

Fwd: 19-0104

1 message

~~Steve Roberts <stac.roberts@lacity.org>~~
~~To: Carolina Peters <carolina.peters@lacity.org>~~

Thu, Feb 21, 2019 at 1:34 PM

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

----- Forwarded message -----
From: **Tracy M.** <friedoline1@gmail.com>
Date: Thu, Feb 21, 2019 at 1:15 PM
Subject: 19-0104
To: <john.white@lacity.org>

Dear Mr White

I'm writing to voice my concern about the proliferation of car rooftop digital signage. I have seen enough of these vehicles driving in the Studio City area and have wondered about their legality. I feel they are an unnecessary distraction to drivers who I constantly still see using their cell phones while driving! There are enough distractions as it is. Additionally, as a cyclist I feel drivers need to focus on the road. It's scary enough out there without the added distractions of rooftop advertising!

Sincerely
Tracy Elliott

Fwd: City File #19-0104 / NO Digital Firefly Signs

1 message

~~Stacy Salinas <stacy.salinas@lacity.org>
To: <john.white@lacity.org>~~

Thu, Feb 21, 2019 at 1:34 PM

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

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

From: **Ingrid Mueller** <ingridinvenice@gmail.com>
Date: Thu, Feb 21, 2019 at 12:55 PM
Subject: City File #19-0104 / NO Digital Firefly Signs
To: <john.white@lacity.org>
Cc: Mike Bonin <mike.bonin@lacity.org>

Dear John White,

Your Transportation Committee members' Blumenfield and Harris-Brown Motion of Jan. 29 is enthusiastically SUPPORTED:

NO DIGITAL Firefly SIGNS atop cars driving throughout all neighborhoods!!

As an example, Venice residents create more walkable streets for reasons, i.e. slower traffic, design overlays, pocket parks, trees, etc.

Digital-ugly-dangerous intrusions are UNWANTED.

Thank you for getting this motion PASSED.

Sincerely, indeed.
Ingrid Mueller
Venice 90291

Fwd: I support 19-0104 - No digital signage on private cars!

1 message

~~Staci Roberts <staci.roberts@lacity.org>~~
~~To: Carolina Peters <carolina.peters@lacity.org>~~

Thu, Feb 21, 2019 at 1:35 PM

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

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

From: **Vince Waldron** <vincewaldron@gmail.com>
Date: Thu, Feb 21, 2019 at 11:19 AM
Subject: I support 19-0104 - No digital signage on private cars!
To: <john.white@lacity.org>
Cc: <Paul.Habib@lacity.org>, <Martin.Schlageter@lacity.org>

Dear Mr. White,

I support 19-0104, the motion offered on 1/29/2019 by Council Members Blumfield and Harris-Dawson, which rejects the incursion of yet another form of digital advertising to LA's residential and commercial streets in the form of so-called "Firefly" signs that a start-up company wants to place atop 1000s of privately owned cars. These animated digital signs are dangerous, distracting, and ugly—not to mention illegal under CA Vehicle Code.

We have more than enough visual advertising surrounding us every day without adding more on our streets, especially in residential areas that are supposed to be free from that sort of visual clutter.

Please advise the Transportation Committee to put a stop to this now before it spreads any further.

Thanks for your attentions in this matter.

Vince Waldron
Los Angeles, CA

Fwd: CF 19- 0104 NO to Visual ads on vehicles

1 message

~~Staci Roberts <staci.roberts@lacity.org>
By Carolina Parks <carolina.parks@lacity.org>~~

Thu, Feb 21, 2019 at 1:35 PM

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

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

From: **Suzanne Smith** <sjbirder@gmail.com>
Date: Thu, Feb 21, 2019 at 11:18 AM
Subject: CF 19- 0104 NO to Visual ads on vehicles
To: <john.white@lacity.org>
Cc: Councilmember José Huizar - Northeast LA <josehuizar@josehuizar.com>

Dear Mr. White,

I'm writing to ask the committee not to approve this terrible bill. We already are inundated with advertising everywhere we look -- not just on billboards, but bus stop shelters and seats, grocery checkout dividers, store windows, etc. Having cars with digital ads on top is yet another assault, and it's probably illegal under the California Vehicle code. Please put a stop to this before it becomes a reality!

Thank you,

Suzanne Smith
2272 Colorado Blvd #1238
Eagle Rock 90041

Sent from BlueMail

Fwd: Digital billboards on cars

1 message

~~Staci Roberts <staci.roberts@lacity.org>~~~~To: Carolina Peters <carolinapeters@lacity.org>~~

Thu, Feb 21, 2019 at 1:36 PM

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

From: **Sara Siegal** <ssiegal@gmail.com>

Date: Thu, Feb 21, 2019 at 8:49 AM

Subject: Digital billboards on cars

To: <john.white@lacity.org>

Dear Mr. White,

I'm a resident of LA, and I'm writing you to express my opposition to digital billboard mounted on cars. 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.

Thank you,
Sara Siegal