the removal of 200 billboards is a reduction of only 2.5%. The takedown ratio of billboards removed versus billboards added



Los Angeles City Councilmembers  
September 28, 2023  
Page Two

will be only 2.32 to 1. A higher ratio of at least 5 to 1 and even 10 to 1 should have been required. The digital sign faces will be large and intrusive, with an area of 672 sq.ft. allowed by the MTA's proposal. They will be very visible from the freeways. The 56 digital billboards that would be allowed to face the major surface streets will also be highly visible with their bright LED lights intruding into people's homes near the major streets. About 11 years ago a similar proposal to allow digital billboards to be introduced into Los Angeles was disapproved in response to strong citizen protests. The digital billboards would be allowed to have an eight second "refresh rate", meaning that the displays, mostly advertising, would be allowed to change every eight seconds. In addition to being an irritation to the public, they will also be a distraction to drivers. There is a high likelihood of increases in the rate of automobile accidents after the digital billboards are put up.

Because of these reasons, we in the Valley Village Residents Association strongly urge that you vote to reject the MTA's self-interested proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Beth Fulton", with a long horizontal flourish extending to the right.

Beth Fulton  
President

Cc: VVRA Board Members  
Mr. Dustan Batton, Scenic Los  
Angeles