

## Google Groups

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

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**Patricia Dexter** <losgarcs@earthlink.net>

Jan 28, 2019 11:31 PM

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

Dear PLUM Committee Members,

I am a resident and homeowner since 1992 just blocks from the NoHoWest development.

We are in favor of smart well planned development in our area.

We have stayed engaged with the project throughout it's progress and attend public information and hearings whenever possible.

I applauded David Ambroz and the City Planning commission when at the 9/27/18 hearing, "A sign district is supposed to remove blight, this does not do that, in fact they (developer) want to weaken the little bit that it was doing." At the initial hearing on 9/22/16 Commissioner Ambroz stated that the two proposed digital signs facing the freeway, "do not enhance the proposed sign district...they create a public danger in they distract drivers both on the freeway which are my main concern as well as the surrounding neighborhoods...I believe they distract drivers...the aesthetics of the community are not enhanced by having these brightest, largest digital signs in the Valley located at this project." As was observed at the hearing the digital signs will be magnified by the new soundwall, as this portion of the freeway is the only section that will not have a soundwall, thereby making it more of a distraction, as it will appear like the curtains being opened on a stage.

I too had done my research and found that accident rates rise 25% when these type of digital signs are placed roadside.

<http://www.fairwarning.org/2016/03/digital-billboards/>

<http://www.scenic.org/blog/229-new-studies-indicate-digital-billboards-compromise-driver-saf>

What was truly appalling to me was that after the commission rejected these digital displays facing the freeway in 2016, the PLUM Commission and City Council went against the needs of the community and the advice of it's own investigative commission to reinstate the displays as part of the approved plan.

This reeks of money changing hands - developer money, advertiser money - flowing for political power and influence.

These displays will turn our quiet neighborhood into a Vegas like scene, and are already woefully outdated in the advertising world.

While most communities are opting to keep billboard advertising less glaring, it is remarkable that our city representatives are choosing to go full "Bladerunner" here in a neighborhood of homes and elementary schools.

The well being of your constituents, their environment, and the values that hold our neighborhoods together are done a great disservice when you ignore their needs.

Thank You,

Patricia Dexter  
6215 Laurelgrove Ave.  
North Hollywood 91606

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### NO to digital signs in Noho West Development and Laurel Grove neighborhood

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Heidi Rorick-Evans <heidirorickevans@yahoo.com>

Jan 28, 2019 12:58 PM

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

Re:

Case # CPC-2018-3276-SN

Council file # CF18-0634-S1

To whom it may concern,

I have been a resident and home owner in the Laurel Grove neighborhood of North Hollywood for the last 30 years. I am appalled that the developer of that project is requesting an amendment to the decision by The City Planning Commission to deny the two giant Digital Signs. The Digital Signs will be both a dangerous distraction for drivers on the freeway and surface streets as well as ugly and further sensory pollution on what was previously an old fashioned neighborhood.

I understand that this developer's priority is their financial profit. In this instance that seems to be a priority that is seriously undermining the quality of life for the people who live in that neighborhood.

I strenuously object to those Digital Signs and I'm equally grateful to the City Planning Commission for fighting to protect the quality of life for the average citizens who live in that community.

THANK YOU City Planning Commission for fighting for us, the ordinary, grassroots citizens of Los Angeles.

Sincerely,

Heidi Rorick-Evans

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