

Google Groups

Fwd: Council File 11-1705 City Wide Sign Ordinance

Sharon Dickinson

Apr 4, 2017 7:50 AM

Posted in group: **Clerk-PLUM-Committee**

From: **Patrick Frank** <plf@grabados.org>
Date: Mon, Apr 3, 2017 at 5:17 PM
Subject: Council File 11-1705 City Wide Sign Ordinance
To: Sharon.dickinson@lacity.org

Dear Ms. Dickinson

Please add this information to the Council file on the above matter.

Members of the PLUM committee need to know that a recent study confirms that the presence of digital billboards promotes accidents.

Two new studies measuring the impacts of billboards on traffic safety draw a direct link between roadside advertising and increases in crashes. The studies were presented at the 2017 conference of the Transportation Research Board (TRB).

A study by the University of Alabama at Birmingham and funded by U.S. DOT looked at crash rates near digital billboards in Alabama and Florida. The results showed increases of 29% and 25%, respectively, near digital billboard sites compared to nearby road segments without digital billboards. A driving simulation performed as part of the study found that digital billboards drew the visual attention of teen drivers significantly more than that of drivers in other age groups.

The study can be accessed at
<http://scenic.org/storage/PDFs/fl%20al%20study%20trb%202017.pdf>Thank you for your attention.
Patrick Frank
President
Coalition to Ban Billboard Blight