

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](mailto:NCsupport@lacity.org).

This is an automated response, please do not reply to this email.

#### Contact Information

Neighborhood Council: West Los Angeles Neighborhood Council

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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: 11/30/2022

Type of NC Board Action: Against

#### Impact Information

Date: 12/10/2022

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-0392

Agenda Date:

Item Number:

Summary: West Los Angeles Sawtelle NC voted to oppose Metro's proposed four digital billboards along Pico Blvd. (NFF 14 and 15) and the 405 freeway (FF 26 and 27). 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) c. Veridian/Wachtel study on digital signage and driver distraction:

<http://www.fairwarning.org/wp-content/uploads/2016/03/compendium-final-2-223.pdf> d. Article about Wachtel study: Evidence Mounts of Distraction Risks from Digital Billboards Along Roadways: <https://www.fairwarning.org/2016/03/digital-billboards/> 2.

An alternative is to install freeway signs behind sound walls, so they are not visible to residences and vehicles on streets. 3. An alternative to free-standing billboards outside of freeway walls is to install them on overpasses (analog signs are already installed in some locations), so they are not visible to residences and vehicles on streets. 4. Courts may use these digital billboards that are located out of Sign Districts as justification and precedent to allow digital billboards anywhere in the city (digital billboards are allow only in Sign Districts currently). The digital billboard at Santa Monica and Bundy was turned off because it was installed illegally outside of a Sign District (Hollywood, Downtown).