

Google Groups

case# CPC-2018-3276-SN Sign District Amendment Request

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Posted in group: **Clerk-PLUM-Committee**

RE: Case# CPC-2018-3276-SN
CF18-0634-51

There is going to be a hearing brought on by the Developers to appeal what the City Planning Committee denied regarding digital sign dispalys, change on the refresh rate from digital ads from every 60 seconds to every 8 seconds, plus an exemption of the interior billboards from the sign reduction requirement.

What is the sense of having a city planning commission if what they rule is overturned? At the 2018 hearing, the city planning committee heard from the developer and from the residents in the area. The planning committee agreed with the residents. If the city council and the Planning and Land Use Management Committee is allowed to overrule the city planning's decision, then why have city planning?

Not even our own councilman Paul Krekorian is on his constituent's side - he is for the developer. This is appalling!

If it wasn't for the resident's who live right next to the new center voicing their denials for the developers requests, there would be 724 apartments pushed in to the corner of Radford and Erwin, signs everywhere, and no parking mitigation. The neighborhood is not suppose to fit into the development, the development has to fit into the neighborhood. Please read what Commissioner Caroline Chole said when she heard the developer was appealing their decision, and also what Commissioner David Ambroz said.

The signs will be facing the freeway-it is the only section of the freeway that doesn't have a sound wall. It goes from Oxnard Street to Erwin street. That is 3 blocks long! People will be able to find it! The signs will be a distraction from freeway traffic. There is an off ramp at Oxnard and one at Victory. Cars will be changing lanes. This is not the area to be distracted. As I said, people will be able to find the shopping Center!

The developer got his development, he got his signs-he doesn't need to add more. Please deny the developer's request that the City Planning Commission denied and the residents denied.

Susan Ware
President of the North Valley Neighborhood Association