



Isabel Onate <isabel.onate@lacity.org>

Against Digital Displays on 170 Freeway

Maria Norman <marianormank@gmail.com>
To: clerk.plumcommittee@lacity.org

Mon, Feb 18, 2019 at 2:41 PM

February 18, 2019

Planning and Land Use Management Committee
Los Angeles City Hall
John Ferraro Council Chamber, Room 340
200 North Spring Street
Los Angeles, CA 90012

Re: Digital Displays on 170 Freeway

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

I am a community stakeholder 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 that they distract drivers on the freeway and surrounding neighborhoods" according to the chair of the commission.

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.

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,

Maria Norman
Home Owner and Community Member of Laurelgrove Neighborhood, Greater Valley Glen, North Hollywood, and Valley Village

