



Isabel Onate <isabel.onate@lacity.org>

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

Ali Dubin <alidubinlove@gmail.com>
To: clerk.plumcommittee@lacity.org

Fri, Feb 15, 2019 at 10:50 PM

Planning and Land Use Management Committee
Los Angeles City Hall
John Ferraro Council Chamber, Room 340
[200 North Spring Street](#)
Los Angeles, CA 90012
clerk.plumcommittee@lacity.org
Re: Case# CPC-2018-3276-SN Council File #CF18-0634-S1

Dear Chairman Harris-Dawson, and members Blumenfield, Price, Cedillo and Smith,

I LIVE and WORK here and I am a community stakeholder in the area bordering the NoHo West development writing to express my strong position against Case# CPC-2018-3276-SN Council File #CF18-0634-S1.

Regarding the planned installation two 50 foot digital displays immediately adjacent to the 170 freeway between Oxnard and Victory as part of the signage for the NoHo West development, I am against the above case number, which appeals the City Planning Commissions denial of these "brightest, largest digital signs in the Valley located at this project" and "create a public danger in they distract drivers on the freeway and surrounding neighborhoods" according to the chair of the commission.

I agree with the Los Angeles Planning Commission, which has denied the developer approval of these digital displays twice – once on September 22, 2016, and again on September 27, 2018, and upheld as appropriate by our City Attorney, Mike Feuer. Councilmember, Paul Krekorian, is championing the above-numbered appeal on the developer's behalf to be approved by the Planning and Land Use Management Committee to the detriment of the entire area, and against the wishes of the community, which have been made known to him repeatedly.

Since we cannot rely on our elected area representative to respect our needs, we are petitioning PLUM directly, the body with authority in this matter, to please vote against this appeal, and for our environment, aesthetics and public safety.

Sincerely,

Dr. Ali Dubin

Homeowner, Business Owner, and Community Member of Laurelgrove Neighborhood, Greater Valley Glen, North Hollywood, and Valley Village

Dr. Ali Dubin PsyD, CPC

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