February 11, 2020

Councilman Joe Buscaino
via email: councilmember.buscaino@lacity.org

Re: Amend CIS for CPC-2015-3059-CA Proposed Ordinance Revising the Citywide Sign Regulations and Council File 11-1705 by adding the following language related to digital signs:

Dear Councilman Buscaino and staff:

As a general rule, the Northwest San Pedro NC is opposed to all digital billboards. They are dangerous and a type of blight. We recognize, however, that there needs to be a method for some exceptions.

Digital billboards are dangerous to drivers and should be completely banned near all freeways, meaning that they should not be visible from the freeways.

We realize that some areas, such as a portion of Sunset Blvd, may choose to provide for a digital sign district. Any such district should be established only after input and approval from the immediate community. One way to do this would be by requiring a vote for the establishment of any such district.

Another exception might be for small signs in front of schools and entertainment venues where they are posting information about upcoming events.

Digital billboards are known contributors to congestion and the incessant blinking of these boards can cause disruption in human and wildlife sleep patterns. The ordinance should require a comprehensive environmental impact study for each proposed digital billboard location.
There should be strong regulations regarding the content of digital billboards. Advertising of alcohol, gambling, smoking, vaping, gentlemen’s clubs, or anything else inappropriate for children should be forbidden.

Strict and enforceable restrictions with stiff penalties must be put in place to ensure personal data is not skimmed from passing mobile, devices nor photos of any kind made.

Digital billboards with advertising should not be allowed in any City property.

Very Truly Yours,

Ray Regalado, President
On behalf of the Northwest San Pedro Neighborhood Council Board

cc:
Alison Becker, Aksel Palacios, and Phyllis Nathanson