

Fwd: Case File 19-0104 - NO BILLBOARDS ON TAXIS!!!

John White <john.white@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Mar 4, 2019 at 8:18 AM

Please attach this email to CF 19-0104 as a communication from the public

----- Forwarded message -----

From: Sarah Hays <sirrahh@sbcglobal.net>
Date: Sat, Mar 2, 2019 at 8:51 PM
Subject: Case File 19-0104 - NO BILLBOARDS ON TAXIS!!!
To: <john.white@lacity.org>
Cc: Paul Koretz <paul.koretz@lacity.org>

Dear Mr. White. -

How is one supposed to keep one's eyes and mind on the road when surrounded by moving digital signs on taxis, Ubers, and Lyft? Please keep our streets free from this menace!

Please convey to the members of the Transportation Committee my support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. I too oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, ugly, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising, and these signs will take rotating digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before. We need to stop this now before it spreads any further.

OPPOSE MOBILE DIGITAL ADVERTISING!!!

Sincerely,

Sarah Hays
10509 Blythe Ave
Los Angeles CA 90064
310/558-3538 (cell 310/869-0744)
sirrahh@sbcglobal.net

--
John A. White
Legislative Assistant
Transportation Committee
Trade, Travel, and Tourism Committee
(213) 978-1072



Fwd: Digital Advertising

John White <john.white@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Mar 4, 2019 at 8:19 AM

Please attach this email to CF 19-0104 as a communication from the public

----- Forwarded message -----

From: **Howard Switzky** <switzky@sbcglobal.net>
Date: Sun, Mar 3, 2019 at 11:17 AM
Subject: Digital Advertising
To: john.white@lacity.org <john.white@lacity.org>

Dear Mr. White

Please convey to the members of the Transportation Committee my support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. I too oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, ugly, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising, and these signs will take rotating digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before. We need to stop this now before it spreads any further.

Howard W. Switzky
Encino

--
John A. White
Legislative Assistant
Transportation Committee
Trade, Travel, and Tourism Committee
(213) 978-1072



Fwd: No more billboards on cars

John White <john.white@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Mar 4, 2019 at 8:19 AM

Please attach this email to CF 19-0104 as a communication from the public

----- Forwarded message -----
From: **Jennifer Aslan** <jen.aslan@gmail.com>
Date: Sun, Mar 3, 2019 at 12:48 PM
Subject: No more billboards on cars
To: <john.white@lacity.org>

Dear Mr. White:

Please convey to the members of the Transportation Committee my support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. I too oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, ugly, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising, and these signs will take rotating digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before. We need to stop this now before it spreads any further.

Sincerely,
Jennifer Aslan

*
310.909.9166
jen.aslan@gmail.com

--
John A. White
Legislative Assistant
Transportation Committee
Trade, Travel, and Tourism Committee
(213) 978-1072



Fwd: 19-0102

John White <john.white@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Mar 4, 2019 at 8:20 AM

Please attach this email to CF 19-0104 as a communication from the public

----- Forwarded message -----

From: **Ashley Getchman** <ashley@hiltonhyland.com>
Date: Sun, Mar 3, 2019 at 6:33 PM
Subject: 19-0102
To: <john.white@lacity.org>

Dear Mr. White,

Please convey to the members of the Transportation Committee our support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. We strongly oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, unattractive, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising.

We need to stop this now before it spreads any further.

Please find attached signatures from our office, Hilton & Hyland, supporting the motion to oppose these signs.

Thank you,

ASHLEY GETCHMAN

Assistant to Jeff Hyland

HILTON & HYLAND

257 North Cañon Drive
Beverly Hills, CA 90210
O +1 310.278.3311 | M +1 310.889.8764

CHRISTIE'S International Real Estate

[web](#) | [email](#)

--

ASHLEY GETCHMAN

Assistant to Jeff Hyland

HILTON & HYLAND

257 North Cañon Drive
Beverly Hills, CA 90210
O +1 310.278.3311 | M +1 310.889.8764

CHRISTIE'S International Real Estate

[web](#) | [email](#)

--

John A. White
Legislative Assistant
Transportation Committee
Trade, Travel, and Tourism Committee

(213) 978-1072



 **Ban Digital Signs.pdf**
1020K

Dear Mr. White,

Please convey to the members of the Transportation Committee our support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. We strongly oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, unattractive, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising.



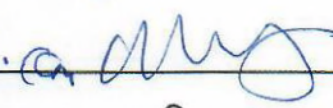
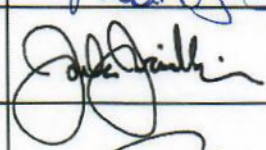
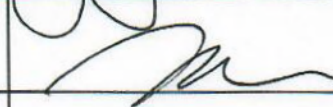

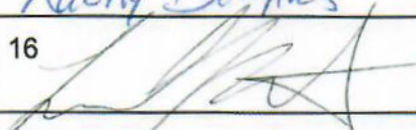
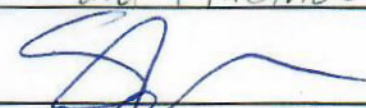

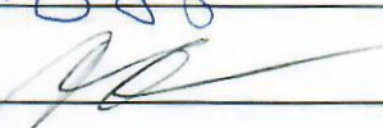
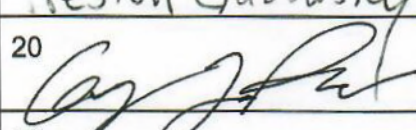
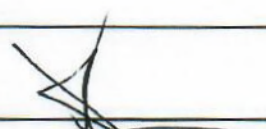
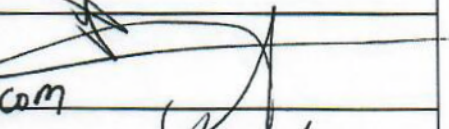

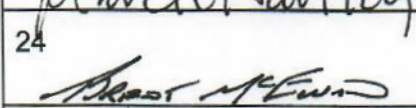

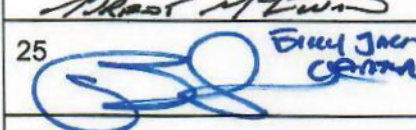

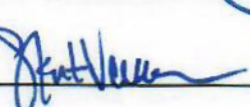
We need to stop this now before it spreads any further.

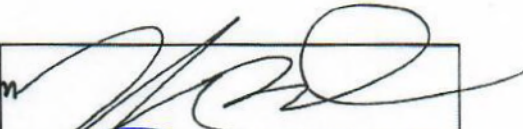

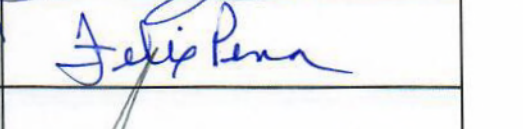
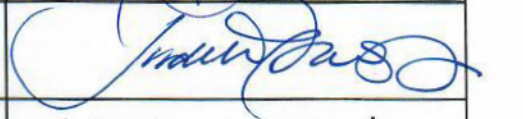
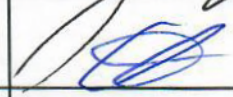
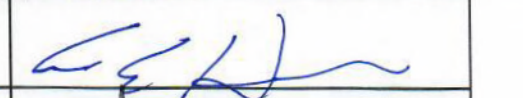
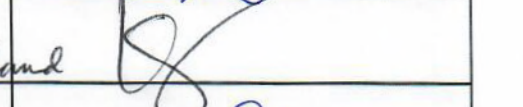
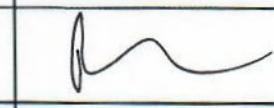
Please find below signatures from our office, Hilton & Hyland, supporting the motion to oppose these signs.

Thank you,

2-21-19

Printed Name	Email Address	Signature
¹ Ashley Gretchman	ashley@hiltonhyland.com	Ashley G. Gretchman
² Joel Delgado	Joel@Hiltonhyland.com	Joel Delgado
³ David Delgado	Ddelgado@Hiltonhyland.com	David Delgado
⁴ Matthew Perrye	MatthewP@hiltonhyland.com	Matthew Perrye
⁵ LAURENT SLATER	LAURENT@HILTONHYLAND.COM	Laurent Slater
⁶ Erin Fashing	erin@jfeder.com	Erin Fashing
⁷ Midelle Kim	sassistant@hiltonhyland.com	Midelle Kim
⁸ Alex Rosenberg	alex@lindamay.com	Alex Rosenberg
⁹ CHLOE FANELA	Chloe@DrewPerson.com	Chloe Fanela

10	RICHARD MASLAN	MASLAN@SECGLOBAL.NET	
11	GLORIOSO T. FAJARDO	THEHOTK@YAHOO.COM	
12	Mandy Styles	Mandy.Styles@gmail.com	
13	Jack Friedkin	Friedkin.11@Comcast.com	
14	TIFFANY HU	Tiffany@HiltonHyland.com	
15	Kathy Douglas	Kathy@KathDouglas.com	
16		LR@LeonardR.com	Leonard Rabinowitz
17	Steven Medina	Steven@hiltonhyland.com	
18	Sherilyn Segura	sherilyn@hiltonhyland.com	
19	Preston Gzowski	Kaiserboy88@yahoo.com	
20			
21	DAVID ASSMAN	marking@the.williams	
22	Kat Johnson	Katia@theMeKhaufgroup.com	
23	Marcie Hartley	marcie@marciehartley.com	
24		marcie@marciehartley.com	
25	 Emily Jane Carrero	EmilyJaneCarrero@HiltonHyland.com	
26	Stuart Vetterick	stuartvetterick@gmail.com	

27	Michelle Barrett	mbarrett@hiltonhyland.com	
28	ROSEMARY PEARSON	rosemary@hiltonhyland.com	
29	Felix Pena	felix@hiltonhyland.com	Felix Pena
30	Stephen Resnik	Stephen@Resnick.com	
31	Bob Chandler	Bob@SrendaChandler.com	Bob Chandler
32	Nadia Watson	nadia@hiltonhyland.com	Nadia Watson
33	JUDITH PARKER	JUDITH@HILTONHYLAND.COM	
34	Albert Hughes	alhuahesjr@aol.com	Albert Hughes
35	Josely Fedor	Josely@JFedor.com	Josely Fedor
36	Elizabeth Gerstman	apinoffice@gmail.com	
37	Eric Hassan	ehassan@hiltonhyland.com	
38	Keely Smith	keely@hiltonhyland.com	
39	Melissa Faddleson	Melissa@Saddbygold.net	Melissa
40	Josh Green	Josh Green	Josh Green
41	Rudy Serrato	Rudy Serrato	rudy@joshuatperr.com
42	Devorah Balalchand	devorah@resnickandnash.com	
43	Alexandra Bendheim	Alexandra@Resnickandnash.com	AB

44	Marilea Peacock	marilea@hiltonhyland.com	M. Peacock
45	LISA GILD	LISAGILD@DAVIDKRONER.COM	Lisa Gild
46	Zach Gao	Zach.gao@hiltonhyland.com	Zach
47	Ziv Gabay	ZGABAY@Mac.com	Ziv
48	David Kroner	david@davidkroner.com	David Kroner
49	Basil Starr	basil@hiltonhyland.com	Basil Starr
50	Todd Simons	Todd@davidkroner.com	Todd Simons
51	Kevin Anderson	Kevin27@gmail.com	Kevin
52	Roya Sklar	ROYA1120@AOL.COM	Roya Sklar
53	Ed Hyland	ed@hiltonhyland.com	Ed Hyland
54	Jeff Hyland	jeff@hiltonhyland.com	Jeff Hyland
55			
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Fwd:

John White <john.white@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Mar 4, 2019 at 8:20 AM

Please attach this email to CF 19-0104 as a communication from the public

----- Forwarded message -----

From: PenInc1@aol.com <peninc1@aol.com>
Date: Sun, Mar 3, 2019 at 9:17 AM
Subject:
To: <john.white@lacity.org>

Dear Mr. White

Please convey to the members of the Transportation Committee my support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. I too oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, ugly, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising, and these signs will take rotating digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before. We need to stop this now before it spreads any further

COALITION TO BAN BILLBOARD BLIGHT
2025 1/2 Talmadge St.
Los Angeles, CA 90027

Sincerely,
Barbara & Martin Cooper
Encino

--
John A. White
Legislative Assistant
Transportation Committee
Trade, Travel, and Tourism Committee
(213) 978-1072



Fwd: digital advertising on cars

John White <john.white@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Mar 4, 2019 at 8:19 AM

Please attach this email to CF 19-0104 as a communication from the public

----- Forwarded message -----
From: **Jim Houghton** <jimc45@gmail.com>
Date: Sun, Mar 3, 2019 at 9:25 AM
Subject: re: digital advertising on cars
To: <john.white@lacity.org>

Dear Mr. White,

At some point in the (some say, near) future cars may drive themselves. When that day comes, digital advertising on cars will make perfect sense, as people riding in them will have nothing better to do than look around and be advertised at. But in the present, cars need to be driven by human operators who need to focus as much attention as possible on the task at hand. We pick out the blinking light of a warning sign or an emergency vehicle precisely because a blinking light is unusual and has unambiguous meaning: alert.

It is not safe or sensible to have flashing/animated or even illuminated signs on top of cars until technology makes driver error a thing of the past.

Thank you,

Jim Houghton
Encino

--
John A. White
Legislative Assistant
Transportation Committee
Trade, Travel, and Tourism Committee
(213) 978-1072



Fwd: Roof Top Car advertisements

John White <john.white@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Mar 4, 2019 at 8:20 AM

Please attach this email to CF 19-0104 as a communication from the public

----- Forwarded message -----

From: **Marly Tempel** <marlytemp@yahoo.com>
Date: Sun, Mar 3, 2019 at 4:08 PM
Subject: Roof Top Car advertisements
To: john.white@lacity.org <john.white@lacity.org>, CD5 Paul Koretz <paul.koretz@lacity.org>

Dear Mr. White

Dear Councilman Koretz,

Please convey to the members of the Transportation Committee my support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. I too oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, ugly, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising, and these signs will take rotating digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before. We need to stop this now before it spreads any further, it is dangerous for moving vehicles to have electric extra installed large billboards on rooftops

I actually saw one that was not fixed correctly fell back and into another car's windshield.

Marly Tempel
Encino Resident for 20 years

COALITION TO BAN BILLBOARD BLIGHT
2025 1/2 Talmadge St.
Los Angeles, CA 90027

MARLY TEMPEL

Realtor

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John A. White
Legislative Assistant

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