

## Communication from Public

**Name:** Marian Dodge  
**Date Submitted:** 06/11/2023 11:50 AM  
**Council File No:** 23-0493  
**Comments for Public Posting:** Sign District for the Orthopaedic Institute for Children (OIC) should be denied.

CF 23-0493

## Orthopaedic Institute for Children Sign District

The request for a Sign District for the Orthopaedic Institute for Children (OIC) should be denied. It's location next to the 101 freeway is an excellent reason to deny. Numerous studies have shown that billboards cause distracted driving and an increased number of accidents. The City cannot achieve its goal of Vision Zero by increasing distractions along one of the busiest traffic areas in LA. The concept of Sign Districts was never intended to serve the needs of a single applicant. IOC refers to the Sign District is a public benefit. What would that public benefit be? Everyone now uses GPS to navigate freeways. The real benefit is to increase revenue for the sign industry. The real losers are the residents who live nearby and will have to live with 24 hour visual and light pollution. I strongly urge you to reject this proposed Sign District.