

Communication from Public

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Comments for Public Posting: The Sign Ordinance shall protect us residents first, not be a bailout for sign companies, who care only about profit. Houston bans billboards completely. Commercial advertising is not protected by the 1st Amendment in any way, so ignore their lawyers. Billboards, especially digital, are public health hazards: 1. They distract drivers and directly lead to car crashes. Your EIR must include proper analysis of this. 2. Light at night time prevents good sleep. That prevents the brain and body from healing at night, and creates mental instability and aggression. That leads to crime and higher healthcare and policing costs. Your EIR must include proper analysis of this. 3. Birds and other animals have their sleep cycles disrupted, which harms their reproductive cycles and overall health. Your EIR Habitat section must include proper analysis of this. 4. The takedown ratio should be 10 to 1, not a lower figure like 5 to 1 or 2 to 1 This ensures that unpermitted signs will be removed. 5. No signs should be allowed in public parks. They are nature and beauty preserves, and provide needed relief from chaos, blight, congestion and noise in the city. 6. Relocation / takedown of signs should be half in the nearby vicinity of Sign Districts, and half in areas away from Sign Districts. If you don't mandate takedowns in far away from Sign Districts, those areas never will have a decrease in signs. 7. No amnesty for existing unpermitted signs. 8. All digital signs must turn off between 8:00 pm and 7:00 am, to allow for sleep for residents. Downtown and Hollywood have many residences in their Sign Districts or close to them, and they will suffer from disrupted sleep and health problems. 9. No new Digital Sign Districts should be grandfathered in unless those districts have already undergone CEQA review and approval. Herb Wesson and other city councilmen tried to create paper districts in the past years, in advance of this grandfathering clause. Wesson put ALL of Koreatown into a proposed Sign District, which is a joke. 10. The maximum candlepower for digital billboards should be 0.25 candlepower at all times of the day. During the day, digital signs are illuminated extremely high, because they are more difficult to see. 11. Sign restrictions in Specific Plans should trump the new Sign Ordinance. Don't de-fang our Specific Plans, that's a sure way to lose political support at election time. 12. The only Sign Districts should be in Regional Centers as designated in the

General Plan as of today. 13. Signs should not be allowed in C zones, as Huizar and Englander proposed. The CUP process will approve every one of them. The city can make findings in any case to justify a sign, and that it has no impact, which is wholly false. Jay Ross West LA 90064