

WESTWOOD NEIGHBORHOOD COUNCIL

February 12, 2025

Agenda Item # 11

Sidewalk and Transit Amenities Program (STAP)

Oppose the proposed list of recommended digital ad structures in the Westwood and Century City areas

Motion

The WWNC opposes the proposed list of recommended digital ad structures in the Westwood and Century City areas on the YEAR 3 list for the following reasons:

- The Board of Public Works failed to release this list to the public and to our Neighborhood Council for adequate and meaningful review before voting on it;
- Many people, and in particular, City Council staff, have little or no knowledge of the program's Mitigated Negative Declaration (MND) environmental document adopted on 9/20/22 and do not know where program structures must comply with existing overlays, community plans, and/or the Mobility Element of the General Plan;
- This Board needs to take a step back to consider the establishment of some guidelines related to the numbers of STAP structures located at, for example, a SINGLE intersection. It is pure visual pollution to locate electronic/digital transit shelters on four corners of an intersection AND have added urban panels at the same intersection.
- It is a poor decision to install digital changing ad structures of any kind directly adjacent to our City's high schools where new young drivers are more vulnerable to danger from distractions; and
- Some structures are listed on designated Scenic Highways which is a violation of the City's Mobility Element of the General Plan which clearly states that no advertising structures may be placed within 500 feet of the center line of a designated Scenic Highway.

The WWNC requests that staff circulate this LIST OF YEAR 3 LOCATIONS to all Neighborhood Councils whose areas have proposed shelters for meaningful review at least sixty days prior to the Board voting on it; and further, the WWNC requests that, in the future, the Board of Public Works' staff circulate these proposed lists to the Neighborhood Councils at the time they are distributed to Council District offices.