



Isabel Onate <isabel.onate@lacity.org>

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

lam22hardt@ca.rr.com <lam22hardt@ca.rr.com>

Fri, Mar 1, 2019 at 11:15 PM

To: clerk.plumcommittee@lacity.org

Cc: lam22hardt@ca.rr.com

Dear Plum Committee:

I am a resident of North Hollywood, LA. I live on Simpson Avenue within a few block of the new NoHo West Mall. While I am a supporter of the Mall, I do not support the Mall sign that is proposed for the 170 Expressway.

I agree with the chair of the LA Planning Commission David Ambroz that the signs would "Create a public danger in they distract drivers on the freeway " and that they will be " the brightest, largest digital signs in the Valley"

I drive that area fequently and know it is already a confusing and crowded stretch of freeway. The 170 also has significant curves in the road in that location (look at a map please) and two very closely spaced exits/entrances at Oxnard and Victory. The general area east of the 170 and NoHo West will be greatly impacted by increased traffic conjection when the Mall opens.. more distraction with bright lights will only make that worst and more dangerous.

I am quite sure that with proper advertizing, appts,and road signage...shoppers will find the Mall. You can already easily see the architecture from the freeway. Big bright signs are not needed.

Final thought.. LA is a city of neighborhoods, unique and individual.. Malls serve these people.

Sorry I couldn't be there in person on March 5, work interfers!

Thank you.

Sincerely

Marie M Cenkner

6157 Simpson Ave
N Hollywood, CA 91606
818-985-1982



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Digital sign

Rosa Mirna Pajuelo <rpajuelo@roadrunner.com>
Reply-To: rpajuelo@roadrunner.com
To: clerk.plumcommittee@lacity.org

Fri, Mar 1, 2019 at 5:44 PM

I would like to oppose the installation of the largest digital sign near the 170 Fwy. Near Oxnard. I believed is going to be a distraction for the people commuting on the Fwy. More after the NOHO WEST shopping mall is finish. Please stop the owners to install such a monstrosity in our neighborhoods Case #CPC-2018-3276 SN Council File #CF18-0634-S1 Constituent. Rosa Mirna Pajuelo.

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NoHo West Signage Amendment

'Rolly K' via Clerk-PLUM-Committee <clerk.plumcommittee@lacity.org>

Fri, Mar 1, 2019 at 10:39 AM

Reply-To: Rolly K <rollykoran@yahoo.com>

To: clerk.plumcommittee@lacity.org

I live in the area around the NoHo West project. I have to ask why the developers would be allowed to have their wishes supersede those of a established community. The two large digital signs proposed with frequently flashing images will be terribly disruptive to the atmosphere of the community surrounding the project. There is also the certainty that the signs will be fatally distracting to the drivers passing on the 170 freeway.

I urge you to reject the developers' request for the amendment.