

Communication from Public

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Date Submitted: 08/01/2023 04:20 PM

Council File No: 22-0392

Comments for Public Posting: I have grave concerns about the Metro Digital Billboard Advertising Program, and I strongly protest the scheduling of the City Planning Commission hearing for August 17, 2023. In violation of the Planning Department's own Public Participation Policy as well as City Charter requirements for Neighborhood Councils, this date fails to allow even two weeks between the circulation of the Final Staff Recommendation Report and the scheduled CPC hearing. Adequate time must be given for public consideration of the Final Staff Recommendation Report, and for Neighborhood Councils and other organizations and stakeholders to review and schedule meetings in order to properly consider this landscape-changing proposal. The Digital Billboard Advertising Program would further degrade an already defaced Los Angeles cityscape—too long suffocating from the blight of signage of all sizes and shapes, placed with utter disregard to their collective disfigurement of what could be a more visually appealing and less emotionally jittery city. Huge brightly signs lit at night, shining into people's homes and adding to huge problem for nocturnal wildlife—especially birds—of light pollution. While city management sees dollars signs, the rest of us see ugly, unneeded, dangerously distracting and unforgiving clutter—the junk of visual pollution. The Program's current iteration speaks of huge signs along 10 of our freeways and a "few dozen city streets". But can any one of us really believe that this will be the last of egregious public nuisances such as this? And there you have it...a sliding slope to more of the same. Current studies show that driving in Los Angeles has become more dangerous in recent years. Drivers are increasingly distracted, speeding is rampant, and more and more drivers are careless, unminding of stop signs and traffic signals, and impatient with pedestrians and cyclists, causing increases in serious accidents and fatalities. As if local streets aren't dangerous enough, this Program would also make our freeways even more lethal than they already are. Take note: California's Office of Traffic Safety defines distracted driving as "anything that takes your eyes or mind off the road." Yet Metro would install huge billboards along 10 of the busiest roadways in the country that say, "look at me," "look at me"? What are they thinking? Oh, right, \$\$\$\$\$. The Metro Digital Billboard Advertising Program, (as it is unabashedly labeled), should have

no place in 21st century Los Angeles, which touts its Zero Vision goals. Truly great world cities respect the physical place they occupy and work to improve and preserve what is good and prohibit anything that might tarnish their unique landscape and adversely affect those who live in, work in and visit them. LA could be such a place—if only those who administer it would proceed with wisdom's eye on the larger picture, rather than succumb to the all-too-familiar short-term financial gains of actions that contribute to the lessening of LA's diminishing image as an urban paradise.