



Rita Moreno <rita.moreno@lacity.org>

NoHo West Sign District Ordinance

Suzanne Stinson <sstinson818@gmail.com>
To: clerk.plumcommittee@lacity.org

Sat, Jan 19, 2019 at 3:52 PM

Dear Plum Committee Members,

I live within 500 feet of the current NoHo development. I am very concerned about light pollution from the current NoHo West Development, even without the super graphic signs regardless if they face into the project, or out to the neighborhood. Also, any signs directly facing the freeway must not be allowed as they will distract drivers and create a very dangerous situation. If super graphic signs are allowed to face the freeway and have the absurd 8 second refresh rate that the developer wants, they had better have a fleet of ambulances parked at the development ready for deployment to the scores of accidents this will cause.

I agree wholeheartedly with Planning Commissioner David Ambroz's statement from the 9/27/18 meeting when he stated that the two proposed digital signs facing the freeway, **"do not enhance the proposed sign district...they create a public danger in they distract drivers both on the freeway which are my main concern as well as the surrounding neighborhoods...I believe they distract drivers...the aesthetics of the community are not enhanced by having these brightest, largest digital signs in the Valley located at this project."**

As was observed at the hearing the digital signs will be magnified by the new sound wall, as this portion of the freeway is the only section that will not have a sound wall, thereby making it more of a distraction, **as it will appear like the curtains being opened on a stage.**

I also urge you to not let the developer slide on the sign reduction requirement. Sign blight also causes distraction on the local streets.

Thank you for considering mine and the majority of my neighbor's views on this important matter! **Please save lives - don't allow super graphic signs at NoHo West.**

Sincerely,

Suzanne Stinson
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