



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File #11-1705

Sarah Hays <sirrah@sbcglobal.net>

Thu, Apr 14, 2016 at 9:57 AM

To: Sharon.Dickinson@lacity.org

Cc: Eric Garcetti <Mayor.garcetti@lacity.org>, Paul Koretz <paul.koretz@lacity.org>

Dear Ms. Dickinson - Please post my comments below in the file and distribute to PLUM Committee members. Thank you.

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
- Establishes a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who have been willing in the past to flout sign regulations.
- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Do not allow the advertising industry to control our city streets. Stand up for the people, not the lobbyists!

Sincerely,

Sarah Hays
10509 Blythe Ave - Los Angeles CA 90064
[310/558-3538](tel:3105583538) - sirrah@sbcglobal.net



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Clifford Meyer <cmeyerla@gmail.com>

Thu, Apr 14, 2016 at 10:06 AM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, ryu@lacity.org

Ms Dickinson

Please have my comments posted in the file and distributed to committee members.

Dear Chairman Huizar and Committee members:

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

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Sincerely,

Cliff Meyer

cmeyerla@gmail.com



Digital Billboards and Traffic Safety

Individuals and groups opposed to digital deployment will obviously be drawn to this list prepared by Jerry Wachtel, like a moth to a light (aka the Zeigarnik effect). However, the Federal Highway Administration (FHWA) employed a rigorous research approach when it embarked on its review of digital billboards. With the services of Mr. Wachtel, a team of experts conducted a literature review which concluded that an in-car eye tracking equipment would be the best approach to evaluate the true impact of digital billboards on the driving experience. Thereafter, if this research raised concerns, FHWA would conduct traffic accident research near digital billboards to determine if digital billboards were causally related to increased traffic accidents in the vicinity of digital billboards. So what did the research discover?

Research says digital billboards are safe

Digital billboards have been extensively studied by the FHWA, outdoor advertising industry, and others for many years. The research falls into three major categories: human factors, traffic accident, and anecdotal studies. The results of all three categories indicate digital billboards are safe.

The outdoor advertising industry's foundation (Foundation for Outdoor Advertising Research and Education) has pioneered research on digital billboards and traffic safety, commissioning top experts at the Virginia Tech Transportation Institute (VTTI) to study driver behavior. The initial study, released in 2007, was based on the "human factors" approach i.e. measuring drivers' eye glances and reactions in the presence of digital billboards.

This study determined that people look at digital billboards slightly longer than conventional billboards, but well under the threshold for being distracted. In 2006, VTTI released a study commissioned by the federal government called the 100 Car study. It used "eye-glance" tracking to determine where a driver's eyes were looking while they were driving. The study found when a driver takes their eyes off the road for longer than two seconds, there is a cause for concern. VTTI used this same methodology to look at digital billboards, and the study found the mean glance towards digital billboards was less than one second. The researchers said that digital billboards are safety neutral.

Anti-billboard activists like to tout the 2006 VTTI study and discredit the 2007 VTTI industry sponsored study. Nevertheless, it is important to note that the two research projects were performed by the same researchers using very similar methodologies to the FHWA research. If the 2006 study is accurate and the two second threshold is valid, the 2007 study showing digital billboards to be well under that threshold must be accepted as well.

On December 30, 2013, FHWA released its long awaited research report. The FHWA research, which was conducted by the respected global engineering firm SAIC (Science Applications International Corporation), found that glances in the direction of digital billboards are well within the federal safety standard.

Results from the FHWA study indicate the following:

1. The presence of digital billboards does not appear to be related to a decrease in looking toward the road ahead, which is consistent with earlier industry sponsored field research studies (VTTI).

2. The longest fixation to a digital billboard was 1.34 seconds, and to a standard billboard it was 1.28 seconds, both of which are well below the accepted standard.¹
3. When comparing the gaze at a CEVMS versus a standard billboard, the drivers in this study were more likely to gaze at CEVMS than at standard billboards.
4. The researchers were careful to note the FHWA study adds to the knowledge base of digital billboard safety, but does not "present definitive answers" to the questions investigated.

The full report is available on the FHWA website by clicking [here](#).

Engineering experts have analyzed accident reports provided by state and local authorities in jurisdictions across the country. The engineering firm Tantala Associates has examined traffic accidents near digital billboards on highways and surface streets in:

- Cleveland, OH (2007 and updated in 2009)
- Rochester, MN (2009)
- Albuquerque, NM (2010)
- Reading, PA (2010)
- Richmond, VA (2010)

Using a peer-reviewed methodology developed for the New Jersey Turnpike, these studies in sum reviewed over 150,000 accident records around 69 digital billboards spanning over 300 years of data. **The results were unequivocal: there is no correlation between digital billboards and traffic accidents.**

These studies also examined older drivers, younger drivers, driving at night, and driving during the day and found no subset of drivers where the presence of a digital billboard was associated with an increase in accidents. If digital billboards were distracting, researchers say the numbers would undoubtedly show some sort of relationship between the presence of digital billboards and traffic accidents. However, the numbers clearly don't support such a relationship.

Finally, law enforcement and state departments of transportation have examined digital billboards anecdotally, trying to determine if digital billboards were causing accidents. Government agencies in Massachusetts, Minnesota, New York, Pennsylvania, Texas, Virginia, West Virginia, South Carolina, and Wisconsin have looked at sites near off-premise digital billboards and found there to be no increase in accidents near them.

"The traffic engineers preparing the reports found no detrimental safety impacts of the DABs (digital advertising boards) in any of the eight study area locations."

Bonnie Polin, chief safety analyst, Massachusetts Department of Transportation,
November 22, 2011

Forty-four of the 46 states with billboards and more than 1,000 communities have taken steps to allow digital billboards.

Those critical of digital billboards often cite a literature review commissioned by the American Association of State Highway and Transportation Officials (AASHTO) as proof that there is an adverse relationship between digital billboards and traffic safety. However, a closer reading of this report reveals that while

¹ According to the National Highway Traffic Safety Administration (NHTSA), safety concerns arise when a driver's eyes are diverted from the roadway by glances that continue for more than 2.0 seconds.

dozens of studies have examined driver distraction, the body of research is primarily comprised of reports not specifically focused on off-premise digital billboards. In fact, in a companion research project, FHWA's literature review of these same studies has determined that these studies are "inconclusive." It is also interesting to note that the AASHTO report **does not call for a ban, but rather says digital billboards should be regulated** as a means of protecting the public interest and calls for the regulation of spacing and duration of message, placement near interchanges, curves, and official roadway signs, and lighting brightness. The industry is also supportive of reasonable regulation digital billboards and has conducted research resulting in industry guidelines regarding lighting brightness.

What does the federal government say about digital billboards?

The federal government is using digital billboards to convey important messages to the public. In 2010, Transportation Secretary Ray LaHood launched a highly-visible enforcement campaign against distracted driving in two test markets (Syracuse and Hartford). In Hartford, the government funded campaign included digital billboards. The pilot is working. Texting and hand-held cell phone use while driving dropped significantly, according to the National Highway Traffic Safety Administration.

Digital billboards are an effective public service messaging tool. The FBI and other police agencies use digital billboards to help find fugitives, such as the East Coast Rapist. To date, the FBI credits 53 apprehensions to digital billboards and calls them an effective crime fighting tool. Furthermore, since June 2008, the National Center for Missing & Exploited Children (NCMEC) has transmitted more than 800 AMBER Alerts to digital billboards and digital billboards are being used to inform the public about weather warnings, evacuation routes, and safety-related information during emergencies.

In conclusion, the FHWA is satisfied with its methodology and findings in its report, and doesn't plan to make any changes as a result of the Veridian Group's report.



Council file #11-1705

2 messages

Robert Peppey <r.peppey@yahoo.com>

Thu, Apr 14, 2016 at 10:27 AM

Reply-To: Robert Peppey <r.peppey@yahoo.com>

To: Councilmember José Huizar <huizaronline@gmail.com>, "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

Dear Chairman Huizar and Committee members:

I live in Silver Lake in CD 13. A group of my neighbors and me will be attending the Committee meeting next Tuesday. I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
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- Denies any amnesty to billboards without permits or out of compliance with their permits.
- Prohibits billboards, banners and other forms of off-site signage in city-owned parks and recreation facilities.

Sincerely, Dear Chairman Huizar and Committee members:

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Sincerely,

Bobby Peppey
3523 Crestmont Ave
Los Angeles, CA 90026

Robert Peppey <r.peppey@yahoo.com>

Thu, Apr 14, 2016

Reply-To: Robert Peppey <r.peppey@yahoo.com>

To: Mitch O'Farrell <councilmember.ofarrell@lacity.org>

Cc: Jeanne Min <jeanne.min@lacity.org>, Christine Peters <christine.peters@lacity.org>, Mary Rodriguez <mary.d.rodriguez@lacity.org>, Veronica Perez <vp@veronicaperez.com>, "sharon.dickinson@lacity.org" <sharon.dickinson@lacity.org>

Dear Councilmember Mitch O'Farrell and staff,

I live in Silver Lake in CD 13. A group of my neighbors and myself will be attending the PLUM Committee meeting next Tuesday at City Hall concerning the plague of billboards in our community. Our streetscape is full of ugliness and this ordinance will make a major difference in rectifying this out of control problem. It is time now to finally pass this a substant billboard ordinance.

After the outrageous and illegal activity of Outfront Media USA in Sunset Triangle Plaza I hope you will support version B+. I am especially disgusted by the activities of Outfront USA and its lobbyist Veronica Perez. I hope that your office will work for the people of Silver Lake and not collaborate with the gangsters at Outfront Media USA and its lobbyist Veronica Perez. If it had been a young Latino fellow who desecrated our trees in Sunset Triangle Plaza, I am sure he would be fined and serving time by now, but money talks in t City Attorney's office regardless of the wishes of the Silver Lake community and its Councilmembers.

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
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Sincerely,

Bobby Peppey
3523 Crestmont Ave
Los Angeles, CA 90026

PS Sharon Dickinson, Please submit this letter to CF #11-1705.



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Jennie Chamberlain <jennie.chamberlain@gmail.com>

Thu, Apr 14, 2016 at 11:48 AM

To: "sharon.dickinson@lacity.org" <sharon.dickinson@lacity.org>, David Ryu for LA City Council District 4 <info@davidryu.com>

Dear Councilmember David Ryu and staff,

I live in CD4 in Silver Lake and was particularly dismayed when Outfront Media illegally hacked back the trees at Sunset Triangle, leaving our neighborhood more blighted and shade poor. Billboard companies should not be given free reign to do as they please with our public spaces.

I urge you to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. This version perhaps does not go far enough to protect trees from being unnecessarily hacked, but it helps protect our communities and neighborhoods because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
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Sincerely,

Jennie Chamberlain
2746 Angus Street
Los Angeles, CA 90039

PS Sharon Dickinson, Please submit this letter to CF #11-1705.

—



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705 - Additional Comments

Dan Silver <dsilverla@me.com>
To: Sharon.Dickinson@lacity.org
Cc: mayor.garcetti@lacity.org, huizar@lacity.org

Thu, Apr 14, 2016 at 12:14 PM

For distribution to Council Members and for placement in project file

April 14, 2016

To: Planning and Land Use Management Committee
Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Council file #11-1705 Citywide Sign Ordinance Revisions

Dear Chairman Huizar and Committee members:

I urge you to approve version **B+** of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015. That version helps protect our communities and neighborhoods. Signs, particularly digital signs, are a threat to public safety due to distracting drivers from the road. Does anyone believe our road are *too* safe, and that we need even greater driver inattention?

This version is also supported because it:

- Restricts all new off-site signs, including digital billboards, to sign districts in a limited number of high-intensity commercial areas.
- Requires the takedown of existing billboards in exchange for new off-site signs in sign district at a ratio that can significantly reduce the number of billboards on the city's commercial streets.
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Sincerely,

Dan Silver, MD
222 S Figueroa St #1611
Los Angeles CA 90012



Sharon Dickinson <sharon.dickinson@lacity.org>

Letter to Planning and Land Use Management Committee re Citywide Sign Ordinance (CPC-2015-3059-CA/Council File No. 11-1705): April 19, 2016 Meeting

Laffer, C.J. <CLaffer@manatt.com>

Thu, Apr 14, 2016 at 6:10 PM

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "councilmember.fuentes@lacity.org" <councilmember.fuentes@lacity.org>, "sharon.dickinson@lacity.org" <sharon.dickinson@lacity.org>

Cc: "lisa.webber@lacity.org" <lisa.webber@lacity.org>, "tom.rothmann@lacity.org" <tom.rothmann@lacity.org>, "phyllis.nathanson@lacity.org" <phyllis.nathanson@lacity.org>, "michael.bostrom@lacity.org" <michael.bostrom@lacity.org>, "De la Cruz, Victor" <VDelaCruz@manatt.com>

Chair Huizar and Honorable Councilmembers-

Please see the attached letter regarding the proposed Citywide Sign Ordinance scheduled for consideration by the Planning and Land Use Management Committee on April 19, 2016. Please let us know if you have any difficulty opening the document.

Best,

C.J. Laffer

C.J. Laffer

Associate

Manatt, Phelps & Phillips, LLP

11355 W. Olympic Blvd

Los Angeles, CA 90064

D (310) 312-4155 F (310) 914-5712

CLaffer@manatt.com

manatt.com

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Letter to PLUM (CPC-2015-3059-CA_CF-11-1705) 04_14_2016.PDF

115K



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

jeanne patterson <jeannerose@earthlink.net>

Thu, Apr 14, 2016 at 7:35 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org

>
> To: Planning and Land Use Management Committee
> Councilmember Jose Huizar, Chair
> Councilmember Marqueece Harris-Dawson
> Councilmember Gilbert Cedillo
> Councilmember Mitchell Englander
> Councilmember Felipe Fuentes
>
> Re: Council file #11-1705 Citywide Sign Ordinance Revisions
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> city-owned parks and recreation facilities.
>
> Sincerely,
>
> Jeanne Patterson
3774 Stewart Avenue
Los Angeles 90066



Sharon Dickinson <sharon.dickinson@lacity.org>

Council file #11-1705

Evelyn Stern <stern123@earthlink.net>

Thu, Apr 14, 2016 at 9:16 PM

To: Sharon.Dickinson@lacity.org

Cc: mayor.garcetti@lacity.org, Bonin Mike <councilmember.bonin@lacity.org>

Ms. Dickinson: Kindly distribute to committee members and post in the file. Thank you.

To: Planning and Land Use Management Committee
Council member Jose Huizar, Chair
Council member Marqueece Harris-Dawson
Council member Gilbert Cedillo
Council member Mitchell Englander
Council member Felipe Fuentes

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Sincerely,

Evelyn Stern, 12367 Deerbrook Lane, L.A. 90049

stern123@earthlink.net