

COALITION TO BAN BILLBOARD BLIGHT  
*Scenic* Los Angeles

March 20, 2019

To: Members of the City Council Transportation Committee

From: Patrick Frank, President, Coalition to Ban Billboard Blight / Scenic Los Angeles

Re: Council File 19-0104

The organizations that I represent strongly support the motion introduced by Council Members Blumenfield and Harris-Dawson on Jan. 29, 2019 regarding the repeal of Board Rule 415(c). It is clear to us, as it is clear to the many members of the public who have also written in support, that the motion is necessary in order to prevent abuses by taxi and ride-sharing companies.

We refer specifically to the practice of placing dynamic message signs (DMS) which use LED technology to present an illuminated and constantly changing message atop those vehicles. Simply put, these signs do not comply with the State Vehicle Code Section 25400. We support the reasoning offered by the City Attorney on this matter.

Moreover, because the vehicles carrying these signs go to literally every neighborhood in the city, these signs represent an ugly intrusion of digital advertising into areas of Los Angeles where it is specifically prohibited, adversely affecting the tranquility and repose of our residential neighborhoods.

Finally, and most important, the signs represent yet another distraction for drivers and pedestrians in this already burdened street environment in every neighborhood. According to California State Legislative analysis, "Adding distractions, especially ones that are particularly effective at drawing one's attention, can only increase the risk of negative outcomes." The California Highway Patrol advised the legislature that these signs decrease the effectiveness of emergency vehicle lighting, making our first responders' jobs more difficult.

In support of this motion, we join with council members and citizens across Los Angeles who would like the law to be enforced, who resist visual blight, and who value traffic safety. Please support this motion and send it unanimously to the full Council.