Isabel Onate <isabel.onate@lacity.org>

Against Case #CPC-2018-3276-sn Council File #CF18-0634-s1

'Don Spielvogel' via Clerk-PLUM-Committee <clerk.plumcommittee@lacity.org>   Thu, Feb 21, 2019 at 2:55 PM
Reply-To: Don Spielvogel <virtualmagicanimation@yahoo.com>
To: "clerk.plumcommittee@lacity.org" <clerk.plumcommittee@lacity.org>

Planning and Land Use Management Committee

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

I am a resident of the area bordering the NOHO West Development project writing to express my very strong opposition to Case# CPC-2018-3276-SN Council File #CF18-0634-s1.

Regarding the planned installation of two 50 foot digital displays adjacent to the 170 freeway at NOHO West, I am concerned that the combination of intense illumination to local streets and freeway distraction of drivers represents a threat to my immediate community. My concern is similar to what I have experienced on the 5 Freeway at the Citadel outlet where the intense brightness of the signs is such a distraction that as a driver, I have had to turns my eyes away from the signs for fear of impairment of my ability to deal with the distraction. That area is zoned for business so the local impact is not an issue. However, NOHO West is in a residential area, and the signs will negatively impact the quality of life for the community with excessive light pollution.

My understanding is that both the Los Angeles Planning Commission and City Attorney, Mike Feuer have denied the developers request for these signs. However, Councilmember, Paul Krekorian has supported the developers position in direct contravention to the community he serves. This leads me to wonder whether his motives have been compromised by the developer.

Since we cannot rely on this elected representative to respect our wishes as a community, I am appealing to PLUM directly to **vote against the appeal** for the sake of our environment and public safety.

Sincerely,

Don Spielvogel
12315 Debby Street
North Hollywood (LaurelGrove Community)