

## Communication from Public

**Name:** Barbara Broide

**Date Submitted:** 06/06/2023 03:34 PM

**Council File No:** 23-0493

**Comments for Public Posting:** The proposed digital advertising billboard for Luskin/Children's Orthopaedic Hospital should not be approved at this time. It appears that the Sign District proposed for this sign is an example of SPOT ZONING to allow a good organization to implement a sign that is bad public policy. The location for the sign is specifically designed to catch the many eyes of many passing motorists. As such, it will distract drivers and contribute to accidents, injuries and potential deaths. A health care organization should not be engaged in endangering the public's health. In addition, the proposed location of this sign may be in violation with Federal laws that govern distance of advertising signage from public highways. Lady Bird Johnson led the country's efforts to beautify our country and was the inspiration for the Highway Beautification Act. Will this sign create any precedents for future proposals for digital signage that should not be considered?

## Communication from Public

**Name:** Coalition for a Beautiful Los Angeles

**Date Submitted:** 06/06/2023 03:45 PM

**Council File No:** 23-0493

**Comments for Public Posting:** The addition of large digital advertising billboards are a blight upon the City. They have no place in our urban environment as they pollute our visual environment, distract drivers, consume electricity and commercialize our shared public open space. The City traverses a slippery slope by considering such signage and by considering the creation of a Sign District for a single sign and a single applicant. This sign is an example of flaunting nearly all the provisions of the proposed recommendations to strengthen the Sign Ordinance as proposed by the City Planning Commission. Unfortunately the PLUM Committee failed to move those recommendations forward and, under the leadership of then-Chair Huizar, dedicated months and years attempting to weaken the proposed measures. There has been no effort made by the City to examine the potential for distracting drivers and causing accidents in the area of this sign. It is important to note that these signs are designed to distract and catch the attention of all those who pass. How can the Council in good conscience approve any advertising structures that endanger the public as Vision Zero's goals become more and more unattainable. We urge PLUM and the full Council to reject this fundraising plan presented by the Lusk Hospital. It establishes bad precedent. Our City's visual open space should not be monetized and our City's landscape should not be subject to more and more advertising. Finally, from a merely economic point of view: The City is committing significant energy and resources to its own STAP street furniture program. Why would you then approve signage that competes with that program and degrades the income generating potential of that program. Out-of-home advertising dollars are not unlimited; they are budgeted and spread among available ad structures. This sign represents bad policy, bad planning, bad precedent and diminishes the City's own transit structure ad program.