



# Off-site Digital Signage Financial Analysis Study

## SUPPLEMENTAL REPORT

Prepared for:

The City of Los Angeles

Office of the Chief Legislative Analyst



**Submitted by:**

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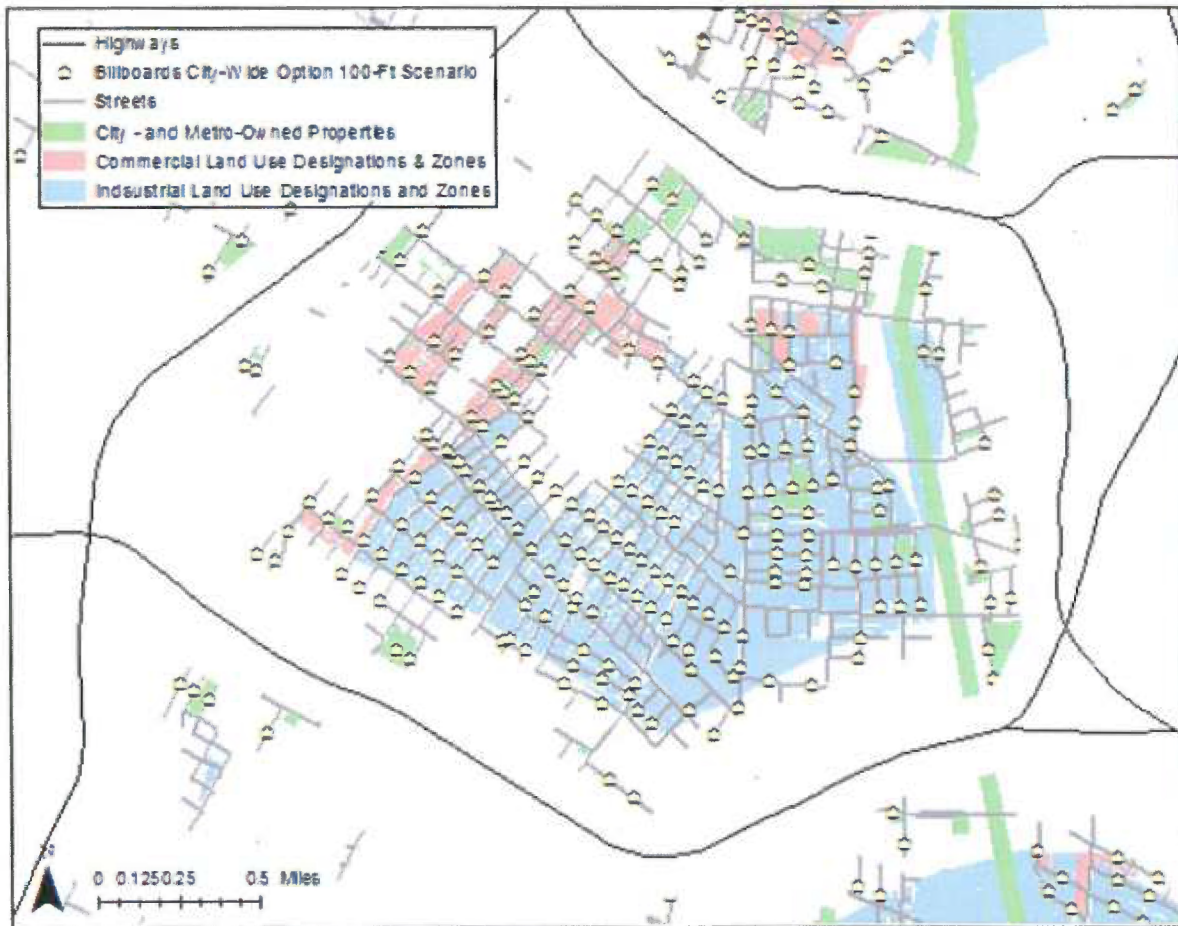
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**ADDENDUM. REVISED GEOGRAPHIC SCENARIO MAPS**

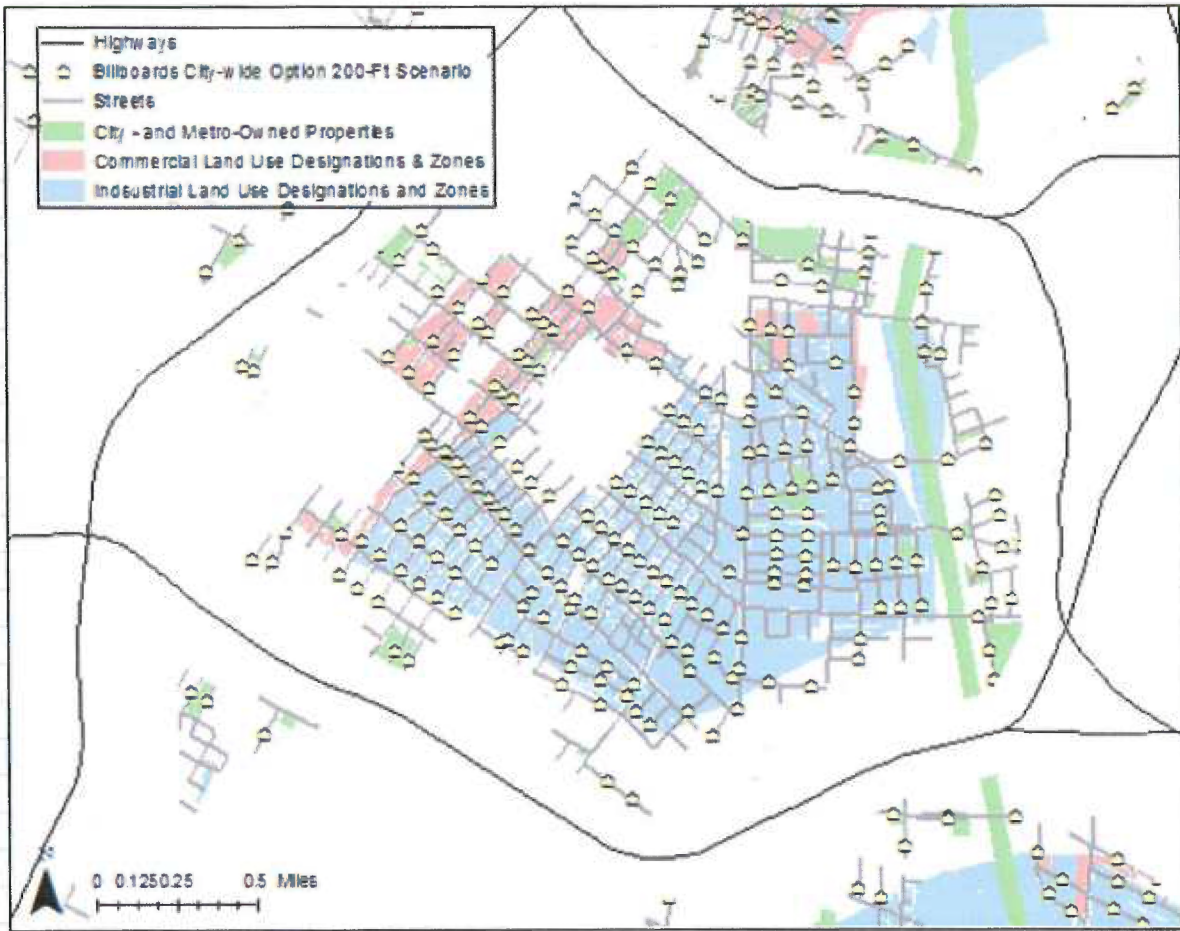
Navigant submitted an Off-site Digital Financial Analysis Study to the City of Los Angeles Office of the Chief Legislative Analyst on December 1, 2017 (Original Report). In Section 3.2 of the Original Report, Navigant provided Geographic Information System (GIS) maps (Figures 3-3 through 3-11) to illustrate the areas that could have off-site digital signs according to the assumptions and restrictions set for each scenario in the study. These illustrations do not show actual proposed off-site digital sign locations, but they do illustrate how many digital signs could be placed in which approximate areas under each scenario. In this Supplemental Report, Navigant has revised Figures 3-3 through 3-11 to reflect recent updates to the Original Report. Revised Figures 3-3 through 3-11 are shown below. All other geographic and financial estimates and figures in the Original Report remain unchanged.

Revised Figure 3-1. City-wide - 100-Foot Buffer Scenario Map

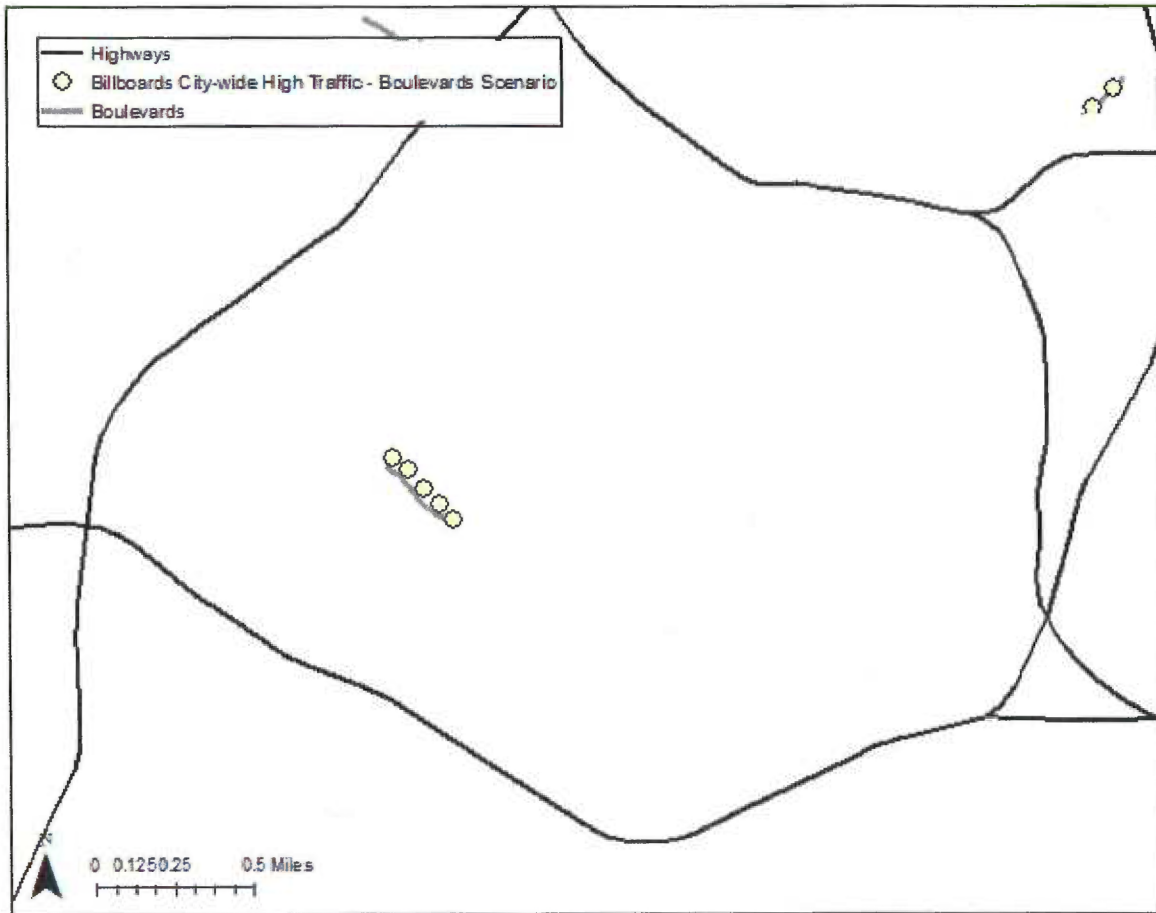




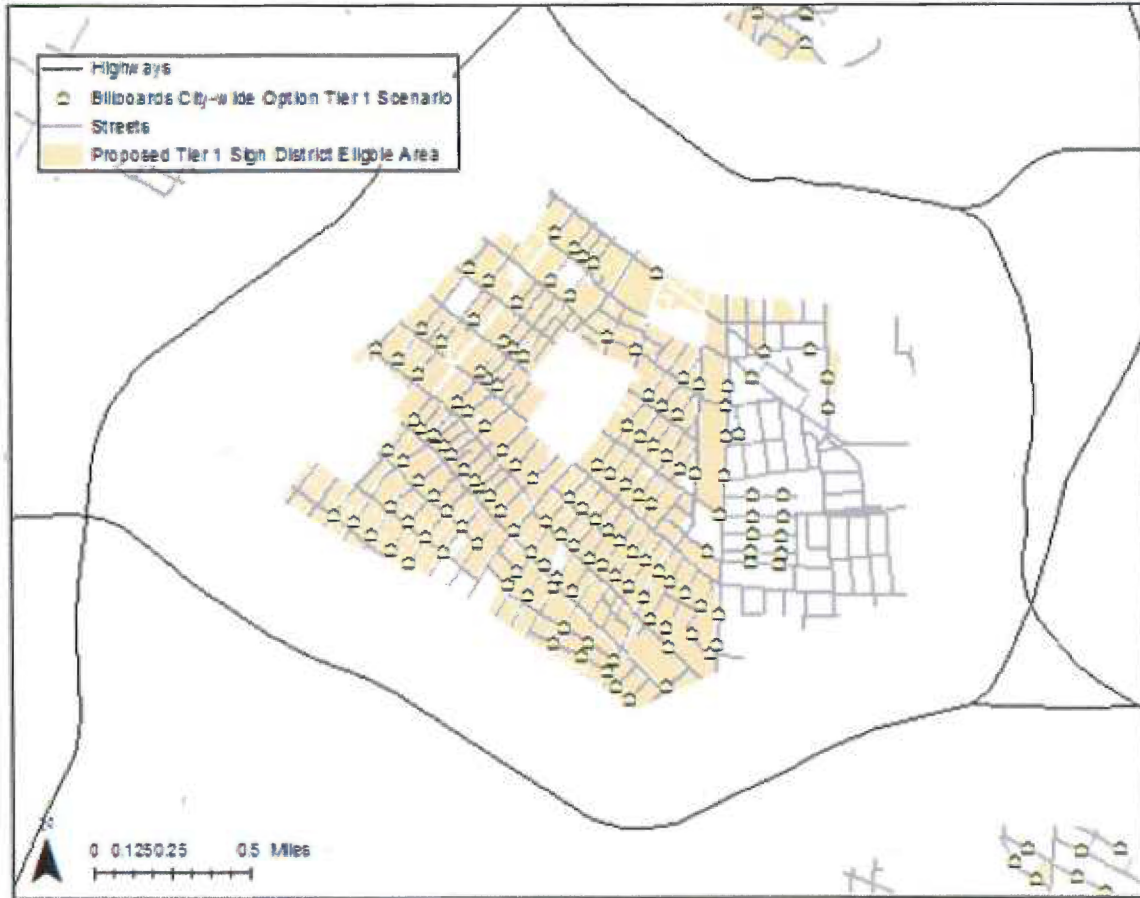
Revised Figure 3-2. City-wide - 200-Foot Buffer Scenario Map



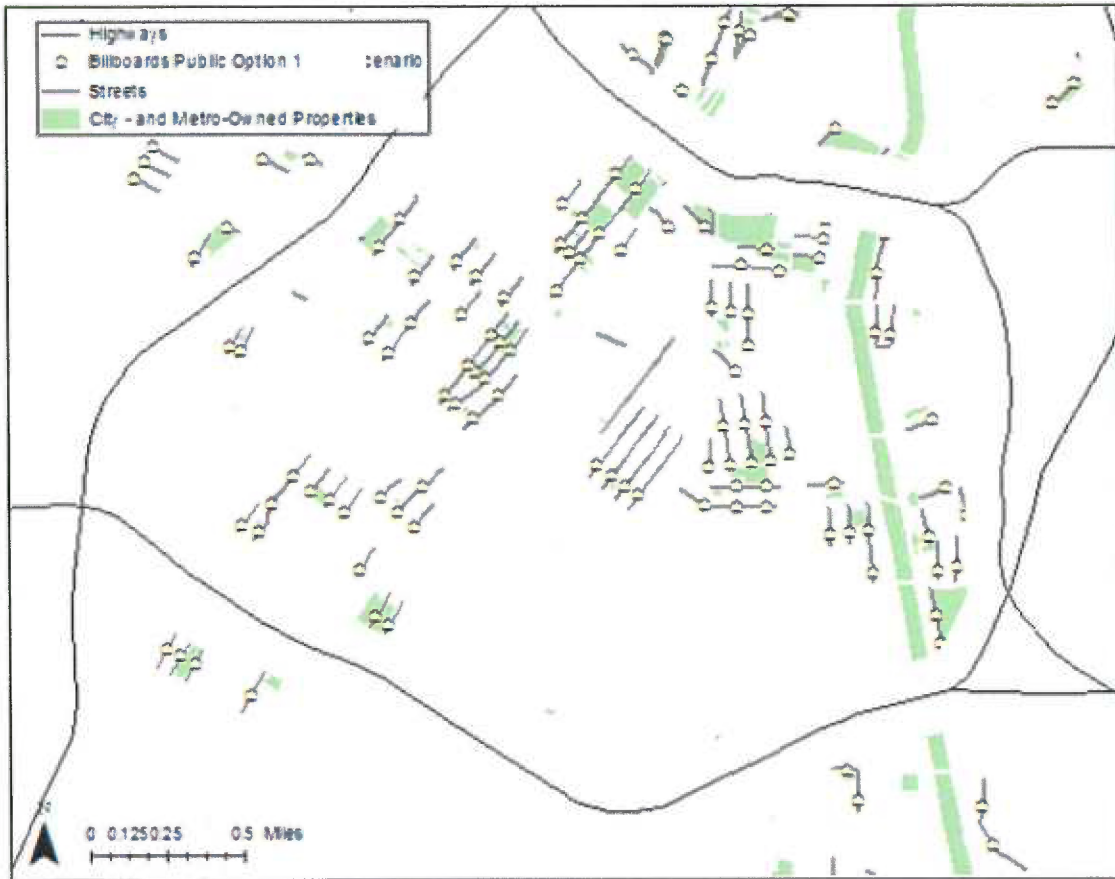
Revised Figure 3-3. City-wide - High Traffic Scenario – Street Type Map



Revised Figure 3-4. City-wide - Tier 1 Sign District Scenario Map

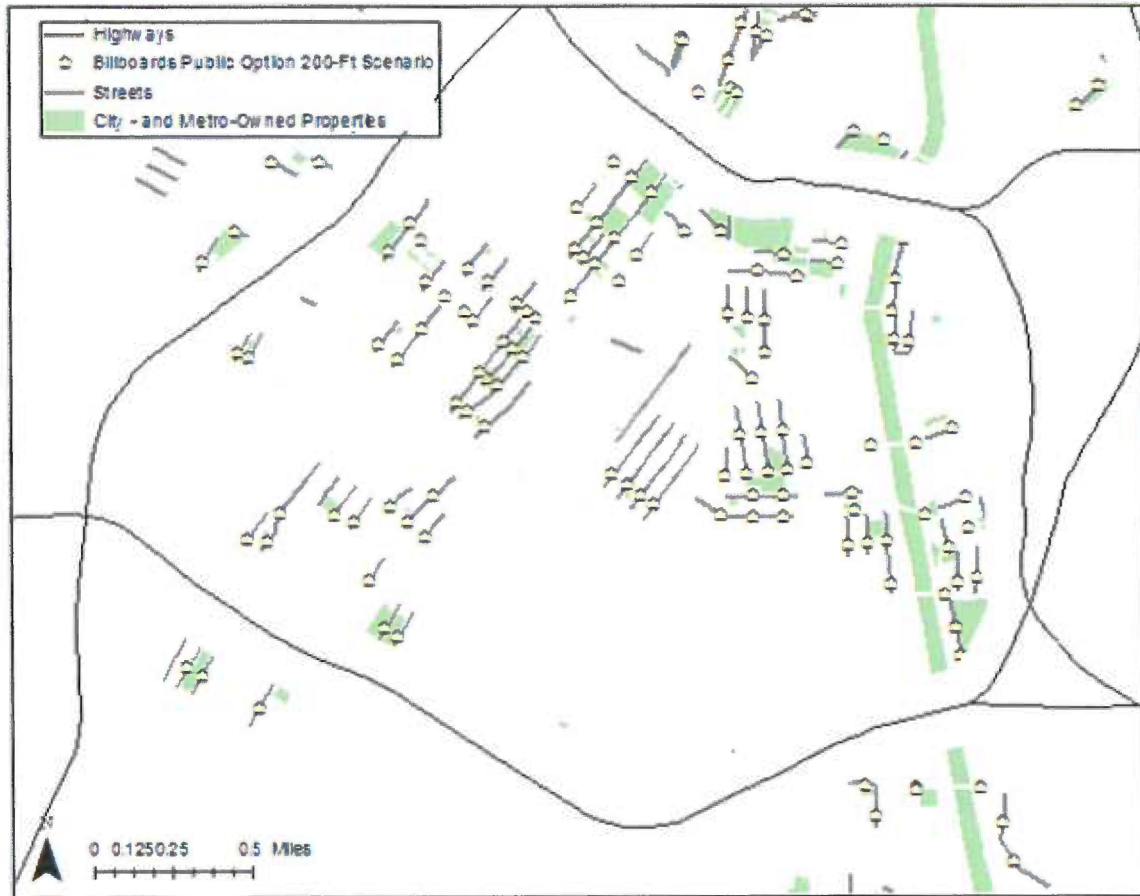


Revised Figure 3-5. Public - 100-Foot Buffer Scenario Map

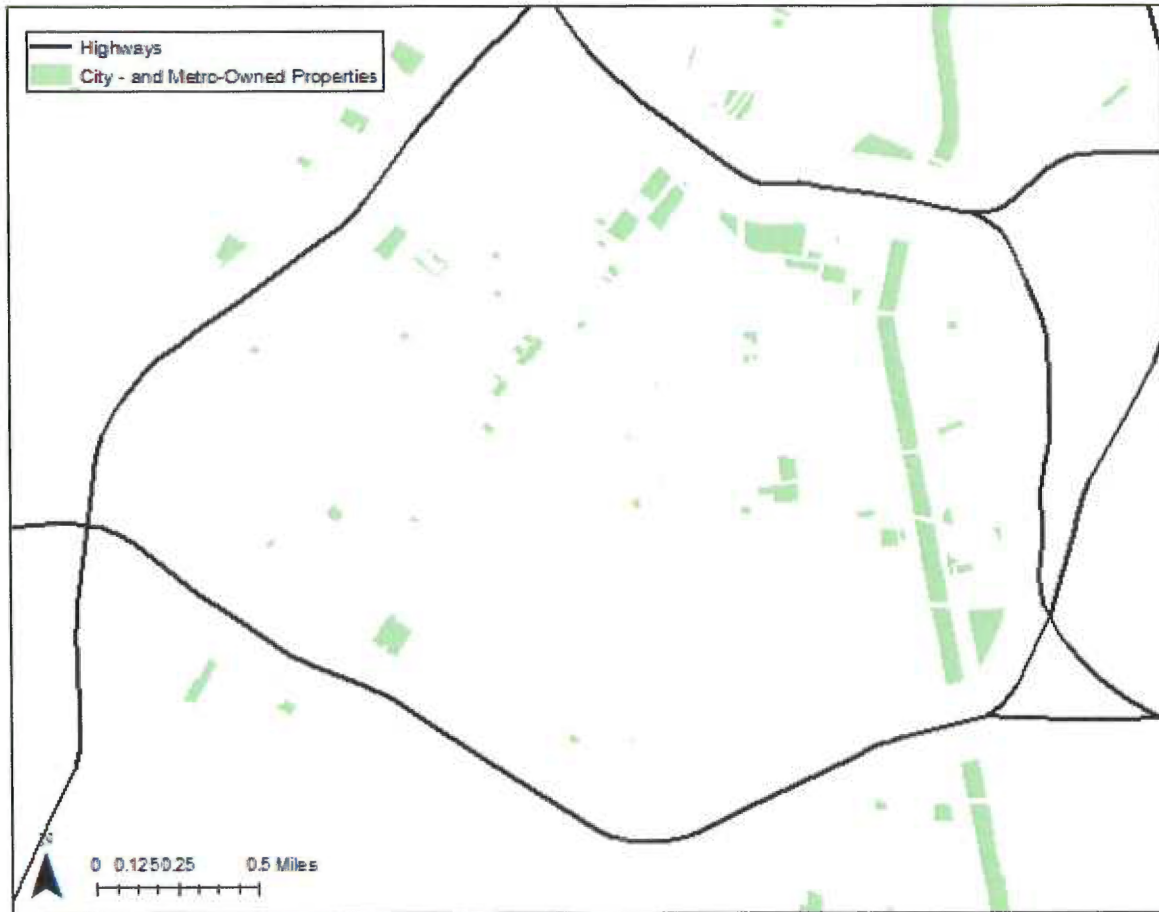




Revised Figure 3-6. Public - 200-Foot Buffer Scenario Map

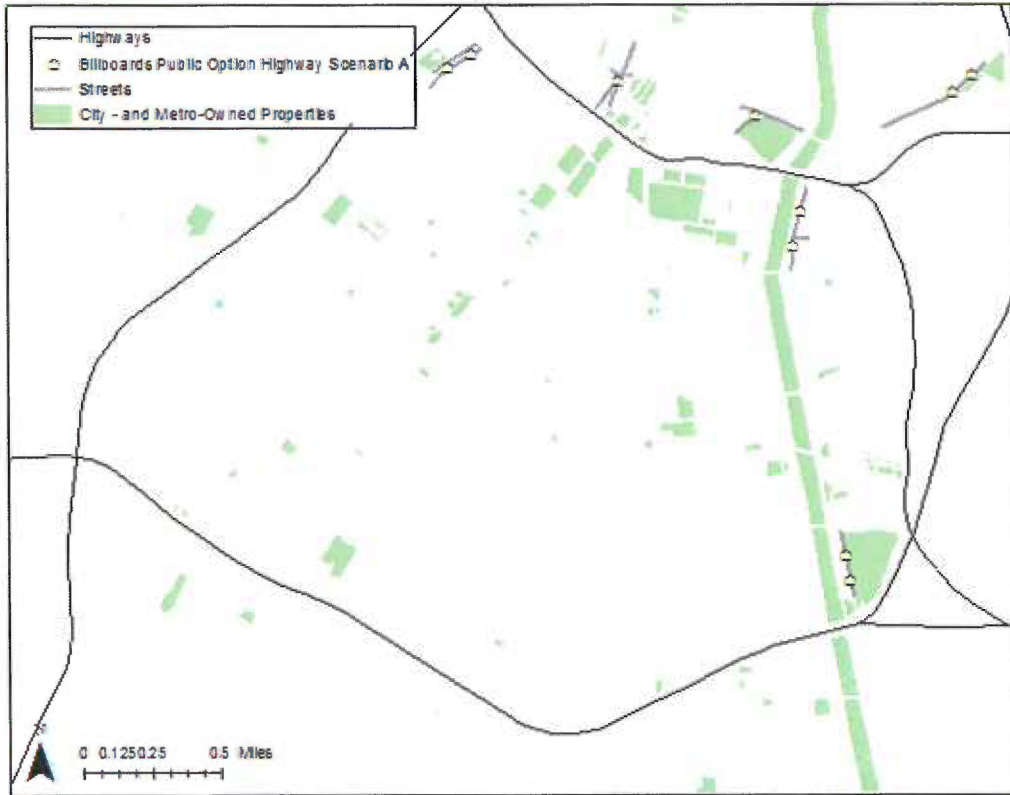


Revised Figure 3-7. Public - Single Parcel Scenario Map



**Note:** This scenario places a billboard on each single City- and Metro- owned property in eligible areas. For this reason, Navigant did not model billboard placements for this particular scenario but rather counted the number of eligible parcels.

Revised Figure 3-8. Public - Highway Scenario A Map



Revised Figure 3-9. Public - Highway Scenario B Map

