



Isabel Onate <isabel.onate@lacity.org>

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

Napoleon Alvarado <njalvarado@hollywoodlocations.com>
To: "clerk.plumcommittee@lacity.org" <clerk.plumcommittee@lacity.org>

Mon, Mar 4, 2019 at 11:22 AM

Hello,

I'm against the big proposed Digital billboards in my neighborhood. I live East of the 170 FWY, just south of Oxnard.

Please help our neighborhood to avoid this unneeded danger.

Thank you,

Napoleon Alvarado
Senior Portfolio Manager
Hollywood Locations
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AGAINST Case# CPC-2018-3276-SN Council File #CF18-0634-S1

Steve <sfine2@att.net>
To: clerk.plumcommittee@lacity.org

Mon, Mar 4, 2019 at 10:55 AM

To Whom It May Concern:

Living in a North Hollywood neighborhood adjacent to the Noho West project and as a driver on the 170 freeway, I am asking that the request for digital billboards along the freeway be denied. Billboards are designed to attract the passerby's attention otherwise no one would bother putting them up; they definitely are not supposed to distract drivers going at 65 mph, which is what would happen would this project be given the go ahead.

Moreover, we are living in an environmentally endangered world, and light pollution is a real issue; our largest cities are visible from outer space. "Less than 100 years ago, everyone could look up and see a spectacular starry night sky. Now, millions of children across the globe will never experience the Milky Way where they live. The increased and widespread use of artificial light at night is not only impairing our view of the universe, it is adversely affecting our [environment](#), our [safety](#), our [energy consumption](#) and our [health](#)." <https://www.darksky.org/light-pollution/> Digital billboards are part of the problem, and in my view should be outlawed.

Thank you.

Sincerely,

Jocelyne Fine
[5715 Beck Avenue, North Hollywood, 91601](#)
(818) 760-4250



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Ezra Horne <ezrahome@gmail.com>
To: clerk.plumcommittee@lacity.org

Mon, Mar 4, 2019 at 10:16 AM

To Whom It May Concern,

I'm writing as a resident stakeholder in Valley Glen, who commutes using the 170 freeway, and I STRONGLY OPPOSE billboards and digital billboard signage along our streets and roads. They are distracting, light polluting and force commercial imagery down the throats of people who have no ability to control the messaging. Our public spaces are too cluttered with legitimate commercial signage as it is to invite more visual assault.

Thank you,
Ezra Horne
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North Hollywood, CA 91606

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