

## Communication from Public

**Name:** john thomas lorick III

**Date Submitted:** 12/09/2019 12:13 AM

**Council File No:** 19-0104-S1

**Comments for Public Posting:** Dear Council Members: It is my understanding that full council is taking up a motion by members Martinez and O'Farrell to create a "pilot program" that would permit mobile digital billboards on taxicabs and other vehicles. The Council File number for this motion is 11-0104-S1. I am strongly opposed to this measure for numerous reasons, not the least of which is that the signs will add to the already overwhelming visual distractions plaguing city drivers. These rolling billboards are an intrusive visual blight that provide little if any benefit to the citizens who will be subjected to them everywhere they look. There is nothing graceful, pleasing, helpful, attractive, inviting, meaningfully informative or otherwise useful about these signs. These mobile billboards will take digital advertising into literally every neighborhood of LA and make it nearly impossible for the city to monitor and regulate billboard activity now banned in most residential neighborhoods. Moreover, the City Attorney has determined that the signs are illegal under state law and previous city ordinance. I recently visited Tokyo and Osaka Japan where the digital billboards imagined in the dystopian movie Blade Runner are now a reality. The visual assault from the billboards is overwhelming. Permitting mobile billboards such as those being proposed moves us one step closer to that environment. And once the billboard genie is out of the bottle, it is not going back in. I urge the Council Members to vote against this measure. It will enrich a small number of people while making Los Angeles a much less pleasant place to work and visit for everyone else.