

Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at NCsupport@lacity.org.

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Contact Information

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The Board approved this CIS by a vote of: Yea(14) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 10/26/2022

Type of NC Board Action: Against

Impact Information

Date: 11/12/2022

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-0392

Agenda Date:

Item Number:

Summary: At the Oct. 26, 2022, meeting of the West Los Angeles Sawtelle N.C., the Board of Directors voted 14-0-0, to oppose Metro's proposed four digital billboards along Pico Blvd. (NFF 14 and 15) and the 405 freeway (FF 26 and 27), and authorize the Chair to submit Community Impact Statements in the future. Facts and background: 1. Digital billboards along Pico Blvd. may be located in Commercial or Industrial zones, but their lights may shine into mixed-use buildings with residences along the corridor. The lights may also shine into the animal shelter on Pico Blvd. a. FF billboards will be 680-1,100 sf and 50-ft. tall. b. NFF billboards will be 370-680 sf and 30-ft. tall. 2. Billboards are allowed only in Sign Districts (Hollywood, Downtown, major entertainment areas). 3. Billboards will provide traffic information, public service announcements, and commercial advertising (revenue will be used for transit projects). 4. Billboards will collect data for traffic operations. 5. Billboards images will change as often as every 8 seconds, but no images will flash or move (like video). 6. Smaller analog signs are posted on overpasses (text only, no video). Findings and justifications: 1. Colorful and bright images on digital billboards distract drivers and cause crashes. The bright lights and moving images draw in drivers' attention more intensely than static billboards, and more than turning your head to simply look at the same buildings, people, other cars, etc. that drivers every day (even if it's for the same amount of time). a. <https://www.scenic.org/blog/research-shows-that-digital-traffic-safety-messages-contribute-to-highway-accidents-and-fatalities/> b. <https://www.latimes.com/science/story/2022-04-21/reminders-to-drive-safely-led-to-more-car-crashes-in-texas-study-finds> (the most recent report)