

Communication from Public

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Council File No: 22-0392

Comments for Public Posting: I agree that an EIR must be completed before approval of a new ordinance supporting the placement of digital billboards. I support an Environmental Impact Report with an analysis of impacts, alternatives and mitigations as needed. I am concerned that there is a lack of any mechanism to allow for public input, council district input, neighborhood council input into the actual placement of these proposed billboards. Failure of the City to address the critical issues related to digital billboards with driver distraction coupled with the city's increasing numbers of accidents, injuries and deaths of pedestrians and bicyclists by speeding or distracted automobile drivers. Approval of this ordinance would be a counterproductive to public safety concerns. There seems to be a potential for conflicts with existing City programs and ordinances, such as specific plans that regulate signage and /or ordinances contained in the City's General Plan and Mobility Element. I am disappointed that there is a failure to address aesthetic issues and impacts on nearby properties. Failure to address quality of life issues for those in these sign's visual reach. Failure to acknowledge cumulative impacts of placing more and more digital changing messaging structures on our public right-of-way. While I love Times Square in NYC and Shibuya Crossing in Tokyo, I am not eager to have our main throughfares to turn into the Vegas Strip.