

Communication from Public

Name: P.I.C.O. Neighborhood Council

Date Submitted: 08/09/2019 01:09 PM

Council File No: 11-1705

Comments for Public Posting: The summary misstates the position of our Neighborhood Council which is to OPPOSE ANY DIGITAL BILLBOARDS. Here is our letter as submitted in full: Dear Members of the Los Angeles City Council, P.I.C.O. Neighborhood Council board members share stakeholders' concerns about the proliferation of billboards in Los Angeles, and the resulting visual blight that threatens the character of our residential neighborhoods. We are particularly disturbed by the potential for more digital billboards - as their height, light, and motion are intrusive to our residential neighborhoods from great distances. We support prompt passage of the City's billboard policy/sign ordinance with the following conditions: 1. The City prohibit installation of new billboards outside established sign districts and expressly prohibit digital billboards outside established sign districts in high intensity commercial districts, with the express goal of limiting visual intrusion on residential neighborhoods. 2. The City reject any proposed "amnesty" or "grandfathering" for older, illegal, or out-of-compliance billboards. 3. The City establish a significantly higher "take down" ratio, requiring removal of at least four square feet of existing billboards in exchange for every one new square foot of billboards allowed in a City sign district. 4. The City maintain strong penalty provisions for noncompliance. As you can see from the above, and contrary to the statement in the summary, the P.I.C.O. NC did NOT support the ordinance in its current form.

Communication from Public

Name: J. Ross

Date Submitted: 08/09/2019 03:17 PM

Council File No: 11-1705

Comments for Public Posting: I completely oppose digital billboards outside sign districts. Houston and other cities have the courage to stand up to billboard companies. LA should do the same. Remember, billboard advertising creates NO JOBS. That is a lie that the companies say to try to win your political support. If billboards were prohibited, no jobs would be lost. That money would still be spent on magazine ads, internet ads, etc., and the same number of jobs would be created. Billboards create light and buzzing, and companies shine them in people's homes with no concern. Insufficient sleep because of excessive light harms the brain, creates agitation, and prevents healing. Furthermore, these signs should be turned off at 900 pm everywhere until 900 am the next day. They should be allowed to scroll only once per minute, so they don't distract drivers. These are public health threats, and you need to take the side of the residents, not corporations that care only about money and will harm us.

Communication from Public

Name: PICO Neighborhood Council

Date Submitted: 08/09/2019 03:30 PM

Council File No: 11-1705

Comments for Public Posting: The summary misstates the position of our Neighborhood Council which is to RESTRICT AND IMPOSE REQUIREMENTS FOR ANY DIGITAL BILLBOARDS. Here is our letter as submitted in full: Dear Members of the Los Angeles City Council, P.I.C.O. Neighborhood Council board members share stakeholders' concerns about the proliferation of billboards in Los Angeles, and the resulting visual blight that threatens the character of our residential neighborhoods. We are particularly disturbed by the potential for more digital billboards - as their height, light, and motion are intrusive to our residential neighborhoods from great distances. We support prompt passage of the City's billboard policy/sign ordinance with the following conditions: 1. The City prohibit installation of new billboards outside established sign districts and expressly prohibit digital billboards outside established sign districts in high intensity commercial districts, with the express goal of limiting visual intrusion on residential neighborhoods. 2. The City reject any proposed "amnesty" or "grandfathering" for older, illegal, or out-of-compliance billboards. 3. The City establish a significantly higher "take down" ratio, requiring removal of at least four square feet of existing billboards in exchange for every one new square foot of billboards allowed in a City sign district. 4. The City maintain strong penalty provisions for noncompliance. As you can see from the above, and contrary to the statement in the summary, the P.I.C.O. NC did NOT support the ordinance in its current form.

Communication from Public

Name: Jan Book

Date Submitted: 08/09/2019 04:12 PM

Council File No: 11-1705

Comments for Public Posting: Please do not expand the ability of Digital sign companies to invade our communities with intrusive Digital signs. I urge the PLUM Committee to embrace the moderate compromise solution of allowing digital signs in Sign Districts only. I urge you to reject any option which would allow digital signs outside sign districts. I have been exposed to Digital signs invading my home and neighborhood, and the result is the loss of tranquility and the nighttime sky.

Communication from Public

Name: Lisa Gimmy
Date Submitted: 08/09/2019 06:05 PM
Council File No: 11-1705
Comments for Public Posting: I urge the committee to limit digital signs to Sign Districts. Thank you, Lisa Gimmy

Communication from Public

Name: Gemma Marquez

Date Submitted: 08/09/2019 06:38 PM

Council File No: 11-1705

Comments for Public Posting: Dear Councilmembers & PLUM, I am a concerned Highland Park stakeholder and I would like my views to reflect my opposition to the Digital Signs in our community. I urge you to please maintain the Digital Signs in the highly commercialized districts where the digital signs already exist. Keep the digital signs at those locations. Our communities need calming, tranquil, free of noise and visual pollution over-stimulation. We need peaceful, calming natural environments. The negative effects of these digital signs are distraction, eye fatigue, and decrease in opinion diversity. In addition, Mayor Garcetti would like LA to be environmentally greener, friendlier to climate goals. Digital signs are not good for the climate. Please do not saturate our communities with Digital Signs. Keep Digital Signs contained in the highly commercialized districts they already exist. Best, Gemma Marquez

Communication from Public

Name: Peter Alexander
Date Submitted: 08/09/2019 08:10 PM
Council File No: 11-1705
Comments for Public Posting: I urge you to embrace the moderate compromise solution of allowing digital signs in Sign Districts only, and to reject the options that allow digital signs outside sign districts.