



# Marine Advisory Commission

## Long Beach, California

205 N. Marina Drive, Long Beach, CA 90803

David Thornburg, Chair  
Mark Turpin, Vice Chair  
Camille Daniels

Colin Kelly  
Elizabeth Lambe  
Theresa Marino

Tom Mayes  
Jo Murray

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October 10, 2019

Mayor Robert Garcia  
411 West Ocean Blvd., 11<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: MAC Position on Electronic Billboards at 2<sup>nd</sup> & PCH**

Dear Mayor Garcia,

At the October 10, 2019 meeting of the Marine Advisory Commission, we learned that CenterCal appealed the unanimous decision of the Long Beach Planning Commission to deny a permit which would have authorized the installation of two electronic billboards; one on Pacific Coast Highway ("PCH") and one at the intersection of 2nd Street and PCH. With the approval of the City, CenterCal has referred to these electronic billboards as "Electronic Message Center Signs."

In our view this is in fact an electronic billboard. These advertising signs are designed to attract the attention of drivers and individuals passing by. We are concerned a distraction could increase the likelihood of severe injuries and death at a heavily congested intersection. We are aligned with the Planning Commission's original decision and request that the Council affirms their denial.

Sincerely,



David Thornburg, Chair



Mark Turpin, Vice Chair

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Camille Daniels, Commissioner

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Theresa Marino, Commissioner

  
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Colin Kelly, Commissioner  
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Tom Mayes, Commissioner  
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Elizabeth Lambe, Commissioner  
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Jo Murray, Commissioner

c: California Coastal Commission  
Long Beach City Council  
Tom Modica, Acting City Manager  
Linda Tatum, Director, Development Services  
Gerardo Mouet, Director, Parks, Recreation and Marine  
Elvira Hallinan, Manager, Marinas and Beaches