

From: [Elizabeth Elliott](#)
To: [Tahir Naim](#); [Planning Public Comment](#); [Tiffany Vien](#)
Cc: [Reena Brilliot](#); [Alexander Abbe](#)
Subject: RE: Special Planning Commission Meeting 2021-01-10
Date: Monday, January 10, 2022 9:44:58 AM
Attachments: [image001.png](#)
[image003.png](#)

Thank you, Tahir Naim. This is to confirm your email has been received in the Planning Division and the appropriate Planning Division staff is included on this email for their review. Your comments will be shared with the Planning Commission and will also be part of the Public Comments record on this item.

Thank you,

Elizabeth Elliott

Community Development Department | Planning Division
1500 Warburton Avenue | Santa Clara, CA 95050
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www.SantaClaraCA.gov

From: Tahir Naim [REDACTED]
Sent: Monday, January 10, 2022 7:55 AM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: Re: Special Planning Commission Meeting 2021-01-10

Updated and revised accordingly.

Hello,

I'm writing concerning Item 1.B 22-1542 . I will be unable to attend the meeting due to prior commitments.

I've reviewed the draft ordinance and the ordinances concerning signage.

First, 55 feet! No, no, no! This is going in the wrong direction. Why increase the height limit to make it convenient for LED billboards? 35 feet height is more than adequate for this location. If our goal is to eventually eliminate billboards in our fair city, then we should not make accommodations to LED billboards. LED billboards represent the next generation in intrusive advertising. By not accommodating LED billboards, we will sooner attain the ultimate goal of elimination as non-emissive billboards will lose income and thus, value. Do this and you open the gates to others and we'll look like some roadside attraction out in the boondocks. We simply don't change our laws for this sort of stuff.

Second, after reviewing our fair city's signage ordinances, I see no restrictions on how bright (lumen strength) emissive displays can be. This is a big oversight. Emitting light directly at us is more wearing on eyesight as we know from concerns about screentime on our LED laptops, LED TVs and LED smartphones. Thus, if we are to not make the situation worse, the LED display, if approved, should have an emission level in lumens no greater than the reflected light level of the billboard it replaces. This should be from a driver's perspective as presumably drivers are the target. Otherwise, in terms of light pollution we are making it a little (or a lot) worse here and that diminishes the benefit to our fair city. Before anything else, we need an emissive standard that ensures these signs are less bright to the eye than the signs they replace.

Third, the LED billboard will display motion. Cycling through a series of images necessarily creates a sense of motion to the viewer. This is what is used to distract and direct the target to the image. It relies on an aspect of our survival instincts to give attention to changes in our surroundings where a predator may lurk. We already have the distraction of alerts from our smartphones w/o adding to it.

Fourth, da birds. The cumulative effect of permitting these things will be to alter the night landscape for our avian friends interfering with their survival based on their nocturnal habits.

Stay well.

Sincerely,

Tahir J. Naim

Santa Clara homeowner

— Forwarded Message —

From: City of Santa Clara <news@info.santaclaraca.gov>

To: [REDACTED]

Sent: Thursday, January 6, 2022, 04:01:33 PM PST

Subject: Special Planning Commission Meeting

The City of Santa Clara - Stay Connected



Special Planning Commission Meeting

- Date: 01/10/2022 6:00 PM
- Location: Virtual Meeting
- Agenda: [January 10, 2022 Special Planning Commission Meeting Agenda](#)

[Click here for more information](#)

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