

Communication from Public

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Comments for Public Posting: Regarding MTA proposal for over 80 digital billboards on and around Los Angeles Freeways: I strongly oppose and urge the council to oppose this motion. Los Angeles freeways and the city in general will be adversely affected by these digital billboards. They are an eye-sore, change the face of our city, are potentially dangerous and distracting to drivers on already crowded routes. If passed, these billboards will create Digital Pollution. We live in a digital world, are bombarded with "noise" of lights, sounds, beeps and advertising so constantly - let's not create more. These billboards could change how people sleep and increase stress levels. Children in cars will naturally be attracted to them - is that how we want our young people to be influenced? There is a place for them for sure - Sunset Boulevard, in and around arenas and concert halls, airports, etc. Digital billboards will change the face of the city. Please consider the look, feel and people of Los Angeles by asking what the benefit of these billboards are - I maintain it is nothing more than financial/political as they will not add to or enhance our living experience, but in fact adversely affect it, not only in the ways I have mentioned, but in ways we may not be able to predict. We are not Las Vegas. We are a large, beautiful Village. Let's support beauty and health.