

## Communication from Public

**Name:** John Lorick

**Date Submitted:** 08/09/2019 04:17 PM

**Council File No:** 11-1705

**Comments for Public Posting:** I understand the the city council is once again considering ways to permit expansion of digital and other billboards beyond the existing number of billboards and the current areas in which they are permitted. I am strongly opposed to this expansion and I urge you to oppose the expansion as well. The city already has a tremendous number of billboards, many of which are eyesores and traffic hazards. In my neighborhood the light from the illuminated and dynamic image billboards is incredibly intrusive. We need fewer billboards not more to make our city more attractive and more appealing to citizens and visitors. The city should not approve more of these ugly, intrusive advertising eyesores that enrich a few commercial property owners and an even smaller number of advertising companies at the expense of the residential property owners and other neighborhood residents. It is we, the full-time residents, who suffer a diminished quality of life in our homes and diminishment of our property values because of these garish, intrusive, light beacons. The existing billboards do not serve the neighborhoods in which they are located in any way and more billboards clearly will not improve this imbalance. Please stand firm and reject this selfish endeavor on the part of advertisers, outdoor media companies and commercial property owners who seek to profit at the expense of the neighborhoods and residents. Please remember it is the residents in these neighborhoods who elected you and whose interests you have pledged to represent.

## Communication from Public

**Name:** Evelyn Stern

**Date Submitted:** 08/09/2019 08:51 PM

**Council File No:** 11-1705

**Comments for Public Posting:** Dear Council Members, I am very concerned about the blight we suffer from the presence of signs in the City of Los Angeles. I strenuously urge you to adopt the moderate compromise solution of allowing digital signs in Sign Districts only and to reject the options that allow digital signs outside sign districts. Respectfully,  
Evelyn Stern

## Communication from Public

**Name:** Rhonda Barbour

**Date Submitted:** 08/15/2019 12:18 PM

**Council File No:** 11-1705

**Comments for Public Posting:** Digital signs are terrible for the environment and traffic safety, not to mention the views they block. I urge the city council to not allow this proposal to move forward. It's just a giveaway to the billboard companies who do nothing for our communities.