



Fw: Electronic Message Signs on BOC agenda this afternoon at 4:30 p.m.

Irma Heinrichs to: Gloria Harper

09/07/2011 12:27 PM

Cc: Larry Herrera

Irma Heinrichs

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My email address has changed to Irma.Heinrichs@longbeach.gov

----- Forwarded by Irma Heinrichs/CC/CLB on 09/07/2011 12:27 PM -----

From: Laurie Angel <langel@csulb.edu>
To: cityclerk@longbeach.gov
Date: 09/07/2011 12:23 PM
Subject: Fw: Electronic Message Signs on BOC agenda this afternoon at 4:30 p.m.

I received a message that Mr. Herrera is out of the office. Can you please add this to the public record and the Budget Oversight committee agenda item number 9 as requested below.

Laurie C. Angel
Office: 562-985-8929

----- Forwarded by Laurie Angel/AcademicAffairs/CSULB on 09/07/2011 12:21 PM -----

Laurie Angel/AcademicAffairs/CSULB
09/07/2011 12:10 PM

To
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Subject
Electronic Message Signs on BOC agenda this afternoon at 4:30 p.m.

Mr Herrera - Please add this to the agenda item as a part of public comment.

Members of the Budget Oversight Committee,

The redevelopment agency board currently has a moratorium in place regarding the placement of billboards of any kind in redevelopment areas. Why? Because they are a proven blighting influence. There are multiple very good reasons for this decision.

Further, it has been proven again and again that these billboards do not generate the revenue they promise, they are impossible to eliminate and they only add to blighting conditions. The revenue you anticipate is not worth the effort to consider them. Any consideration at all of further blighting this city, our corridors or our highways for the promise of incidental revenue should be considered very carefully, but in reality eliminated from consideration. Keep in mind you are making quality of life decisions based on the recommendation of a sales man.

Billboards by their very nature are a distraction and should not be placed along our highways. The electronic signs and message boards in particular are very unsafe and distracting.

A revision to the billboard ordinance is currently being developed because of electronic billboards, message signs, mobile advertising and building wraps. NorthPAC had a presentation on the current status of the proposed ordinance August 25. NorthPAC is strictly against placement of billboards of any kind in a redevelopment area.

Keep in mind there are lots of issues and complexities to be worked out before you even begin to consider placing billboards, particularly if you are anticipating that they may provide a revenue stream of any kind. Because they do not. These signs only add to blighted conditions and they must not add to problems in redevelopment areas.

Efforts to provide good paying jobs, encourage business development, provide a variety of good shopping, dining and entertainment venues is where your efforts should be concentrated. Billboards of any kind are just a very poor way of serving this city or generating revenue.

Your willingness to continue to place the most damaging activities, buildings, businesses in the most challenged areas continues to show a complete lack of consideration, purpose and understanding of what redevelopment is intended to accomplish. Redevelopment is making an investment in this city and it should be so respected and not negated because of other poor decisions. The city has an investment to protect. Please do so.

Laurie C. Angel
Chair, NorthPAC
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