

Communication from Public

Name: Allison

Date Submitted: 08/04/2023 02:15 PM

Council File No: 22-0392

Comments for Public Posting: I am writing to express my opposition regarding the proposed Digital Billboard Advertising Program, the installation of 86 giant digital billboards across the city. My opposition to this proposed change on our city's thoroughfares has several reasons here are just a few: 1. these billboards will have an enormous impact on filmmaking locations in Los Angeles. Many locations will become visually impossible to use. It is not only the entertainment workers who depend on filming in LA ... all the businesses like restaurants, hotels, dry cleaners, lumber yards, tourism venues and more...all are inextricably linked to film and television production. Any income generated by these hideous billboards will be overwhelmed by the loss of film and television revenue that will flee to other film industry states where the locations are useable. The adoption of this program would be astonishingly short-sighted fiscal behavior for the Los Angeles economy. 2. The claim that this program will improve traffic safety cannot be accurate. The driver distraction of a giant digital billboard changing messages is enormous, and is particularly dangerous for our new teen drivers who are substantially more vulnerable to digital messaging. Expect a huge uptick in accidents if these billboard go up in LA. 3. This can have a rippled effect for our ecological boundaries which are few in our city as it is. Metro approved a sign at the Ballona Wetlands Ecological Reserve (along the I-90 Marina Freeway) knowing it would have significant impacts on coastal resources because Metro approved overriding considerations. The City must remove the Ballona Wetlands sign

Communication from Public

Name: Todd Peterson

Date Submitted: 08/04/2023 03:21 PM

Council File No: 22-0392

Comments for Public Posting: I absolutely oppose this without further research to show the impact.