

Communication from Public

Name: Madeleine Fisher Kern

Date Submitted: 09/30/2019 04:43 PM

Council File No: 11-1705

Comments for Public Posting: The Los Angeles Advertising Coalition (consisting of a total of 3 sign companies and 2 equipment manufacturers) sent a letter to the City Council in support of putting up digital signs in EVERY Neighborhood in Los Angeles. Of course, they did. Nothing like greed to screw up our neighborhoods with digital visual screaming from our rooftops and the sides of buildings. I am sick to death of the constant haranguing of corporate selling and attempting to jam products into my brain. I get it on my TV, my computer, my iPhone, in my mail and now they want to pollute my neighborhood with more of the same. Though we haven't escaped it all, that which is present is bad enough. Add, that these signs are ugly, distracting and dangerous. Yes, dangerous. I can attest to that. I almost rear-ended someone while attempting to view a digital sign and waiting for the image I was attracted to reappear. I knew then that I could not be the only one. This will not go down easily and the resistance will be more than you expect. People are sick and tired of advertising intrusion into our lives. There has to be a limit. We have reached that limit and we will do all we have to do to stop this incursion into our lives with minutiae being sold for others gain and our compliance; of intruding on what is left that is aesthetic hidden by that which is selling more material garbage. NO MORE!

Communication from Public

Name:

Date Submitted: 09/30/2019 05:41 PM

Council File No: 11-1705

Comments for Public Posting: I read the testimony put in by the Los Angeles Advertising Coalition. I was trying to figure out who they were. So I did some research and found someone circulating this online. I agree with it. These people are not a group of local citizens they are like 5 people with money and an agenda to fill every square inch of our city with these awful signs. Digital signs are dangerous, and Stacey Miller is a shill who represents almost nobody and has should be ignored. Please do not forward this file. There are too many questions around these signs and the people involved. There are too many billboards up around my neighborhood now, and there does not need to be more. this looks like a political giveaway. How much money are you taking from these people.
Leslie Reynolds



August 12, 2019

Honorable Councilmembers
Planning and Land Use Management Committee
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Translation: Thank you for being open to our idea of turning our low-producing signs into literal ATMs that we can scatter across your beautiful city!

Dear Honorable Chair Harris-Dawson and Honorable Councilmembers:

If this were the case, you'd take down your illegal signs first!

On behalf of the Los Angeles Advertising Coalition (LAAC), we appreciate the City Council's ongoing efforts to update the City's signage regulations and look forward to continued collaborative efforts to update these regulations as soon as possible.

We understand and support the City's goal to encourage takedowns and public benefits through a modernized signage ordinance for Los Angeles. The Coalition's members have worked with numerous California cities to implement effective and meaningful sign reduction programs using relocation agreements authorized by state law under section 5412 of the Business and Professions Code. As these other municipalities' actions demonstrate, relocation agreements are not limited to use for eminent domain, and provide extensive precedent for how relocation agreements can be used to reduce existing off-site signage.

We'll fleece you next!

We previously provided the enclosed chart to City staff, which details public benefits received by other California cities through relocation agreements including takedowns and other important public policy goals. As these examples show, relocation agreements are not limited to eminent domain, and many cities have derived benefits of signage reductions, signage revenue, public safety benefits and opportunities for promotion of local civic messaging through such agreements.

What are the benefits of oversized TVs across the city?

Thanks for the tip. Good idea.

Like more traffic accidents and fatalities?

In addition, we look forward to working with the City to ensure orderly implementation of the modernized sign ordinance, including takedowns to benefit neighborhoods and a clear framework for the pacing of applications for relocation agreements. The key substantive concepts for such a framework should be set forth in the ordinance itself.

We look forward to supporting the City's efforts to achieve a substantial reduction of existing signs and opportunities for improvements to aesthetics and public safety in Los Angeles. The conclusion can be reached soon, using relocation agreements, for modernizing the City's sign regulations for the benefit of all City residents.

Translation: Do this and we'll promote your next campaign on these signs.

LOL! 😂

You forgot this: "of all our illegal signs in your city"

Sincerely,

Stacy Miller
Los Angeles Advertising Coalition

Enclosure

Communication from Public

Name: carlos cordoba

Date Submitted: 09/30/2019 05:53 PM

Council File No: 11-1705

Comments for Public Posting: As a local resident, I oppose the placement of additional Digital billboards in our City. The light pollution that they create will definitely impact our quality of life negatively.

Communication from Public

Name: Joseph J. Miller

Date Submitted: 09/30/2019 09:45 PM

Council File No: 11-1705

Comments for Public Posting: We consumers are being asked to cut down on our electric consumption, especially during peak hours. Our infrastructure is spread so thin we have rolling blackouts and brownouts. How does putting giant eyesores that drain electricity help? Even if they were solar powered, which they are not, it's still something we need to avoid. We're already bombarded with far too many advertisements, from our phones, computers, radios, television, and even on school campuses! Enough is enough. I am against digital signs in California!