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July 23, 2018

Senator Bob Hertzberg  
State Capitol, Room 4038  
Sacramento, CA 95814

Mark Brown, District Office  
6150 Van Nuys Blvd., #400  
Van Nuys, CA 91401

RE: Opposition to AB 3168 and amendments to AB 3168

Dear Senator Hertzberg,

The Board of the Studio City Residents Association (SCRA) on July 17, 2018 moved to oppose AB 3168 and amendments thereto pursuant to a motion passed unanimously as follows:

*“The Studio City Residents Association opposes AB 3168 as well as the amendments to AB 3168 and has zero tolerance for the expansion of any type of billboard advertising in order to preserve the visual integrity of our community and those communities we drive to or through.”*

SCRA understand that outdoor advertising displays are regulated on publicly owned property. The Outdoor Advertising Act (existing State Law) provides that planting for the purpose of soil erosion control, traffic safety requirements, including light screening, reduction of fire hazards, or traffic noise abatement does not change the character of a freeway to a landscaped freeway.

This proposed bill provides more flexibility to those rules, providing the outdoor advertising industry and local governments with more options for approving new advertising without the need for legislation. This bill by State Assemblymember Blanca A. Rubio from the 48th district, loosens the existing regulations, provided that doing so does not result in a loss of federal highway funding, by a) Clarifying and limiting what can be considered as a landscaped highway. b) Making it easier to increase the height of a sign or replace an existing stationary sign with a digital display. c) Making it easier to relocate a sign by removing the existing restriction that signs may only be relocated within the jurisdiction of the city.

On May 21, 2018 the matter was read for the third time to the Assembly and it passed (Ayes 72. Noes 0). On June 18, 2018 it was amended in the Senate and has entered the Committee Process. There will be a Senate hearing on August 6, 2018 before the State Senate Appropriations Committee. The SCRA urge a "NO" vote.

Very truly yours,

Alan Dymond, president  
Studio City Residents Association  
Cell 818-399-2343

CC:

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The Studio City Residents Association is a 501(c) 4; not-for-profit tax ID number 95-3996938.

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