

**From:** Mariana Salazar <mariana.salazar@lacity.org>  
**Date:** August 21, 2012 4:21:20 PM PDT  
**To:** Judith Marlin <judymarlin@roadrunner.com>  
**Cc:** Renee Weitzer <renee.weitzer@lacity.org>, Michaels Krista <kristamichaels@earthlink.net>, "dan@dlbcorp.com Bernstein" <dan@dlbcorp.com>, Timothy Thornton <timothythornton@mac.com>, "Kegaries David & Dani" <kegaries@earthlink.net>, Weber Patricia <pweber4rms@aol.com>, Steven Goldfisher <stevengoldfisher@yahoo.com>  
**Subject:** **Re: NBC/Universal FEIR**

Dear Ms. Marlin,

Thank you for your letter. It will be added to the record.  
Sincerely,  
Mariana

**Mariana Salazar | Major Projects**  
**City of Los Angeles, Department of City Planning**  
phone: (213) 978-0092  
fax: (213) 978-1343

On Tue, Aug 21, 2012 at 3:35 PM, Judith Marlin <[judymarlin@roadrunner.com](mailto:judymarlin@roadrunner.com)> wrote:

Cahuenga Pass Property Owners Association  
P.O. Box 1655  
Hollywood, Ca 90078

Dear Mariana,

I am on the board of the Cahuenga Pass Property Owners Association. I would like to make our position clear regarding the Universal intent to convert the present conventional billboard at the north/east corner of Barham Boulevard and the 101 Fwy to a digital electronic board. At present, the conventional billboard sits on a small piece of land which is in the Mulholland Specific Plan, preventing it from being converted. NBC/Universal is requesting that the piece of land be moved into the City Specific Plan which would allow the digital conversion. We and our surrounding communities strenuously oppose this change.

Our community is very familiar with the negative impact that digital signs have on our environment, having been subjected to the CBS Outdoor/Disney sign at the south/east corner of Barham Blvd, facing the Hollywood Hills. This digital billboard is in the City Specific Plan and at first adhered to the luminosity parameters of that plan, which proved to be terribly intrusive to the community.

After negotiating with CBS Outdoor and Disney, they agreed to lower the intensity at 9pm and turn the sign off completely from 11:00 p.m. to 6:00 a.m. Although we are resigned to this accommodation, it is not meant to suggest that we would welcome an electronic billboard adhering to the adjusted luminosity and timing parameters of the Disney Board, but rather to point out that the present city ordinance, under which the Disney sign formerly operated was more egregious, causing terrible inconvenience and disruption to the community's quality of life.

Universal seeks to reassure the community that their converted digital sign would have no choice but to adhere to the legal parameters of the City Specific Plan: no more than three foot-candles from sunset to 10:00 p.m. and no more than two foot-candles from 10p.m. to 2:00 a.m., with sign to be turned off from 2:00 a.m. to 7:00 a.m. We have already experienced these hours and levels of luminosity, with extreme negative impact to our neighborhoods.

The community opposes the reclassification of the piece of land at the north/east corner of the Universal property at Barham and the 101 Fwy from Mulholland Specific Plan to City Specific Plan.

Respectfully,  
Judith Marlin  
Board of Directors  
Cahuenga Pass Property Owners Association  
7019 Woodrow Wilson Drive  
Los Angeles, Ca 90068  
323-851-7584