

Communication from Public

Name: Ptyewr M Genovese

Date Submitted: 08/03/2023 10:32 PM

Council File No: 22-0392

Comments for Public Posting: LA City Planning Dept. City Council File CF22-0392, Refer to: City Planning Commission Case: CPC-2022-5401-CA, CPC-2023-3653-ZC, ENV-2022-5286-EIR Regarding the Digital Billboard Program: I am writing in opposition to this program. It's rushed. It lacks oversight. What's the hurry. With all the recent criminal indictments and scandals, lately, regarding council persons, I would think that a project of this magnitude's would be, if anything, analyzed overly thorough as regards its impact on the city of Los Angeles' citizens, and without any question as to propriety of it sponsors. Safety: When I go to a concert or a sporting event that have those huge screens, that project the main event that is too small to see from the cheap seats, I remember that I used to use binoculars to achieve that clarity. Now, I lock on to the MEGA SCREENS for the entire event. I think that habit will become a hazard for drivers. If the images were something as simple as a sparsely worded piece of road info, maybe, but as I understand the nature of the images to be shown, they are advertisements. Ads tell a story. They need attention to detail. I don't want to drive under those conditions, and I don't want to share the road with drivers who are distracted by some "I need your attention for a few seconds while you're rear ending that car in front of you." Entertainment Industry: One of the great things about the tv series Bosch is that it loves, photographically, the city of Los Angeles. Not only is LA__LA, but it doubles for so many more locations; cities towns, neighborhoods, etc, etc. The city was, in a way, designed that way. Put up these MEGA SCREENS, and the choices will narrow for those possible locations. Yes, you may be able to technically delight the MEGA SCREEN out of the scene that is shot in that location, but the added cost will be a decision in the final budget. That may not affect the big companies, but so many other smaller-budget films and commercials will be hard pressed to not pick up, and go to a Chicago or an Atlanta, because of the extra cost. Respectfully.
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Communication from Public

Name: Ellen Crawford

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Council File No: 22-0392

Comments for Public Posting: I am writing to express my horror and outrage regarding the proposed Digital Billboard Advertising Program, the installation of 86 giant digital billboards across the city. My opposition to this proposed blight on our city's thoroughfares has multiple reasons, but I will focus on three major disastrous consequences. First of all, these billboards will have an enormous impact on filmmaking locations in Los Angeles. Many locations will become visually impossible to use. As a strike captain on the picket line for SAG-AFTRA, every day I look into the eyes of middle class workers who have suffered through the pandemic and the work stoppage as we fight for fair wages, hoping and expecting there will be work opportunity in the future. California lawmakers have passed the tax incentives to keep this major industry afloat, but then do our LA lawmakers intend to undermine this effort by despoiling our filming locations? It is not only the entertainment workers who depend on filming in LA ... all the ancillary 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. Second, the claim that this program will improve traffic safety would be laughable if it were not such a deadly lie. 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. Third, it seems that this program is being rushed through for profit before doing any significant studies as to how these signs will impact sensitive environmental areas, underserved communities, and public privacy. This last item is particularly troubling, since digital billboards have been shown to capture personal data from passers-by without permission. This Digital Billboard Program appears to be a moneymaking scheme for a few well-connected individuals, being shoved through approval at the great expense of the Los Angeles community's well-being.