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April 24, 2019

Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

Re: **SUPPORT CF #19-0104** (Dynamic Message Sign Enforcement)

Argyle Civic Assn.
Beachwood Canyon NA
Bel-Air Assn.
Bel-Air Hills Assn.
Bel Air Knolls Property Owners
Bel Air Skycrest Property Owners
Benedict Canyon Association
Brentwood Hills Homeowners
Brentwood Residents Coalition
Cahuenga Pass Property Owners
Canyon Back Alliance
Crests Neighborhood Assn.
Doheny-Sunset Plaza NA
Franklin Ave./Hollywood Bl. West
Franklin Hills Residents Assn.
Highlands Owners Assn.
Hollywood Dell Civic Assn.
Hollywood Heights Assn.
Holmby Hills Homeowners Assn.
Kagel Canyon Civic Assn.
Lake Hollywood HOA
Laurel Canyon Assn.
LFIA (Los Feliz)
Mt. Olympus Property Owners
Mt. Washington Homeowners All.
Nichols Canyon NA
N. Beverly Dr./Franklin Canyon
Oak Forest Canyon HOA
Oaks Homeowners Assn.
Outpost Estates HOA
Residents of Beverly Glen
Save Coldwater Canyon!
Shadow Hills POA
Sherman Oaks HOA
Silver Lake Heritage Trust
Studio City Residents Assn.
Sunset Hills HOA
Tarzana POA
Torreyson Flynn Assn.
Upper Mandeville Canyon Assn.
Upper Nichols Canyon NA

Dear President Wesson and Honorable Councilmembers:

The Federation of Hillside and Canyon Associations, founded in 1952 and representing 42 resident and homeowners associations spanning the Santa Monica Mountains, voted at its March, 2019 meeting to support Councilmembers Blumenfield and Harris-Dawson's motion (CF 19-0104) to enforce state laws prohibiting the use of Dynamic Message Signs.

Dynamic Message Signs (DMS's) are mini digital billboards mounted above ride-sharing and other vehicles. They are brightly lit and flash changing messages every eight seconds. Some utilize moving graphics. The signs are already prohibited by state law—they clearly exceed permitted brightness and other requirements of California Vehicle Code section 25400. DMS's are intended to attract attention, and thus constitute a serious and immediate threat to public safety. DMS's distract drivers from their primary focus on roadways, vehicles, and pedestrians. Allowing these dangerous signs to proliferate on our streets makes a mockery of Mayor Garcetti's Vision Zero initiative to eliminate deaths to zero by 2025 and reduce injuries to pedestrians and cyclists.

Further, DMS technology circumvents the City's longstanding ban on billboards outside Sign Districts. DMS's are easily transported throughout the city, including in our quiet residential neighborhoods, hillside areas, and parks, where advertising is limited and digital displays are generally not permitted. Our shared visual environment must not be abandoned.

We urge all Councilmembers to support the motion and request their district LAPD divisions to enforce the state code banning DMS's.

Sincerely,

Charley Mims

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