

Fwd: Case File 19-0104

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

Tue, Mar 5, 2019 at 7:21 AM

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

----- Forwarded message -----
From: **Shlomit Levy** <studioslbphoto@gmail.com>
Date: Mon, Mar 4, 2019 at 9:41 PM
Subject: Case File 19-0104
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.
Shlomit Levy

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

