

CASE number - CPC-2018-3276-SN

(#8 on 11/29/2019
PLUM meeting)
CF 18-0634-51

This was meant to be read during public

comment - please picture these words spoken

in person - Thank You Melissa Mamano
11912 Triara St North Hollywood.

Thank you for this opportunity to share my deep concerns with you today. I am a homeowner within 500 feet of the project. This is a very important matter to me - I have taken paid time off to be here because the decision you make will impact my life far far far seeable future.

While this process has been frustrating - changed agenda dates, etc my response today is not simply an emotional one. Aside from hearing from the developer that they WANT these unprecedented sign district changes, I have not heard why. What specific advantages will these signs bestow that they otherwise will not have? They are not necessary for way finding to the project as it can be clearly seen over the 170 freeway. Such signs are not necessary to attract customers as shown by numerous successful projects around this area who do business without them.

So what are they for? Where is the data showing the advantages they bring to a project, and surrounding community? Where are the studies to show these signs impart only positive changes? Because I have not seen any.

What we do know is that such an increase in illumination impacts people's living conditions and the local environment. Please do the right thing. Enforce removal of blight, not addition of blight. Don't give the green light for residential valley neighborhoods to become downtown Manhattan by a developer's whim and change forever the essence of Los Angeles.

Thank You