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AGAINST Case# CPC-2018-3276-SN Council File #CF18-0634-S1.

Patricia Dexter <losgarcs@earthlink.net>

Sat, Feb 16, 2019 at 9:04 AM

To: clerk.plumcommittee@lacity.org

Cc: councilmember.harris-dawson@lacity.org, councilmember.cedillo@lacity.org, councilmember.blumenfield@lacity.org, councilmember.price@lacity.org, councilmember.Smith@lacity.org

Dear Chairman Harris-Dawson, and members Blumenfield, Price, Cedillo and Smith,

I am a homeowner in the area bordering the NoHo West development writing to express my strong position against Case# CPC-2018-3276-SN Council File #CF18-0634-S1.

Regarding the planned installation of two 50 foot digital displays immediately adjacent to the 170 freeway between Oxnard and Victory as part of the signage for the NoHo West development, I am against the above case number, which appeals the City Planning Commissions denial of these "brightest, largest digital signs in the Valley located at this project" and "create a public danger in they distract drivers on the freeway and surrounding neighborhoods" according to the chair of the commission.

I have lived in this neighborhood for twenty-seven years, and I drive on and off this freeway daily and know how busy and difficult navigating it can be during rush hour without additional distractions. Research shows that traffic accidents rise 25% when these digital displays are introduced near roadways. (See below)

I agree with the Los Angeles Planning Commission, which has denied the developer approval of these digital displays twice – once on September 22, 2016, and again on September 27, 2018, and upheld as appropriate by our City Attorney, Mike Feuer.

We were distressed to find our local council member Paul Krekorian, showing unprecedented support for this developer early on, speaking at the City Planning Commission public hearing in 2016, a move never before taken by any councilmember and so commented upon by Chairman Ambroz. Then, in January 2017 he filed a letter requesting the Planning Commission's September 2016 ordinance be overturned, and the entire signage plan for the development be reinstated, including the digital displays. This was rushed through PLUM Committee approval and on to approval by the full city council twenty-four hours later, the minimum time allowed, before the community was even aware that the recommendations of the Planning Commission had been overturned.

Now the developer, in trying to bend the rules further, has been denied by the LA Planning Commission a second time and we applaud your standing up for the regulations that are meant to protect us.

Councilmember, Paul Krekorian, is championing the above numbered appeal on the developer's behalf to be approved by the Planning and Land Use Management Committee to the detriment of the entire area, and against the wishes of the community, which have been made known to him repeatedly.

Since we cannot rely on our elected area representative to respect our needs, we are petitioning PLUM directly, the body with authority in this matter, to please vote against this appeal, and for our environment, aesthetics and public safety.

Sincerely,

Patricia Dexter

6215 Laurelgrove Ave.
North Hollywood, CA 91606

Info: Accident rates rise 25% when these type of digital signs are placed roadside.

<http://www.fairwarning.org/2016/03/digital-billboards/>

<http://www.scenic.org/blog/229-new-studies-indicate-digital-billboards-compromise-driver-saf>