



Isabel Onate &lt;isabel.onate@lacity.org&gt;

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## Digital Billboards on the 170 Freeway

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le1m via Clerk-PLUM-Committee <clerk.plumcommittee@lacity.org>

Tue, Mar 5, 2019 at 6:34 AM

Reply-To: le1m@aol.com

To: clerk.plumcommittee@lacity.org

To Whom it May Concern,

I am a resident of Valley Village. I drive the 170 Freeway almost daily. Digital billboards are distracting to drivers and increase the occurrence of auto accidents. They are also an eyesore. Along that freeway there is a beautiful canopy of trees. We do not need these ugly billboards.

Best,  
Marlene Leone  
[12752 Weddington St.](#)  
Valley Village

818-632-6088

**CPC-2018-3276-SN**

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'Sandy Brown' via Clerk-PLUM-Committee <clerk.plumcommittee@lacity.org>

Tue, Mar 5, 2019 at 10:34 AM

Reply-To: Sandy Brown &lt;sandy10778@yahoo.com&gt;

To: clerk.plumcommittee@lacity.org

I am writing to express my strong position against Case# CPC-2018-3276-SN Council File #CF18-0634-S1. The proposed installation two 50 foot digital displays immediately ad

To [clerk.plumcommittee@lacity.org](mailto:clerk.plumcommittee@lacity.org)

RE: CF 18-0364-S1 / CPC-2018-3276-SN / PLUM agenda 3/5/19

I am writing to express my strong position against Case# CPC-2018-3276-SN Council File #CF18-0634-S1. The proposed 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, represents a significant public safety danger, an aesthetic blight on the community and a terrible public policy decision.

The City Planning Commissions denial of these "brightest, largest digital signs in the Valley located at this project" acknowledged the danger in noting that they "create a public danger in they distract drivers on the freeway and surrounding neighborhoods" per CPC Chair. I support the CPC's recommendations: They have denied the developer approval of these digital displays **twice** - once on September 22, 2016, and again on September 27, 2018, and their decisions have been upheld as appropriate by our City Attorney, Mike Feuer.

There can be no rational basis for approval for this amended sign district against the wishes of neighborhood stakeholders, the judgement of the CPC, and all those who understand that permitting driver distractions puts everyone in their viewing area in danger. Distractions cause accidents and accidents lead to injury and deaths with measurable and unmeasurable human and financial costs. Avoidable accidents are not accidents; they are collisions that could have been avoided. It is now your job to stop the madness of creating unsafe conditions for all of us on our roadways.

Vision Zero and all the other campaigns in LA seeking to make our streets safer are meaningless if the Council ignores the clear and evident danger of digital billboards.

Please do not approve this request. The costs of injury and deaths caused by these distracting oversized digital billboards must be taken into account in responding to requests to assist those wishing to help this development (or any other) to "pencil out" their project.

Sandy Brown

## CF 18-0634-S1

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**Nancy Freedman** <gjf165@gmail.com>  
To: clerk.plumcommittee@lacity.org

Tue, Mar 5, 2019 at 10:56 AM

I am opposed to digital lights proposed to be installed on the 170 freeway adjacent to NOHO WEST. They are a distraction and blight.

Thank you,  
Nancy Freedman

**PLUM Agenda TODAY: CPC-2018-3276-SN and CF18- 0634-S1.**

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Barbara Broide &lt;bbroide@hotmail.com&gt;

Tue, Mar 5, 2019 at 11:11 AM

To: "clerk.plumcommittee@lacity.org" &lt;clerk.plumcommittee@lacity.org&gt;

Dear PLUM Committee,

I am writing to express my strong opposition to the proposal to amend the NoHo Sign District as being considered in Case# CPC-2018-3276-SN Council File #CF18- 0634-S1. The proposed 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, represents a significant public safety danger, an aesthetic blight on the community and a terrible public policy decision.

The City Planning Commission's denial of these "brightest, largest digital signs in the Valley located at this project" acknowledged that they "create a public danger in they distract drivers on the freeway and surrounding neighborhoods" per CPC Chair. I support the CPC's recommendations fin their denial of these digital displays **twice** - once on September 22, 2016, and again on September 27, 2018. These denial decisions have been upheld as appropriate by the City Attorney's office.

There can be no rational basis for approval for this amended sign district against the wishes of neighborhood stakeholders, the judgement of the CPC, and all those who understand that permitting driver distractions puts everyone in their viewing area in danger. Distractions cause accidents and accidents lead to injury and deaths with measurable and unmeasurable human and financial costs. Preventable accidents are not accidents; they are collisions that could have been avoided. It is now your job to stop the madness of creating unsafe conditions for all of us on our roadways.

Vision Zero and all the other campaigns in LA seeking to make our streets safer are meaningless if the Council ignores the clear and evident danger of digital billboards. In addition, there are environmental concerns to consider related to energy consumption, night sky darkness, affects on the quality of life of all those (humans and those creatures still surviving in our urban environment) who will be affected by the 24/7 digital sunrise that accompanies each and every one of these digital billboards.

Please do not approve this request. The costs of injury and deaths caused by these distracting oversized digital billboards must be taken into account in responding to requests to assist those wishing to help this development (or any other) to "pencil out" their project.

Thank you for your consideration,

Barbara Broide  
Board Member  
Coalition to Ban Billboard Blight

**CF 18-0634-S1**

Diana Nave <diananave@gmail.com>

Tue, Mar 5, 2019 at 11:11 AM

To: clerk.plumcommittee@lacity.org

I am writing to express my strong opposition to Case# CPC-2018-3276-SN Council File #CF18- 0634-S1. The proposed installation of 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, represents a significant public safety danger, an aesthetic blight on the community and a terrible public policy decision.

The City Planning Commission's denial of these signs acknowledged the danger they create noting that they "create a public danger in they distract drivers on the freeway and surrounding neighborhoods". I support the CPC's recommendations. I find that I myself have been distracted, and at time blinded, by digital signs. The CPC denied approval of these digital displays **twice** - once on September 22, 2016, and again on September 27, 2018, and their decisions have been upheld as appropriate by our City Attorney, Mike Feuer.

There can be no rational basis for approval of this amended sign district against the wishes of neighborhood stakeholders, the judgement of the CPC, and all those who understand that permitting driver distractions puts everyone in danger. Distractions cause accidents and accidents lead to injury and deaths with measurable and unmeasurable human and financial costs. Avoidable accidents are not accidents; they are collisions that could have been avoided. It is now your job to stop the madness of creating unsafe conditions for all of us on our roadways.

Vision Zero and all the other campaigns in LA seeking to make our streets safer are meaningless if the City Council ignores the clear and evident danger of digital billboards.

Please do not approve this request. The costs of injury and deaths caused by these distracting oversized digital billboards must be taken into account in responding to requests to assist those wishing to help this development (or any other) to "pencil out" their project at the cost of the environment and public safety.

Thank you

Diana Nave  
310-831-1975  
3109300217

**CF 18-0364-S1/CFC-2018-3276-SN/PLUM Agenda 3/5/2019**

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**Stephen Twining** <belaircpa90077@gmail.com>

Tue, Mar 5, 2019 at 12:16 PM

To: clerk.plumcommittee@lacity.org

I am writing to express my strong position against Case # 2018-3276-SNncil File # CF18-0634-S1. The proposed installation of two 50 foot digital displays immediately adjacent to the 170 Freeway between Oxnard and Victory Blvds. as part of the signage for the NOHO West development represents a significant public safety danger, an aesthetic blight on the community and a terrible public policy decision. Deaths may happen if you approve these digital signs.

Stephen C. Twining, Emeritus Chair Federation of Hillside and Canyon Associations, Emeritus President Bel-Air Beverly Crest N.C., Mobility Chair WRAC (14 Westside NC's and CC's as well as Land Use Committee Member. 20 plus year member West Los Angeles Community Police Advisory Board.

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11693 San Vicente Blvd. #131

Los Angeles, CA 90049

310 472-6091 301 497-1662 cell

[belaircpa90077@gmail.com](mailto:belaircpa90077@gmail.com)

**CF 18-0364-S1 / CPC-2018-3276-SN / PLUM agenda 3/5/19**

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Sarah Hays <sirrah@sbcglobal.net>

Tue, Mar 5, 2019 at 12:29 PM

To: clerk.plumcommittee@lacity.org

To [clerk.plumcommittee@lacity.org](mailto:clerk.plumcommittee@lacity.org)

RE: CF 18-0364-S1 / CPC-2018-3276-SN / PLUM agenda 3/5/19

Dear Plum Committee,

**DO NOT APPROVE LARGE DIGITAL BILLBOARDS ADJACENT TO FREEWAYS!**

I am writing to express my strong position against Case# CPC-2018-3276-SN Council File #CF18- 0634-S1. The proposed 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, represents a significant public safety danger, an aesthetic blight on the community and a terrible public policy decision.

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Sarah Hays  
[10509 Blythe Ave](mailto:sirrah@sbcglobal.net)  
[Los Angeles CA 90064](mailto:sirrah@sbcglobal.net)  
310/558-3538 (cell 310/869-0744)  
[sirrah@sbcglobal.net](mailto:sirrah@sbcglobal.net)

**BABCNC Letter RE: SB-50**

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**Catherine Palmer** <council@babnc.org>

Tue, Mar 5, 2019 at 9:28 AM

To: clerk.plumcommittee@lacity.org

Cc: paul.koretz@lacity.org, Hagu Solomon-Cary &lt;hagu.solomon-cary@lacity.org&gt;, Jarrett Thompson &lt;jarrett.thompson@lacity.org&gt;, David Ryu &lt;David.ryu@lacity.org&gt;, Nicholas Greif &lt;nicholas.greif@lacity.org&gt;, Emma Howard &lt;emma.howard@lacity.org&gt;, Robin Greenberg &lt;rgreenberg@babnc.org&gt;, Nickie Miner &lt;nminer@babnc.org&gt;, Robert Schlesinger &lt;rschlesinger@babnc.org&gt;, Barbara Broide &lt;bbroide@hotmail.com&gt;

Dear City Clerk at the Planning Department,

Please find enclosed a board resolution regarding SB-50 from the Bel Air-Beverly Crest Neighborhood Council meeting of January 23, 2019..

The Board supports the Council member's efforts to bring this item to City Council and the Planning Department for review.

We have submitted this as a CIS in the Council File, #18-1226.

Please be so kind as to provide this input to the Committee today.

Thank you and best regards, on behalf of Robin Greenberg, President of the BABCNC,

Cathy Palmer  
Board Administrator  
Bel Air-Beverly Crest Neighborhood Council  
Municipal Building  
[1645 Corinth Avenue, Room 103-4](#)  
[Los Angeles, CA 90025](#)  
Office: (310) 479-6247  
Mobile: (323) 304-7444  
[council@babnc.org](mailto:council@babnc.org)



## Stop billboards on 170 fwy

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mmh2002x <mmh2002x@gmail.com>

Tue, Mar 5, 2019 at 9:23 PM

To: clerk.plumcommittee@lacity.org

RE: CF 18-0364-S1 / CPC-2018-3276-SN / PLUM agenda 3/5/19

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**CF 18-0364-S1/CFC-2018-3276-SN/PLUM Agenda 3/5/2019**

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