



**Mar Vista  
Community Council**

3759 Barry Avenue  
Los Angeles, CA 90066

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2007-2008**

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Certified Neighborhood Council  
August 13, 2002

February 12, 2008

Councilman Bill Rosendahl  
Los Angeles City Council, District 11  
200 N. Spring Street, Room 415  
Los Angeles, CA 90012  
(213) 473-7011

Dear Councilman Rosendahl,

The Mar Vista Community Council, at its February 12<sup>th</sup> regular meeting, passed the following resolution:

**Policy Motion: Whereas digital billboards pose a unique traffic safety risk on our streets and freeways by distracting drivers, and**

**Whereas state and city regulations as to the placement of billboards have been designed to reduce the traffic safety hazard caused by billboards, and**

**Whereas large billboards are a visual blight on our city, and**

**Whereas allowing these digital billboards to be installed near a busy freeway will create a precedent for other**

**distracting billboards to be installed near other**

**freeways and streets throughout the city, including Mar Vista, and**

**Whereas Mar Vista stakeholders have particular difficulties with digital billboards, especially those near busy**

**intersections such as the digital billboards near the**

**intersections of Venice and Sawtelle and Sawtelle and Pico and freeways,**

**The Mar Vista Community Council opposes the creation of a supplemental use district that would allow billboards to be placed near to a busy freeway, distracting drivers and increasing the visual blight in our city.**

**Further, the Mar Vista Community Council is disturbed that this supplemental use district has been tied to the creation of a much-needed park.**

Rob Kadota  
Chair  
Mar Vista Community Council

Cc: Len Nguyen