

## Communication from Public

**Name:** Tracey Hasslein  
**Date Submitted:** 12/15/2023 12:05 PM  
**Council File No:** 22-0392  
**Comments for Public Posting:** Dear Mr. Lee: We are strongly opposed to Metro's digital billboard program and request that you oppose it at Friday's hearing. This is an ill-conceived plan and will result in increased traffic deaths, as well as a general degradation of the environment. Yes, we need money. But this is not the way to get it. Please reconsider for the health and well-being of all Angelenos. Tracey Hasslein 18401 Blackhawk St, Northridge, CA 91326 818 974-2621

## Communication from Public

**Name:** Sylva Blackstone

**Date Submitted:** 12/15/2023 10:24 AM

**Council File No:** 22-0392

**Comments for Public Posting:** Good Morning, I am Sylva Blackstone, constituent of Council district #14, residing at 1867 North Ave 51, La 90042. I am OPPOSED to the TCN. I ask that the members of the Council vote against item # 16 on the agenda today. I am a native of Los Angeles, 85 years a resident. This Billboard enabling project is a very bad idea for my beautiful City. I have a light sensitivity syndrome, which causes me to be triggered into migraine headaches by bright blinking lights. I believe that the stress of the light from digital sources affects the health of many people. Please vote to reject the TCN (item #16) and it's enabling provisions on the agenda in it's entirety for the good of the City. Thank you  
Sylva Blackstone 1867 N Ave 51 LA 90042 Retired Certified Arborist 12-15-1923

## Communication from Public

**Name:** James Quaschnick  
**Date Submitted:** 12/15/2023 10:33 AM  
**Council File No:** 22-0392  
**Comments for Public Posting:** Please do NOT install the lighted billboard signs. They are invasive to residential areas and detracting to drivers. Thank you.

## Communication from Public

**Name:** Amanda Sieker

**Date Submitted:** 12/14/2023 04:11 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Electronic signs are not effective for messaging the public. Public service messages are more effective when spread via text, web media, radio or tv. Electronic messages are only helpful to a select few who happen to be in the line of sight and don't replace other channels of public communication. They are an additional maintenance expense as well. Meanwhile they will be a nuisance to those who live near them, and frankly not very helpful in building pride or beautification in areas that already need aesthetic improvement, not further blight. Please improve both the function and livability of our city by refraining from allowing digital billboards.

## Communication from Public

**Name:** Barbara Ringuette

**Date Submitted:** 12/14/2023 10:35 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Please do not support the Digital Billboard proposal. I served for two years on the City of Los Angeles Revenue Commission. We considered many proposals and did several studies making recommendations on each. This group would never have considered such a clearly detrimental alternative to raise City funds because of the hazards involved, the risks to motorists, to pedestrians, and to the character of Los Angeles. I call the proposal “Reverse Vision Zero”. That some in the City have accepted details of the program which industry leaders have stated are beyond safety standards may reasonably open the City to liability claims. That the City should have negotiated to take down a tiny fraction of existing billboards in return for approval of digital signs makes the City look weak OR unconcerned for the appearance of our neighborhoods and the safety of residents, workers, and visitors. That the City is not proposing conditions giving the City the authority to impose additional corrective measures is worse than short-sighted. It suggests that the City has decided that detrimental impacts of this program will be acceptable, no matter the severity of those impacts on the people of Los Angeles. Again, please do not support the Digital Billboard proposal. Sincerely, Barbara Ringuette