

Planning and Land Use Management Committee

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

Dear PLUM Committee Members,

I am submitting this letter to show my concern as a resident and homeowner directly affected by the proposed amendments to the City's Sign District Standards by the developers of the NoHo West project. My home at 11912 Tiara Street lies directly south of the project and within the 500-foot radius which will be strongly impacted by the NoHo West project sign district.

Shortly after my husband and me became home-owners in this sleepy neighborhood of North Hollywood, we discovered that the mostly vacant lot just north of us would be getting developed. We were actually quite excited and happy that North Hollywood was continuing to offer more to its residents and community. But this free-spirited excitement has waned after each request by the project developer Merlone-Geier. This latest one has become the last straw, due to the overwhelming, aggreggious petition.

The front of our home and one of our two bedrooms with large windows faces the project. I can see the buildings looking across the street from inside my home. These bright supergraphic and digital signs will directly impact our living comfort, due to the intense increase of light pollution and distracting changing displays over the requested 19 hours per day.

Aside from the our own wellness and impact of our home value, which I have come to realize are secondary in importance to developer's needs these days, is the reason for the actual need for these unprecedented signs and the detriment to public safety, which I am sure the city does not want to take responsibility for.

Why are these enormous, 5-story signs needed for this project? Where is the data that shows the loss of customers from not having such signs? There are plenty of other projects in the greater Los Angeles area that have shown great success without such intrusive, Times Square-esque signage. The Pacific Palisades Village, which also has a movie theatre, stores and restaurants, has the complete opposite aesthetic, no large distracting signs of any kind, yet it has become an attraction, with no exposure or visibility to a main freeway, which the NoHo West project has just by virtue of its location. Even the Citadel Outlets in Commerce, right along the wide 605 Freeway and surrounded by a commercial area has diminutive digital signs compared to what Merlone Geier is petitioning to use.

The 170 Freeway ramps adjacent to this project are shorter than even the minimum Federal standard for safety. Just exiting or entering the freeway once from this area will make it clear to

a driver how difficult it is to merge onto or off the freeway, simply as it is now, without the additional visual stimulus and distraction. I honestly fear the danger which drivers, especially those who will visit the project and may not be normally familiar with maneuvering these freeway exits, will be faced with while trying to drive and read whatever important information these signs are supposed to deliver to potential visitors Not to mention the residence who live directly along the freeway. THE PROJECT CAN BE SEEN DIRECTLY FROM THE FREEWAY - there is no need to inform or direct drivers where the project is located!

Please, I beg you to consider wellbeing and safety of this community when making the decision to grant or not yet another leniency to these developers. I believe they have already been granted all the tools and code exceptions they need to make this a profitable project.

Respectfully,
Melissa Mariano
11912 Tiara Street