

From: Laurie C. Angel [<mailto:lcangel@charter.net>]

Sent: Tuesday, May 17, 2016 1:10 PM

To: Council District 8 <District8@longbeach.gov>; Council District 6 <District6@longbeach.gov>; Council District 1 <District1@longbeach.gov>; Council District 9 <District9@longbeach.gov>; Council District 7 <District7@longbeach.gov>; Council District 5 <District5@longbeach.gov>; Council District 2 <District2@longbeach.gov>; Council District 4 <District4@longbeach.gov>; Council District 3 <District3@longbeach.gov>; Mayor <Mayor@longbeach.gov>; Patrick West <Patrick.West@longbeach.gov>; Jonathan Kraus <Jonathan.Kraus@longbeach.gov>; CityClerk <CityClerk@longbeach.gov>; CityAttorney <CityAttorney@longbeach.gov>

Subject: City Council Agenda Item 19 for todays Agenda

Dear City Clerk,

Please add this e-mail to the public record.

Dear Elected Representatives,

Trading one form of billboard blight for another on steroids at the gateways to our local streets and communities is problematic. Billboards, particularly digital billboards, are a highly contentious issue nationally. They are banned in many states and communities. Why? Because they are energy draining hogs, that blight our natural environment and distract drivers increasing accident rates.

I have read that the cities in the worst financial situations immediately go to egregious alternatives such as high density housing and digital billboards and other questionable land use decisions in search of money rather than good, long range planning that best serve the community.

Please reconsider you decision to change this 'hard fought' existing billboard ordinance that has served the city and constituencies very well. Think about the very long term consequences of the 'minor' tweek you are allowing for the existing billboard ordinance.

There is a very real possibility in the future, eventually having digital billboards every 500 feet along the 405, 605 and 22 - these freeways that are now protected. You say it won't happen, but a desperate city, and another city council can allow some very bad land uses. The city may never be able to reverse this decision because lawsuits will likely ensue - talk to the city of Los Angeles about that matter.

Please consider the very real and important issues attributed to digital billboards: a decline in highway safety - because drivers are proven to be even more distracted; permanent defilement of our roadways with blighting uses; and contrary uses with proven energy hogs in contrast to the initiatives of green and energy efficient Long Beach you are promoting.

I understand that my singular voice matters little, but your actions will speak to how you value our communities, our neighborhoods, land use, and energy efficiency far beyond your terms in office. These decisions will be your lasting legacies.

Who on our council has the vision to understand the impact of what you are allowing at this moment in time upon the next generations?

On another note how does the public inform officially inform the city of content issues or overly distracting billboards? How will these billboards be monitored and corrected for violations of the ordinance? What is the mechanism?

Respectfully,

Laurie Angel