

Jan 20, 2019

City of Los Angeles, Planning and Land Use Management Committee

Re: **Case#:** CPC-2018-3276-SN, **Council File#:** CF18-0634-S1

Planning and Land Use Management Committee,

This letter is to voice my concerns regarding the proposed amendments to the City's Sign District Standards by the developers of the NoHo West project.

My home is located just south of the proposed project at 11912 Tiara St, and within the 500ft radius of the affected areas. Our house faces north, with our living room and bedrooms in plain view of where these signs would be located. When we originally purchased the home four years ago, prior to the development plans, the old Macy's building was in the location as the NoHo West project. The Macy's sign, though much smaller, was easily visible from the northern-facing living areas of our home.

My concern is that if the original Macy's sign was easily visible while still being poorly lit and was not running into the early hours of the morning, I have severe reservations about the allowance of digital billboards and supergraphic signs that face our house. This is not even to mention the newly proposed ammendment for the addition of 1,000 square feet of supergraphic signs which are extremely bright on the southern elevation of the building plans. With these extremely bright signs running through the hours of 6am to 1am, I have no idea how I'm going to be able to sleep with very bright flood lights pointing directly into our bedroom and living room windows.

I'm not even sure what the point of these signs is exactly. Why do they need to even be running advertisements at 6am or 1am – who exactly is going to be shopping at those hours? The standard, yet already very long, hours of 7am to 12am allows for 17 hours of display time – plenty of time to fulfill advertisers needs. Adding an additional 2 hours of run-time is an unnecessary burden to the residents that this affects.

Another concern is that these signs are extremely bright and yet you're planning on putting them along the freeway into the very early hours of the morning. The 170 freeway exits are already extremely short, and Oxnard Blvd is already extremely busy (something that somehow the EIR by the developer willingly overlooked). Having super-bright changing digital signs, especially at 1am, will only serve as a distraction to those driving in the area and will pose a risk of injury or death in the event of a car accident.

I personally don't want these signs allowed at all, but the Planning Commission gave the developers the guidelines on allowed signage for this project already. I believe the previous guidelines by the City Planning Commission were acceptable and should stay as they are.

Respectfully,

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