

Communication from Public

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Council File No: 23-0493

Comments for Public Posting: I oppose this sign district for the Orthopedic Hospital. This digital sign will cause more car crashes on the freeway from distracted driving. It is unsafe to do this. You are setting a precedent for every non-profit to request a sign district along freeways and major roads. The City Council should oppose Council File 23-0493 and reject the proposed zone change and Sign District. Whereas the Children's Orthopaedic Hospital has a noble mission, that mission does not include the raising of revenues from off-site billboard signage; Whereas, a proposal has been made to change the zoning of land owned by the Hospital in order to establish a Sign District; Whereas a Sign District is being sought to install one (or more?) digital off-site changing billboard(s) on Hospital property adjacent to the busy 110 Freeway; Whereas no attention has been paid to the negative impacts of such signage --the resulting blight, the driver distraction, energy consumption, and any additional negative impacts resulting from the installation of one or more changing digital off-site billboards on its property; Whereas Federal Law prohibits the operation of billboards within specified distances from highway locations; Whereas the City should not approve a zone change and the creation of a Sign District to allow the Hospital to erect a digital off-site billboard on its property. (Nor should multiple signs be permitted within any defined Sign District on its land.) Whereas the distraction caused by digital billboards has been documented to cause accidents resulting in injuries and death - creating a situation contrary to any hospital's mission to heal those with disease or injury; Whereas it is bad public policy to establish a precedent that allows Sign Districts and off-site signs to be established on the property of non-profit organizations to generate revenues to support their missions; Whereas any off-site advertising programs established in the City of Los Angeles have the potential of siphoning away revenues from the City's new STAP program, in which the City is investing considerable resources;