

## Letter:

The proposed digital advertising billboard for Luskin/Children's Orthopaedic Hospital should not be approved. It appears that the Sign District proposed for this sign is an example of SPOT ZONING to allow a good organization to implement a sign that is bad public policy. The location for the sign is specifically designed to catch the many eyes of many passing motorists. As such, it will distract drivers and contribute to accidents, injuries and potential deaths. A health care organization should not be engaged in endangering the public's health. In addition, the proposed location of this sign may be in violation with Federal laws that govern distance of advertising signage from public highways. First Lady - Lady Bird Johnson led the country's efforts to beautify our country and was the inspiration for the Highway Beautification Act. Will this sign create any precedents for future proposals for digital signage that should not be considered?

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. While the Children's Orthopaedic Hospital has a noble mission, that mission does not include the raising of revenues from off-site billboard signage. A proposal has been made to change the zoning of land owned by the Hospital in order to establish a Sign District and 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. 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. Federal Law prohibits the operation of billboards within specified distances from highway locations. 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.) 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.

Sincerely,

Scott Mandell, President  
Studio City Neighborhood Council