

Communication from Public

Name: Deborah Slater

Date Submitted: 12/01/2023 04:34 PM

Council File No: 22-0392

Comments for Public Posting: I am AGAINST these new digital signs going up around the city. I think they will be a huge distraction and disturbance to the neighbors. Please DO NOT approve these signs.

Communication from Public

Name: Yvonne Ellett

Date Submitted: 12/01/2023 05:12 PM

Council File No: 22-0392

Comments for Public Posting: Dear Council Members, I reject the request to add a digital display sign at the intersection of Crenshaw and Obama (formerly, Rodeo) Boulevard. Crenshaw Boulevard does not need another item to cause blight. - There are single family residences in the area that will be affected by the constant digital light. - There are a multi-story buildings planned at the intersection on Metro property, with residences in one of them. At no point during the scoping or EIR was there mention of adding a digital billboard. A sly online announcement doesn't take the place of an EIR. - Crenshaw should be one of the finest Boulevards in Los Angeles after the installation of Destination Crenshaw between Slauson and Leimert, including the proposed extension to the Expo Line. [CF 19-0153] - The promised Crenshaw Boulevard Streetscape will create a canopy for improved walkability. - Baldwin Hills Crenshaw will begin breaking ground on its proposed housing and, hopefully, an enhanced shopping experience. It's no surprise to find Metro was ready to gift buildings, trees and art to Crenshaw Boulevard with its imaginary fingers crossed, and with LADOT's blessing. It falls on City Council to ensure that Crenshaw Boulevard has a cohesive, attractive appearance that will enhance its residents', workers' and visitors' experiences. Metro doesn't need advertising dollars at the expense of the Community Pride that's always existed in Crenshaw's adjoining neighborhoods. Billboards are an antiquated idea if the true goal of Metro is to extract people from their cars and place them on walkways and in public transportation. It's time to stop treating Crenshaw Boulevard as a commuting thoroughfare from point A to B. Crenshaw Boulevard *is* a destination that needs to be developed as such.