

APPENDIX A2

Public Comments

A. Matrix of Written Comments Received on the Project Initial Study

LETTER No.	COMMENTER	DATE COMMENT RECIEVED	CEQA ENVIRONMENTAL ISSUES ADDRESSED IN SECTION 4.0 OF THE DRAFT EIR																				GENERAL/OTHER NON-CEQA COMMENTS	TENANTS RELOCATION AND RIGHTS								
			EXECUTIVE SUMMARY	PROJECT DESCRIPTION	ENVIRONMENTAL SETTING	AESTHETICS	AIR QUALITY	BIOLOGICAL RESOURCES	CULTURAL RESORUCES (INCLUDING HISTORICAL RESOURCES)	GEOLOGY AND SOILS	GREENHOUSE GAS EMISSIONS	HAZARDS AND HAZARDOUS MATERIALS	LAND USE AND PLANNING	NOISE	POULATION AND HOUSING	PUBLIC SERVICES- POLICE PROTECTION	PUBLIC SERVICES- FIRE PROTECTION	PUBLIC SERVICES- SCHOOLS	PUBLIC SERVICES- LIIBRARIES	PUBLIC SERVICES- PARKS AND RECREATION	TRANSPORTATION	TRIBAL CULTURAL RESOURCES			UTILITIES- WASTEWATER	UTILITIES- STORMWATER	UTILITIES- SOILD WASTE	WILDFIRE	ENERGY	ALTERNATIVES		
GOVERNMENT AGENCIES																																
1	Southwest Regional Council of Carpenters 155 South El Molino Avenue Pasadena, California 91101 info@mitchtsailaw.com	2-Aug-21										X			X																	X
2	Ellen Evans Doheny Sunset Plaza Neighborhood Association P.O. Box 692055, Los Angeles, CA 90069 dspna.org	2-Aug-21			X	X																										
3	Ali Poosti, Division Manager Wastewater Engineering Services Division for the City of Los Angeles ali.poosti@lacity.org	18-Jul-21					X															X	X	X								
4	City of Los Angeles Attention: Dereck Purification 8300 Santa Monica Boulevard West Hollywood, CA 90069	27-Aug-21																														
5	Steve Gregoropoulos waterfoot.dandy@gmail.com	4-Aug-21																														
6	Patrick Connolly patrickxoxo@yahoo.com	4-Aug-21																														
7	Stephen Resnick stephen@sresnick.com	4-Aug-21																														

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8	Daniel Taheri, MD dantaheri@gmail.com	4-Aug-21				X																							
9	Nicolas Berggruen nicolas@berggruen.org	26-Jul-21				X																							
10	Patricia Wilkins Patricia@thecmggroup.com	30-Jun-21				X																							
11	Jenny Clough jenny@Holdsworthholdings.com	3-Aug-21				X																							
12	Dr. Roger Torneden rtorneden@aol.com	2-Aug-21				X																							
13	Beth Fogarty beth@Holdsworthholdings.com	3-Aug-21				X																							
14	Dean Pitchford dean@deanpitchford.com	1-Aug-21				X																							
15	Kay A. Lindsey kaylindsey70@gmail.com	4-Aug-21				X																							
16	Robert Silton robmessage@aol.com	18-Jul-21				X																							
17	Ann Leslie Uzdavinis annieuздavinis@me.com	18-Jul-21				X	X			X		X													X				X

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18	Chase Aguer caguer@berggruenholdings.com	24-Jul-21				X																																	
19	Scot French scotpfrench@gmail.com	4-Aug-21				X																																	
20	Matthew Rodman mrodman@furstenterprises.com	26-Jul-21				X																																	
21	Nancy Lainer nancylainer@yahoo.com	3-Aug-21				X																					X												
22	Weston Milliken wmilliken@gmail.com	22-Jul-21				X	X			X										X																			
23	Matthew Rolston justin@matthewrolston.com	5-Aug-21				X														X																		X	
24	Tobey Cotsen tobeysoffice@yahoo.com	3-Aug-21				X																																	
25	Nicolas Bernheim almaprods@aol.com	4-Aug-21				X																																	
26	Suzanne Kay suzannekay9@gmail.com	4-Aug-21				X																																	
27	Elise Cameron-Taheri elisetaheri@gmail.com	4-Aug-21				X																																	

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28	Jeanne Rosen jeannerosenbh@gmail.com	2-Aug-21				X																											
29	Paul Alan Smith pablohead@me.com	18-Jul-21				X																											
30	James M. Rishwain, Jr. jrishwain@pillsburylaw.com	31-Jul-21				X																						X					
31	Lauren Meister LMeister@weho.org	4-Aug-21				X																											
32	Martin B. Ross mbr.drph@gmail.com	4-Aug-21				X																											
33	Yulia Zhosan YZhosan@weho.org	3-Aug-21				X																											
34	Jennifer Alkire jalkire@weho.org	4-Aug-21				X																											
35	Judith Regan judith@reganarts.com	4-Aug-21				X																											
36	Margery Nelson Link mnelson265@aol.com	3-Aug-21				X																					X						
37	Guy Levy	3-Aug-21				X																											
38	Loree Rodkin missrodkin@gmail.com	4-Aug-21				X																											

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39	Irwin & Lynne Deutch ijdeutch@cphousing.com	16-Jul-21				X						X									X											
40	Nino Tempo	4-Aug-21				X																										
41	Juli Sweet juli.joystmoritz@gmail.com	4-Aug-21				X																X										
42	Veronika Kurshinskaya gwendalen@gmail.com	4-Aug-21				X																X										
43	David Bohnett dcbohnnett@yahoo.com	2-Aug-21				X																										
44	Linda May Linda@LindaMay.com	3-Aug-21				X																X										
45	Linda May Linda@LindaMay.com	3-Aug-21				X																X										
46	Brandon (Randy) Phillips rp@phillipsdigitalmedia.com	4-Aug-21				X																										
47	Elizabeth Barondes ebarondes@yahoo.com	8-Aug-21				X																										
48	Lynne Silbert Lynnesilbert@earthlink.net	5-Aug-21				X																										
49	Lisa and Roger Torneden Irtorneden@aol.com	3-Aug-21				X																X										

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50	Barbara Elliott bobbi8627@gmail.com	4-Aug-21				X																													
51	Jonathan Victor jvictor@balmoralfunds.com	4-Aug-21				X																													
52	Sanford Wernick s.wernick@bep-la.com	4-Aug-21				X																													
53	Joy Germont jgermont@gmail.com	4-Aug-21				X																													
54	Seeta Zieger szieger@tvone.tv	2-Aug-21																																	
55	Amir Ensani amirensani1@gmail.com	2-Aug-21				X																													
56	Carole Henderson hendersoncarole20@gmail.com	4-Aug-21				X																													
57	Cooper Mount cooper.mount@theagencyre.com	4-Aug-21				X																													
58	Ashley Franklin adfranklin@gmail.com	4-Aug-21				X																													
59	Mark Stewart markstewart7@hotmail.com	4-Aug-21				X																													

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60	Patricia Kudish kudish.p@gmail.com	4-Aug-21				X																						
61	Barry Wernick the.wernick@gmail.com	4-Aug-21				X													X									
62	Derek Jones derekjonesmd@gmail.com	3-Aug-21				X													X									
63	Matthew Riklin mriklin@gmail.com	4-Aug-21				X																						
64	Tom Ryan tryanlaca@gmail.com	4-Aug-21				X																						
65	Robert Silton robsmessage@aol.com	20-Jul-21				X																						
66	Marjory S. Miller marjorysmiller@yahoo.com	4-Aug-21				X																						
67	Leo J. Pircher LPIRCHER@pircher.com	4-Aug-21				X																						
68	Loree Rodkin missrodkin@gmail.com	16-Jul-21				X																						
69	Tony Williams	4-Aug-21				X																						
70	Ralph Gut rgut@idealfastener.com	5-Aug-21				X																						

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71	Brandon Phillips rp@phillipsdigitalmedia.com	4-Aug-21				X													X																				
72	Ann Leslie Uzdavinis annieuzdavinis@me.com	22-Jul-21				X			X																														
73	Ann Leslie Uzdavinis annieuzdavinis@me.com	22-Jul-21																																					
74	Jeanne Rosen jeannerosenbh@gmail.com	2-Aug-21				X																																	
75	Lisa Torneden lrtorneden@aol.com	3-Aug-21				X																																	
76	David Gross david@notracecamping.com	4-Aug-21				X														X																			
77	Hollace Brown aceNgreatneck@hotmail.com	3-Aug-21				X																																	
78	Diane Silvers silversdiane28@gmail.com	5-Aug-21				X														X																			
79	Hollace Brown acengreatneck@hotmail.com	13-Mar-02				X																																	
80	John Goodrich jgoodrich@cachecollection.com	2-Aug-21				X														X																			

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81	Joshua Greer josh@joshuatgreer.com	4-Aug-21				X														X								
82	Jeeza Yaroshevsky lisa_yr@yahoo.com	4-Aug-21				X						X								X								
83	Josh Greer josh@joshuatgreer.com	4-Aug-21				X			X																X			
84	Margo Barbakow marbakow47@gmail.com	20-Jul-21				X						X								X								
85	Judith Regan judith@reganarts.com	4-Aug-21				X			X																X			



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Mitchell M. Tsai
Attorney At Law

155 South El Molino Avenue
Suite 104
Pasadena, California 91101

VIA E-MAIL

August 2, 2021

Jennifer Alkire
Planning Manager
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069
Em: jalkire@weho.org

RE: Notice of Preparation of a Draft Environmental Impact Report for the
9160 – 9176 Sunset Boulevard Project

Dear Jennifer Alkire

On behalf of the Southwest Regional Council of Carpenters (“**Commenter**” or “**Southwest Carpenters**”), my Office is submitting these comments on the City of West Hollywood (“**City**” or “**Lead Agency**”) Notice of Preparation of an Environmental Impact Report (“**NOP**”) (SCH No. 2021060528) for the 9160 – 9176 Sunset Boulevard Project (“**Project**”).

The Southwest Carpenters is a labor union representing more than 50,000 union carpenters in six states, including California, and has a strong interest in well-ordered land use planning, addressing the environmental impacts of development projects and equitable economic development.

Individual members of the Southwest live, work and recreate in the City and surrounding communities and would be directly affected by the Project’s environmental impacts.

Commenter expressly reserves the right to supplement these comments at or prior to hearings on the Project, and at any later hearings and proceedings related to this Project. Cal. Gov. Code § 65009(b); Cal. Pub. Res. Code § 21177(a); *Bakersfield Citizens for Local Control v. Bakersfield* (2004) 124 Cal. App. 4th 1184, 1199-1203; see *Galante Vineyards v. Monterey Water Dist.* (1997) 60 Cal. App. 4th 1109, 1121.

Commenter incorporates by reference all comments raising issues regarding the environmental impact report (“**EIR**”) submitted prior to certification of the EIR for the Project. *Citizens for Clean Energy v City of Woodland* (2014) 225 Cal. App. 4th 173, 191 (finding that any party who has objected to the Project’s environmental documentation may assert any issue timely raised by other parties).

Moreover, Commenter requests that the Lead Agency provide notice for any and all notices referring or related to the Project issued under the California Environmental Quality Act (“**CEQA**”), Cal Public Resources Code (“**PRC**”) § 21000 *et seq*, and the California Planning and Zoning Law (“**Planning and Zoning Law**”), Cal. Gov’t Code §§ 65000–65010. California Public Resources Code Sections 21092.2, and 21167(f) and Government Code Section 65092 require agencies to mail such notices to any person who has filed a written request for them with the clerk of the agency’s governing body.

The City should require the Applicant to provide additional community benefits such as requiring local hire and use of a skilled and trained workforce to build the Project. The City should require the use of workers who have graduated from a Joint Labor Management apprenticeship training program approved by the State of California, or have at least as many hours of on-the-job experience in the applicable craft which would be required to graduate from such a state approved apprenticeship training program or who are registered apprentices in an apprenticeship training program approved by the State of California.

Community benefits such as local hire and skilled and trained workforce requirements can also be helpful to reduce environmental impacts and improve the positive economic impact of the Project. Local hire provisions requiring that a certain percentage of workers reside within 10 miles or less of the Project Site can reduce the length of vendor trips, reduce greenhouse gas emissions and providing localized economic benefits. As environmental consultants Matt Hagemann and Paul E. Rosenfeld note:

[A]ny local hire requirement that results in a decreased worker trip length from the default value has the potential to result in a reduction of construction-related GHG emissions, though the significance of the reduction would vary based on the location and urbanization level of the project site.

March 8, 2021 SWAPE Letter to Mitchell M. Tsai re Local Hire Requirements and Considerations for Greenhouse Gas Modeling.

Skilled and trained workforce requirements promote the development of skilled trades that yield sustainable economic development. As the California Workforce Development Board and the UC Berkeley Center for Labor Research and Education concluded:

. . . labor should be considered an investment rather than a cost – and investments in growing, diversifying, and upskilling California’s workforce can positively affect returns on climate mitigation efforts. In other words, well trained workers are key to delivering emissions reductions and moving California closer to its climate targets.¹

Recently, on May 7, 2021, the South Coast Air Quality Management District found that that the “[u]se of a local state-certified apprenticeship program or a skilled and trained workforce with a local hire component” can result in air pollutant reductions.²

Cities are increasingly adopting local skilled and trained workforce policies and requirements into general plans and municipal codes. For example, the City of Hayward 2040 General Plan requires the City to “promote local hiring . . . to help achieve a more positive jobs-housing balance, and reduce regional commuting, gas consumption, and greenhouse gas emissions.”³

In fact, the City of Hayward has gone as far as to adopt a Skilled Labor Force policy into its Downtown Specific Plan and municipal code, requiring developments in its Downtown area to requiring that the City “[c]ontribute to the stabilization of regional construction markets by spurring applicants of housing and nonresidential developments to require contractors to utilize apprentices from state-approved, joint

¹ California Workforce Development Board (2020) Putting California on the High Road: A Jobs and Climate Action Plan for 2030 at p. ii, *available at* <https://laborcenter.berkeley.edu/wp-content/uploads/2020/09/Putting-California-on-the-High-Road.pdf>

² South Coast Air Quality Management District (May 7, 2021) Certify Final Environmental Assessment and Adopt Proposed Rule 2305 – Warehouse Indirect Source Rule – Warehouse Actions and Investments to Reduce Emissions Program, and Proposed Rule 316 – Fees for Rule 2305, Submit Rule 2305 for Inclusion Into the SIP, and Approve Supporting Budget Actions, *available at* <http://www.aqmd.gov/docs/default-source/Agendas/Governing-Board/2021/2021-May7-027.pdf?sfvrsn=10>

³ City of Hayward (2014) Hayward 2040 General Plan Policy Document at p. 3-99, *available at* https://www.hayward-ca.gov/sites/default/files/documents/General_Plan_FINAL.pdf.

labor-management training programs, . . .”⁴ In addition, the City of Hayward requires all projects 30,000 square feet or larger to “utilize apprentices from state-approved, joint labor-management training programs.”⁵

Locating jobs closer to residential areas can have significant environmental benefits. As the California Planning Roundtable noted in 2008:

People who live and work in the same jurisdiction would be more likely to take transit, walk, or bicycle to work than residents of less balanced communities and their vehicle trips would be shorter. Benefits would include potential reductions in both vehicle miles traveled and vehicle hours traveled.⁶

In addition, local hire mandates as well as skill training are critical facets of a strategy to reduce vehicle miles traveled. As planning experts Robert Cervero and Michael Duncan noted, simply placing jobs near housing stock is insufficient to achieve VMT reductions since the skill requirements of available local jobs must be matched to those held by local residents.⁷ Some municipalities have tied local hire and skilled and trained workforce policies to local development permits to address transportation issues. As Cervero and Duncan note:

In nearly built-out Berkeley, CA, the approach to balancing jobs and housing is to create local jobs rather than to develop new housing.” The city’s First Source program encourages businesses to hire local residents, especially for entry- and intermediate-level jobs, and sponsors vocational training to ensure residents are employment-ready. While the program is voluntary, some 300 businesses have used it to date, placing more than 3,000 city residents in local jobs since it was launched in 1986. When

⁴ City of Hayward (2019) Hayward Downtown Specific Plan at p. 5-24, *available at* <https://www.hayward-ca.gov/sites/default/files/Hayward%20Downtown%20Specific%20Plan.pdf>.

⁵ City of Hayward Municipal Code, Chapter 10, § 28.5.3.020(C).

⁶ California Planning Roundtable (2008) Deconstructing Jobs-Housing Balance at p. 6, *available at* <https://cproundtable.org/static/media/uploads/publications/cpr-jobs-housing.pdf>

⁷ Cervero, Robert and Duncan, Michael (2006) Which Reduces Vehicle Travel More: Jobs-Housing Balance or Retail-Housing Mixing? *Journal of the American Planning Association* 72 (4), 475-490, 482, *available at* <http://reconnectingamerica.org/assets/Uploads/UTCT-825.pdf>.

needed, these carrots are matched by sticks, since the city is not shy about negotiating corporate participation in First Source as a condition of approval for development permits.

The City should consider utilizing skilled and trained workforce policies and requirements to benefit the local area economically and mitigate greenhouse gas, air quality and transportation impacts.

Also, the City should require the Project to be built to standards exceeding the current 2019 California Green Building Code and 2020 County of Los Angeles Green Building Standards Code to mitigate the Project’s environmental impacts and to advance progress towards the State of California’s environmental goals.

I. **THE CALIFORNIA ENVIRONMENTAL QUALITY ACT**

A. Background Concerning the California Environmental Quality Act

CEQA has two basic purposes. First, CEQA is designed to inform decision makers and the public about the potential, significant environmental effects of a project. 14 California Code of Regulations (“**CCR**” or “**CEQA Guidelines**”) § 15002(a)(1).⁸ “Its purpose is to inform the public and its responsible officials of the environmental consequences of their decisions *before* they are made. Thus, the EIR ‘protects not only the environment but also informed self-government.’ [Citation.]” *Citizens of Goleta Valley v. Board of Supervisors* (1990) 52 Cal. 3d 553, 564. The EIR has been described as “an environmental ‘alarm bell’ whose purpose it is to alert the public and its responsible officials to environmental changes before they have reached ecological points of no return.” *Berkeley Keep Jets Over the Bay v. Bd. of Port Comm’rs.* (2001) 91 Cal. App. 4th 1344, 1354 (“*Berkeley Jets*”); *County of Inyo v. Yorty* (1973) 32 Cal. App. 3d 795, 810.

Second, CEQA directs public agencies to avoid or reduce environmental damage when possible by requiring alternatives or mitigation measures. CEQA Guidelines § 15002(a)(2) and (3). *See also, Berkeley Jets*, 91 Cal. App. 4th 1344, 1354; *Citizens of Goleta Valley v. Board of Supervisors* (1990) 52 Cal. 3d 553; *Laurel Heights Improvement Ass’n v.*

⁸ The CEQA Guidelines, codified in Title 14 of the California Code of Regulations, section 150000 et seq, are regulatory guidelines promulgated by the state Natural Resources Agency for the implementation of CEQA. (Cal. Pub. Res. Code § 21083.) The CEQA Guidelines are given “great weight in interpreting CEQA except when . . . clearly unauthorized or erroneous.” *Center for Biological Diversity v. Department of Fish & Wildlife* (2015) 62 Cal. 4th 204, 217.

Regents of the University of California (1988) 47 Cal. 3d 376, 400. The EIR serves to provide public agencies and the public in general with information about the effect that a proposed project is likely to have on the environment and to “identify ways that environmental damage can be avoided or significantly reduced.” CEQA Guidelines § 15002(a)(2). If the project has a significant effect on the environment, the agency may approve the project only upon finding that it has “eliminated or substantially lessened all significant effects on the environment where feasible” and that any unavoidable significant effects on the environment are “acceptable due to overriding concerns” specified in CEQA section 21081. CEQA Guidelines § 15092(b)(2)(A–B).

While the courts review an EIR using an “abuse of discretion” standard, “the reviewing court is not to ‘uncritically rely on every study or analysis presented by a project proponent in support of its position.’ A ‘clearly inadequate or unsupported study is entitled to no judicial deference.’” *Berkeley Jets*, 91 Cal. App. 4th 1344, 1355 (emphasis added) (quoting *Laurel Heights*, 47 Cal. 3d at 391, 409 fn. 12). Drawing this line and determining whether the EIR complies with CEQA’s information disclosure requirements presents a question of law subject to independent review by the courts. (*Sierra Club v. Cnty. of Fresno* (2018) 6 Cal. 5th 502, 515; *Madera Oversight Coalition, Inc. v. County of Madera* (2011) 199 Cal. App. 4th 48, 102, 131.) As the court stated in *Berkeley Jets*, 91 Cal. App. 4th at 1355:

A prejudicial abuse of discretion occurs “if the failure to include relevant information precludes informed decision-making and informed public participation, thereby thwarting the statutory goals of the EIR process.

The preparation and circulation of an EIR is more than a set of technical hurdles for agencies and developers to overcome. The EIR’s function is to ensure that government officials who decide to build or approve a project do so with a full understanding of the environmental consequences and, equally important, that the public is assured those consequences have been considered. For the EIR to serve these goals it must present information so that the foreseeable impacts of pursuing the project can be understood and weighed, and the public must be given an adequate opportunity to comment on that presentation before the decision to go forward is made. *Communities for a Better Environment v. Richmond* (2010) 184 Cal. App. 4th 70, 80 (quoting *Vineyard Area Citizens for Responsible Growth, Inc. v. City of Rancho Cordova* (2007) 40 Cal. 4th 412, 449–450).

B. Due to the COVID-19 Crisis, the City Must Adopt a Mandatory Finding of Significance that the Project May Cause a Substantial Adverse Effect on Human Beings and Mitigate COVID-19 Impacts

CEQA requires that an agency make a finding of significance when a Project may cause a significant adverse effect on human beings. PRC § 21083(b)(3); CEQA Guidelines § 15065(a)(4).

Public health risks related to construction work requires a mandatory finding of significance under CEQA. Construction work has been defined as a Lower to High-risk activity for COVID-19 spread by the Occupations Safety and Health Administration. Recently, several construction sites have been identified as sources of community spread of COVID-19.⁹

SWRCC recommends that the Lead Agency adopt additional CEQA mitigation measures to mitigate public health risks from the Project's construction activities. SWRCC requests that the Lead Agency require safe on-site construction work practices as well as training and certification for any construction workers on the Project Site.

In particular, based upon SWRCC's experience with safe construction site work practices, SWRCC recommends that the Lead Agency require that while construction activities are being conducted at the Project Site:

Construction Site Design:

- The Project Site will be limited to two controlled entry points.
- Entry points will have temperature screening technicians taking temperature readings when the entry point is open.
- The Temperature Screening Site Plan shows details regarding access to the Project Site and Project Site logistics for conducting temperature screening.
- A 48-hour advance notice will be provided to all trades prior to the first day of temperature screening.

⁹ Santa Clara County Public Health (June 12, 2020) COVID-19 CASES AT CONSTRUCTION SITES HIGHLIGHT NEED FOR CONTINUED VIGILANCE IN SECTORS THAT HAVE REOPENED, available at <https://www.sccgov.org/sites/covid19/Pages/press-release-06-12-2020-cases-at-construction-sites.aspx>.

- The perimeter fence directly adjacent to the entry points will be clearly marked indicating the appropriate 6-foot social distancing position for when you approach the screening area. Please reference the Apex temperature screening site map for additional details.
- There will be clear signage posted at the project site directing you through temperature screening.
- Provide hand washing stations throughout the construction site.

Testing Procedures:

- The temperature screening being used are non-contact devices.
- Temperature readings will not be recorded.
- Personnel will be screened upon entering the testing center and should only take 1-2 seconds per individual.
- Hard hats, head coverings, sweat, dirt, sunscreen or any other cosmetics must be removed on the forehead before temperature screening.
- Anyone who refuses to submit to a temperature screening or does not answer the health screening questions will be refused access to the Project Site.
- Screening will be performed at both entrances from 5:30 am to 7:30 am.; main gate [ZONE 1] and personnel gate [ZONE 2]
- After 7:30 am only the main gate entrance [ZONE 1] will continue to be used for temperature testing for anybody gaining entry to the project site such as returning personnel, deliveries, and visitors.
- If the digital thermometer displays a temperature reading above 100.0 degrees Fahrenheit, a second reading will be taken to verify an accurate reading.

- If the second reading confirms an elevated temperature, DHS will instruct the individual that he/she will not be allowed to enter the Project Site. DHS will also instruct the individual to promptly notify his/her supervisor and his/her human resources (HR) representative and provide them with a copy of Annex A.

Planning

- Require the development of an Infectious Disease Preparedness and Response Plan that will include basic infection prevention measures (requiring the use of personal protection equipment), policies and procedures for prompt identification and isolation of sick individuals, social distancing (prohibiting gatherings of no more than 10 people including all-hands meetings and all-hands lunches) communication and training and workplace controls that meet standards that may be promulgated by the Center for Disease Control, Occupational Safety and Health Administration, Cal/OSHA, California Department of Public Health or applicable local public health agencies.¹⁰

The United Brotherhood of Carpenters and Carpenters International Training Fund has developed COVID-19 Training and Certification to ensure that Carpenter union members and apprentices conduct safe work practices. The Agency should require that all construction workers undergo COVID-19 Training and Certification before being allowed to conduct construction activities at the Project Site.

SWRCC has also developed a rigorous Infection Control Risk Assessment (“**ICRA**”) training program to ensure it delivers a workforce that understands how to identify and

¹⁰ See also The Center for Construction Research and Training, North America’s Building Trades Unions (April 27 2020) NABTU and CPWR COVIC-19 Standards for U.S Constructions Sites, available at https://www.cpwr.com/sites/default/files/NABTU_CPWR_Standards_COVID-19.pdf; Los Angeles County Department of Public Works (2020) Guidelines for Construction Sites During COVID-19 Pandemic, available at https://dpw.lacounty.gov/building-and-safety/docs/pw_guidelines-construction-sites.pdf.

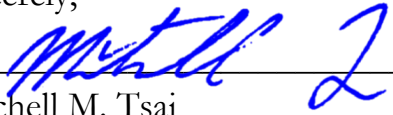
control infection risks by implementing protocols to protect themselves and all others during renovation and construction projects in healthcare environments.¹¹

ICRA protocols are intended to contain pathogens, control airflow, and protect patients during the construction, maintenance and renovation of healthcare facilities. ICRA protocols prevent cross contamination, minimizing the risk of secondary infections in patients at hospital facilities.

The City should require the Project to be built using a workforce trained in ICRA protocols.

If the City has any questions or concerns, feel free to contact my Office.

Sincerely,



Mitchell M. Tsai

Attorneys for Southwest Regional
Council of Carpenters

Attached:

March 8, 2021 SWAPE Letter to Mitchell M. Tsai re Local Hire Requirements and Considerations for Greenhouse Gas Modeling (Exhibit A);

Air Quality and GHG Expert Paul Rosenfeld CV (Exhibit B); and

Air Quality and GHG Expert Matt Hagemann CV (Exhibit C).

¹¹ For details concerning SWRCC's ICRA training program, see <https://icrahealthcare.com/>.

EXHIBIT A



Technical Consultation, Data Analysis and
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March 8, 2021

Mitchell M. Tsai
155 South El Molino, Suite 104
Pasadena, CA 91101

Subject: Local Hire Requirements and Considerations for Greenhouse Gas Modeling

Dear Mr. Tsai,

Soil Water Air Protection Enterprise (“SWAPE”) is pleased to provide the following draft technical report explaining the significance of worker trips required for construction of land use development projects with respect to the estimation of greenhouse gas (“GHG”) emissions. The report will also discuss the potential for local hire requirements to reduce the length of worker trips, and consequently, reduced or mitigate the potential GHG impacts.

Worker Trips and Greenhouse Gas Calculations

The California Emissions Estimator Model (“CalEEMod”) is a “statewide land use emissions computer model designed to provide a uniform platform for government agencies, land use planners, and environmental professionals to quantify potential criteria pollutant and greenhouse gas (GHG) emissions associated with both construction and operations from a variety of land use projects.”¹ CalEEMod quantifies construction-related emissions associated with land use projects resulting from off-road construction equipment; on-road mobile equipment associated with workers, vendors, and hauling; fugitive dust associated with grading, demolition, truck loading, and on-road vehicles traveling along paved and unpaved roads; and architectural coating activities; and paving.²

The number, length, and vehicle class of worker trips are utilized by CalEEMod to calculate emissions associated with the on-road vehicle trips required to transport workers to and from the Project site during construction.³

¹ “California Emissions Estimator Model.” CAPCOA, 2017, available at: <http://www.aqmd.gov/caleemod/home>.

² “California Emissions Estimator Model.” CAPCOA, 2017, available at: <http://www.aqmd.gov/caleemod/home>.

³ “CalEEMod User’s Guide.” CAPCOA, November 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/01_user-39-s-guide2016-3-2_15november2017.pdf?sfvrsn=4, p. 34.

Specifically, the number and length of vehicle trips is utilized to estimate the vehicle miles travelled (“VMT”) associated with construction. Then, utilizing vehicle-class specific EMFAC 2014 emission factors, CalEEMod calculates the vehicle exhaust, evaporative, and dust emissions resulting from construction-related VMT, including personal vehicles for worker commuting.⁴

Specifically, in order to calculate VMT, CalEEMod multiplies the average daily trip rate by the average overall trip length (see excerpt below):

$$\text{“VMT}_d = \Sigma(\text{Average Daily Trip Rate}_i * \text{Average Overall Trip Length}_i)_n$$

Where:

n = Number of land uses being modeled.”⁵

Furthermore, to calculate the on-road emissions associated with worker trips, CalEEMod utilizes the following equation (see excerpt below):

$$\text{“Emissions}_{\text{pollutant}} = \text{VMT} * \text{EF}_{\text{running,pollutant}}$$

Where:

$\text{Emissions}_{\text{pollutant}}$ = emissions from vehicle running for each pollutant

VMT = vehicle miles traveled

$\text{EF}_{\text{running,pollutant}}$ = emission factor for running emissions.”⁶

Thus, there is a direct relationship between trip length and VMT, as well as a direct relationship between VMT and vehicle running emissions. In other words, when the trip length is increased, the VMT and vehicle running emissions increase as a result. Thus, vehicle running emissions can be reduced by decreasing the average overall trip length, by way of a local hire requirement or otherwise.

Default Worker Trip Parameters and Potential Local Hire Requirements

As previously discussed, the number, length, and vehicle class of worker trips are utilized by CalEEMod to calculate emissions associated with the on-road vehicle trips required to transport workers to and from the Project site during construction.⁷ In order to understand how local hire requirements and associated worker trip length reductions impact GHG emissions calculations, it is important to consider the CalEEMod default worker trip parameters. CalEEMod provides recommended default values based on site-specific information, such as land use type, meteorological data, total lot acreage, project type and typical equipment associated with project type. If more specific project information is known, the user can change the default values and input project-specific values, but the California Environmental Quality Act (“CEQA”) requires that such changes be justified by substantial evidence.⁸ The default number of construction-related worker trips is calculated by multiplying the

⁴ “Appendix A Calculation Details for CalEEMod.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/02_appendix-a2016-3-2.pdf?sfvrsn=6, p. 14-15.

⁵ “Appendix A Calculation Details for CalEEMod.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/02_appendix-a2016-3-2.pdf?sfvrsn=6, p. 23.

⁶ “Appendix A Calculation Details for CalEEMod.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/02_appendix-a2016-3-2.pdf?sfvrsn=6, p. 15.

⁷ “CalEEMod User’s Guide.” CAPCOA, November 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/01_user-39-s-guide2016-3-2_15november2017.pdf?sfvrsn=4, p. 34.

⁸ CalEEMod User Guide, available at: <http://www.caleemod.com/>, p. 1, 9.

number of pieces of equipment for all phases by 1.25, with the exception of worker trips required for the building construction and architectural coating phases.⁹ Furthermore, the worker trip vehicle class is a 50/25/25 percent mix of light duty autos, light duty truck class 1 and light duty truck class 2, respectively.”¹⁰ Finally, the default worker trip length is consistent with the length of the operational home-to-work vehicle trips.¹¹ The operational home-to-work vehicle trip lengths are:

“[B]ased on the *location* and *urbanization* selected on the project characteristic screen. These values were *supplied by the air districts or use a default average for the state*. Each district (or county) also assigns trip lengths for urban and rural settings” (emphasis added).¹²

Thus, the default worker trip length is based on the location and urbanization level selected by the User when modeling emissions. The below table shows the CalEEMod default rural and urban worker trip lengths by air basin (see excerpt below and Attachment A).¹³

Worker Trip Length by Air Basin		
Air Basin	Rural (miles)	Urban (miles)
Great Basin Valleys	16.8	10.8
Lake County	16.8	10.8
Lake Tahoe	16.8	10.8
Mojave Desert	16.8	10.8
Mountain Counties	16.8	10.8
North Central Coast	17.1	12.3
North Coast	16.8	10.8
Northeast Plateau	16.8	10.8
Sacramento Valley	16.8	10.8
Salton Sea	14.6	11
San Diego	16.8	10.8
San Francisco Bay Area	10.8	10.8
San Joaquin Valley	16.8	10.8
South Central Coast	16.8	10.8
South Coast	19.8	14.7
Average	16.47	11.17
Minimum	10.80	10.80
Maximum	19.80	14.70
Range	9.00	3.90

⁹ “CalEEMod User’s Guide.” CAPCOA, November 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/01_user-39-s-guide2016-3-2_15november2017.pdf?sfvrsn=4, p. 34.

¹⁰ “Appendix A Calculation Details for CalEEMod.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/02_appendix-a2016-3-2.pdf?sfvrsn=6, p. 15.

¹¹ “Appendix A Calculation Details for CalEEMod.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/02_appendix-a2016-3-2.pdf?sfvrsn=6, p. 14.

¹² “Appendix A Calculation Details for CalEEMod.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/02_appendix-a2016-3-2.pdf?sfvrsn=6, p. 21.

¹³ “Appendix D Default Data Tables.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/05_appendix-d2016-3-2.pdf?sfvrsn=4, p. D-84 – D-86.

As demonstrated above, default rural worker trip lengths for air basins in California vary from 10.8- to 19.8- miles, with an average of 16.47 miles. Furthermore, default urban worker trip lengths vary from 10.8- to 14.7- miles, with an average of 11.17 miles. Thus, while default worker trip lengths vary by location, default urban worker trip lengths tend to be shorter in length. Based on these trends evident in the CalEEMod default worker trip lengths, we can reasonably assume that the efficacy of a local hire requirement is especially dependent upon the urbanization of the project site, as well as the project location.

Practical Application of a Local Hire Requirement and Associated Impact

To provide an example of the potential impact of a local hire provision on construction-related GHG emissions, we estimated the significance of a local hire provision for the Village South Specific Plan (“Project”) located in the City of Claremont (“City”). The Project proposed to construct 1,000 residential units, 100,000-SF of retail space, 45,000-SF of office space, as well as a 50-room hotel, on the 24-acre site. The Project location is classified as Urban and lies within the Los Angeles-South Coast County. As a result, the Project has a default worker trip length of 14.7 miles.¹⁴ In an effort to evaluate the potential for a local hire provision to reduce the Project’s construction-related GHG emissions, we prepared an updated model, reducing all worker trip lengths to 10 miles (see Attachment B). Our analysis estimates that if a local hire provision with a 10-mile radius were to be implemented, the GHG emissions associated with Project construction would decrease by approximately 17% (see table below and Attachment C).

Local Hire Provision Net Change	
Without Local Hire Provision	
Total Construction GHG Emissions (MT CO ₂ e)	3,623
Amortized Construction GHG Emissions (MT CO ₂ e/year)	120.77
With Local Hire Provision	
Total Construction GHG Emissions (MT CO ₂ e)	3,024
Amortized Construction GHG Emissions (MT CO ₂ e/year)	100.80
% Decrease in Construction-related GHG Emissions	17%

As demonstrated above, by implementing a local hire provision requiring 10 mile worker trip lengths, the Project could reduce potential GHG emissions associated with construction worker trips. More broadly, any local hire requirement that results in a decreased worker trip length from the default value has the potential to result in a reduction of construction-related GHG emissions, though the significance of the reduction would vary based on the location and urbanization level of the project site.

This serves as an example of the potential impacts of local hire requirements on estimated project-level GHG emissions, though it does not indicate that local hire requirements would result in reduced construction-related GHG emission for all projects. As previously described, the significance of a local hire requirement depends on the worker trip length enforced and the default worker trip length for the project’s urbanization level and location.

¹⁴ “Appendix D Default Data Tables.” CAPCOA, October 2017, available at: http://www.aqmd.gov/docs/default-source/caleemod/05_appendix-d2016-3-2.pdf?sfvrsn=4, p. D-85.

Disclaimer

SWAPE has received limited discovery. Additional information may become available in the future; thus, we retain the right to revise or amend this report when additional information becomes available. Our professional services have been performed using that degree of care and skill ordinarily exercised, under similar circumstances, by reputable environmental consultants practicing in this or similar localities at the time of service. No other warranty, expressed or implied, is made as to the scope of work, work methodologies and protocols, site conditions, analytical testing results, and findings presented. This report reflects efforts which were limited to information that was reasonably accessible at the time of the work, and may contain informational gaps, inconsistencies, or otherwise be incomplete due to the unavailability or uncertainty of information obtained or provided by third parties.

Sincerely,

A handwritten signature in blue ink that reads "Matt Hagemann". The signature is fluid and cursive.

Matt Hagemann, P.G., C.Hg.

A handwritten signature in blue ink that reads "Paul Rosenfeld". The signature is fluid and cursive.

Paul E. Rosenfeld, Ph.D.

EXHIBIT B



Paul Rosenfeld, Ph.D.

Principal Environmental Chemist

Chemical Fate and Transport & Air Dispersion Modeling

Risk Assessment & Remediation Specialist

Education

Ph.D. Soil Chemistry, University of Washington, 1999. Dissertation on volatile organic compound filtration.

M.S. Environmental Science, U.C. Berkeley, 1995. Thesis on organic waste economics.

B.A. Environmental Studies, U.C. Santa Barbara, 1991. Thesis on wastewater treatment.

Professional Experience

Dr. Rosenfeld has over 25 years' experience conducting environmental investigations and risk assessments for evaluating impacts to human health, property, and ecological receptors. His expertise focuses on the fate and transport of environmental contaminants, human health risk, exposure assessment, and ecological restoration. Dr. Rosenfeld has evaluated and modeled emissions from unconventional oil drilling operations, oil spills, landfills, boilers and incinerators, process stacks, storage tanks, confined animal feeding operations, and many other industrial and agricultural sources. His project experience ranges from monitoring and modeling of pollution sources to evaluating impacts of pollution on workers at industrial facilities and residents in surrounding communities.

Dr. Rosenfeld has investigated and designed remediation programs and risk assessments for contaminated sites containing lead, heavy metals, mold, bacteria, particulate matter, petroleum hydrocarbons, chlorinated solvents, pesticides, radioactive waste, dioxins and furans, semi- and volatile organic compounds, PCBs, PAHs, perchlorate, asbestos, per- and poly-fluoroalkyl substances (PFOA/PFOS), unusual polymers, fuel oxygenates (MTBE), among other pollutants. Dr. Rosenfeld also has experience evaluating greenhouse gas emissions from various projects and is an expert on the assessment of odors from industrial and agricultural sites, as well as the evaluation of odor nuisance impacts and technologies for abatement of odorous emissions. As a principal scientist at SWAPE, Dr. Rosenfeld directs air dispersion modeling and exposure assessments. He has served as an expert witness and testified about pollution sources causing nuisance and/or personal injury at dozens of sites and has testified as an expert witness on more than ten cases involving exposure to air contaminants from industrial sources.

Professional History:

Soil Water Air Protection Enterprise (SWAPE); 2003 to present; Principal and Founding Partner
UCLA School of Public Health; 2007 to 2011; Lecturer (Assistant Researcher)
UCLA School of Public Health; 2003 to 2006; Adjunct Professor
UCLA Environmental Science and Engineering Program; 2002-2004; Doctoral Intern Coordinator
UCLA Institute of the Environment, 2001-2002; Research Associate
Komex H₂O Science, 2001 to 2003; Senior Remediation Scientist
National Groundwater Association, 2002-2004; Lecturer
San Diego State University, 1999-2001; Adjunct Professor
Anteon Corp., San Diego, 2000-2001; Remediation Project Manager
Ogden (now Amec), San Diego, 2000-2000; Remediation Project Manager
Bechtel, San Diego, California, 1999 – 2000; Risk Assessor
King County, Seattle, 1996 – 1999; Scientist
James River Corp., Washington, 1995-96; Scientist
Big Creek Lumber, Davenport, California, 1995; Scientist
Plumas Corp., California and USFS, Tahoe 1993-1995; Scientist
Peace Corps and World Wildlife Fund, St. Kitts, West Indies, 1991-1993; Scientist

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Rosenfeld, P. E. (1993). High School Biogas Project to Prevent Deforestation On St. Kitts. *Biomass Users Network*, 7(1).

Rosenfeld, P. E. (1998). Characterization, Quantification, and Control of Odor Emissions From Biosolids Application To Forest Soil. Doctoral Thesis. University of Washington College of Forest Resources.

Rosenfeld, P. E. (1994). Potential Utilization of Small Diameter Trees on Sierra County Public Land. Masters thesis reprinted by the Sierra County Economic Council. Sierra County, California.

Rosenfeld, P. E. (1991). How to Build a Small Rural Anaerobic Digester & Uses Of Biogas In The First And Third World. Bachelors Thesis. University of California.

Presentations:

Rosenfeld, P.E., Sutherland, A; Hesse, R.; Zapata, A. (October 3-6, 2013). Air dispersion modeling of volatile organic emissions from multiple natural gas wells in Decatur, TX. *44th Western Regional Meeting, American Chemical Society*. Lecture conducted from Santa Clara, CA.

Sok, H.L.; Waller, C.C.; Feng, L.; Gonzalez, J.; Sutherland, A.J.; Wisdom-Stack, T.; Sahai, R.K.; Hesse, R.C.; **Rosenfeld, P.E.** (June 20-23, 2010). Atrazine: A Persistent Pesticide in Urban Drinking Water. *Urban Environmental Pollution*. Lecture conducted from Boston, MA.

Feng, L.; Gonzalez, J.; Sok, H.L.; Sutherland, A.J.; Waller, C.C.; Wisdom-Stack, T.; Sahai, R.K.; La, M.; Hesse, R.C.; **Rosenfeld, P.E.** (June 20-23, 2010). Bringing Environmental Justice to East St. Louis, Illinois. *Urban Environmental Pollution*. Lecture conducted from Boston, MA.

Rosenfeld, P.E. (April 19-23, 2009). Perfluorooctanoic Acid (PFOA) and Perfluorooctane Sulfonate (PFOS) Contamination in Drinking Water From the Use of Aqueous Film Forming Foams (AFFF) at Airports in the United States. *2009 Ground Water Summit and 2009 Ground Water Protection Council Spring Meeting*, Lecture conducted from Tuscon, AZ.

Rosenfeld, P.E. (April 19-23, 2009). Cost to Filter Atrazine Contamination from Drinking Water in the United States” Contamination in Drinking Water From the Use of Aqueous Film Forming Foams (AFFF) at Airports in the United States. *2009 Ground Water Summit and 2009 Ground Water Protection Council Spring Meeting*. Lecture conducted from Tuscon, AZ.

Wu, C., Tam, L., Clark, J., **Rosenfeld, P.** (20-22 July, 2009). Dioxin and furan blood lipid concentrations in populations living near four wood treatment facilities in the United States. Brebbia, C.A. and Popov, V., eds., *Air Pollution XVII: Proceedings of the Seventeenth International Conference on Modeling, Monitoring and Management of Air Pollution*. Lecture conducted from Tallinn, Estonia.

Rosenfeld, P. E. (October 15-18, 2007). Moss Point Community Exposure To Contaminants From A Releasing Facility. *The 23rd Annual International Conferences on Soils Sediment and Water*. Platform lecture conducted from University of Massachusetts, Amherst MA.

Rosenfeld, P. E. (October 15-18, 2007). The Repeated Trespass of Tritium-Contaminated Water Into A Surrounding Community Form Repeated Waste Spills From A Nuclear Power Plant. *The 23rd Annual International Conferences on Soils Sediment and Water*. Platform lecture conducted from University of Massachusetts, Amherst MA.

Rosenfeld, P. E. (October 15-18, 2007). Somerville Community Exposure To Contaminants From Wood Treatment Facility Emissions. The 23rd Annual International Conferences on Soils Sediment and Water. Lecture conducted from University of Massachusetts, Amherst MA.

Rosenfeld P. E. (March 2007). Production, Chemical Properties, Toxicology, & Treatment Case Studies of 1,2,3-Trichloropropane (TCP). *The Association for Environmental Health and Sciences (AEHS) Annual Meeting*. Lecture conducted from San Diego, CA.

Rosenfeld P. E. (March 2007). Blood and Attic Sampling for Dioxin/Furan, PAH, and Metal Exposure in Florida, Alabama. *The AEHS Annual Meeting*. Lecture conducted from San Diego, CA.

Hensley A.R., Scott, A., **Rosenfeld P.E.**, Clark, J.J.J. (August 21 – 25, 2006). Dioxin Containing Attic Dust And Human Blood Samples Collected Near A Former Wood Treatment Facility. *The 26th International Symposium on Halogenated Persistent Organic Pollutants – DIOXIN2006*. Lecture conducted from Radisson SAS Scandinavia Hotel in Oslo Norway.

Hensley A.R., Scott, A., **Rosenfeld P.E.**, Clark, J.J.J. (November 4-8, 2006). Dioxin Containing Attic Dust And Human Blood Samples Collected Near A Former Wood Treatment Facility. *APHA 134 Annual Meeting & Exposition*. Lecture conducted from Boston Massachusetts.

Paul Rosenfeld Ph.D. (October 24-25, 2005). Fate, Transport and Persistence of PFOA and Related Chemicals. Mealey's C8/PFOA. *Science, Risk & Litigation Conference*. Lecture conducted from The Rittenhouse Hotel, Philadelphia, PA.

Paul Rosenfeld Ph.D. (September 19, 2005). Brominated Flame Retardants in Groundwater: Pathways to Human Ingestion, *Toxicology and Remediation PEMA Emerging Contaminant Conference*. Lecture conducted from Hilton Hotel, Irvine California.

Paul Rosenfeld Ph.D. (September 19, 2005). Fate, Transport, Toxicity, And Persistence of 1,2,3-TCP. *PEMA Emerging Contaminant Conference*. Lecture conducted from Hilton Hotel in Irvine, California.

Paul Rosenfeld Ph.D. (September 26-27, 2005). Fate, Transport and Persistence of PDBEs. *Mealey's Groundwater Conference*. Lecture conducted from Ritz Carlton Hotel, Marina Del Ray, California.

Paul Rosenfeld Ph.D. (June 7-8, 2005). Fate, Transport and Persistence of PFOA and Related Chemicals. *International Society of Environmental Forensics: Focus On Emerging Contaminants*. Lecture conducted from Sheraton Oceanfront Hotel, Virginia Beach, Virginia.

Paul Rosenfeld Ph.D. (July 21-22, 2005). Fate Transport, Persistence and Toxicology of PFOA and Related Perfluorochemicals. *2005 National Groundwater Association Ground Water And Environmental Law Conference*. Lecture conducted from Wyndham Baltimore Inner Harbor, Baltimore Maryland.

Paul Rosenfeld Ph.D. (July 21-22, 2005). Brominated Flame Retardants in Groundwater: Pathways to Human Ingestion, Toxicology and Remediation. *2005 National Groundwater Association Ground Water and Environmental Law Conference*. Lecture conducted from Wyndham Baltimore Inner Harbor, Baltimore Maryland.

Paul Rosenfeld, Ph.D. and James Clark Ph.D. and Rob Hesse R.G. (May 5-6, 2004). Tert-butyl Alcohol Liability and Toxicology, A National Problem and Unquantified Liability. *National Groundwater Association. Environmental Law Conference*. Lecture conducted from Congress Plaza Hotel, Chicago Illinois.

Paul Rosenfeld, Ph.D. (March 2004). Perchlorate Toxicology. *Meeting of the American Groundwater Trust*. Lecture conducted from Phoenix Arizona.

Hagemann, M.F., **Paul Rosenfeld, Ph.D.** and Rob Hesse (2004). Perchlorate Contamination of the Colorado River. *Meeting of tribal representatives*. Lecture conducted from Parker, AZ.

Paul Rosenfeld, Ph.D. (April 7, 2004). A National Damage Assessment Model For PCE and Dry Cleaners. *Drycleaner Symposium. California Ground Water Association*. Lecture conducted from Radison Hotel, Sacramento, California.

Rosenfeld, P. E., Grey, M., (June 2003) Two stage biofilter for biosolids composting odor control. *Seventh International In Situ And On Site Bioremediation Symposium Battelle Conference* Orlando, FL.

Paul Rosenfeld, Ph.D. and James Clark Ph.D. (February 20-21, 2003) Understanding Historical Use, Chemical Properties, Toxicity and Regulatory Guidance of 1,4 Dioxane. *National Groundwater Association. Southwest Focus Conference. Water Supply and Emerging Contaminants..* Lecture conducted from Hyatt Regency Phoenix Arizona.

Paul Rosenfeld, Ph.D. (February 6-7, 2003). Underground Storage Tank Litigation and Remediation. *California CUPA Forum*. Lecture conducted from Marriott Hotel, Anaheim California.

Paul Rosenfeld, Ph.D. (October 23, 2002) Underground Storage Tank Litigation and Remediation. *EPA Underground Storage Tank Roundtable*. Lecture conducted from Sacramento California.

Rosenfeld, P.E. and Suffet, M. (October 7- 10, 2002). Understanding Odor from Compost, *Wastewater and Industrial Processes. Sixth Annual Symposium On Off Flavors in the Aquatic Environment. International Water Association*. Lecture conducted from Barcelona Spain.

Rosenfeld, P.E. and Suffet, M. (October 7- 10, 2002). Using High Carbon Wood Ash to Control Compost Odor. *Sixth Annual Symposium On Off Flavors in the Aquatic Environment. International Water Association*. Lecture conducted from Barcelona Spain.

Rosenfeld, P.E. and Grey, M. A. (September 22-24, 2002). Biocycle Composting For Coastal Sage Restoration. *Northwest Biosolids Management Association*. Lecture conducted from Vancouver Washington..

Rosenfeld, P.E. and Grey, M. A. (November 11-14, 2002). Using High-Carbon Wood Ash to Control Odor at a Green Materials Composting Facility. *Soil Science Society Annual Conference*. Lecture conducted from Indianapolis, Maryland.

Rosenfeld, P.E. (September 16, 2000). Two stage biofilter for biosolids composting odor control. *Water Environment Federation*. Lecture conducted from Anaheim California.

Rosenfeld, P.E. (October 16, 2000). Wood ash and biofilter control of compost odor. *Biofest*. Lecture conducted from Ocean Shores, California.

Rosenfeld, P.E. (2000). Bioremediation Using Organic Soil Amendments. *California Resource Recovery Association*. Lecture conducted from Sacramento California.

Rosenfeld, P.E., C.L. Henry, R. Harrison. (1998). Oat and Grass Seed Germination and Nitrogen and Sulfur Emissions Following Biosolids Incorporation With High-Carbon Wood-Ash. *Water Environment Federation 12th Annual Residuals and Biosolids Management Conference Proceedings*. Lecture conducted from Bellevue Washington.

Rosenfeld, P.E., and C.L. Henry. (1999). An evaluation of ash incorporation with biosolids for odor reduction. *Soil Science Society of America*. Lecture conducted from Salt Lake City Utah.

Rosenfeld, P.E., C.L. Henry, R. Harrison. (1998). Comparison of Microbial Activity and Odor Emissions from Three Different Biosolids Applied to Forest Soil. *Brown and Caldwell*. Lecture conducted from Seattle Washington.

Rosenfeld, P.E., C.L. Henry. (1998). Characterization, Quantification, and Control of Odor Emissions from Biosolids Application To Forest Soil. *Biofest*. Lecture conducted from Lake Chelan, Washington.

Rosenfeld, P.E., C.L. Henry, R. Harrison. (1998). Oat and Grass Seed Germination and Nitrogen and Sulfur Emissions Following Biosolids Incorporation With High-Carbon Wood-Ash. Water Environment Federation 12th Annual Residuals and Biosolids Management Conference Proceedings. Lecture conducted from Bellevue Washington.

Rosenfeld, P.E., C.L. Henry, R. B. Harrison, and R. Dills. (1997). Comparison of Odor Emissions From Three Different Biosolids Applied to Forest Soil. *Soil Science Society of America*. Lecture conducted from Anaheim California.

Teaching Experience:

UCLA Department of Environmental Health (Summer 2003 through 20010) Taught Environmental Health Science 100 to students, including undergrad, medical doctors, public health professionals and nurses. Course focused on the health effects of environmental contaminants.

National Ground Water Association, Successful Remediation Technologies. Custom Course in Sante Fe, New Mexico. May 21, 2002. Focused on fate and transport of fuel contaminants associated with underground storage tanks.

National Ground Water Association; Successful Remediation Technologies Course in Chicago Illinois. April 1, 2002. Focused on fate and transport of contaminants associated with Superfund and RCRA sites.

California Integrated Waste Management Board, April and May, 2001. Alternative Landfill Caps Seminar in San Diego, Ventura, and San Francisco. Focused on both prescriptive and innovative landfill cover design.

UCLA Department of Environmental Engineering, February 5, 2002. Seminar on Successful Remediation Technologies focusing on Groundwater Remediation.

University Of Washington, Soil Science Program, Teaching Assistant for several courses including: Soil Chemistry, Organic Soil Amendments, and Soil Stability.

U.C. Berkeley, Environmental Science Program Teaching Assistant for Environmental Science 10.

Academic Grants Awarded:

California Integrated Waste Management Board. \$41,000 grant awarded to UCLA Institute of the Environment. Goal: To investigate effect of high carbon wood ash on volatile organic emissions from compost. 2001.

Synagro Technologies, Corona California: \$10,000 grant awarded to San Diego State University. Goal: investigate effect of biosolids for restoration and remediation of degraded coastal sage soils. 2000.

King County, Department of Research and Technology, Washington State. \$100,000 grant awarded to University of Washington: Goal: To investigate odor emissions from biosolids application and the effect of polymers and ash on VOC emissions. 1998.

Northwest Biosolids Management Association, Washington State. \$20,000 grant awarded to investigate effect of polymers and ash on VOC emissions from biosolids. 1997.

James River Corporation, Oregon: \$10,000 grant was awarded to investigate the success of genetically engineered Poplar trees with resistance to round-up. 1996.

United State Forest Service, Tahoe National Forest: \$15,000 grant was awarded to investigating fire ecology of the Tahoe National Forest. 1995.

Kellogg Foundation, Washington D.C. \$500 grant was awarded to construct a large anaerobic digester on St. Kitts in West Indies. 1993

Deposition and/or Trial Testimony:

In the United States District Court For The District of New Jersey

Duarte et al, *Plaintiffs*, vs. United States Metals Refining Company et. al. *Defendant*.

Case No.: 2:17-cv-01624-ES-SCM

Rosenfeld Deposition. 6-7-2019

In the United States District Court of Southern District of Texas Galveston Division

M/T Carla Maersk, *Plaintiffs*, vs. Conti 168., Schiffahrts-GMBH & Co. Bulker KG MS “Conti Perdido”
Defendant.

Case No.: 3:15-CV-00106 consolidated with 3:15-CV-00237

Rosenfeld Deposition. 5-9-2019

In The Superior Court of the State of California In And For The County Of Los Angeles – Santa Monica

Carole-Taddeo-Bates et al., vs. Ifran Khan et al., Defendants

Case No.: No. BC615636

Rosenfeld Deposition, 1-26-2019

In The Superior Court of the State of California In And For The County Of Los Angeles – Santa Monica

The San Gabriel Valley Council of Governments et al. vs El Adobe Apts. Inc. et al., Defendants

Case No.: No. BC646857

Rosenfeld Deposition, 10-6-2018; Trial 3-7-19

In United States District Court For The District of Colorado

Bells et al. Plaintiff vs. The 3M Company et al., Defendants

Case: No 1:16-cv-02531-RBJ

Rosenfeld Deposition, 3-15-2018 and 4-3-2018

In The District Court Of Regan County, Texas, 112th Judicial District

Phillip Bales et al., Plaintiff vs. Dow Agrosiences, LLC, et al., Defendants

Cause No 1923

Rosenfeld Deposition, 11-17-2017

In The Superior Court of the State of California In And For The County Of Contra Costa

Simons et al., Plaintiffs vs. Chevron Corporation, et al., Defendants

Cause No C12-01481

Rosenfeld Deposition, 11-20-2017

In The Circuit Court Of The Twentieth Judicial Circuit, St Clair County, Illinois

Martha Custer et al., Plaintiff vs. Cerro Flow Products, Inc., Defendants

Case No.: No. 0i9-L-2295

Rosenfeld Deposition, 8-23-2017

In The Superior Court of the State of California, For The County of Los Angeles

Warrn Gilbert and Penny Gilber, Plaintiff vs. BMW of North America LLC

Case No.: LC102019 (c/w BC582154)

Rosenfeld Deposition, 8-16-2017, Trail 8-28-2018

In the Northern District Court of Mississippi, Greenville Division

Brenda J. Cooper, et al., *Plaintiffs*, vs. Meritor Inc., et al., *Defendants*

Case Number: 4:16-cv-52-DMB-JVM

Rosenfeld Deposition: July 2017

In The Superior Court of the State of Washington, County of Snohomish
Michael Davis and Julie Davis et al., Plaintiff vs. Cedar Grove Composting Inc., Defendants
Case No.: No. 13-2-03987-5
Rosenfeld Deposition, February 2017
Trial, March 2017

In The Superior Court of the State of California, County of Alameda
Charles Spain., Plaintiff vs. Thermo Fisher Scientific, et al., Defendants
Case No.: RG14711115
Rosenfeld Deposition, September 2015

In The Iowa District Court In And For Poweshiek County
Russell D. Winburn, et al., Plaintiffs vs. Doug Hoksbergen, et al., Defendants
Case No.: LALA002187
Rosenfeld Deposition, August 2015

In The Iowa District Court For Wapello County
Jerry Dovico, et al., Plaintiffs vs. Valley View Sine LLC, et al., Defendants
Law No.: LALA105144 - Division A
Rosenfeld Deposition, August 2015

In The Iowa District Court For Wapello County
Doug Pauls, et al., et al., Plaintiffs vs. Richard Warren, et al., Defendants
Law No.: LALA105144 - Division A
Rosenfeld Deposition, August 2015

In The Circuit Court of Ohio County, West Virginia
Robert Andrews, et al. v. Antero, et al.
Civil Action NO. 14-C-30000
Rosenfeld Deposition, June 2015

In The Third Judicial District County of Dona Ana, New Mexico
Betty Gonzalez, et al. Plaintiffs vs. Del Oro Dairy, Del Oro Real Estate LLC, Jerry Settles and Deward
DeRuyter, Defendants
Rosenfeld Deposition: July 2015

In The Iowa District Court For Muscatine County
Laurie Freeman et. al. Plaintiffs vs. Grain Processing Corporation, Defendant
Case No 4980
Rosenfeld Deposition: May 2015

In the Circuit Court of the 17th Judicial Circuit, in and For Broward County, Florida
Walter Hinton, et. al. Plaintiff, vs. City of Fort Lauderdale, Florida, a Municipality, Defendant.
Case Number CACE07030358 (26)
Rosenfeld Deposition: December 2014

In the United States District Court Western District of Oklahoma
Tommy McCarty, et al., Plaintiffs, v. Oklahoma City Landfill, LLC d/b/a Southeast Oklahoma City
Landfill, et al. Defendants.
Case No. 5:12-cv-01152-C
Rosenfeld Deposition: July 2014

In the County Court of Dallas County Texas
Lisa Parr et al, *Plaintiff*, vs. Aruba et al, *Defendant*.
Case Number cc-11-01650-E
Rosenfeld Deposition: March and September 2013
Rosenfeld Trial: April 2014

In the Court of Common Pleas of Tuscarawas County Ohio
John Michael Abicht, et al., *Plaintiffs*, vs. Republic Services, Inc., et al., *Defendants*
Case Number: 2008 CT 10 0741 (Cons. w/ 2009 CV 10 0987)
Rosenfeld Deposition: October 2012

In the United States District Court of Southern District of Texas Galveston Division
Kyle Cannon, Eugene Donovan, Genaro Ramirez, Carol Sassler, and Harvey Walton, each Individually and on behalf of those similarly situated, *Plaintiffs*, vs. BP Products North America, Inc., *Defendant*.
Case 3:10-cv-00622
Rosenfeld Deposition: February 2012
Rosenfeld Trial: April 2013

In the Circuit Court of Baltimore County Maryland
Philip E. Cvach, II et al., *Plaintiffs* vs. Two Farms, Inc. d/b/a Royal Farms, Defendants
Case Number: 03-C-12-012487 OT
Rosenfeld Deposition: September 2013

EXHIBIT C



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Matthew F. Hagemann, P.G., C.Hg., QSD, QSP

**Geologic and Hydrogeologic Characterization
Industrial Stormwater Compliance
Investigation and Remediation Strategies
Litigation Support and Testifying Expert
CEQA Review**

Education:

M.S. Degree, Geology, California State University Los Angeles, Los Angeles, CA, 1984.

B.A. Degree, Geology, Humboldt State University, Arcata, CA, 1982.

Professional Certifications:

California Professional Geologist

California Certified Hydrogeologist

Qualified SWPPP Developer and Practitioner

Professional Experience:

Matt has 25 years of experience in environmental policy, assessment and remediation. He spent nine years with the U.S. EPA in the RCRA and Superfund programs and served as EPA's Senior Science Policy Advisor in the Western Regional Office where he identified emerging threats to groundwater from perchlorate and MTBE. While with EPA, Matt also served as a Senior Hydrogeologist in the oversight of the assessment of seven major military facilities undergoing base closure. He led numerous enforcement actions under provisions of the Resource Conservation and Recovery Act (RCRA) while also working with permit holders to improve hydrogeologic characterization and water quality monitoring.

Matt has worked closely with U.S. EPA legal counsel and the technical staff of several states in the application and enforcement of RCRA, Safe Drinking Water Act and Clean Water Act regulations. Matt has trained the technical staff in the States of California, Hawaii, Nevada, Arizona and the Territory of Guam in the conduct of investigations, groundwater fundamentals, and sampling techniques.

Positions Matt has held include:

- Founding Partner, Soil/Water/Air Protection Enterprise (SWAPE) (2003 – present);
- Geology Instructor, Golden West College, 2010 – 2014;
- Senior Environmental Analyst, Komex H2O Science, Inc. (2000 -- 2003);

- Executive Director, Orange Coast Watch (2001 – 2004);
- Senior Science Policy Advisor and Hydrogeologist, U.S. Environmental Protection Agency (1989–1998);
- Hydrogeologist, National Park Service, Water Resources Division (1998 – 2000);
- Adjunct Faculty Member, San Francisco State University, Department of Geosciences (1993 – 1998);
- Instructor, College of Marin, Department of Science (1990 – 1995);
- Geologist, U.S. Forest Service (1986 – 1998); and
- Geologist, Dames & Moore (1984 – 1986).

Senior Regulatory and Litigation Support Analyst:

With SWAPE, Matt’s responsibilities have included:

- Lead analyst and testifying expert in the review of over 100 environmental impact reports since 2003 under CEQA that identify significant issues with regard to hazardous waste, water resources, water quality, air quality, Valley Fever, greenhouse gas emissions, and geologic hazards. Make recommendations for additional mitigation measures to lead agencies at the local and county level to include additional characterization of health risks and implementation of protective measures to reduce worker exposure to hazards from toxins and Valley Fever.
- Stormwater analysis, sampling and best management practice evaluation at industrial facilities.
- Manager of a project to provide technical assistance to a community adjacent to a former Naval shipyard under a grant from the U.S. EPA.
- Technical assistance and litigation support for vapor intrusion concerns.
- Lead analyst and testifying expert in the review of environmental issues in license applications for large solar power plants before the California Energy Commission.
- Manager of a project to evaluate numerous formerly used military sites in the western U.S.
- Manager of a comprehensive evaluation of potential sources of perchlorate contamination in Southern California drinking water wells.
- Manager and designated expert for litigation support under provisions of Proposition 65 in the review of releases of gasoline to sources drinking water at major refineries and hundreds of gas stations throughout California.
- Expert witness on two cases involving MTBE litigation.
- Expert witness and litigation support on the impact of air toxins and hazards at a school.
- Expert witness in litigation at a former plywood plant.

With Komex H2O Science Inc., Matt’s duties included the following:

- Senior author of a report on the extent of perchlorate contamination that was used in testimony by the former U.S. EPA Administrator and General Counsel.
- Senior researcher in the development of a comprehensive, electronically interactive chronology of MTBE use, research, and regulation.
- Senior researcher in the development of a comprehensive, electronically interactive chronology of perchlorate use, research, and regulation.
- Senior researcher in a study that estimates nationwide costs for MTBE remediation and drinking water treatment, results of which were published in newspapers nationwide and in testimony against provisions of an energy bill that would limit liability for oil companies.
- Research to support litigation to restore drinking water supplies that have been contaminated by MTBE in California and New York.

- Expert witness testimony in a case of oil production-related contamination in Mississippi.
- Lead author for a multi-volume remedial investigation report for an operating school in Los Angeles that met strict regulatory requirements and rigorous deadlines.

- Development of strategic approaches for cleanup of contaminated sites in consultation with clients and regulators.

Executive Director:

As Executive Director with Orange Coast Watch, Matt led efforts to restore water quality at Orange County beaches from multiple sources of contamination including urban runoff and the discharge of wastewater. In reporting to a Board of Directors that included representatives from leading Orange County universities and businesses, Matt prepared issue papers in the areas of treatment and disinfection of wastewater and control of the discharge of grease to sewer systems. Matt actively participated in the development of countywide water quality permits for the control of urban runoff and permits for the discharge of wastewater. Matt worked with other nonprofits to protect and restore water quality, including Surfrider, Natural Resources Defense Council and Orange County CoastKeeper as well as with business institutions including the Orange County Business Council.

Hydrogeology:

As a Senior Hydrogeologist with the U.S. Environmental Protection Agency, Matt led investigations to characterize and cleanup closing military bases, including Mare Island Naval Shipyard, Hunters Point Naval Shipyard, Treasure Island Naval Station, Alameda Naval Station, Moffett Field, Mather Army Airfield, and Sacramento Army Depot. Specific activities were as follows:

- Led efforts to model groundwater flow and contaminant transport, ensured adequacy of monitoring networks, and assessed cleanup alternatives for contaminated sediment, soil, and groundwater.
- Initiated a regional program for evaluation of groundwater sampling practices and laboratory analysis at military bases.
- Identified emerging issues, wrote technical guidance, and assisted in policy and regulation development through work on four national U.S. EPA workgroups, including the Superfund Groundwater Technical Forum and the Federal Facilities Forum.

At the request of the State of Hawaii, Matt developed a methodology to determine the vulnerability of groundwater to contamination on the islands of Maui and Oahu. He used analytical models and a GIS to show zones of vulnerability, and the results were adopted and published by the State of Hawaii and County of Maui.

As a hydrogeologist with the EPA Groundwater Protection Section, Matt worked with provisions of the Safe Drinking Water Act and NEPA to prevent drinking water contamination. Specific activities included the following:

- Received an EPA Bronze Medal for his contribution to the development of national guidance for the protection of drinking water.
- Managed the Sole Source Aquifer Program and protected the drinking water of two communities through designation under the Safe Drinking Water Act. He prepared geologic reports, conducted public hearings, and responded to public comments from residents who were very concerned about the impact of designation.

- Reviewed a number of Environmental Impact Statements for planned major developments, including large hazardous and solid waste disposal facilities, mine reclamation, and water transfer.

Matt served as a hydrogeologist with the RCRA Hazardous Waste program. Duties were as follows:

- Supervised the hydrogeologic investigation of hazardous waste sites to determine compliance with Subtitle C requirements.
- Reviewed and wrote "part B" permits for the disposal of hazardous waste.
- Conducted RCRA Corrective Action investigations of waste sites and led inspections that formed the basis for significant enforcement actions that were developed in close coordination with U.S. EPA legal counsel.
- Wrote contract specifications and supervised contractor's investigations of waste sites.

With the National Park Service, Matt directed service-wide investigations of contaminant sources to prevent degradation of water quality, including the following tasks:

- Applied pertinent laws and regulations including CERCLA, RCRA, NEPA, NRDA, and the Clean Water Act to control military, mining, and landfill contaminants.
- Conducted watershed-scale investigations of contaminants at parks, including Yellowstone and Olympic National Park.
- Identified high-levels of perchlorate in soil adjacent to a national park in New Mexico and advised park superintendent on appropriate response actions under CERCLA.
- Served as a Park Service representative on the Interagency Perchlorate Steering Committee, a national workgroup.
- Developed a program to conduct environmental compliance audits of all National Parks while serving on a national workgroup.
- Co-authored two papers on the potential for water contamination from the operation of personal watercraft and snowmobiles, these papers serving as the basis for the development of nation-wide policy on the use of these vehicles in National Parks.
- Contributed to the Federal Multi-Agency Source Water Agreement under the Clean Water Action Plan.

Policy:

Served senior management as the Senior Science Policy Advisor with the U.S. Environmental Protection Agency, Region 9. Activities included the following:

- Advised the Regional Administrator and senior management on emerging issues such as the potential for the gasoline additive MTBE and ammonium perchlorate to contaminate drinking water supplies.
- Shaped EPA's national response to these threats by serving on workgroups and by contributing to guidance, including the Office of Research and Development publication, *Oxygenates in Water: Critical Information and Research Needs*.
- Improved the technical training of EPA's scientific and engineering staff.
- Earned an EPA Bronze Medal for representing the region's 300 scientists and engineers in negotiations with the Administrator and senior management to better integrate scientific principles into the policy-making process.
- Established national protocol for the peer review of scientific documents.

Geology:

With the U.S. Forest Service, Matt led investigations to determine hillslope stability of areas proposed for timber harvest in the central Oregon Coast Range. Specific activities were as follows:

- Mapped geology in the field, and used aerial photographic interpretation and mathematical models to determine slope stability.
- Coordinated his research with community members who were concerned with natural resource protection.
- Characterized the geology of an aquifer that serves as the sole source of drinking water for the city of Medford, Oregon.

As a consultant with Dames and Moore, Matt led geologic investigations of two contaminated sites (later listed on the Superfund NPL) in the Portland, Oregon, area and a large hazardous waste site in eastern Oregon. Duties included the following:

- Supervised year-long effort for soil and groundwater sampling.
- Conducted aquifer tests.
- Investigated active faults beneath sites proposed for hazardous waste disposal.

Teaching:

From 1990 to 1998, Matt taught at least one course per semester at the community college and university levels:

- At San Francisco State University, held an adjunct faculty position and taught courses in environmental geology, oceanography (lab and lecture), hydrogeology, and groundwater contamination.
- Served as a committee member for graduate and undergraduate students.
- Taught courses in environmental geology and oceanography at the College of Marin.

Matt taught physical geology (lecture and lab and introductory geology at Golden West College in Huntington Beach, California from 2010 to 2014.

Invited Testimony, Reports, Papers and Presentations:

Hagemann, M.F., 2008. Disclosure of Hazardous Waste Issues under CEQA. Presentation to the Public Environmental Law Conference, Eugene, Oregon.

Hagemann, M.F., 2008. Disclosure of Hazardous Waste Issues under CEQA. Invited presentation to U.S. EPA Region 9, San Francisco, California.

Hagemann, M.F., 2005. Use of Electronic Databases in Environmental Regulation, Policy Making and Public Participation. Brownfields 2005, Denver, Colorado.

Hagemann, M.F., 2004. Perchlorate Contamination of the Colorado River and Impacts to Drinking Water in Nevada and the Southwestern U.S. Presentation to a meeting of the American Groundwater Trust, Las Vegas, NV (served on conference organizing committee).

Hagemann, M.F., 2004. Invited testimony to a California Senate committee hearing on air toxins at schools in Southern California, Los Angeles.

Brown, A., Farrow, J., Gray, A. and **Hagemann, M.**, 2004. An Estimate of Costs to Address MTBE Releases from Underground Storage Tanks and the Resulting Impact to Drinking Water Wells. Presentation to the Ground Water and Environmental Law Conference, National Groundwater Association.

Hagemann, M.F., 2004. Perchlorate Contamination of the Colorado River and Impacts to Drinking Water in Arizona and the Southwestern U.S. Presentation to a meeting of the American Groundwater Trust, Phoenix, AZ (served on conference organizing committee).

Hagemann, M.F., 2003. Perchlorate Contamination of the Colorado River and Impacts to Drinking Water in the Southwestern U.S. Invited presentation to a special committee meeting of the National Academy of Sciences, Irvine, CA.

Hagemann, M.F., 2003. Perchlorate Contamination of the Colorado River. Invited presentation to a tribal EPA meeting, Pechanga, CA.

Hagemann, M.F., 2003. Perchlorate Contamination of the Colorado River. Invited presentation to a meeting of tribal representatives, Parker, AZ.

Hagemann, M.F., 2003. Impact of Perchlorate on the Colorado River and Associated Drinking Water Supplies. Invited presentation to the Inter-Tribal Meeting, Torres Martinez Tribe.

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Hagemann, M.F., 1999, Is Dilution the Solution to Pollution in National Parks? The George Wright Society Biannual Meeting, Asheville, North Carolina.

Hagemann, M.F., 1997, The Potential for MTBE to Contaminate Groundwater. U.S. EPA Superfund Groundwater Technical Forum Annual Meeting, Las Vegas, Nevada.

Hagemann, M.F., and Gill, M., 1996, Impediments to Intrinsic Remediation, Moffett Field Naval Air Station, Conference on Intrinsic Remediation of Chlorinated Hydrocarbons, Salt Lake City.

Hagemann, M.F., Fukunaga, G.L., 1996, The Vulnerability of Groundwater to Anthropogenic Contaminants on the Island of Maui, Hawaii. Hawaii Water Works Association Annual Meeting, Maui, October 1996.

Hagemann, M. F., Fukanaga, G. L., 1996, Ranking Groundwater Vulnerability in Central Oahu, Hawaii. Proceedings, Geographic Information Systems in Environmental Resources Management, Air and Waste Management Association Publication VIP-61.

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Hagemann, M.F., 1993. U.S. EPA Policy on the Technical Impracticability of the Cleanup of DNAPL-contaminated Groundwater. California Groundwater Resources Association Meeting.

Hagemann, M.F., 1992. Dense Nonaqueous Phase Liquid Contamination of Groundwater: An Ounce of Prevention... Proceedings, Association of Engineering Geologists Annual Meeting, v. 35.

Other Experience:

Selected as subject matter expert for the California Professional Geologist licensing examination, 2009-2011.



August 2, 2021

West Hollywood City Council
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069

Re: Comment on Initial Study for Proposed Development at 9160-9176 Sunset Blvd.

Dear Honorable Mayor, Mayor Pro Tempore and City Council Members,

The Doheny Sunset Plaza Neighborhood Association represents the 2000 households in Los Angeles directly to the north of Sunset Strip. We are your neighbors. Your businesses are our neighborhood stores and restaurants.

We have been and continued to be affected, sometimes in a very positive way and sometimes not, by decisions made about development on Sunset Blvd. We implore you to take into consideration our comments in this initial study. We have very serious concerns about how the enormous 13,900 square foot “digital canvas” will affect us and the creatures with whom we share this portion of the Santa Monica Mountains foothills.

Our very specific comments on the initial study are below but beyond this, we find the project proposal so egregious that we urge City Council members to halt further efforts on this project.

Our starting point for this comment comes directly from page 21 of the initial study for the negative declaration for the Sunset Strip Offsite Signage Policy:

Because CEQA requires evaluation of the whole of an action, the CEQA analysis for such future projects would also include any associated new off-site signage that is part of the project.

The first major flaw is that the initial study when analyzing environmental impacts analyzes them only in relation to property located in the City of West Hollywood. This is not proper. The analysis must include areas outside of the boundaries if they are affected, which I assure you we will be.

The analysis must also take special care to analyze the impact on the hills, which are an ecological and scenic resource. They are part of the Santa Monica Mountains, and all land in our neighborhood is part of the Rim of the Valley Corridor Special Study Area (D-Schiff), an area federally designated for study and preservation. Further studies must not ignore this fact.

The initial study brazenly fails to acknowledge our neighborhood at all, nor does it acknowledge West Hollywood’s very own Sierra Towers. We are told that only office buildings are to the north and west of the parcel. The only residential properties mentioned in the initial study are those to the south of the property. Much is said about the measures taken to make the building more aesthetically pleasing from the south – floors are stepped back, abundant foliage is added – but residential neighborhoods are to the north and west as well, and what we will see is not a lovely stepped-back green façade but a monolithic, noise-reflecting face behind the glare of the digital screen. The canvas is meant to be used as “solar shading” as well, though the sun normally does not shine from the north.

The digital billboard is, in fact, so large that the only people who will really be able to view the north face will be those in my neighborhood, the residents of Sierra Towers and those working in office buildings across the street.

The initial study for the proposed development at 9160-9176 Sunset Blvd. gravely errs in that it includes no analysis whatsoever of the effects of illumination of this sign on residents who have the sign directly in their view or who will be subject to illumination from this sign, nor does it include analysis of the effects of illumination on wildlife. This is an egregious omission. Excessive night-time illumination has documented effects on human and animal health. In wildlife, mating behaviors, timing of migration, sleep and predation are all determined by the length of night-time darkness.

Further, people who live in view of this massive display or the inevitably changing glow emitted by it will be subject to an ongoing, constant, changing, visually demanding and impossible to ignore display, causing undue stress due to lack of control over a visual stimulus that is completely out of context for the area. We should not have to procure and install blackout curtains to block out our

previously enjoyed (or even neutrally-observed) views just to allow for this piece to be displayed. This impact cannot be mitigated except by elimination of the “digital canvas” and must analyzed in the study.

Please ensure that this flawed and careless study, which even fails to note the difference between Doheny Drive and Doheny Road, is not allowed to stand as justification for this problematic proposal.

Best regards,

A handwritten signature in black ink, appearing to read "Ellen Evans". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ellen Evans

President

Doheny Sunset Plaza Neighborhood Association



October 9, 2020

Mayor Lindsey Horvath
Mayor Pro Tempore John Heilman
Honorable West Hollywood City Councilmembers
8300 Santa Monica Blvd.
West Hollywood, CA 90069

Re: MP19-0046, 9160-9176 Sunset Blvd.

Dear Mayor Horvath and Honorable Councilmembers,

The Doheny Sunset Plaza Neighborhood Association advocates for the interests and welfare of the 2000 households north of Sunset in Los Angeles zip code 90069.

We are your neighbors, and we are customers of businesses on Sunset Strip and throughout West Hollywood. In most cases, we cannot even leave our homes to go anywhere at all without entering the City of West Hollywood.

We are, as well, affected by many of the decisions of your bodies – what development to permit, how to time the traffic signals on Sunset, how to regulate businesses on the strip, and so on.

We are particularly concerned about the application submitted by Faring for the Hornburg Jaguar lot (9176 Sunset). Generally DSPNA has chosen not to object to development on the Strip, however this project is so egregious that we are compelled to act.

An “exciting LED state of the art media system” is the last thing our residents want to see at that corner and the idea that this would be a thousand square feet of billboard on a 13,900 foot digital canvas is nothing short of appalling.

The significant negative impacts of excessive night-time illumination on people and animals are well-documented, and, as it happens, our hillside is home to both humans

and animals. We are, in fact, part of the Santa Monica Mountains, and as a neighbor to this space, the City of West Hollywood must also serve as its custodian. To subject our residents and the critters that inhabit our hillside to the tremendous dose of illumination that would doubtless be emitted by such an apparatus would be irresponsible and cruel.

We are certain that a beautiful gateway to the City of West Hollywood can be erected that will not impinge on neighbors' welfare.

We request that any illuminated signage approved for this site be significantly reduced in size and that illumination from dusk to dawn be prohibited.

Sincerely,

A handwritten signature in black ink, appearing to read "Ellen Evans". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ellen Evans

President

Doheny Sunset Plaza Neighborhood Association

August 27, 2021

City of West Hollywood, Planning and Development Services
Attention: Dereck Purificacion
8300 Santa Monica Boulevard
West Hollywood, CA 90069

RE: Comment on Initial Study for Proposed Development at 9160-9176 Sunset Blvd

Dear Mr. Purificacion,

On behalf of Council District 4 of the City of Los Angeles, I would like to elevate concerns our office has received from constituents regarding the proposed project at 9160-9176 Sunset Boulevard in the City of West Hollywood. According to the Draft Initial Study, the proposed project includes a 13,900 square foot LED media system or “digital canvas” integrated into the west, north and east facades of the building. The proposed “digital canvas” on the north facade of the building will directly face residences in our Council District, outside of the City of West Hollywood.

As indicated in that initial study, it has yet to do an analysis of site lines and the effects of such a display on areas north of the project in the City of Los Angeles. Specifically, in Section 4.2 - Agricultural and Forestry Resources, 4.1 Aesthetics, a. Scenic Vistas on page 4.1-2, the study does not mention scenic vistas from roadways or private residences in the City of Los Angeles, rather only in locations still within the City of West Hollywood:

No scenic vistas are visible from the project site. The south foot of the Hollywood Hills is approximately 400 feet north of the site; views of the Hollywood Hills from the site are blocked by intervening buildings. Vistas of the urbanized Los Angeles Basin to the south are visible from some portions of the City of West Hollywood in, and next to the southern foot of, the Hollywood Hills. Land uses along Sunset Boulevard north of the project site are commercial uses, which are not considered sensitive uses respecting scenic vistas. Views to the south from Sunset Boulevard fronting the north side of the project site are already blocked by the existing buildings in the project area. No north-south roadways/public thoroughfares are present directly north of the project site, offering views of scenic vistas that might be obstructed by the proposed building. Project development would have no impact on scenic vistas. Therefore, further and more detailed analysis of this issue is not warranted and this topic will not be analyzed further in the EIR to be prepared for the project.

The proposed “digital canvas” would be the largest digital display on Sunset Blvd in the area and could substantially change the light infiltration condition for stakeholders north and west of the project. We hope that this potential adverse impact is also thoroughly analyzed and, as needed, addressed through proper mitigation measures under a scope including views from the City of Los Angeles in the full EIR.

While the project itself is situated in the City of West Hollywood, our office is mindful of substantive concerns raised by Council District 4 constituents, including the Doheny Sunset Plaza Neighborhood Association, regarding the initial study and the potential impacts of the proposed project in these neighboring communities in the City of Los Angeles. Through your deliberative process, we encourage you to please consider the concerns raised by our constituents as shared in this letter. I would be happy to discuss this in more detail as needed.

Respectfully,

Mashaal Majid
Planning Director
Council District 4, City of Los Angeles

Comment Letter #5

From: [Efreem Seeger](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); mehmet.berker@lacity.org
Subject: 4-Story Digital Billboard
Date: Wednesday, August 4, 2021 7:12:53 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear All,

My name is Efreem Seeger and I live at 1475 Blue Jay Way, LA CA 90069. I live above the proposed digital billboard which will be an eyesore day and night - not only for me and my neighbors but for all who drive past. It will be a safety issue at what is already a complicated intersection, pulling away drivers' eyes from the road. And it will destroy the charm of our neighborhood which is quickly becoming citified.

Please consider the residents surrounding this proposed billboard before moving forward.

Thank you for your consideration,
Efreem Seeger
310-428-5042

Comment Letter #6

From: [patrick.connolly](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: 9160 - 9176 Sunset Blvd
Date: Monday, August 2, 2021 7:33:32 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members and Planning Department Staff:

I am one of the many residents of the residential areas immediately north and west of the proposed development at 9160-9176 Sunset Blvd.

My quality of life will be seriously harmed if the massive 13900 square foot 4-story LED “canvas” that is proposed for the northern, eastern and western facades of the development at 9160-9176 Sunset Blvd, and for that reason I object to allowing this proposal to move forward.

Currently available documents about the development detail many measures taken because the area south of the lot is a residential area. I have news for you. The areas west and north of the building are residential areas too, and ones which the initial study conveniently ignores.

I live here too, and I do not want to have this shining into my windows day and night.

Light pollution has known detrimental effects on human health. Pull the plug on this outrageous proposal.

Best regards, Patrick Connolly

Comment Letter #7

From: [Stephen Resnick](#)
To: [Dereck Purificacion](#)
Subject: 9160 to 9176 sunset
Date: Wednesday, August 4, 2021 1:37:41 PM
Attachments: [image001.png](#)

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

To whom it may concern

I am writing to you re the proposed electronic bill board

I am a resident of Sierra towers and am very much against the electronic billboard

I feel it not only illuminates the area way too much, it also cheapens the feeling and look of the city

I hate the way the pendry looks , its like Vegas not west Hollywood

I certainly hope the city respects its occupants and really hope this is not approved

Thanking you

STEPHEN RESNICK
ESTATES DIRECTOR



HILTON & HYLAND

257 North Cañon Drive
Beverly Hills, CA 90210
C: 310.278.3311
M: 310.210.5048
DRE #01241282

[Web](#) | [Facebook](#) | [Instagram](#)

From: [Daniel Taheri](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Subject: 9160-9176 sunset blvd (hornburg jaguar)
Date: Wednesday, August 4, 2021 4:52:22 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor/Planner/Council Members,

I am a medical doctor living at 1654 blue jay way. I have been made aware of the proposed 4 stories high digital screen at 9160-9176 sunset boulevard and I cannot imagine this is being considered for approval as it is absurd and self-serving in every imaginable way.

Aside from the excess use of unnecessary electricity, this electrical board has untoward effects by easily distracting drivers due to its massive size. Additionally, it could easily trigger epileptic seizures in those prone (i have personally witnessed this to happen with far smaller electrical boards on las vegas boulevard)

Lastly, the massive light emission will easily be seen from my home, disturbing our sleep patterns.

We did not sign up for this when we purchased our homes. Please do not turn sunset boulevard to a terrible version of las vegas boulevard.

Not only this proposal must be rejected, even a watered down version of it should also be turned away. Please save our community.

respectfully,

Daniel Taheri, MD

Comment Letter #9

From: [Nicolas Berggruen](#)
To: [Dereck Purificacion](#)
Cc: [Sepi Shyne](#); [John Erickson](#); [John D'Amico](#); [Lauren Meister](#); [Lindsey Horvath](#)
Subject: 9160-9176 Sunset Blvd Development
Date: Monday, July 26, 2021 12:56:09 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

To Whom It May Concern,

I am writing to express my deep concerns regarding the proposed redevelopment of 9160-9176 Sunset Blvd.

As a resident of Sierra Towers (9255 W. Doheny Rd.) and as someone who has a deep admiration and appreciation for the city of West Hollywood and the greater Los Angeles area, I cannot find a good reason as to how this proposed building, specifically the digital billboard that will make up the facade of the building, will benefit our neighborhood with more good than bad.

Los Angeles is known and adored by many for its historical and diverse architecture; such a building will only detract from the sunset strip's original DNA. We have already witnessed buildings with digitally wrapped billboards go up on the strip, such as the Pendry Hotel. So bright at all hours, it shines into the homes and apartments of its neighbors who have been in the area forever. This not only is an invasion of one's privacy, but it is also negatively affecting resident's property values.

I speak for most residents in that we can all appreciate the sunset strip for its many billboards and unique buildings. However, that being said, these billboards and buildings do not invade resident's property with artificial lights shining at all hours of the night, fast & dizzying videos playing, and are to the appropriate scale of what billboards should be. 9160-9176 Sunset certainly defies that. This will have extreme consequences on my property value and for my neighbors' property values.

Safety is also another major concern. The intersection of Sunset, W. Doheny, and Cory Ave is already dangerous at present. The proposed digital billboard upon the building's façade poses a severe danger to drivers and pedestrians. As someone with two young children (age 5), I am seriously concerned about our safety in driving through this intersection daily. The risk of accidents is that much greater with such a massive distraction to drivers and pedestrians.

My last major concern that I am sure I share with other neighbors is the bright light and video's effect on my sleep. As someone who has suffered from insomnia his entire life, it is hard to imagine having to deal with the nightly light disturbance this proposed building will cause. In truth, this digital billboard has the potential of causing severe implications on my health and daily life.

Thank you for taking the time to read my concerns. The truth is, this proposed development has a number of serious environmental impacts on the public and I hope you take them into serious consideration.

Sincerely,
Nicolas Berggruen

Comment Letter #10

From: [Patricia Wilkins](#)
To: [Dereck Purificacion](#)
Subject: 9160-9176 Sunset Blvd Project
Date: Wednesday, June 30, 2021 8:17:01 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

To: Dereck Purificacion,

I have been a resident of West Hollywood for over 35 years and have seen the results of overdevelopment allowed by the city.

I highly object to the project at 9160-9176 Sunset Blvd, West Hollywood, CA. It will cause disruption for years when building and when it is built will cause traffic, parking, overcrowding and an unsightly addition to Carol Drive and Cory. Carol Drive is an example of what West Hollywood was before the monstrous development plans were put into place.

There is no way the people who live on Carol Drive and Cory will not have their lives disrupted and changed forever by this overdevelopment. It must be defeated!

Thank you for your consideration.

Patricia A. Wilkins
1015 Carol Drive
West Hollywood, CA 90069
Cell: 310-503-2024
email: patricia@thecmggroup.com

From: [Jenny Clough](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: 9160-9176 SUNSET BLVD. (HORNBURG JAGUAR) PROJECT - I OBJECT TO THIS 4 STOREY BILLBOARD
Date: Tuesday, August 3, 2021 10:08:32 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear all

I am a HOME OWNER at 1505 BLUE JAY WAY, LOS ANGELES, CA 90069 – THIS BILLBOARD WILL AFFECT MY HOUSEHOLD AND OTHER RESIDENTS IN THE AREA

PLEASE SEE THE POINTS BELOW. I OBJECT TO THIS PROJECT AND IT SHOULD NOT PROCEED ANY FURTHER IN THE PLANNING PROCESS.

THANK YOU JENNIFER CLOUGH, Home Owner

- 1.) THIS BILLBOARD IS A HEALTH AND SAFETY ISSUE. IT IS MASSIVE SIZE, ie 4 STORIES HIGH AND IT IS PLACED AT AN INTERSECTION OF A MAJOR ROAD (SUNSET BLVD) THE INTERSECTION IS A MULTI CROSSROAD INTERSECTION WITH SEQUENCED TRAFFIC LIGHTS REQUIRING DRIVERS ATTENTION ESPECIALLY WHEN DRIVING THROUGH THIS COMPLEX INTERSECTION FOR THE FIRST TIME. IT WILL BE DESTRUCTING TO DRIVERS AT THIS BUSY INTERSECTION.*
- 2.) THE INTERSECTION IS ALSO AT A POINT WHERE THE ROAD BENDS FURTHER MINIMISING DRIVERS' VISION OF TRAFFIC FLOW.*
- 3.) THIS BILLBOARD HAS TO BE KEPT COOL AND FURTHER ENERGY WILL HAVE TO BE USED IN ORDER TO COOL THIS MASSIVE BILLBOARD*
- 4.) WILL SAP EXCESSIVE AMOUNTS OF ELECTRICITY /ENERGY*
- 5.) AUTISTIC AND EPILEPTIC PEOPLE WILL BE DRASTICALLY IMPACTED BY THIS MASSIVE BILLBOARD AS IT CAN CAUSE SEIZURES AND STRESS (STRESS PARTICULARLY IN AUTISTIC PEOPLE)*
- 6.) MASSIVE LIGHT EMISSION WILL BE SEEN BY ALL HILLSIDE DWELLERS AND SURROUNDING APARTMENT BUILDING RESIDENTS. DISTURBED SLEEP AND STRESS CAUSED BY LIGHT*
- 7.) DARK SKY WILL BE NO LONGER ENJOYED BY RESIDENTS AND THIS BILLBOARD WILL CONTRIBUTE TO THE MASSIVE CITY LIGHT EMISSION WE ALREADY SUFFER.*

Comment Letter #12

From: [Rtorneden](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: 9160-9176 SUNSET BLVD. (HORNBURG JAGUAR) PROJECT
Date: Monday, August 2, 2021 11:52:08 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members and Planning Department Staff:

I am one of the many **LONG TIME** residents of the residential areas immediately north and west of the proposed development at 9160-9176 Sunset Blvd. **I've lived here, voted here, paid almost \$1/2 million in real estate taxes, and paid many many consumer taxes to West Hollywood and LA.**

My quality of life will be seriously harmed if the massive 13900 square foot 4-story LED "canvas" that is proposed for the northern, eastern and western facades of the development at 9160-9176 Sunset Blvd, and for that reason I **STRONGLY** object to allowing this proposal to move forward.

Currently available documents about the development detail many measures taken because the area south of the lot is a residential area. I have news for you. The areas west and north of the building are residential areas too, and ones which the **initial study conveniently ignores.**

I live here too, and I do not want to have this shining into my windows day and night **and creating a dangerous distraction given all the increased traffic flows on Sunset Blvd.**

Light pollution has known detrimental effects on human health. Pull the plug on this outrageous proposal.

Best regards,

Dr. Roger Torneden
(living just north of Sunset Blvd.)

Comment Letter #13

From: [Beth Fogarty](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: [Mehmet Berker](#)
Subject: 9160-9176 SUNSET BLVD. (HORNBURG JAGUAR) PROJECT no to this project
Date: Tuesday, August 3, 2021 9:01:08 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear all

This 4 storey massive project is horrendous in many ways, it is not Environmentally friendly ,It is a Health and Safety issue as well .

In addition it will take away residents quiet enjoyment in the surrounding homes and can be seen from miles away .I don't think Richard Branson would enjoy seeing it see it from his space ship which he definitely would due to its massive size!!

There is already one dreadful flickering Digital billboard on Sunset Blvd which also should not have been allowed (Near the Tower Hotel) we certainly don't need any more and definitely none of this magnitude.

PLEASE DO NOT ALLOW THIS MONTROSITY TO MOVE FORWARD IN THE PLANNING PROCEDURE , IT SHOULD BE SCRAPPED RIGHT NOW. WHAT A TOTALLY SHOCKING IDEA AND BLOT ON THE LANDSCAPE and totally UNNECESSARY!!

PLEASE SEE MY POINTS BELOW, WITH SOME RESEARCH I HAVE FOUND ON THE INTERNET WHICH IS RELEVANT. Thank you Beth Fogarty. Resident and HOME OWNER 1482 Blue Jay Way, Los Angeles, CA 90069

1.) WILL SAP EXCESSIVE AMOUNTS OF ELECTRICITY /ENERGY – please see this study by YALE and NY TIMES article

<https://e360.yale.edu/digest/digital-billboards...>

Dec 21, 2010 · The digital billboards use more efficient LED (Light Emitting Diode) lighting than traditional signs, but deploy so many of the LED bulbs on each billboard that energy use is high; traditional billboards use just one or two large bulbs to illuminate signs, according to the study by Gregory Young, a Philadelphia-based urban planner. In addition, digital billboards are illuminated day and night, and require cooling systems that use more energy.

<https://green.blogs.nytimes.com/2010/12/20/do-digital-billboards-waste-energy>

Dec 20, 2010 · By contrast, digital billboards have hundreds if not thousands of LEDs, which are illuminated day and night. And LEDs function poorly at high temperatures, so the signs need a cooling system. In a year, a digital billboard can consume up to 30 times the energy that an average American home uses, Mr. Young finds.

2.) THIS BILLBOARD HAS TO BE KEPT COOL AND FURTHER ENERGY WILL HAVE TO BE USED IN ORDER TO COOL THIS MASSIVE BILLBOARD- see

YALE Study below

[https://e360.yale.edu/digest/digital-billboards...need cooling systems, more energy](https://e360.yale.edu/digest/digital-billboards...need-cooling-systems-more-energy)

Dec 21, 2010 · The digital billboards use more efficient LED (Light Emitting Diode) lighting than traditional signs, but deploy so many of the LED bulbs on each billboard that energy use is high; traditional billboards use just one or two large bulbs to illuminate signs, according to the study by Gregory Young, a Philadelphia-based urban planner. In addition, digital billboards are illuminated day and night, and require cooling systems that use more energy.

3.) THIS BILLBOARD IS A HEALTH AND SAFETY ISSUE, ESPECIALLY DUE TO ITS MASSIVE SIZE, IE 4 STORIES HIGH AND ITS PLACED ON AN INTERSECTION OF A MAJOR ROAD (SUNSET BLVD). IT WILL BE DESTRUCTING TO DRIVERS AT THIS BUSY INTERSECTION

4.) AUTISTIC AND EPILEPTIC PEOPLE WILL BE DRASTICALLY IMPACTED BY THIS MASSIVE BILLBOARD AS IT CAN CAUSE SEIZURES AND STRESS (STRESS PARTICULARLY IN AUTISTIC PEOPLE)

LED lights have a high flicker/refresh rate, and digital billboards with their changing messages can cause these seizures and other optical issues as well. Looking away doesn't help either, as your peripheral vision sees the flashing lights and images and this can cause the seizures as well.

A Grand Jury decided that digital images caused seizure

Eichenwald v. Rivello

United States District Court, D. Maryland

May 31, 2018

KURT EICHENWALD, Plaintiff

v.

JOHN RIVELLO, Defendant

5.) MASSIVE LIGHT EMISSION WILL BE SEEN BY ALL HILLSIDE DWELLERS AND SURROUNDING APARTMENT BUILDING RESIDENTS. DISTURBED SLEEP AND STRESS CAUSED BY LIGHT

Investigation of Nighttime Light Pollution in Nanjing ...

<https://www.mdpi.com/2071-1050/12/2/681/html>

In recent years, the number of artificial light sources has tremendously increased with the development of lighting technology and the economy. Nighttime light pollution has been an increasing environmental problem, resulting in negative impacts on human health and the ecological environment. Detailed knowledge of light pollution is important for the planning and management of urban lighting.

6.) DARK SKY WILL BE NO LONGER ENJOYED BY RESIDENTS AND THIS BILLBOARD WILL CONTRIBUTE TO THE MASSIVE CITY LIGHT EMISSION WE ALREADY SUFFER.

<https://www.scenic.org/wp-content/uploads/2019/09/...>

Digital billboards project light outwards and can illuminate the area near them for quite some distance. People who live near digital billboards complain that they light up their living rooms and bedrooms with

constantly changing colored lights. Darks skies groups and astronomers complain that they flood the night sky with ambient light.

Beth Fogarty
P.O.Box 17197
Beverly Hills
CA 90209-3197

beth@holdsworthholdings.com

From: [Dean Pitchford](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Subject: 9160-9176 Sunset Blvd.
Date: Sunday, August 1, 2021 4:41:46 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members and Planning Department Staff:

For 40 years I have been a resident of the Hollywood Hills in the area north of the proposed development at 9160-9176 Sunset Blvd.

In all that time I have seen many changes in West Hollywood - a lot of them beautifying and uplifting, some of them awful and depressing.

But I've never seen a proposal for anything as hideous and soul-crushing as this vulgar, blinding display that's being proposed for 9160-9176 Sunset Blvd.

Please remember that families and citizens live in these Hills; we move here because these are thriving, charming neighborhoods with quiet streets and friendly residents.

I don't want to live anywhere near an eyesore that makes our entire area look like a Las Vegas car lot.

Please! Kill this outrageous proposal.

Sincerely,

Dean Pitchford

Dean Pitchford
<http://deanpitchford.com>
323-650-8551
805-969-5996

Comment Letter #15

From: [kay lindsey](#)
To: [Dereck Purificacion](#)
Subject: 9160-9176 Sunset Blvd.
Date: Wednesday, August 4, 2021 5:59:44 PM

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Mr Dereck Purificacion,

I live at the Sierra Towers & I am very much opposed to your new proposal to build a projected development with office space, restaurant, digital billboard ,etc.on Sunset & Cory this area is already super congested not to mention the impact of such an unsightly signage which will lower property values as well as ruin the beautiful landscape of that & our surrounding neighbors. .

Hopefully you will come to your senses regarding such an endeavor.

Kay A. Lindsey
Owner #1703

Comment Letter #16

From: [Robert Silton](#)
To: [Dereck Purificacion](#)
Cc: [Robert Silton](#)
Subject: 9160-9176 Sunset Boulevard Project
Date: Sunday, July 18, 2021 10:18:44 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dereck,

I am a condo owner at Sierra Towers in Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard. Could you please keep me informed about when the project will come to any sort of discussion or vote by the WEHO City Council and to whom I should voice my views.

Many thanks,

Robert Silton

robsmessage@aol.com

9255 Doheny Rd, apt 1902

West Hollywood, CA 90069

From: [Ann Leslie Uzdavinis](#)
To: [Dereck Purificacion](#)
Subject: 9160-9176 Sunset Boulevard Scoping Meeting July 21, 2021
Date: Sunday, July 18, 2021 2:17:27 PM

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Dereck Purificacion, Associate Planner
City of West Hollywood Planning Department
dpurificacion@weho.org

RE: 9160-9176 Sunset Boulevard

Dear Mr. Purificacion:

Thank you for sharing the extensive and thoughtful Draft EIR Study for the proposed project at 9160-9176 Sunset Boulevard.

I am an owner and resident at The Carolwood, 1033 Carol Drive. Our building is of significant note as it is an award-winning complex by architect Ron Goldman. Our community at The Carolwood cares about design, our neighborhood, and certainly the impact this proposed project will have on our community.

Personally, I do appreciate that a well-designed, occupied multi-use building will be good for our neighborhood's safety and the value of our homes. However, as you have noted in the draft report, I think that the proposed design has a good number of negative environmental impacts, many noted in the report and others which have not been called out.

I invite you and other City Staff, Planning Commission and City Council members to visit Carolwood and neighborhood to see the impact that this proposed project will have by walking with some of us.

As a property owner, I appreciate that the developer wants to maximize the return on their investment. But I feel their return isn't just in fully developing the FAR on the site, they can also realize a return with good design and by showing they will be a respectful neighbor and great member of our community.

The negative environment impacts are many. Having gone through the entire draft here are my notes on this project:

Inaccurate Images/Drawings/Renders:

- Figure 2.2-1 photo 3 doesn't accurately represent the northwestern portion of the project. Images of the proposed building including those on pages 127 - 133 do not seem to represent the proposed building on the entire site as the building on the eastern portion of the site aren't represented. Won't the building be developed on the current open parking lot? Some of the drawings and renders misrepresent the placement of this project.

Mass:

Overall, this project is too large, too tall and has too many elements that infringe on the health and safety of the community and the neighborhood. While I respect Gensler, they and the developer have maximized the FAR space and are proposing new office space and a design that was done prior to COVID and doesn't reflect the realities for commercial space today. Since the onset of COVID there have been major shifts in how people work. Is this much square footage wise when there is so much vacant space available in the City? The proposed building is 50% higher than our neighboring property (90 feet vs our 60 feet) and more than 2.8 times the amount of space of the current buildings on site. We will be impacted by a loss of view of the hills and the neighborhood by a loss of light. How about reducing the mass and height and adding more open space and vegetation?

A design that is lower and has less square footage is more appropriate.

Additionally, I disagree with the notes in Section 4.1 A as this project will impact views from Carolwood as it impacts our views of the Hollywood Hills and adds light pollution.

Light Pollution:

This design will add to the light pollution in the neighborhood with the "digital canvas", electronic billboard and ambient lighting and the additive effect this has when combined with the digital billboard across the street, other planned billboards and existing buildings and billboards.

We need to consider the cumulative effect of other structures and billboards in the area with this project.

A design with less lighting is more desirable.

Energy Usage:

This building is all electric and while some energy efficiencies are planned, it should be going for Gold LEED Certification with:

- solar panels for power
- more EV charging than the 10 that are planned
- more bike parking

I agree with the notes in section 4.6 and ask for changes in this plan so this development has a significantly less impact on the environment. A more efficient building with more green features is more in line with current environmental needs.

Noise and Air Pollution:

From the start of construction and when the building is fully operational, vehicles, delivery trucks and other vehicles will have a huge noise and air pollution impact on our neighborhood, especially for those of us at Carolwood.

Can we have dirt and sound mitigation processes put into place to minimize dirt, dust and noise pollution affecting our neighboring property and the neighborhood during construction.

As noted in sections 4.3 A, B & C as well as section 4.8 and 4.13 this project impacts Noise,

Air and Greenhouse Gas Emissions.

What can be done to lessen or mitigate the impact here?

As noted in the draft report, there will be a significant impact on air quality, but I disagree with notes in 4.3 D as this project could likely have an impact with odors that affect Carolwood.

Can access to the site be via Cory Dr., Sunset Blvd and Carol Drive via the entry now used for the open parking lot and not via the alley to reduce the effects of noise and air pollution for the Carolwood Community.

Geology and Soil:

As noted in 4.7 What can be done to lessen or mitigate the impact here?

We only need to look at the recent collapse at the Surfside Condo and earthquake damage in our own county to have concerns.

Safety:

The plan to have the main vehicle entrance into the building via the alley from Carol Drive will have a major safety impact on our community at Carolwood and will negatively impact the ability for SCE to access their Substation that is adjacent to the project.

About half of our Carolwood community accesses our garage via the alley entrance and this is the entrance that is best for emergency workers, disabled and elderly to access The Carolwood. This proposed project will generate significantly more traffic than traffic than there was from the Hornburg dealership which predominantly used access from Sunset or Cory Dr and so is of grave concern as to limitations to access to our property.

I have huge concerns about the impact of noise and traffic with delivery trucks and other vehicles that will be accessing the proposed loading dock and garage entrance through the alley adjacent to the Carolwood (accessed from Carol Drive) as noted on page 24 of the report (refer to Figure 3.2-2,).

As noted above, why not provide entry to parking from Carol Drive the way the current parking lot is accessed and/or additional vehicle entry or drop off on Sunset? Removing vehicular access via the alley will have less of an impact on the community.

Public Service:

The Draft Report doesn't call out the Public Safety impact which to me includes the project being designed to be a better neighbor.

The designers and developers have a number of ways they can have a positive impact on the area:

1. They will have to upgrade electrical service for the property and as noted in 4.19 they will have an impact on Utilities and Service Systems, so why not improve the neighborhood by changing electrical service for this block to underground service the way the City is doing in other areas with new developments. At the same time, perhaps there is a way to decrease the hazard posed by the SCE substation with this upgrade adding to the offsite improvements noted on page 33 item 3.3.2. This project will be adding to our utility load in the area so perhaps they should be giving something to the community.

2. Add more open space that can be accessed by the neighborhood as well as tenants and patrons of the proposed project. The dog park that was to be part of the Edition Hotel project wasn't executed, can we please have some of this development to be used for common space - perhaps a shared park or parklette and perhaps maybe a dog park as we were to have at the Edition property?
3. Can we please have input on the planting facing south? The star jasmine planted between the Hornburg dealership and the open lot look good and smell great. Please keep your neighbors as well as your future tenants in mind as you develop any plans for planting.

Aesthetical Consideration:

While I have admired some of Gensler's work, I don't find this to be their best and feel that they can do better to add to the culture of our City by having a better design. I ask that they and the City, the Planning Commission and City Council look to improving this design.

Additional notes based on the proposed project based on the draft report:

- Page 136: the trash room doesn't appear to be large enough for a building of this square footage and proposed occupancy and doesn't indicate placement for recycling bins.

- Page 165:

Historical use of the eastern-adjacent property as a gasoline service station and automotive service station presents a significant data gap. Should tests, sampling and more be done to determine if there are any underground storage tanks or hazardous materials in this area?

- Page 526 photo 9

The dumpster shown is not on the subject property it is blocking the substation and as of this writing the dumpster has been removed but some trash/pallets remain and should be removed from the property owner.

- Page 527 photo 15

Request to have this pole and other power poles to the south of this pole and on this block removed and for the property owner to move all lines in this block to underground service.

Again, thank you for all the work done to date on the draft report. Thank you for taking the thoughts and concerns from me and my neighbors into consideration. I welcome the City, the developers and their architects working with our neighborhood and community to make development of this property something that will be a great addition to West Hollywood.

Most sincerely,

Ann Leslie Uzdavinis

1033 Carol Drive #302
West Hollywood, CA 90069
annieuzdavinis@me.com

Comment Letter #18

From: [Chase Aguer](#)
To: [Dereck Purificacion](#)
Cc: [Sepi Shyne](#); [Dereck Purificacion](#); [John Erickson](#); [John D"Amico](#); [Lauren Meister](#); [Lindsey Horvath](#)
Subject: 9160-9176 Sunset Project
Date: Saturday, July 24, 2021 2:49:43 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

To Whom It May Concern,

I am writing to express my deep concern regarding the proposed redevelopment of 9160-9176 Sunset Blvd.

As a resident of Sierra Towers (9255 W. Doheny Rd.) and as someone who has a deep admiration and appreciation for the city of West Hollywood and the greater Los Angeles area, I cannot find a good reason as to how this proposed building, specifically the digital billboard that will make up the facade of the building, will benefit our neighborhood with more good than bad.

Los Angeles is known and adored by many for its historical and diverse architecture; such a building will only detract from the sunset strip's original DNA. We have already witnessed buildings with digital wrap billboards go up on the strip, such as the Pendry Hotel. So bright at all hours, it shines into the homes and apartments of its neighbors who have been in the area forever. This not only is an invasion of one's privacy, but it is also a severe detriment to resident's property values.

I speak for most other residents in that we can all appreciate the sunset strip for its many billboards and unique buildings. However, that being said, these billboards and buildings do not invade resident's property with artificial lights shining at all hours of the night, fast & dizzying videos playing, and are to the appropriate scale of what billboards should be. 9160-9176 Sunset certainly defies that. This will have extreme consequences for the property value of my residences and of my neighbors.

Further to this concern of an invasion of privacy and a significant decrease to our property value; the intersection of Sunset, W. Doheny, and Cory Ave is already dangerous at present. The proposed digital billboard upon the building's façade poses a severe danger to drivers and pedestrians. As someone with two young children (age 5), I am seriously concerned about our safety in driving through this intersection daily. The risk of accidents is that much greater with such a massive distraction to drivers and pedestrians.

Another primary concern that I am sure I share with other neighbors is the bright light which is an invasion of privacy. As someone who has had insomnia my entire life, it is hard to imagine having to deal with the nightly light disturbance this proposed building will cause.

Chase Aguer
Chief of Staff, Berggruen Holdings
304 South Broadway #550, Los Angeles, California 90013
Mobile: +1 (646) 812 8025
Alt Mobile: +1 (323) 401 3119

From: [Scot French](#)
To: [Dereck Purificacion](#)
Subject: 9160-9176 Sunset Proposed Digital Billboard
Date: Wednesday, August 4, 2021 9:20:02 PM

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Attention:

Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will be significantly negatively impacted. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Sincerely, Scot French Unit 2405

Comment Letter #20

From: [Matthew S. Rodman](#)
To: [Dereck Purificacion](#)
Subject: Comment on 9160-9176 Sunset Blvd Project
Date: Monday, July 26, 2021 2:10:41 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Dereck,

I write to you today as an long time owner in Sierra Towers, my unit of which looks directly towards the above referenced project.

I cannot strongly enough state my objection to the proposed electronic billboard on the face of the proposed building. Such a huge electronic media board, or any electronic media board is not compatible with this section of Sunset Boulevard and would cause irreparably harm the quality of life of all surrounding residential uses. The proposal will adversely affect the otherwise harmonious nature of this west facing street and the surrounding community. The proposal degrades the quality of the life of the surrounding community.

I urge the City of West Hollywood to deny this request.

I thank you for your consideration.

Matthew Rodman

Rodman Properties, Ltd.

8955 National Boulevard, Suite 100

Los Angeles, California 90034-3307

Voice (310) 202-0414

MRodman@FurstEnterprises.com

Comment Letter #21

From: [Nancy Lainer](#)
To: [Dereck Purificacion](#)
Subject: Comment re 9160/9176 Sunset
Date: Tuesday, August 3, 2021 7:45:45 PM

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Hi Dereck,
Here you go- I removed my contact info and our previous email chain.

Best,
Nancy

Begin forwarded message:

Hi Dereck,
I'd like to submit this email as official comment to the initial study on 9160-76 Sunset Blvd. I appreciate that I have a forum to voice my concerns about this project as a resident of West Hollywood, and a direct neighbor to the project site.

I am an owner and resident of Sierra Towers at 9255 Doheny Road, and my unit is on the 8th floor, directly facing down onto the site in question. I know that right now isn't the exact time to express serious concerns about the design and aesthetics of this entire building, and I have many, but I want to be on record expressing deep opposition to this project as it relates directly to Sierra Towers and especially my unit.

Let me say that I am a real estate developer, with a dual masters degree in Real Estate Development and Urban Planning, so I am aware of and in some ways sensitive to the job that city planners have in trying to balance community needs with financial and development opportunities. But this Gensler-designed Faring project is just bad design and a bad idea.

My fear and concern about this initial study is how little to no mention was made about Sierra Towers - just because the tower isn't directly across the street or adjacent to this project site, does not mean it should not be seriously incorporated into this discussion. No plan, no photo, no discussion in the report even acknowledges that our building literally looks down onto this project, our building with multi-million dollar condos filled with We Ho residents and tax payers. It is offensive that our perspective was not acknowledged or properly analyzed with respect to the construction of the project, and MOST SPECIFICALLY this 13,000 plus sf "digital canvas" that the developer wants to include. The report ignores what Sierra Towers is literally looking out on and what the project is exposing into the air rights above, in addition to the streetscape.

I shall not mince words here - there is literally no reason for such an atrocity on this corner, on that block, or anywhere on this building. For one thing, you have already approved far too many media sites and digital billboards on Sunset, especially from Doheny to Sherbourne. I understand that you have decided to move forward with converting the static billboard at 9157 Sunset to a digital one; my sense is you've done so simply to generate some revenue, but is ad revenue really more important to you than the built environment for

your residents? For the tax payers who collectively pay out more than the \$1million/year for 28 years that you project to receive?? I believe you really need to adjust what stakeholders have the most value to you.

Have you no sense of the kind of **light pollution** you are bringing to this small part of the boulevard?? Again, I won't mince words, were that digital wall be constructed, it would directly and most **adversely** impact my unit, that looks right onto that site, the **lighting would ruin my home and its ambient lighting, as well as my mental health and safety due** to the constant light pollution from whatever advertising you will permit, possibly affecting my ability to sleep. You will **negatively impact the value of my home** and make it nearly impossible for me to resell, if that became necessary. I am more than happy to welcome you to my home to see the direct impact this current design would have, if such an in-person experience would be warranted. It's a very serious threat to my personal space, and to that of my neighbors as well. Like the Pendry down the road, a digital canvas of that size would be a horrible eyesore, and a public safety concern causing drivers and pedestrians to get distracted on the road. It is imperative that you consider with more vigilance the **cumulative effect** of all these digital billboards on the residential communities surrounding this project. And it's not only Sierra Towers, but also the Carolwood, and other apartment buildings to the south, and east. the digital canvas and electronic billboard **SHOULD NOT** be allowed on this project.

Below are some other environmental concerns I have with this project:

Mass and Scale - this project is too big on the size of the site, the FAR shouldn't be maximized, it will dwarf the Carolwood behind it, it will call into question shade and shadow on the street, and behind it, negatively impacting the residents on Carol Drive. It doesn't provide much for public walkways or outdoor space, for such prime real estate, it would be nice to require the developer alter the hardscape in front of the building on Sunset. It's my understanding that the Edition Hotel was supposed to provide for a dog park with its development and that wasn't ever executed - perhaps some shared space could be made available to residents so that this building serves the entire community better.

Purpose and Use - The **scope seems irrelevant and in fact unethical right now.** Having gone through a pandemic the last 18 months, why would the city permit an office building with retail space to even be considered at this time? We have seen, and continue to see, a shift in employment practices and relationships to offices, with many individuals choosing to work from home, or even having flexible work space and hours. Now you're looking at an over 50,000sf building that will disrupt an already busy corner for two years, only to have no tenants to accommodate. A building built to sit empty is a disgrace. There is plenty of vacancy to the north, east, and west of this site already, it will take at least 6-12 months to increase occupancy in the area, most likely more. To me, **this project would be a waste** of materials, energy, human and financial capital, and all of that combined is the significant environmental impact on all of us. **It is a moral question** that you need to further unpack, whether you are content with promoting construction of a space that is too big for its lot, and a use that is finding itself more and more outdated (how many of you worked in your offices the last year or so? And how many of you wish you could have flexible days to work from home? Shouldn't you be seriously evaluating the need for a new office building???)

Utilities and public services - again, while it seems to tick some boxes, I am concerned about the drain on the water service, the electrical service (especially since it's all electric - where are the attempts for the highest LEED certifications?). Will you consider having all services go underground, and upgrade service to the area, since the additional load will burden our existing services?

Noise Pollution/ Air Pollution/ Vehicular Traffic- I don't think there is enough car or bike parking for a building of this size. I have real concern for existing traffic and for new traffic

issues that the vehicular circulation will cause. The plan to have main vehicle entrance into the building via the alley on Carol Drive will be a major safety concern for the neighbors at Carolwood, 24 access would mean 24 hour noise and air pollution from cars and trucks, deliveries, and drop-offs, and mechanical systems, it is potentially unsustainable. Those neighbors already use that alley and adding additional vehicular traffic could be dangerous to the residents. The alley access would also impact SCE access to the substation. That is a concern. Furthermore, traffic on Sunset and Cory will be impacted during construction, you could have severe back ups with construction vehicles, as well as cause blindspots and street blockages with large trucks parked or double parked on streets, loading and unloading materials. What kind of dust/dirt mitigation will be used to keep the construction site clean without debris spilling into the residential neighbors? Will there be personnel on site to assist traffic from Doheny Road going south onto Cory or east onto Sunset, once construction begins?

These are several of the most concerning impacts of this potential development, and I appreciate the opportunity to be heard.

Again, I don't oppose all development, but I do think this project is inappropriate at this time, and I most vehemently oppose ANY digital light billboard on any facade. I welcome any way I can work with you moving forward, including a site visit from my home looking out on the site.

Thank you,
Nancy Lainer

From: [Weston](#)
To: [Dereck Purificacion](#)
Subject: Comments on 9160-9176 Sunset Blvd. Project for EIR
Date: Thursday, July 22, 2021 5:31:56 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Dereck - Please confirm receipt of this email.

I was a silent participant in the EIR meeting on 7-21-21 regarding the present Hornburg Jaguar site. I live a couple of blocks from the site and the light pollution from the billboard will reach my house. I also write from the point of view of someone with a degree in architecture and who has published in architectural history.

Overview: I agree with one of the participants who said, he was generally in support of development and that this building seems like it will be a handsome one. But I am completely and strongly opposed to the electronic billboard.

The concerns that I have include the following:

1. (Transportation, Air Quality) Traffic impacts - The intersection of Sunset Blvd., Doheny Road, and Cory Avenue is already a busy one.

Congestion: On nearly a daily basis I cross Sunset Blvd. between Doheny and Cory and it already gets backed up with the cars spewing pollution on the neighboring properties. Any development with 105 additional parking spaces is going to have a very significant impact on the traffic patterns at this intersection and it **MUST** be mitigated. Having the distraction of a giant billboard will make people move through the intersection with even less attention paid to what they are doing than now. This will make congestion even worse.

Transportation Safety # 1: I have a major safety concern about this intersection. When I was driving home a few weeks ago, a distracted driver going westbound on Sunset plowed directly into the island and the stoplight that creates the turn lane onto Doheny Road. The driver ran into that pole at full speed with a loud bang. The stoplight and island still show the damage from the accident's impact. Even the car's airbags deployed and an ambulance and fire truck were soon dispatched to the scene. If this can happen on just an ordinary morning with a distracted driver, imagine what can happen with a multi-story flashing billboard!

Transportation Safety # 2: In addition to the general distraction from the billboard, this is a complicated intersection. None of the roads come through the intersection in a straight line. I have frequently seen near accidents where the two southeast bound lanes of Doheny Road turn left onto Sunset Blvd. Imagine how much worse that will be with a HUGE FLASHING MULTICOLORED BILLBOARD! Also with eastbound traffic on Sunset Blvd., the lane curves to the right and the distracting billboard will also cause accidents. The issue for drivers on Sunset Blvd is exacerbated late at night when drivers can approach the intersection at speed with little traffic to slow them. Additionally, they often are intoxicated. The combination of a HUGE billboard and the complex intersection are a recipe for accidents and possible fatalities.

2. (Aesthetics, Energy, Transportation Safety, Land Use) Billboard - Nearly everyone on the call spoke against the billboard. I fully agree. The points against the billboard that I want to highlight are:

a) (Aesthetics) Flickering light: My home on Sunset Vale Avenue will be subject to the flashing lights and changing colors from this billboard at night which will have a significant negative impact on peace and quiet in the neighborhood, not to mention the inability to sleep. IF a billboard is allowed, and I hope it is not, it should have severe restrictions on how quickly the images can change from one to the next. The worst part of an electronic billboard is the sudden flickering changes of light that seem always to come through the best window coverings and make it so difficult to sleep. In the event there is a billboard, I request that the city impose a restriction on how often the images can change, how much of the image can change at a given time and to enforce making such changes gradual.

b) (Aesthetics and Land Use) There is already a dramatic change in building type and scenery coming from the residential areas of Sunset Blvd. in Beverly Hills into WeHo. This billboard will make for an even more jarring transition in this area. The billboard would not welcome people to the Sunset Strip. Instead, it would be an assault on people's senses, causes safety problems, and is a nuisance to the neighbors. Let them build the building, but not the billboard.

c) (Energy & Aesthetics) We all are told to conserve energy. In the time of climate change, it is very important to reduce the amount of energy being used. It is highly likely that carbon-based fuels will be used to power this billboard and it is also true that a giant billboard like this will be an energy hog. If the City of West Hollywood truly believes in sustainability, it should not willingly allow a giant energy hog to be placed on this building? What is the public benefit of installing a giant billboard? I cannot think of a single one. Even with 25% of the time theoretically being devoted to public art, it is still would be a noxious aesthetic nightmare. If WeHo wants to promote public art, how about a public sculpture by Maya Lin or someone of similar stature and not an energy wasting commercial excrement.

d) (Aesthetics & Land Use and Planning) The western end of Sunset Blvd. in West Hollywood has never had a flashing billboard. I believe the nearest flashing billboard is in the parking lot near Coffee Bean and Tea Leaf at Holloway, which Google Maps calculates as 6/10 of a MILE away. It is bad enough that there are buildings with enormous billboards near La Cienega and Sunset (e.g. the Pendry and the other new development there). That kind of development certainly does NOT belong in what is primarily a residential district to the south in Beverly Hills and to the north just beyond the tall buildings directly on Sunset Blvd. The light pollution from this ENORMOUS ELECTRONIC BILLBOARD with what would be highly variable flashing light as the images change would clearly impact all residential areas within a block or two of the development. This kind of billboard is not appropriate for my neighborhood over the line in Los Angeles nor for the neighboring high-end houses in Beverly Hills. THIS KIND OF BILLBOARD IS ENTIRELY INAPPROPRIATE FOR THIS LOCATION.

For all of these reasons, I STRONGLY oppose the billboard, while welcoming the idea of new development and what appears to be an otherwise handsome building in West Hollywood.

Yours truly,

Weston Milliken
1140 Sunset Vale Avenue
Los Angeles, 90069

=====

From: [Matthew Rolston](#)
To: [Dereck Purificacion](#)
Cc: [Barbara Carter](#); josh@joshuatgreer.com
Subject: Community Objection to Proposed Development 9160-9176 Sunset Blvd
Date: Thursday, August 5, 2021 5:43:07 PM
Attachments: [e1f0e670-a2c9-3f65-f660-dc94d2c64993.png](#)

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Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216

Thursday, August 5, 2021

Dear Associate Planner Purificacion,

My name is Matthew Rolston, and I'm a resident of Sierra Towers, a residential property and HOA located at 9255 Doheny Road. I live on the 9th floor in a south east facing corner unit looking directly towards a proposed development on the southeast corner of Sunset Blvd and Cory Ave.

NEGATIVE IMPACTS OF PROPOSED PROJECT AT 9160-9176 SUNSET BOULEVARD (HORNBERG JAGUAR BUILDING)

I'm extremely concerned about negative impacts on quality of life for myself and my neighbors here at Sierra Towers. The development being proposed is a great deal larger than the current property on the subject site, a building of a single story, but the most distressing element is that the entire facade will be wrapped with enormous digital signage, **illuminated signage that appears to be well over six stories tall!**

LIGHT INTRUSION

I do not wish, nor do my neighbors, to have our peaceful city views interrupted by a six-story digital moving billboard 24 hours a day.

If you include all of the residences in Sierra Towers with east-facing corner views (those most affected by light intrusion from this proposed project), you would need to consider over 60 homeowners, besides myself. As far as those who live in homes in the hills directly opposite the proposed project, I'm going to guess that the number is much greater of those negatively affected.

QUALITY OF LIFE & PROPERTY VALUES

Speaking for myself, I am not only concerned about my quality of life but for the resale and property value of my home being negatively affected.

I respectfully wish to voice my extreme objections to such a plan and would hope that the city

would support me in efforts to dissuade or disapprove such a development, particularly in regard to the illuminated overscale advertising digital billboard.

VISUAL IMPACT

As you can see from the attached image below (prepared by the developer), this proposed digital display would presumably be one of the biggest electronic billboards in the United States. Not only will it brightly illuminate the entire interior of my home, it will be able to be seen from miles away.

This proposed development would be a significant intrusion for the residents directly opposite its location of which I am one of many.

TRAFFIC CONGESTION

In addition, beyond the light intrusion aspect another major concern is traffic congestion. There's already a significant and ongoing problem at the corner of Sunset and Cory that makes it almost impossible to turn on to Sunset Blvd heading east from Doheny Road during rush hour. Additional traffic associated with this development will turn an already difficult problem into a disaster.

Please take a look at the image below, taken from the developer's own proposal, and let me know if there is any means by which I can formally register my complaint. I'm happy to attend any zoning meeting or other pertinent gathering, or if there is anyone else that I might write to for assistance in this matter, please inform me of their contact info.

Thank you your attention. Awaiting your reply...

With thanks again,
MR

P.S. See attachment below. Tx.



[Matthew Rolston Creative, Inc.](#)

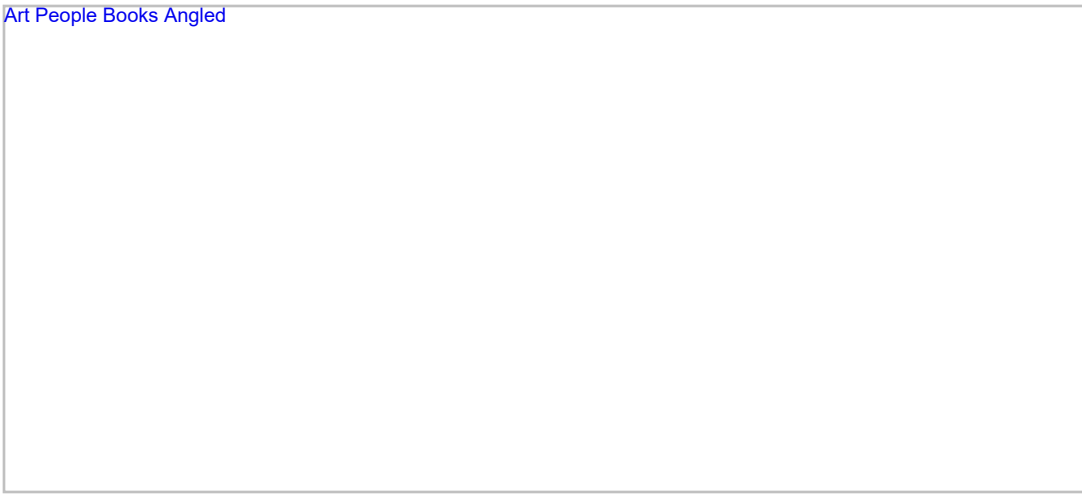


Justin Graver / Executive Assistant
(972) 679-2448 mobile / justin@matthewrolston.com

Matthew Rolston Creative, Inc.
Office: (310) 843-9001 x 112
<http://matthewrolston.com>

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Art People Books Angled



From: [Tobey Cotsen Victor's Office](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: Development 9160-9176 Sunset Blvd. / Digital canvas billboard
Date: Tuesday, August 3, 2021 1:48:03 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

August 3, 2021

Dear Mayor, Mayor Pro Tempore, City Council Members and Planning Department Staff:

I am one of the many residents in the residential areas that will be visually assaulted by the proposed development at 9160-9176 Sunset Blvd. and its digital canvas. Do not proceed with this ill-conceived outrageous proposal.

Currently available documents about the development detail many measures taken because the area south of the lot is a residential area. Everyone in the areas west and north of the building are residential areas too, and ones which the initial study conveniently ignores.

My quality of life will be seriously harmed if the massive 13900 square foot 4-story LED "canvas" that is proposed for the northern, eastern and western facades of the development at 9160-9176 Sunset Blvd, and for that reason I object to allowing this proposal to move forward

Light pollution has known detrimental effects on human health such as the ability to sleep. It's no mystery that this LED digital canvas will contribute to light pollution on a scale of environmental catastrophe from the excessive heat from the LED bulbs that will be released into the air to the disruption of ecosystems. It's shocking that the City of West Hollywood brands itself as committed to sustainability.

[Sustainability | City of West Hollywood](#)

Sustainability | City of West Hollywood

Honor your mandate.

Sincerely,

Ms. Tobey Cotsen
1605 Gilcrest Drive
Beverly Hills, CA 90210
Tobeycv@mac.com

From: [Marjorie Bernheim](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); Imeister@weho.or; [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Subject: Digital Billboard at 9160-9176 Sunset Blvd
Date: Wednesday, August 4, 2021 2:02:41 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear All,

I am a resident of 9209 Cordell Drive LA CA 90069. I know Sunset Blvd well and can say with no question that I oppose the 4 story digital screen for the following reasons:

- 1.) WILL SAP EXCESSIVE AMOUNTS OF ELECTRICITY /ENERGY
- 2.) THIS BILLBOARD HAS TO BE KEPT COOL AND FURTHER ENERGY WILL HAVE TO BE USED IN ORDER TO COOL THIS MASSIVE BILLBOARD
- 3.) THIS BILLBOARD IS A HEALTH AND SAFETY ISSUE, ESPECIALLY DUE TO ITS MASSIVE SIZE, IE 4 STORIES HIGH, AND IT'S PLACED AT AN INTERSECTION OF A MAJOR ROAD (SUNSET BLVD). IT WILL BE DISTRACTING TO DRIVERS AT THIS BUSY INTERSECTION
- 4.) AUTISTIC AND EPILEPTIC PEOPLE WILL BE DRASTICALLY IMPACTED BY THIS MASSIVE BILLBOARD AS IT CAN CAUSE SEIZURES AND STRESS (STRESS PARTICULARLY IN AUTISTIC PEOPLE)
- 5.) MASSIVE LIGHT EMISSIONS WILL BE SEEN BY ALL HILLSIDE DWELLERS AND SURROUNDING APARTMENT BUILDING RESIDENTS. DISTURBED SLEEP AND STRESS CAUSED BY LIGHT
- 6.) DARK SKY WILL BE NO LONGER ENJOYED BY RESIDENTS AND THIS BILLBOARD WILL CONTRIBUTE TO THE MASSIVE CITY LIGHT EMISSION WE ALREADY SUFFER.

Yours,

Nicolas Bernheim

Comment Letter #26

From: [Suzanne Kay](#)
To: [Dereck Purificacion](#)
Subject: Digital Billboard Sunset and Doheny Road
Date: Wednesday, August 4, 2021 4:26:47 PM

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To Whom It May Concern:

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Suzanne Kay Apt 1705

Comment Letter #27

From: [Elle Taheri](#)
To: [Sepi Shyne](#); [John Erickson](#); [Lauren Meister](#); [Lindsey Horvath](#); [Dereck Purificacion](#)
Subject: Digital Billboards at 9160-9176 Sunset Blvd
Date: Wednesday, August 4, 2021 6:56:35 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Planner, Council Members,

I am a mother of two small children living at 1654 blue jay way. I have been made aware of the proposed large 4-story digital screen at 9160-9176 sunset boulevard and I am strongly against this being considered for approval.

The light will easily be seen from our home and will cause undue disturbance at all hours of the day and night, this electrical board has untoward effects by easily distracting drivers due to its massive size. Additionally, it could easily trigger epileptic seizures, of which one of our daughters is prone to.

We did not sign up for this when we purchased our home, please reject this immediately.

Regards,

Elise Cameron-Taheri

From: [Jeanne Rosen](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); [mehmet.berker@lacity.org](#)
Subject: Extreme Concern - Hearing For 9160 Sunset Blvd.
Date: Monday, August 2, 2021 4:09:27 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, City Councillors, and City Staff,

I live to the immediate north of the project at the Hornburg Jaguar site, what was formerly Cock'N Bull restaurant.

I am extremely concerned that the project at 9160 Sunset is going to move forward despite extreme local concerns about the project. A major point of this concern is the 3-story tall billboard that is being portrayed in renderings as a "fishbowl" but will be used in practicality for streaming ads and allowing extreme light pollution in a residential neighborhood.

Has this been studied from an environmental perspective? The environmental impact of digital billboards includes sky glow (light pollution) which affects human and animal health. West Hollywood promotes its concern for climate resiliency and yet is considering a project that will increase electricity outflow and hurt the environment.

Beyond economics, why would you put this in a site that borders residential communities, including the residents of Sierra Towers who will face this and be immediately affected.

Please DO NOT approve this project and request additional testing.

Best,
Jeanne Rosen

From: [Paul Alan Smith](#)
To: [Sepi Shyne](#); [Dereck Purificacion](#); [John Erickson](#); [John D"Amico](#); [Lauren Meister](#); [Lindsey Horvath](#)
Cc: [Concerned Cory Neighbors](#)
Subject: Faring Capital
Date: Sunday, July 18, 2021 9:26:36 AM

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Good Sunday, One & All.

First of all, thank you for your leadership, and simply doing what you do day in and day out. I can't fathom how challenging it must be. Fact is, for our democracy to work, we need solid folks like you. So know my hat is off to you all.

Anyhow, my name is Paul Alan Smith, and I reside at the Sierra Towers. I'm sure you can imagine how **we** feel about this potential building and its owners' desire to turn the corner into a little Times Square. So I'd rather introduce another argument, one that isn't spoiled-rich-people-adjacent.

I was born in LA, Cedars of Lebanon. So were my parents. My grandparents went to Hollywood High. My great grandfather built the El Royal. Point is, I have a unique connection to this town. Significantly, I have **ONLY** resided in recycled spaces — and my various offices were the same. I insisted on natural light to reduce energy before it became fashionable; employees could work from home in order to help reduce traffic, etc. And, if you can believe this, I even started the first recycling program back in 1986. I'm not looking for anyone to take away anything other than, "Well, at least this guy puts his money where his mouth is, so mayyyyyyybe I will finish reading his already verbose email."

Anyhow, I look around and ask myself time and time again, "Does ANYONE truly care about our future? Is ANYONE willing to sacrifice anything?" I'm not trying to lay a guilt trip on you, but does West Hollywood **REALLY** need another office building? Seriously, look at some of the classic buildings we still have; why can't we be dedicated to preserving what little interesting architecture we have left? **EVENTUALLY**, we (All. American. People.) must have "capital" become a subset of both our Democracy and Mother Nature. That, paradoxically IS fair, reasonable, and frankly, our **only** elixir/panacea to reverse our dire trajectory.

I am not **NEARLY** as wealthy as those Faring Capital cats, but one can argue the "money" I **have** sacrificed, based on those modern priorities [Mother Nature on top, then Democracy and then an economic system that perpetually respects and supports both] is "money" well spent, well invested. There IS cause and effect at every turn — even with regard to granting a "developer" permission that you already know the vast majority of the PEOPLE don't want!

Too many folks (purportedly) don't get how America found itself where it is; well, I'd say this issue is tangential, if not **precisely** the reason. If we ignore a community's basic needs -- be it schools, hospitals OR healthy environments — aggravation and anger subconsciously build. Mind you, it was a real-estate developer who became the worst, most dangerous president in our history. I'm not suggesting Faring Capital are white supremacists, or even indecent Americans; what I **AM** saying is their objective is to exploit antiquated laws, antiquated ideologies, antiquated ethics. Therefore it is up **TO YOU ALL** to fight back and say, "Enough! We are gonna be ahead of the curve and reprioritize what it means to truly run a

healthy government and politely tell these developers to get lost!"

OK, I'm done. Hopefully, at least one of you made it this far and can let it marinate, based not on my expression, but my fundamental point. Seriously, nuke these cats. This is a bore. West Hollywood has already torn down and built enough. Let's start exploiting the grooviness that is before us. Time to be imaginative and bold. Unless developers are dedicated to helping the homeless, let them all go to Florida or Texas and be amongst governments who worship them more than living creatures.

Respectfully yours,

Paul Alan Smith
9255 Doheny Rd.
Unit 1602
West Hollywood, CA 90069

310 490 1477

From: [Rishwain, Jr., James M.](#)
To: [Dereck Purificacion](#)
Subject: Former Hornburg Jaguar Sunset Building/Digital Billboard
Date: Saturday, July 31, 2021 1:56:22 PM
Attachments: [image2ad5bc.PNG](#)
[image5c099d.PNG](#)
[image59520c.PNG](#)

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My name is Jim Rishwain. I live at 1161 N. Doheny Dr., one quarter of a mile north of the subject project. I walk by the subject property and I drive by the subject property every day.

I support development along Sunset Boulevard with buildings that beautify Sunset Boulevard in a most positive manner, with development that is more environmentally sustainable and with development that increases the tax base of the community, all with an aim to have the incremental tax dollars reinvested into the neighborhood improving streets, parks, trees, schools, parking and other infrastructure. I have been an avid and continued supporter of properly planned and managed development in the City of Los Angeles for decades.

At the same time, I oppose the size, scale, location and juxtaposition of the digital signage proposed for this project.

I have lived in Los Angeles since 1977. I have been active member of the community throughout the years. My involvement over the years includes, among many other things, working on maintaining corporate headquarters in downtown Los Angeles, helping the City with a planned development across the Wilshire corridor, serving on advisory boards for parks and helping LAUSD build 100 schools from 2004 to 2010. Presently, I am involved in the following matters related to our community:

- I am a lead negotiator for all major sporting events that come to Los Angeles, including College Football National Championship Game and the World Cup.
- I am a lead negotiator and legal advisor on the testing and vaccination program for LAUSD, the second largest school district in the nation with nearly 700,000 students and 75,000 staff. The school district would be a top 20 city in the US as far as size and is bigger than three states. It is essentially the size of Seattle.
- I am involved as Chair of the Governance Committee and a member of the Executive Committee for National CASA, an organization dedicated to the 300,000 abused and neglected children of this nation.
- I am the former Chair of CASA of Los Angeles working for the benefit of the 30,000 abused and neglected children of Los Angeles County.
- I am the former global chairman of my law firm, Pillsbury, Winthrop, Shaw Pittman, one of the oldest and largest law firms in the world.

Although I am pro-development, I am opposed to the digital sign at this location. The highlights of my opposition include the following, among other matters:

- This location is the gateway into the Sunset area from Beverly Hills. The gateway should be welcoming with pleasing aesthetic and welcoming art and displays.
- Digital signage has its place on Sunset Boulevard in the core of the Strip and in and around Sunset Plaza, but not at the gateway.
- The sign faces North and will not be readily visible to the drivers on Sunset; rather, it will be visible to the residents to the North and will shine light day and night to the residents to the North.
- Public art is required for all developments and the fact this digital sign will qualify as public art is unsettling. Public art should be pleasing and provide thoughtful and intellectual curiosity. The digital sign as public art will be a nuisance and not art. Digital signs can be useful as revenue generating commercial vehicles to sell ads and the like, but not as public art.
- The gateway into Sunset Boulevard from Beverly Hills is often already backed up with traffic at rush hours and late at night even without dense development. The digital billboard will be an attractive nuisance to slow traffic even more. Traffic is often backed up for blocks heading into West Hollywood on Sunset Blvd from Beverly Hills, forcing many to take alternative routes through residential districts to get around the area where the building is. The digital signage will exacerbate the situation.
- The digital board has been promoted as providing solar benefits, and solar benefits are important. However, using a bright huge Olympic pool sized digital billboard for public art and solar attributes is inappropriate and appears to be an attempt to package solar within a huge bright billboard inappropriately located at the gateway of Sunset Boulevard.
- This area is already quite noisy, sometimes to intolerable levels, both during the day and at night. With the addition of this building with a digital billboard, additional noise is inevitable. Any additional noise that the digital billboard creates will make the area have noise at levels that are more associated with the core of the strip and not the gateway area where you have a mix of businesses and homes and where you have the gateway.

In conclusion, although the building itself will create community and neighborhood stresses, I am writing in support of it, but in complete and absolute opposition to the digital billboard for the reasons stated above, among many others. I am available to meet with you or with the developer at any time or to provide additional information as you may need or desire. Jim

James M. Rishwain, Jr. | Chair Emeritus

Pillsbury Winthrop Shaw Pittman LLP

725 South Figueroa Street, 36th Floor | Los Angeles, CA 90017-5524

t +1.213.488.7111 | f +1.213.608.3737 | m +1.310.721.0212

jrishwain@pillsburylaw.com | website bio

AUSTIN BEIJING HONG KONG HOUSTON LONDON **LOS ANGELES** MIAMI
 NASHVILLE NEW YORK NORTHERN VIRGINIA PALM BEACH SACRAMENTO
 SAN DIEGO SAN DIEGO NORTH COUNTY SAN FRANCISCO SHANGHAI
 SILICON VALLEY TAIPEI TOKYO WASHINGTON, DC



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From: [Lauren Meister](#)
To: [Dereck Purificacion](#)
Subject: Fw: Bill Board
Date: Wednesday, August 4, 2021 10:32:49 AM

fyi

Best,

Lauren Meister

Mayor Pro Tempore, City of West Hollywood

City Hall | City of West Hollywood
8300 Santa Monica Boulevard | West Hollywood, CA 90069
Tel: 323-848-6460 | F: 323-848-6562 | Mobile: 310-801-9839

If you need an immediate response, please email council@weho.org

From: junessale@gmail.com <junessale@gmail.com>
Sent: Wednesday, August 4, 2021 10:17 AM
To: Lauren Meister <LMeister@weho.org>; John D'Amico <jdamico@weho.org>; John Erickson <JErickson@weho.org>; Sepi Shyne <SShyne@weho.org>
Subject: Bill Board

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

I am opposed to the humungous bill board for the following reasons:

From: junessale@gmail.com <junessale@gmail.com>
Sent: Wednesday, August 4, 2021 10:08 AM
To: June Sale <junessale@gmail.com>
Subject: Bill Board

- 1.) WILL SAP EXCESSIVE AMOUNTS OF ELECTRICITY /ENERGY
- 2.) THIS BILLBOARD HAS TO BE KEPT COOL AND FURTHER ENERGY WILL HAVE TO BE USED IN ORDER TO COOL THIS MASSIVE BILLBOARD
- 3.) THIS BILLBOARD IS A HEALTH AND SAFETY ISSUE, ESPECIALLY DUE TO ITS MASSIVE SIZE, IE 4 STORIES HIGH AND ITS PLACED ON AN INTERSECTION OF A MAJOR ROAD (SUNSET BLVD). IT WILL BE DESTRUCTING TO DRIVERS AT THIS BUSY INTERSECTION
- 4.) AUTISTIC AND EPILEPTIC PEOPLE WILL BE DRASTICALLY IMPACTED BY THIS MASSIVE BILLBOARD AS IT CAN CAUSE SEIZURES AND STRESS (STRESS PARTICULARLY IN AUTISTIC PEOPLE)
- 5.) MASSIVE LIGHT EMISSION WILL BE SEEN BY ALL HILLSIDE DWELLERS AND SURROUNDING APARTMENT BUILDING RESIDENTS. DISTURBED SLEEP AND STRESS CAUSED BY LIGHT
- 6.) DARK SKY WILL BE NO LONGER ENJOYED BY RESIDENTS AND THIS

*BILLBOARD WILL CONTRIBUTE TO THE MASSIVE CITY LIGHT EMISSION WE
ALREADY SUFFER.*

We must always have old memories and young hopes.

From: [Martin Ross](#)
To: [Dereck Purificacion](#)
Subject: FW: Proposed Office Tower at Cory and Sunset
Date: Wednesday, August 4, 2021 2:30:53 PM

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Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood

Dear Mr. Purificacion,

On July 16th I sent the email below to members of the West Hollywood City Council. I understand that you are managing the project and would hope it was forwarded to you. I am forwarding it to insure it reached your desk. The concerns I express are shared by scores of Sierra Towers homeowners and many, many more of our neighbors. I do hope these issues/concerns will be given due consideration and lead to an outcome that weighs in favor of local residents/voters and the thousands of commuters who travel Sunset Boulevard on a daily basis.

Martin B. Ross
9255 Doheny Road
#2306
West Hollywood CA 90069
310-274-0732

From: Martin Ross <mbr.drph@gmail.com>
Sent: Friday, July 16, 2021 5:04 PM
To: 'Lindsey Horvath' <LHorvath@weho.org>; 'Lauren Meister' <LMeister@weho.org>; 'jdamico@weho.org' <jdamico@weho.org>; 'sshynes@weho.org' <sshynes@weho.org>; 'jerickson@weho.org' <jerickson@weho.org>
Subject: Proposed Office Tower at Cory and Sunset

Dear Council Members,

I am a 30 year resident of the Sierra Towers located at 9255 Doheny Road. I am writing to express my strong opposition to the proposed development on the historic Hornberg Jaguar Dealership/Cock & Bull Restaurant property.

The 90 foot mixed use tower will surely add to the already congested intersection of Cory Avenue, Sunset Boulevard and Doheny Road adding to the nightmarish traffic experienced by commuters and local residents. The 13,900 sq. ft. electronic screen, which will attract traffic and more importantly distract drivers, is of even greater concern. As it will demonstrably adversely affect the quality of evening/night life of residents in adjacent and hillside homes and the Sierra Towers.

From my unit I can see electronic screens further east on Sunset Blvd. and at the Beverly Center. While they are a bit of an eyesore on the view, the wattage from a 13,900 sq. ft. electronic screen about 150 feet away dramatically diminish the quality of evening/night life for me and neighbors on the south and east end of the Sierra Towers.

It seems that the proposal is well along in the evaluation process. I know that it is important to sustain the growth and development, and related revenue generation for WeHo, but I do hope the adverse effects it will have on the quality of life and property values of adjacent residents will receive serious consideration.

Martin B. Ross
9255 Doheny Road
#2306
West Hollywood CA 90069
310-274-0732

Comment Letter #33

From: [Yulia Zhosan](#)
To: [Dereck Purificacion](#); [Melissa Crowder](#)
Subject: FW: Shared Voicemail (City Council Offices 6460 Queue)
Date: Tuesday, August 3, 2021 10:59:32 AM
Attachments: [audio.mp3](#)

Good morning,

I am sharing the residents' opinion with you as instructed below by CM Meister.

Thank you.

Yulia

From: Lauren Meister <LMeister@weho.org>
Sent: Tuesday, August 3, 2021 10:55 AM
To: Yulia Zhosan <YZhosan@weho.org>
Cc: City Council Web Email Address <council@weho.org>
Subject: Re: Shared Voicemail (City Council Offices 6460 Queue)

Please share with Dereck in Planning and Melissa.

Best,

Lauren Meister

Mayor Pro Tem, City of West Hollywood

Sent from my iPhone

On Aug 3, 2021, at 10:51 AM, Yulia Zhosan <YZhosan@weho.org> wrote:

From: +1 310-860-1718 <[+13108601718](tel:+13108601718)>
Sent: Tuesday, August 3, 2021 9:25 AM
To: VM City Council Offices 6460 <VM-City-Council-Offices-6460@weho.org>
Subject: Shared Voicemail (City Council Offices 6460 Queue)

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Hello, my name is Lisa Tornado and I live at 1498 N Doheny Dr. Alright, I among many of my neighbors or strongly oppose the Hornburg Jaguar building, especially the Billboard. This is a 13,900 square feet billboard, which is more than twice the size of a nearby residential lots 1/3 of an acre 20 times the size of the ordinary, large billboards on sunset, and more than a quarter of a football field is statistics that are present and some analysis and amp three analysts have created. I mean measured and see based on the scope of

the specs. This will absolutely create havoc for people driving at night on sunset. And we don't need this is ridiculous. The developers don't need it or residents don't need it. It's an absolute I saw saw and also a light pollution issue. So please vote no on this. Good housing is one thing, but having a 70 foot billboard is ridiculous. So please vote no. Thank u.

You received a voice mail from [+13108601718](tel:+13108601718).

From: [Jennifer Alkire](#)
To: [Doug Vu](#); [Dereck Purificacion](#); [Antonio Castillo](#)
Subject: FW: Sunset construction
Date: Wednesday, August 4, 2021 5:21:37 PM

This comment just says "projects on Sunset" so I'm sending it to all of you.

From: Melissa Crowder <MCrowder@weho.org>
Sent: Wednesday, August 4, 2021 9:05 AM
To: Jennifer Alkire <jalkire@weho.org>
Subject: FW: Sunset construction

Melissa Crowder, MMC
City Clerk
City of West Hollywood

From: Lindsey Horvath <LHorvath@weho.org>
Sent: Tuesday, August 3, 2021 11:18 AM
To: Melissa Crowder <MCrowder@weho.org>
Subject: FW: Sunset construction

From: Monica Evenson <monicas822@gmail.com>
Date: Monday, July 5, 2021 at 2:37 PM
To: John D'Amico <jdamico@weho.org>, Lauren Meister <LMeister@weho.org>, John Erickson <JErickson@weho.org>, Lindsey Horvath <LHorvath@weho.org>, Sepi Shyne <SShyne@weho.org>, Doug Vu <dvu@weho.org>
Subject: Sunset construction

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I'm an LA native and I just want to voice my concern about the projects on Sunset. They look like Vegas. Can you not force these contractors to build in a style that suits the city? How about some mid-century throwbacks, or art deco - just something that doesn't look like we're in another city?

From: [Judith Regan](#)
To: [Dereck Purificacion](#)
Subject: Fwd:
Date: Wednesday, August 4, 2021 3:12:58 PM

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Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216

Dear Mr. Purificacion,

I live at Sierra Towers HOA at 9255 Doheny Rd in West Hollywood, Apt 1206, and am VERY VERY OPPOSED to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building).

I am already MORTIFIED by the ugly, intrusive, totally unnecessary, environmentally corrosive lighting fixture that sits atop the City National Building and has DESTROYED my view, intruded on my peace and diminished the value of my apartment. (SEE PHOTOS OF MY LIVING ROOM BELOW). WHY????

In a state that sends me weekly notices about the use of electricity--WHY would the city allow such a wasteful use of natural resources and in a drought no less???? Is this the definition of absurdity? I can't run my dryer but City National and this new real estate monster can use obscene amounts of power? WHY??? To enrich themselves? Certainly not to enrich the community.

Isn't it time that planning boards said NO? How about planting oxygen-creating trees atop rooftops or better yet WALL GARDENS that help the community? Do we really need more power-sucking billboards???? AND they cause cancer by the way.

How about art installations or murals? Do we really need an electronic billboard of ads in our faces all day? WHY!!!!???

We look directly at this absurd, wasteful lighting fixture at City National (what purpose does it serve?) and also look directly at the Jaguar building. Any light from this new, environmentally

destructive billboard will also FURTHER intrude into our units as has happened with the lighting installed on the City National Bank building. Our property values will further decline.

I am very prepared to sue the city and to remove the business I run from California. GUARANTEED I will sell my apartment for far less than what I had to pay for it. I am prepared to start a campaign of serious proposition against the City of West Hollywood and any corrupt real estate mogul who can, with impunity, violate every possible rule of human decency during this treacherous time.

If I have to live in Times Square, which this city is becoming, I would rather do it in New York where the politicians are actually LESS CORRUPT than they are here. Clearly, real estate developers rule the roost. What about people who live in the community?

In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Live up to the meaning of your name, Mr. Purificacion, and help to make the air and the environment cleaner, safer, and better for the community.

You will be a hero.

The real estate developer will be a hero.

Our air will be cleaner.

And the media will support your efforts along with the community.

Isn't it time for CHANGE and CLEAR THINKING regarding these matters?

If not, the karmic kickback of this destructive path will be the destruction of this city which will soon be filled with air and temperatures not fit for humans.

JUDITH REGAN

Regan

Arts.

judith@reganarts.com

917-991-9494

REGANARTS.COM

This contains confidential material. If you are not an intended recipient, please notify the sender, delete immediately, and understand that no disclosure or reliance on the information herein is permitted. Do not distribute this email without my express permission.

From: mnelson265@aol.com
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); mehmert.berker@lacity.org
Subject: GROTESQUE 4 STORY DIGITAL BILLBOARD
Date: Tuesday, August 3, 2021 8:54:30 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

- 1.) WILL SAP EXCESSIVE AMOUNTS OF ELECTRICITY /ENERGY
- 2.) THIS BILLBOARD HAS TO BE KEPT COOL AND FURTHER ENERGY WILL HAVE TO BE USED IN ORDER TO COOL THIS MASSIVE BILLBOARD
- 3.) THIS BILLBOARD IS A HEALTH AND SAFETY ISSUE, ESPECIALLY DUE TO ITS MASSIVE SIZE, IE 4 STORIES HIGH AND ITS PLACED ON AN INTERSECTION OF A MAJOR ROAD (SUNSET BLVD). IT WILL BE DESTRUCTING TO DRIVERS AT THIS BUSY INTERSECTION
- 4.) AUTISTIC AND EPILEPTIC PEOPLE WILL BE DRASTICALLY IMPACTED BY THIS MASSIVE BILLBOARD AS IT CAN CAUSE SEIZURES AND STRESS (STRESS PARTICULARLY IN AUTISTIC PEOPLE)
- 5.) MASSIVE LIGHT EMISSION WILL BE SEEN BY ALL HILLSIDE DWELLERS AND SURROUNDING APARTMENT BUILDING RESIDENTS. DISTURBED SLEEP AND STRESS CAUSED BY LIGHT
- 6.) DARK SKY WILL BE NO LONGER ENJOYED BY RESIDENTS AND THIS BILLBOARD WILL CONTRIBUTE TO THE MASSIVE CITY LIGHT EMISSION WE ALREADY SUFFER

*Margery Nelson Link
1833 RISING GLEN ROAD
LOS ANGELES, ca 90069
MEMBER OF THE SUNSET HILLS HOMEOWNERS ASSOCIATION*

To Whom It May Concern,

I am writing to passionately reject the idea of the proposed redevelopment of 9160-9176 Sunset Blvd.

I am a current resident of West Hollywood.. During this time, I have grown to love this city unconditionally, especially West Hollywood. The proposed redevelopment of 9160-9176 Sunset Blvd, specifically the grossly oversized digital billboard that will make up almost the entire façade of the building, does not represent, in the slightest of what many residents and I have come to love about living in West Hollywood, Sunset Plaza Location, Hollywood Hills area.

The proposed digital billboard is an eyesore, not an enhancement, to the redevelopment of 9160-9176 Sunset Blvd. Los Angeles is widely known for its' diverse and historical achievements in architecture. When looking at developments on the Sunset Strip such as Sunset Plaza, Chateau Marmont, and Sunset Tower Hotel, there is one abundant theme throughout them all, which is that they have classic and timeless architecture instead of an oversized digital billboard that one would see in Time Square in New York City. Times Square is known for tourists and bothersome corporate advertisements with bright colors attracting their attention. This type of billboard does not belong on one commercial street in the heart of a residential area, just as the billboards in Time Square do not create a comfortable and welcoming place to live.

We as a city should constantly be adding to our culture and taking note of our past achievements, especially in architecture. This proposed digital billboard does neither and will have severe consequences on my property value as well as the surrounding neighbors.

As a concerned resident, who walks and drives frequently throughout the surrounding area, you must consider the extreme danger that it poses to drivers and pedestrians. When driving down Sunset and one would decide to look at a "normal" sized non digital billboard they are doing so within the safety of their peripheral vision. If a driver were to pass this oversized digital billboard, they would face bright flashing lights jumping out at them. This could easily cause the driver to be distracted and endanger other drivers and pedestrians.

I vehemently urge you to reconsider this proposal as it is detrimental to the health and wellness of West Hollywood and the greater Los Angeles area. I appreciate you taking the time out of your day to read and address my concerns. I hope you take them each into consideration and can see how approving the proposed redevelopment of 9160-9176 Sunset Blvd would be a complete and utter disaster.

Sincerely,

Guy Levy

CITY OF WEST HOLLYWOOD
RECEIVED

AUG 03 2021

PLANNING DIVISION

Comment Letter #38

From: [Loree Rodkin](#)
To: [Dereck Purificacion](#)
Cc: [Barbara Carter](#)
Subject: Hornburg Jaguar construction
Date: Wednesday, August 4, 2021 3:06:31 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

My name is Loree rodkin I live at Sierra towers 9255 doheny road apt 2706.
The proposed shopping retail and restaurant with large digital billboard will greatly impact our property values .
Increase the congestion majorly . The digital billboard will shine directly into our apartments and destroy our views .
Please reconsider allowing this or at least not allow the garish digital billboard .
Your office helped us reduce the lighting on top of city national building .. hornburg will be far worse .
Thank you

The ONLY constant ... is change .
Xx loree

From: [Irwin J Deutch | Century Pacific](#)
To: [Dereck Purificacion](#)
Cc: [ICE: Lynne Deutch](#); [Barbara Carter](#)
Subject: Hornburg Jaguar Site
Date: Friday, July 16, 2021 11:01:09 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Associate City Planner Purificacion:

We are residents of Sierra Towers and strongly object to the proposed development of the Hornburg Jaguar site.

The proposal will be damaging to the environment and will depress substantially the market value of our beautiful condo.

In addition, the proposed electronic screen will be a nuisance, cause additional traffic, congestion, and prevent us from sleeping because of the light and street noise it will generate.

Respectfully yours,

Irwin & Lynne Deutch
9255 Doheny Road, Apt 2302
West Hollywood, CA 90069

O: 310 208 1888

Comment Letter #40

From: Nino Tempo
To: [Dereck Purificacion](#)
Subject: I am opposed
Date: Wednesday, August 4, 2021 4:13:49 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mr Purificacion,

I am totally opposed to the building that is being considered at Sunset at Cory Street, I have already voiced my opinion in an earlier email and this is simply notify you that I am still totally opposed to it. I have not changed my mind and I'm more against it than ever.

All the same reasons are still outstanding.

Please consider what you would be doing to the homeowners here at the Sierra Towers and our property value along with the immense traffic tie up every day until completion and beyond. I am against it.

Nino Tempo
9255 Doheny Road #2504
West Hollywood, Ca. 90069

Comment Letter #41

From: [Juli Sweet](#)
To: [Dereck Purificacion](#)
Subject: I am very much opposed.
Date: Wednesday, August 4, 2021 1:22:22 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

My name is Juli R Sweet I live at 9255 Doheny Rd Apt #2004 Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps. Thank you, Juli Sweet

From: [Veronika Kurshinskaya](#)
To: [Dereck Purificacion](#)
Subject: Important comments
Date: Wednesday, August 4, 2021 12:43:17 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Hello,

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Thank you
Veronika, unit 801

Veronika Kurshinskaya

Comment Letter #43

From: [David Bohnett](#)
To: [Lindsey Horvath](#); [Lauren Meister](#); [John D"Amico](#); [John Erickson](#); [Sepi Shyne](#); [Dereck Purificacion](#)
Cc: [Larry Schmitt](#); [Michael Fleming](#); linda@lindamay.com; [David Bohnett](#)
Subject: Letter from David Bohnett / Hornburg Jaguar Site Electronic Billboard
Date: Monday, August 2, 2021 8:49:41 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Honorable Mayor and Members of the West Hollywood City Council,

I am writing to ask you to deny a permit for the electronic billboard proposed for the former Hornburg Jaguar site.

This billboard, as opposed to others, does not meet the standards previously established for electronic billboards with regard to the deleterious effect it will have on other West Hollywood residential citizens, including myself. It is incumbent on you to reject the proposed billboard as it violates our Right to Quiet Enjoyment of our West Hollywood residence.

Thank you,

David Bohnett
9255 Doheny Road
Apartment 802
West Hollywood CA 90069

Comment Letter #44

From: [Linda May](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: [David Bohnett](#)
Subject: Letter from Linda May / Hornburg Jaguar Site Electronic Billboard
Date: Tuesday, August 3, 2021 5:27:42 PM
Attachments: [image001.png](#)

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Honorable Mayor and Members of the West Hollywood City Council,
I am writing to passionately reject the idea of the proposed redevelopment of 9160-9176 Sunset Blvd.

I am a current resident of Sierra Towers (9255 W. Doheny Rd) and have been for 25 years now. During this time, I have grown to love this city unconditionally, especially West Hollywood. The proposed redevelopment of 9160-9176 Sunset Blvd, specifically the grossly oversized digital billboard that will make up almost the entire façade of the building, does not represent, in the slightest of what many residents and I have come to love about living in West Hollywood, Sunset Plaza Location, Hollywood Hills area.

The proposed digital billboard is an eyesore, not an enhancement, to the redevelopment of 9160-9176 Sunset Blvd. Los Angeles is widely known for its' diverse and historical achievements in architecture. When looking at developments on the Sunset Strip such as Sunset Plaza, Chateau Marmont, and Sunset Tower Hotel, there is one abundant theme throughout them all, which is that they have classic and timeless architecture instead of an oversized digital billboard that one would see in Time Square in New York City. Times Square is known for tourists and bothersome corporate advertisements with bright colors attracting their attention. This type of billboard does not belong on one commercial street in the heart of a residential area, just as the billboards in Time Square do not create a comfortable and welcoming place to live.

We as a city should constantly be adding to our culture and taking note of our past achievements, especially in architecture. This proposed digital billboard does neither and will have severe consequences on my property value as well as the surrounding neighbors.

As a concerned resident, who walks and drives frequently throughout the surrounding area, you must consider the extreme danger that it poses to drivers and pedestrians. When driving down Sunset and one would decide to look at a "normal" sized non digital billboard they are doing so within the safety of their peripheral vision. If a driver were to pass this oversized digital billboard, they would face bright flashing lights jumping out at them. This could easily cause the driver to be distracted and endanger other drivers and pedestrians.

I vehemently urge you to reconsider this proposal as it is detrimental to the health and wellness of West Hollywood and the greater Los Angeles area. I appreciate you taking the time out of your day to read and address my concerns. I hope you take them each into consideration and can see how approving the proposed redevelopment of 9160-9176 Sunset Blvd would be a complete and utter disaster.

Sincerely,

Linda May

LINDA MAY

Linda May Properties, Estates Director

HILTON & HYLAND

257 North Cañon Drive
Beverly Hills, CA 90210
M +1 310.435.5932
O +1 310.492.0735
DRE 00475038

Forbes
GLOBAL PROPERTIES



LINDAMAY.COM

To Whom It May Concern,

I am writing to passionately reject the idea of the proposed redevelopment of 9160-9176 Sunset Blvd.

I am a current resident of Sierra Towers (9255 W. Doheny Rd) and have been for 25 years now. During this time, I have grown to love this city unconditionally, especially West Hollywood. The proposed redevelopment of 9160-9176 Sunset Blvd, specifically the grossly oversized digital billboard that will make up almost the entire façade of the building, does not represent, in the slightest of what many residents and I have come to love about living in West Hollywood, Sunset Plaza Location, Hollywood Hills area.

The proposed digital billboard is an eyesore, not an enhancement, to the redevelopment of 9160-9176 Sunset Blvd. Los Angeles is widely known for its' diverse and historical achievements in architecture. When looking at developments on the Sunset Strip such as Sunset Plaza, Chateau Marmont, and Sunset Tower Hotel, there is one abundant theme throughout them all, which is that they have classic and timeless architecture instead of an oversized digital billboard that one would see in Time Square in New York City. Times Square is known for tourists and bothersome corporate advertisements with bright colors attracting their attention. This type of billboard does not belong on one commercial street in the heart of a residential area, just as the billboards in Time Square do not create a comfortable and welcoming place to live.

We as a city should constantly be adding to our culture and taking note of our past achievements, especially in architecture. This proposed digital billboard does neither and will have severe consequences on my property value as well as the surrounding neighbors.

As a concerned resident, who walks and drives frequently throughout the surrounding area, you must consider the extreme danger that it poses to drivers and pedestrians. When driving down Sunset and one would decide to look at a "normal" sized non digital billboard they are doing so within the safety of their peripheral vision. If a driver were to pass this oversized digital billboard, they would face bright flashing lights jumping out at them. This could easily cause the driver to be distracted and endanger other drivers and pedestrians.

I vehemently urge you to reconsider this proposal as it is detrimental to the health and wellness of West Hollywood and the greater Los Angeles area. I appreciate you taking the time out of your day to read and address my concerns. I hope you take them each into consideration and can see how approving the proposed redevelopment of 9160-9176 Sunset Blvd would be a complete and utter disaster.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda May", is written over a horizontal line.

Linda May

From: [Randy Phillips](#)
To: [Dereck Purificacion](#)
Cc: [Deborah Corday](#)
Date: Wednesday, August 4, 2021 12:54:32 PM
Attachments: [image001.png](#)

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mr. Purificacion:

My name is Brandon Phillips and I am a resident at Sierra Towers HOA on Doheny Road in West Hollywood. My domestic partner, Deborah Corday, and I are ardently opposed to the massive electronic billboard proposed in the re-development plan at 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it and the bright light from it will intrude into our units as was happening with the lighting installed in the City National Bank building which has been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will create only more congestion. I urge you to consider these comments when reviewing this project for next steps.

Brandon Phillips & Deborah Corday
Units #3006, #3102, #3104, #9.

Brandon (Randy) Phillips

9255 Doheny Road / Suite 3102

West Hollywood, CA 90069

RP@PHILLIPSDIGITALMEDIA.COM

Direct: 310.276.7999

Cell: 310.469.4300



From: [Elizabeth Barondes](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); mehmet.berker@lacity.org
Subject: Objection to the massive billboard!
Date: Sunday, August 8, 2021 7:12:41 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members and Planning Department Staff,

I live near the proposed development at the former Jaguar dealership and have just learned that there may be a massive electronic billboard built on this site.

I strongly object to allowing this proposal to move forward.

Our neighborhood has far too many billboards as it is and we certainly don't need another.

I urge you to do whatever possible to stop this and retain the character of our community.

All the best,
Elizabeth Barondes

From: [Lynne](#)
To: [Dereck Purificacion](#)
Subject: Oppose electronic billboard
Date: Thursday, August 5, 2021 3:45:36 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps. Inset name land unit number.

—1502. Seth weingarten
Lynne Silbert

IMPORTANT NOTICE: This message and any attachments are intended solely for the addressee named above and may contain confidential and legally privileged information. Any unauthorized use, disclosure or copying in any manner is strictly prohibited.

From: [Lisa Torneden](#)
To: [Dereck Purificacion](#); [Lauren Meister](#); [Lindsey Horvath](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: Oppose the Digital billboard at 9160-9176 Sunset Blvd!
Date: Tuesday, August 3, 2021 10:35:44 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members, and Planning Department Staff:

As 30+ year residents on North Doheny Drive, we strongly oppose the proposed billboard at 9160-9176 Sunset Blvd.

Supporting this massive 4-story 13,900 square foot LED billboard in a residential neighborhood is beyond comprehension. It provides NO benefit to the hundreds (or thousands) living nearby who will be assaulted day and night, destroying any semblance of serenity and safety. A 4-story digital billboard will continuously pulse and shine into residents' windows as well as distract drivers, causing a hazard to both pedestrians and drivers. It will also have a terrible impact on wildlife in the area.

The only beneficiaries will be those receiving revenue from advertising fees....not the large tax-paying residential base.

As an elected city official in this area, I am confident that you are familiar with the expansive residential area north of Sunset Blvd. It is astounding that the initial study ignores this, showing a fundamental arrogance and lack of respect for the homeowners.

Please do NOT support this disruptive and destructive project. Our once-peaceful and safe area continues to provide opportunities for developers who

have no regard for our quality of life....let them destroy the streets where they live.

Thank you for your attention,

Lisa and Roger Torneden

Comment Letter #50

From: [Bobbi Elliott](#)
To: [Dereck Purificacion](#)
Subject: Opposition to electric billboard at 9160-9176 sunset Blvd
Date: Wednesday, August 4, 2021 2:56:28 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

My name is Barbara Elliott
I live in Sierra Towers unit 702
I'm vehemently opposed to the idea of a huge electric billboard
Across from our bldg
The congestion is terrible now and this new billboard will breed even more
Not only the light and The 42nd Street aspect of it
West Hollywood is classier Than this
Please don't pass this
-Bobbi

From: [Jonathan Victor](#)
To: [Dereck Purificacion](#)
Subject: Opposition to proposed billboard at 9160-9176 Sunset Blvd.
Date: Wednesday, August 4, 2021 2:53:21 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Mr. Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216

My name is Jonathan Victor and I live at Sierra Towers HOA (Units 2202 and 2204) on Doheny Rd in West Hollywood.

I am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building).

In addition to it being an eyesore, and cause problems for traffic on Sunset, it will intrude into my units. The same thing occurred with the lighting installed on the City National Bank building and thankfully that situation has since been resolved with the help from the City. In addition to the glare and intrusion, I am very concerned that my property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion.

I urge you to consider these comments when reviewing this project for next steps.

Regards,

Jonathan Victor

Comment Letter #52

From: [Wernick, Sandy](#)
To: [Dereck Purificacion](#)
Subject: opposition to proposed development 9160-9176 sunset blvd.
Date: Wednesday, August 4, 2021 1:03:42 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am totally opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Sincerely
Sanford wernick -unit 2502

Comment Letter #53

From: [Joy Germont](#)
To: [Dereck Purificacion](#)
Subject: Opposition to Proposed Plan for Jaguar building
Date: Wednesday, August 4, 2021 1:50:01 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps. Joy Germont. #1801

Sent from my iPhone

From: [Seeta Zieger](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: planned building/digital billboard: 9160-9176 Sunset Bled
Date: Monday, August 2, 2021 10:32:01 AM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members and Planning Department Staff:

I am one of the many residents of the residential areas immediately north and west of the proposed development at 9160-9176 Sunset Blvd.

My quality of life will be seriously damaged if the massive 13900 square foot 4-story LED "canvas" that is proposed for the northern, eastern and western facades of the development at 9160-9176 Sunset Blvd, is approved; therefore, I object to allowing this proposal to move forward.

Currently available documents about the development detail many measures taken because the area south of the lot is a residential area. I have news for you. The areas west and north of the building are residential areas too, and ones which the initial study conveniently ignores.

I live in the affected neighborhood, and I do not want to have this shining into my windows day and night.

Light pollution has known detrimental effects on human health, causing pre-mature ageing and even death.

Pull the plug on this outrageous proposal.

Best regards,

Ms. Seeta Zieger

Seeta Zieger

VP, West Coast Advertising Sales & Marketing, Ad Sales and Marketing
O: 310.284.3725 C: 646.708.5663
1800 Century Park East Suite 600, Los Angeles, CA 90067



From: [Carole Henderson](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); mehmet.berker@lacity.org
Subject: Please Do Not Allow This Massive Billboard
Date: Monday, August 2, 2021 1:16:21 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

To whom it may concern,

I live near the proposed development at 9160 Sunset Blvd and I'm scared for myself and my family after hearing of the massive LED screen building that is being considered.

This plan is going to destroy our neighborhood and our property values and the light from the screens will ruin our quality of life.

I ask that each of you declare if you have received any campaign donations from the developers / investors as I cannot see how you would possibly support this project without some financial incentive since it clearly hurts our community.

Please stop this plan immediately.

Best,
Carole

From: [Amir Ensani](#)
To: [Dereck Purificacion](#)
Subject: proposed at 9160-9176 Sunset Boulevard
Date: Wednesday, August 4, 2021 12:52:46 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. The nearby buildings will also suffer. Including the edition residences and hotel. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.
Amir Ensani 1803

Thank you,
Amir Ensani

Comment Letter #57

From: [Cooper Mount](#)
To: [Dereck Purificacion](#)
Subject: Proposed development 9160-9176 Sunset Boulevard / Large Electronic Billboard (opposed)
Date: Wednesday, August 4, 2021 1:35:57 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Dereck,

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Best Regards,

Cooper Mount, Unit #1204

THEAGENCY

A Global Marketing and Sales Organization

COOPER MOUNT
Director, Estates Division
m: 310 351 9002
TheAgencyRE.com
CalBRE# 01956287

Comment Letter #58

From: [Ashley Franklin](#)
To: [Dereck Purificacion](#)
Subject: Proposed development 9160-9176 Sunset Boulevard / Large Electronic Billboard
Date: Wednesday, August 4, 2021 5:59:09 PM

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Hello,

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Thank you,
Ashley Franklin
310-251-6024

Comment Letter #59

From: mark.stewart
To: [Dereck Purificacion](mailto:Dereck.Purificacion)
Subject: Proposed development 9160-9176 Sunset Boulevard / Large Electronic Billboard
Date: Wednesday, August 4, 2021 4:18:30 PM

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Dear Mr Purificacion

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am **very much opposed** to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). I will look directly at it and the light from it will intrude into my unit as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. My property value will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Regards

Mark Stewart
Unit 1005
Sierra Towers
9255 Doheny Road
West Hollywood
CA90069

Comment Letter #60

From: [Patricia Kudish](#)
To: [Dereck Purificacion](#)
Subject: Proposed development 9160-9176 Boulevard/ Large Electric Billboard
Date: Wednesday, August 4, 2021 7:36:56 PM

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Dear Dereck,

We live at Sierra Towers on Doheny Road in West Hollywood and are extremely disturbed and opposed to the huge electronic billboard proposed

at the former Jaguar building 9106-9176 Sunset Boulevard. We will look directly at it and the light will intrude into our units much the same way as

happened with the lighting installed on the City National Bank building which fortunately was resolved with the help from the city.

Our property values will plummet if this light pollution is allowed , which is unacceptable.

Additionally, that intersection is already extremely congested and this will only create more congestion and accidents in this area.

I strongly urge you to consider these comments when reviewing this project.

Roberta and Patricia Kudish, #1101

Comment Letter #61

From: [Barry Wernick](#)
To: [Dereck Purificacion](#)
Subject: Proposed development 9160-9176 Sunset Blvd
Date: Wednesday, August 4, 2021 12:54:00 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

To Dereck Purificacion, Associate Planner
Planning & Development Services Department:

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Sincerely,
Barry Wernick
Unit #2205

From: [Derek Jones](#)
To: [Dereck Purificacion](#)
Subject: Proposed development 9160-9176 Sunset Blvd
Date: Thursday, August 5, 2021 12:49:15 PM

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I live at Sierra Towers at 9255 Doheny Rd in West Hollywood, and am also a physician practicing at 9201 Sunset. I am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into my unit and office as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Sincerely,
Derek Jones, MD
Sierra Towers Unite #1003
and 9201 Sunset Blvd #602

--

Derek H. Jones, MD

Founder and Director, Skin Care and Laser Physicians of Beverly Hills
www.skincareandlaser.com
Fellow, American Society for Dermatologic Surgery

9201 West Sunset Blvd. Suite 602
Los Angeles, CA, 90069
Tel: 310.246.0495
Fax: 310.246.0496

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Comment Letter #63

From: [Matthew Riklin](#)
To: [Dereck Purificacion](#)
Subject: PROPOSED DEVELOPMENT 9160-9176 SUNSET BLVD. & ELECTRONIC BILLBOARD
Date: Wednesday, August 4, 2021 12:48:16 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Sincerely,

Matthew A. Riklin

Sierra Towers #2005

Tel. 310-849-5235

Comment Letter #64

From: [Tom Ryan](#)
To: [Dereck Purificacion](#)
Subject: Proposed development 9160-9176 Sunset Boulevard / Large Electronic Billboard
Date: Wednesday, August 4, 2021 6:35:06 PM

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Dear Dereck, we live at Sierra Towers on Doheny Road in West Hollywood and very much opposed to the huge electronic billboard that is proposed for 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet, which is unacceptable.

In addition, that intersection is already severely congested and this will only create more congestion in the area.

I urge you to consider these comments when reviewing this project for next steps.

Tom Ryan & João Neto, #1103

From: [Robert Silton](#)
To: [Sepi Shyne](#); [Dereck Purificacion](#); [John Erickson](#); [John D"Amico](#); [Lauren Meister](#); [Lindsey Horvath](#)
Cc: barbara@sierratowers.org; pablohead@me.com
Subject: Proposed Development 9160-9176 Sunset Boulevard Project
Date: Sunday, July 18, 2021 2:14:31 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

I am a condo owner at Sierra Towers in Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building).

An immense electronic billboard would be out of line for even the busiest part of the Sunset Strip and is just plain wrong for the intersection of Doheny Road and Sunset that borders on quiet residential streets. It would also be an easy legal argument that the intrusive nature of a huge electronic billboard would lower property values of any residential structure in the area and especially for Sierra Towers which looks directly down on the site. Could you please keep me informed about when the project will come to any sort of vote by the WEHO City Council?

Many thanks,
Robert Silton
robsmesssage@aol.com
9255 Doheny Rd, apt 1902
West Hollywood, CA 90069

Comment Letter #66

From: [Marjory Miller](#)
To: [Dereck Purificacion](#)
Subject: Proposed Development 9160-9176 Sunset Boulevard/Large Electronic Billboard
Date: Wednesday, August 4, 2021 1:40:33 PM

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Dear Sirs:

I have lived at Sierra Towers on Doheny Road in West Hollywood for over 40 years and very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar Building). My condo looks directly at the building and the light will intrude into our units as the same as was happening with the lighting installed on the City National Bank building which has since been resolved with the help of the city. Our property values will plummet. In addition, the intersection is already severely congested and this will only create more congestion.

I urge you to reconsider these comments when reviewing this project for the next steps.

Thanking you for your attention to this matter,

Yours sincerely,

Marjory S. Miller #1405

Sierra Towers

Comment Letter #67

From: [Pircher, Leo](#)
To: [Dereck Purificacion](#)
Subject: Proposed Development at 9160 - 9176 Sunset Blvd (Hornburg Jaguar building)
Date: Wednesday, August 4, 2021 11:43:23 AM

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Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069-6216

Dear Sir:

I am a long time resident of West Hollywood, having lived in Unit 3101 at Sierra Towers, 9255 Doheny Road, for the last 21 years. I am also President of the Sierra Towers Homeowners Association. I want to register my strong opposition to the portion of the above Proposed Development which consists of a digital billboard. The digital billboard will directly impact Sierra Towers which, as you probably know, is a 32 story apartment building located about one block from the site of the proposed development. The digital board will shine directly into apartments located in Sierra Towers. The result will be a severe degradation of the lives of the residents of the affected apartments and a substantial reduction the value of the residences at Sierra Towers.

In addition, the traffic impacts of the development will be very serious. The backup in traffic on Sunset Blvd. at the location of the project is horrendous. Cars regularly block of box at the intersection and the wait times to get through the intersection frequently exceeds 5 minutes. Construction will seriously exacerbate the problem, and the distraction of a digital board will make matters permanently worse.

The project must be reconsidered.

truly,

Your very

Towers

Rd.

Leo J. Pircher
Unit 3101
Sierra

9255 Doheny

West

Hollywood, CA 90069

Leo J. Pircher

Pircher, Nichols & Meeks LLP

1901 Avenue of the Stars, Suite 1200, Los Angeles, CA 90067

T: 310.201.8901 | E: lpircher@pircher.com

www.pircher.com

Comment Letter #68

From: [Loree Rodkin](#)
To: [Dereck Purificacion](#)
Cc: [Barbara Carter](#)
Subject: Proposed electronic digital billboard
Date: Friday, July 16, 2021 5:29:34 AM

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Installing the billboard above the ok'd Hornburg Jaguar will shine into all the residential dwellings on doheny road ans Beverly Hills and massively disturb the apartments the view and the peace , I strongly strongly oppose this as do most of the residents of sierra towers .

The ONLY constant ... is change .
Xx loree

Tony Williams

9255 Doheny Road #2702
Los Angeles, CA 90069

August 4, 2021

Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216

Re: Proposed development 9160-9176 Sunset
Boulevard / Large Electronic Billboard

Dear Mr. Purificacion,

I am a resident at Sierra Towers 9255 Doheny Road.
I am writing to object to the large electronic
billboard proposed for the new development at
9160-9176 Sunset Blvd. I feel strongly this is the
wrong aesthetic to greet people as they enter
beautiful West Hollywood from Beverly Hills.

Additionally my neighbors and I will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. I do not oppose new development, but the *Las Vegasization* of West Hollywood is a step in the wrong direction. Please reject this proposed lighting eyesore!

Sincerely yours,

Tony Williams

310-666-9711

Comment Letter #70

From: [Ralph Gut](#)
To: [Dereck Purificacion](#)
Subject: as a resident and owner in Sierra Tower apartment we oppose the proposed electronic billboard at 9160-9176 Sunset Boulevard as we will look directly at it and the lights will interfere
Date: Thursday, August 5, 2021 11:46:13 AM

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Ralph Gut
Sierra Tower owner of apartment

Best Regards,

Ralph Gut
President
IDEAL Fastener Corporation
603 West Industry Drive
Oxford, NC 27565 USA
www.idealfastener.com

From: [Randy Phillips](#)
To: [Dereck Purificacion](#)
Cc: [Deborah Corday](#)
Subject: Re:
Date: Wednesday, August 4, 2021 2:43:47 PM

And thank you, Dereck. My issue is not with the proposed 5 story building, just the billboard.

Randy

Brandon (Randy) Phillips

9255 Doheny Road / Suite 3102

West Hollywood, CA 90069

RP@PHILLIPSDIGITALMEDIA.COM

Direct: 310.276.7999

Cell: 310.469.4300

signature_1270106106



On Aug 4, 2021, at 2:37 PM, Dereck Purificacion <DPurificacion@weho.org> wrote:

Hi Randy,

Thank you for your comments. They will be taken into consideration and made part of the project file.

Thanks,

Dereck Purificacion

Associate Planner

Planning & Development Services

City of West Hollywood

8300 Santa Monica Blvd.

West Hollywood, CA 90069

(323) 848-6891 | dpurificacion@weho.org

From: Randy Phillips <rp@phillipsdigitalmedia.com>

Sent: Wednesday, August 4, 2021 12:54 PM
To: Dereck Purificacion <DPurificacion@weho.org>
Cc: Deborah Corday <deborahcorday@gmail.com>
Subject:

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mr. Purificacion:

My name is Brandon Phillips and I am a resident at Sierra Towers HOA on Doheny Road in West Hollywood. My domestic partner, Deborah Corday, and I are ardently opposed to the massive electronic billboard proposed in the re-development plan at 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it and the bright light from it will intrude into our units as was happening with the lighting installed in the City National Bank building which has been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will create only more congestion. I urge you to consider these comments when reviewing this project for next steps.

Brandon Phillips & Deborah Corday
Units #3006, #3102, #3104, #9.

Brandon (Randy) Phillips
9255 Doheny Road / Suite 3102
West Hollywood, CA 90069
RP@PHILLIPSDIGITALMEDIA.COM
Direct: 310.276.7999
Cell: 310.469.4300

<image001.png>

E-mail correspondence with the City of West Hollywood (including any attachment) is a public record under the California Public Records Act, which

may be subject to public disclosure under the Act.

From: [Ann Leslie Uzdavinis](#)
To: [Dereck Purificacion](#)
Subject: Re: 9160-9176 Sunset Boulevard Scoping Meeting July 21, 2021
Date: Tuesday, July 20, 2021 5:37:31 PM

Thanks so very much Dereck,

Two additional notes after “attending” yesterday’s City Council review and approval of the electronic/off-site billboard at 9157 Sunset.

Planned Billboard and Digital Canvas at 9160-9176 Sunset

Last night City Council passed the request to change the billboard at 9157 Sunset Blvd. to an offsite/electronic billboard. A representative of the developers of 9160-9176 Sunset was present for part of this meeting and spoke in support of this change.

Some council members raised some great points related to this project and they added language to the agreement with the property owner to ensure that:

- The city’s intent that billboards pay for services at street level. So, if the storefront of the building is empty for 1 year or more the power to the billboard goes off. This is for incentive to have active businesses on street level.
- Councilmember John D’Amico really stood up to ensure that landlords/developers aren’t being paid for a billboard that is sitting on top of (or in this case on) an empty building which is an issue the city has with some properties at Doheny & Santa Monica and LaCienega and Sunset and other properties.

For the 9157 Sunset Project there are additional fees to be paid to the city when tenant occupancy of the building is less than 50% and the developer will have to turn off the digital billboard when the street level retail/restaurant spaces are not occupied for a certain amount of time.

I urge the City to look at the impact that the proposed billboard and digital canvas at 9160-9176 Sunset have on the neighborhood from the considerations that Councilmember D’Amico raised. We don’t need a building that is not enhancing the street level experience in our city and that is not concerned with empty space in their building given the income provided by the proposed electronic billboard and digital canvas.

Additionally, I think it is important for the City and the neighborhood to have insight as to what type of content the developer would have on this digital canvas.

Further, if any digital billboard is allowed and if the digital canvas is allowed I ask that the City look at limiting the hours that these sources of light are allowed. No one is on Sunset as our city sleeps, let’s turn off the lights on these light sources and allow our neighborhood to be in greater darkness.

However even if all of the above were acted on, I still hold grave concern over the cumulative effect of light caused by the existing billboards, the approved electronic billboard at 9157 Sunset and other proposed electronic billboards and this project. Let’s not maximize the amount of light coming from our neighborhood.

Additional Thoughts on the Impact on Geology and Soil - Section 4.7

Huge concerns exist within our community for the impact that all work on this site could cause to the foundations and structures on the properties near and adjacent to the proposed project at 9160-9176 Sunset.

We have multiple buildings within a few hundred feet that are of historic significance including the properties across Sunset (9157 and Sunset House) , the property across Carol Drive (9130 Sunset), residences on Cory (south of Sunset) and The Carolwood.

Many other projects asking for new developments have to take measure to document and monitor the impact on adjacent properties by:

- Hiring or preferably paying for a agreed upon 3rd party engineer/engineering firm to survey and memorialize the condition of nearby and adjacent building prior to the start of any work
- Install Crack and Vibration Monitors to register any impact of the work
- Issue an Insurance Protection Agreement with The Carolwood and other nearby properties named as additional insured on their project to protect us from any potential issues that arise during the work on their site.

I urge the City to request that these steps be put in place before any work including demolition and construction start on this project.

Thank you so very much for taking my concerns into consideration.

I will be attending the meeting tomorrow via Zoom.

Again, thanks for your work on this project and for our City.

Annie

ann leslie uzdavinis (she/her)
1033 carol dr. #302
west hollywood, ca 90069.

+1 415 722 3435
annieuzdavinis@me.com

On Jul 19, 2021, at 7:51 PM, Dereck Purificacion <DPurificacion@weho.org> wrote:

Hi Ms. Uzdavinis,

Thank you for your comments. We will take them all into consideration as we move the project through the process.

If you are available, we will be hosting a virtual scoping meeting this coming Wednesday at 6:30 pm via Zoom if you would like to attend. You may find details about the scoping meeting by following the link below:

<https://www.weho.org/Home/Components/Calendar/Event/23815/18>

Please let me know if you have any questions.

Thanks,

Dereck Purificacion
Associate Planner
Planning & Development Services
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069
(323) 848-6891 | dpurificacion@weho.org

From: Ann Leslie Uzdavinis <annieuzdavinis@me.com>
Sent: Sunday, July 18, 2021 2:17 PM
To: Dereck Purificacion <DPurificacion@weho.org>
Subject: 9160-9176 Sunset Boulevard Scoping Meeting July 21, 2021

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Dereck Purificacion, Associate Planner
City of West Hollywood Planning Department
dpurificacion@weho.org

RE: 9160-9176 Sunset Boulevard

Dear Mr. Purificacion:

Thank you for sharing the extensive and thoughtful Draft EIR Study for the proposed project at 9160-9176 Sunset Boulevard.

I am an owner and resident at The Carolwood, 1033 Carol Drive. Our building is of significant note as it is an award-winning complex by architect Ron Goldman. Our community at The Carolwood cares about design, our neighborhood, and certainly the impact this proposed project will have on our community.

Personally, I do appreciate that a well-designed, occupied multi-use building will be good for our neighborhood's safety and the value of our homes. However, as you have noted in the draft report, I think that the proposed design has a good number of negative environmental impacts, many noted in the report and others which have not been called out.

I invite you and other City Staff, Planning Commission and City Council members to visit Carolwood and neighborhood to see the impact that this proposed project will have by walking with some of us.

As a property owner, I appreciate that the developer wants to maximize the return on their investment. But I feel their return isn't just in fully developing the FAR on the site, they can also realize a return with good design and by showing they will be a respectful neighbor and great member of our community.

The negative environment impacts are many. Having gone through the entire draft here are my notes on this project:

Inaccurate Images/Drawings/Renderers:

- Figure 2.2-1 photo 3 doesn't accurately represent the northwestern portion of the project. Images of the proposed building including those on pages 127 - 133 do not seem to represent the proposed building on the entire site as the building on the eastern portion of the site aren't represented. Won't the building be developed on the current open parking lot? Some of the drawings and renders misrepresent the placement of this project.

Mass:

Overall, this project is too large, too tall and has too many elements that infringe on the health and safety of the community and the neighborhood. While I respect Gensler, they and the developer have maximized the FAR space and are proposing new office space and a design that was done prior to COVID and doesn't reflect the realities for commercial space today. Since the onset of COVID there have been major shifts in how people work. Is this much square footage wise when there is so much vacant space available in the City? The proposed building is 50% higher than our neighboring property (90 feet vs our 60 feet) and more than 2.8 times the amount of space of the current buildings on site. We will be impacted by a loss of view of the hills and the neighborhood by a loss of light. How about reducing the mass and height and adding more open space and vegetation?

A design that is lower and has less square footage is more appropriate.

Additionally, I disagree with the notes in Section 4.1 A as this project will impact views from Carolwood as it impacts our views of the Hollywood Hills and adds light pollution.

Light Pollution:

This design will add to the light pollution in the neighborhood with the "digital canvas", electronic billboard and ambient lighting and the additive effect this has when combined with the digital billboard across the street, other planned billboards and existing buildings and billboards.

We need to consider the cumulative effect of other structures and billboards in the area with this project.

A design with less lighting is more desirable.

Energy Usage:

This building is all electric and while some energy efficiencies are planned, it should be going for Gold LEED Certification with:

- solar panels for power
- more EV charging than the 10 that are planned
- more bike parking

I agree with the notes in section 4.6 and ask for changes in this plan so this development has a significantly less impact on the environment. A more efficient building with more green features is more in line with current environmental needs.

Noise and Air Pollution:

From the start of construction and when the building is fully operational, vehicles, delivery trucks and other vehicles will have a huge noise and air pollution impact on our neighborhood, especially for those of us at Carolwood.

Can we have dirt and sound mitigation processes put into place to minimize dirt, dust and noise pollution affecting our neighboring property and the neighborhood during construction.

As noted in sections 4.3 A, B & C as well as section 4.8 and 4.13 this project impacts Noise, Air and Greenhouse Gas Emissions.

What can be done to lessen or mitigate the impact here?

As noted in the draft report, there will be a significant impact on air quality, but I disagree with notes in 4.3 D as this project could likely have an impact with odors that affect Carolwood.

Can access to the site be via Cory Dr., Sunset Blvd and Carol Drive via the entry now used for the open parking lot and not via the alley to reduce the effects of noise and air pollution for the Carolwood Community.

Geology and Soil:

As noted in 4.7 What can be done to lessen or mitigate the impact here?

We only need to look at the recent collapse at the Surfside Condo and earthquake damage in our own county to have concerns.

Safety:

The plan to have the main vehicle entrance into the building via the alley from Carol Drive will have a major safety impact on our community at Carolwood and will negatively impact the ability for SCE to access their Substation that is adjacent to the project.

About half of our Carolwood community accesses our garage via the alley entrance and this is the entrance that is best for emergency workers, disabled and elderly to access The Carolwood. This proposed project will generate significantly more traffic than traffic than there was from the Hornburg dealership which predominantly used access from Sunset or Cory Dr and so is of grave concern as to limitations to access to our property.

I have huge concerns about the impact of noise and traffic with delivery trucks and other vehicles that will be accessing the proposed loading dock and garage entrance through the alley adjacent to the Carolwood (accessed from Carol Drive) as noted on page 24 of the report (refer to Figure 3.2-2,).

As noted above, why not provide entry to parking from Carol Drive the way the current parking lot is accessed and/or additional vehicle entry or drop off on Sunset? Removing vehicular access via the alley will have less of an impact on the community.

Public Service:

The Draft Report doesn't call out the Public Safety impact which to me includes the project being designed to be a better neighbor.

The designers and developers have a number of ways they can have a positive impact on the area:

1. They will have to upgrade electrical service for the property and as noted in 4.19 they will have an impact on Utilities and Service Systems, so why not improve the neighborhood by changing electrical service for this block to underground service the way the City is doing in other areas with new developments. At the same time, perhaps there is a way to decrease the hazard posed by the SCE substation with this upgrade adding to the offsite improvements noted on page 33 item 3.3.2. This project will be adding to our utility load in the area so perhaps they should be giving something to the community.
2. Add more open space that can be accessed by the neighborhood as well as tenants and patrons of the proposed project. The dog park that was to be part of the Edition Hotel project wasn't executed, can we please have some of this development to be used for common space - perhaps a shared park or parklette and perhaps maybe a dog park as we were to have at the Edition property?
3. Can we please have input on the planting facing south? The star jasmine planted between the Hornburg dealership and the open lot look good and smell great. Please keep your neighbors as well as your future tenants in mind as you develop any plans for planting.

Aesthetical Consideration:

While I have admired some of Gensler's work, I don't find this to be their best and feel that they can do better to add to the culture of our City by having a better design.

I ask that they and the City, the Planning Commission and City Council look to improving this design.

Additional notes based on the proposed project based on the draft report:

- Page 136: the trash room doesn't appear to be large enough for a building of this square footage and proposed occupancy and doesn't indicate placement for recycling bins.
- Page 165: Historical use of the eastern-adjacent property as a gasoline service station and automotive service station presents a

significant data gap. Should tests, sampling and more be done to determine if there are any underground storage tanks or hazardous materials in this area?

- Page 526 photo 9

The dumpster shown is not on the subject property it is blocking the substation and as of this writing the dumpster has been removed but some trash/pallets remain and should be removed from the property owner.

- Page 527 photo 15

Request to have this pole and other power poles to the south of this pole and on this block removed and for the property owner to move all lines in this block to underground service.

Again, thank you for all the work done to date on the draft report. Thank you for taking the thoughts and concerns from me and my neighbors into consideration. I welcome the City, the developers and their architects working with our neighborhood and community to make development of this property something that will be a great addition to West Hollywood.

Most sincerely,

Ann Leslie Uzdavinis

1033 Carol Drive #302
West Hollywood, CA 90069
annieuzdavinis@me.com

E-mail correspondence with the City of West Hollywood (including any attachment) is a public record under the California Public Records Act, which may be subject to public disclosure under the Act.

Comment Letter #73

From: [Ann Leslie Uzdavinis](#)
To: [Dereck Purificacion](#)
Subject: Re: 9160-9176 Sunset Boulevard Scoping Meeting July 21, 2021
Date: Tuesday, July 20, 2021 5:37:31 PM

Thanks so very much Dereck,

Two additional notes after “attending” yesterday’s City Council review and approval of the electronic/off-site billboard at 9157 Sunset.

Planned Billboard and Digital Canvas at 9160-9176 Sunset

Last night City Council passed the request to change the billboard at 9157 Sunset Blvd. to an offsite/electronic billboard. A representative of the developers of 9160-9176 Sunset was present for part of this meeting and spoke in support of this change.

Some council members raised some great points related to this project and they added language to the agreement with the property owner to ensure that:

- The city’s intent that billboards pay for services at street level. So, if the storefront of the building is empty for 1 year or more the power to the billboard goes off. This is for incentive to have active businesses on street level.
- Councilmember John D’Amico really stood up to ensure that landlords/developers aren’t being paid for a billboard that is sitting on top of (or in this case on) an empty building which is an issue the city has with some properties at Doheny & Santa Monica and LaCienega and Sunset and other properties.

For the 9157 Sunset Project there are additional fees to be paid to the city when tenant occupancy of the building is less than 50% and the developer will have to turn off the digital billboard when the street level retail/restaurant spaces are not occupied for a certain amount of time.

I urge the City to look at the impact that the proposed billboard and digital canvas at 9160-9176 Sunset have on the neighborhood from the considerations that Councilmember D’Amico raised. We don’t need a building that is not enhancing the street level experience in our city and that is not concerned with empty space in their building given the income provided by the proposed electronic billboard and digital canvas.

Additionally, I think it is important for the City and the neighborhood to have insight as to what type of content the developer would have on this digital canvas.

Further, if any digital billboard is allowed and if the digital canvas is allowed I ask that the City look at limiting the hours that these sources of light are allowed. No one is on Sunset as our city sleeps, let’s turn off the lights on these light sources and allow our neighborhood to be in greater darkness.

However even if all of the above were acted on, I still hold grave concern over the cumulative effect of light caused by the existing billboards, the approved electronic billboard at 9157 Sunset and other proposed electronic billboards and this project. Let’s not maximize the amount of light coming from our neighborhood.

Additional Thoughts on the Impact on Geology and Soil - Section 4.7

Huge concerns exist within our community for the impact that all work on this site could cause to the foundations and structures on the properties near and adjacent to the proposed project at 9160-9176 Sunset.

We have multiple buildings within a few hundred feet that are of historic significance including the properties across Sunset (9157 and Sunset House) , the property across Carol Drive (9130 Sunset), residences on Cory (south of Sunset) and The Carolwood.

Many other projects asking for new developments have to take measure to document and monitor the impact on adjacent properties by:

- Hiring or preferably paying for a agreed upon 3rd party engineer/engineering firm to survey and memorialize the condition of nearby and adjacent building prior to the start of any work
- Install Crack and Vibration Monitors to register any impact of the work
- Issue an Insurance Protection Agreement with The Carolwood and other nearby properties named as additional insured on their project to protect us from any potential issues that arise during the work on their site.

I urge the City to request that these steps be put in place before any work including demolition and construction start on this project.

Thank you so very much for taking my concerns into consideration.

I will be attending the meeting tomorrow via Zoom.

Again, thanks for your work on this project and for our City.

Annie

ann leslie uzdavinis (she/her)
1033 carol dr. #302
west hollywood, ca 90069.

+1 415 722 3435
annieuzdavinis@me.com

On Jul 19, 2021, at 7:51 PM, Dereck Purificacion <DPurificacion@weho.org> wrote:

Hi Ms. Uzdavinis,

Thank you for your comments. We will take them all into consideration as we move the project through the process.

If you are available, we will be hosting a virtual scoping meeting this coming Wednesday at 6:30 pm via Zoom if you would like to attend. You may find details about the scoping meeting by following the link below:

<https://www.weho.org/Home/Components/Calendar/Event/23815/18>

Please let me know if you have any questions.

Thanks,

Dereck Purificacion
Associate Planner
Planning & Development Services
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069
(323) 848-6891 | dpurificacion@weho.org

From: Ann Leslie Uzdavinis <annieuzdavinis@me.com>
Sent: Sunday, July 18, 2021 2:17 PM
To: Dereck Purificacion <DPurificacion@weho.org>
Subject: 9160-9176 Sunset Boulevard Scoping Meeting July 21, 2021

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Dereck Purificacion, Associate Planner
City of West Hollywood Planning Department
dpurificacion@weho.org

RE: 9160-9176 Sunset Boulevard

Dear Mr. Purificacion:

Thank you for sharing the extensive and thoughtful Draft EIR Study for the proposed project at 9160-9176 Sunset Boulevard.

I am an owner and resident at The Carolwood, 1033 Carol Drive. Our building is of significant note as it is an award-winning complex by architect Ron Goldman. Our community at The Carolwood cares about design, our neighborhood, and certainly the impact this proposed project will have on our community.

Personally, I do appreciate that a well-designed, occupied multi-use building will be good for our neighborhood's safety and the value of our homes. However, as you have noted in the draft report, I think that the proposed design has a good number of negative environmental impacts, many noted in the report and others which have not been called out.

I invite you and other City Staff, Planning Commission and City Council members to visit Carolwood and neighborhood to see the impact that this proposed project will have by walking with some of us.

As a property owner, I appreciate that the developer wants to maximize the return on their investment. But I feel their return isn't just in fully developing the FAR on the site, they can also realize a return with good design and by showing they will be a respectful neighbor and great member of our community.

The negative environment impacts are many. Having gone through the entire draft here are my notes on this project:

Inaccurate Images/Drawings/Renderers:

- Figure 2.2-1 photo 3 doesn't accurately represent the northwestern portion of the project. Images of the proposed building including those on pages 127 - 133 do not seem to represent the proposed building on the entire site as the building on the eastern portion of the site aren't represented. Won't the building be developed on the current open parking lot? Some of the drawings and renders misrepresent the placement of this project.

Mass:

Overall, this project is too large, too tall and has too many elements that infringe on the health and safety of the community and the neighborhood. While I respect Gensler, they and the developer have maximized the FAR space and are proposing new office space and a design that was done prior to COVID and doesn't reflect the realities for commercial space today. Since the onset of COVID there have been major shifts in how people work. Is this much square footage wise when there is so much vacant space available in the City? The proposed building is 50% higher than our neighboring property (90 feet vs our 60 feet) and more than 2.8 times the amount of space of the current buildings on site. We will be impacted by a loss of view of the hills and the neighborhood by a loss of light. How about reducing the mass and height and adding more open space and vegetation?

A design that is lower and has less square footage is more appropriate.

Additionally, I disagree with the notes in Section 4.1 A as this project will impact views from Carolwood as it impacts our views of the Hollywood Hills and adds light pollution.

Light Pollution:

This design will add to the light pollution in the neighborhood with the "digital canvas", electronic billboard and ambient lighting and the additive effect this has when combined with the digital billboard across the street, other planned billboards and existing buildings and billboards.

We need to consider the cumulative effect of other structures and billboards in the area with this project.

A design with less lighting is more desirable.

Energy Usage:

This building is all electric and while some energy efficiencies are planned, it should be going for Gold LEED Certification with:

- solar panels for power
- more EV charging than the 10 that are planned
- more bike parking

I agree with the notes in section 4.6 and ask for changes in this plan so this development has a significantly less impact on the environment. A more efficient building with more green features is more in line with current environmental needs.

Noise and Air Pollution:

From the start of construction and when the building is fully operational, vehicles, delivery trucks and other vehicles will have a huge noise and air pollution impact on our neighborhood, especially for those of us at Carolwood.

Can we have dirt and sound mitigation processes put into place to minimize dirt, dust and noise pollution affecting our neighboring property and the neighborhood during construction.

As noted in sections 4.3 A, B & C as well as section 4.8 and 4.13 this project impacts Noise, Air and Greenhouse Gas Emissions.

What can be done to lessen or mitigate the impact here?

As noted in the draft report, there will be a significant impact on air quality, but I disagree with notes in 4.3 D as this project could likely have an impact with odors that affect Carolwood.

Can access to the site be via Cory Dr., Sunset Blvd and Carol Drive via the entry now used for the open parking lot and not via the alley to reduce the effects of noise and air pollution for the Carolwood Community.

Geology and Soil:

As noted in 4.7 What can be done to lessen or mitigate the impact here?

We only need to look at the recent collapse at the Surfside Condo and earthquake damage in our own county to have concerns.

Safety:

The plan to have the main vehicle entrance into the building via the alley from Carol Drive will have a major safety impact on our community at Carolwood and will negatively impact the ability for SCE to access their Substation that is adjacent to the project.

About half of our Carolwood community accesses our garage via the alley entrance and this is the entrance that is best for emergency workers, disabled and elderly to access The Carolwood. This proposed project will generate significantly more traffic than traffic than there was from the Hornburg dealership which predominantly used access from Sunset or Cory Dr and so is of grave concern as to limitations to access to our property.

I have huge concerns about the impact of noise and traffic with delivery trucks and other vehicles that will be accessing the proposed loading dock and garage entrance through the alley adjacent to the Carolwood (accessed from Carol Drive) as noted on page 24 of the report (refer to Figure 3.2-2,).

As noted above, why not provide entry to parking from Carol Drive the way the current parking lot is accessed and/or additional vehicle entry or drop off on Sunset? Removing vehicular access via the alley will have less of an impact on the community.

Public Service:

The Draft Report doesn't call out the Public Safety impact which to me includes the project being designed to be a better neighbor.

The designers and developers have a number of ways they can have a positive impact on the area:

1. They will have to upgrade electrical service for the property and as noted in 4.19 they will have an impact on Utilities and Service Systems, so why not improve the neighborhood by changing electrical service for this block to underground service the way the City is doing in other areas with new developments. At the same time, perhaps there is a way to decrease the hazard posed by the SCE substation with this upgrade adding to the offsite improvements noted on page 33 item 3.3.2. This project will be adding to our utility load in the area so perhaps they should be giving something to the community.
2. Add more open space that can be accessed by the neighborhood as well as tenants and patrons of the proposed project. The dog park that was to be part of the Edition Hotel project wasn't executed, can we please have some of this development to be used for common space - perhaps a shared park or parklette and perhaps maybe a dog park as we were to have at the Edition property?
3. Can we please have input on the planting facing south? The star jasmine planted between the Hornburg dealership and the open lot look good and smell great. Please keep your neighbors as well as your future tenants in mind as you develop any plans for planting.

Aesthetical Consideration:

While I have admired some of Gensler's work, I don't find this to be their best and feel that they can do better to add to the culture of our City by having a better design.

I ask that they and the City, the Planning Commission and City Council look to improving this design.

Additional notes based on the proposed project based on the draft report:

- Page 136: the trash room doesn't appear to be large enough for a building of this square footage and proposed occupancy and doesn't indicate placement for recycling bins.
- Page 165: Historical use of the eastern-adjacent property as a gasoline service station and automotive service station presents a

significant data gap. Should tests, sampling and more be done to determine if there are any underground storage tanks or hazardous materials in this area?

- Page 526 photo 9

The dumpster shown is not on the subject property it is blocking the substation and as of this writing the dumpster has been removed but some trash/pallets remain and should be removed from the property owner.

- Page 527 photo 15

Request to have this pole and other power poles to the south of this pole and on this block removed and for the property owner to move all lines in this block to underground service.

Again, thank you for all the work done to date on the draft report. Thank you for taking the thoughts and concerns from me and my neighbors into consideration. I welcome the City, the developers and their architects working with our neighborhood and community to make development of this property something that will be a great addition to West Hollywood.

Most sincerely,

Ann Leslie Uzdavinis

1033 Carol Drive #302
West Hollywood, CA 90069
annieuzdavinis@me.com

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From: [Jeanne Rosen](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); [mehmet.berker@lacity.org](#)
Subject: Re: Extreme Concern - Hearing For 9160 Sunset Blvd.
Date: Monday, August 2, 2021 4:12:36 PM

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Additionally, please consider adding light pollution to the scope of the proposed EIR.

On Mon, Aug 2, 2021 at 7:09 PM Jeanne Rosen <jeannerosenbh@gmail.com> wrote:

Dear Mayor, City Councillors, and City Staff,

I live to the immediate north of the project at the Hornburg Jaguar site, what was formerly Cock'N Bull restaurant.

I am extremely concerned that the project at 9160 Sunset is going to move forward despite extreme local concerns about the project. A major point of this concern is the 3-story tall billboard that is being portrayed in renderings as a "fishbowl" but will be used in practicality for streaming ads and allowing extreme light pollution in a residential neighborhood.

Has this been studied from an environmental perspective? The environmental impact of digital billboards includes sky glow (light pollution) which affects human and animal health. West Hollywood promotes its concern for climate resiliency and yet is considering a project that will increase electricity outflow and hurt the environment.

Beyond economics, why would you put this in a site that borders residential communities, including the residents of Sierra Towers who will face this and be immediately affected.

Please DO NOT approve this project and request additional testing.

Best,
Jeanne Rosen

From: [lrtorneden](#)
To: [Dereck Purificacion](#); [Lauren Meister](#); [Lindsey Horvath](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: Re: Oppose the Digital billboard at 9160-9176 Sunset Blvd!
Date: Tuesday, August 3, 2021 4:49:56 PM

Thank you Dereck,

A project of such magnitude belongs in the center of a dense commercial area (like NY's Times Square), not between two established, quiet residential areas, namely Beverly Hills and West Hollywood.

Sincerely,

Lisa Torneden

[Sent from the all new AOL app for iOS](#)

On Tuesday, August 3, 2021, 3:59 PM, Dereck Purificacion <DPurificacion@weho.org> wrote:

Hi Lisa,

Thank you for your comments. They will be taken into consideration and made part of the project file.

Thanks,

Dereck Purificacion

Associate Planner

Planning & Development Services

City of West Hollywood

8300 Santa Monica Blvd.

West Hollywood, CA 90069

(323) 848-6891 | dpurificacion@weho.org

From: Lisa Torneden <lrtorneden@aol.com>
Sent: Tuesday, August 3, 2021 10:36 AM
To: Dereck Purificacion <DPurificacion@weho.org>; Lauren Meister <LMeister@weho.org>; Lindsey Horvath <LHorvath@weho.org>; John D'Amico <jdamico@weho.org>; John Erickson <JErickson@weho.org>; Sepi Shyne <SShyne@weho.org>
Cc: mehmet.berker@lacity.org
Subject: Oppose the Digital billboard at 9160-9176 Sunset Blvd!

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members, and Planning Department Staff:

As 30+ year residents on North Doheny Drive, we strongly oppose the proposed billboard at 9160-9176 Sunset Blvd.

Supporting this massive 4-story 13,900 square foot LED billboard in a residential neighborhood is beyond comprehension. It provides NO benefit to the hundreds (or thousands) living nearby who will be assaulted day and night, destroying any semblance of serenity and safety. A 4-story digital billboard will continuously pulse and shine into residents' windows as well as distract drivers, causing a hazard to both pedestrians and drivers. It will also have a terrible impact on wildlife in the area.

The only beneficiaries will be those receiving revenue from advertising fees....not the large tax-paying residential base.

As an elected city official in this area, I am confident that you are familiar with the expansive residential area north of Sunset Blvd. It is astounding that the initial study ignores this, showing a

fundamental arrogance and lack of respect for the homeowners.

Please do NOT support this disruptive and destructive project. Our once-peaceful and safe area continues to provide opportunities for developers who have no regard for our quality of life....let them destroy the streets where they live.

Thank you for your attention,

Lisa and Roger Torneden

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Comment Letter #76

From: [David Gross](#)
To: [Dereck Purificacion](#)
Subject: Re: Proposed development 9160-9176 Sunset Boulevard / Large Electronic Billboard
Date: Wednesday, August 4, 2021 12:47:30 PM

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Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216
E-mail: dpurificacion@weho.org

I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it since we face east down Sunset and the light from it will intrude into our unit as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

David Gross
Unit #706
Sierra Towers
9255 Doheny Road
West Hollywood, CA 90069

From: [Hollace Brown](#)
To: [Dereck Purificacion](#)
Cc: [Lauren Meister](#); [Lindsey Horvath](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); mehmet.berker@lacity.org
Subject: Re: STOP the heinous, gargantuan digital billboard!
Date: Tuesday, August 3, 2021 4:33:43 PM

Post Script:

I suggest that you relocate this proposed project to Santa Monica Blvd in West Hollywood, where it clearly belongs. Surely you will not object to that, if you think it is so wonderful.

As always, thank you for your consideration,
Hollace Brown

Sent from my iPhone

On Aug 3, 2021, at 2:37 PM, Dereck Purificacion <DPurificacion@weho.org> wrote:

Hi Hollace,

Thank you for your comments. They will be taken into consideration and made part of the project file.

Thanks,

Dereck Purificacion

Associate Planner
Planning & Development Services
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069
(323) 848-6891 | dpurificacion@weho.org

From: Hollace Brown <acengreatneck@hotmail.com>
Sent: Monday, August 2, 2021 7:02 PM
To: Dereck Purificacion <DPurificacion@weho.org>; Lauren Meister <LMeister@weho.org>; Lindsey Horvath <LHorvath@weho.org>; John D'Amico <jdamico@weho.org>; John Erickson <JErickson@weho.org>; Sepi Shyne <SShyne@weho.org>
Cc: mehmet.berker@lacity.org
Subject: STOP the heinous, gargantuan digital billboard!

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Tempore, City Council Members, and

Planning Department Staff:

I live in the hills north of the proposed development at 9160-9176
Sunset Blvd.

Our neighborhood quality will be totally trashed if this massive 4-
story 13,900 square foot LED abomination is built. I strongly object
to the proposal before you! It should NOT move forward.

Documents about the development describe many measures that will
be taken because the area south of the lot is a residential area. ARE
YOU UNAWARE THAT THERE IS A HUGE RESIDENTIAL
AREA **NORTH** OF THIS PROPOSED BILLBOARD?! Moreover,
the territory west and north are residential areas, too -- a fact which
the initial study conveniently ignores. It appears that you don't care
about the residents who live north and west of Sunset Boulevard.

I drive here and I live here; my friends live here. A 4-story digital
building will shine into

residents' windows day and night. It will also distract drivers. An
additional massive electronic

billboard will surely be a hazard to pedestrian and driver safety.

The obnoxious digital billboard on The Pendry Hotel added nothing
aesthetically to our

neighborhood. This proposed development will add additional
blight. We are outraged!

And if all that isn't enough, it's been established that light pollution is detrimental to health.

If you allow this project to move forward, it will be obvious that you value your coffers much more

than your neighbors. Please pull the plug on this outrageous proposal.

Thank you for your attention,

Hollace Brown

E-mail correspondence with the City of West Hollywood (including any attachment) is a public record under the California Public Records Act, which may be subject to public disclosure under the Act.

Comment Letter #78

From: [Diane Silvers](#)
To: [Dereck Purificacion](#)
Subject: Say no to massive Billboard
Date: Thursday, August 5, 2021 10:17:17 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

We are horrified to learn of this massive billboard being proposed at the site of Hornburg Jaguar ... we urge you to consider prohibiting this structure from being developed. It will distract traffic, cause accidents, destroy the environment...

Please, do not allow this project to go forward

Gary and Diane Silvers

1477 Blue Jay Way Los Angeles 90069

Sent from my iPad

Comment Letter #79

From: [MARGIT COTSEN](#)
To: [Dereck Purificacion](#); [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Subject: STOP THIS EYESORE FROM BEING BUILT!!!
Date: Tuesday, August 3, 2021 12:11:07 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Mayor, Mayor Pro Temper, City Council Members and Planning Department Staff:

I live just north of Doheny Road. I have lived here for 50 years. The mere idea of this atrocious building offends me.

I have enjoyed the simplicity and beauty of the 9160-9176 Sunset Blvd. building for as long as I have lived here, from the

time it was a restaurant to the Hornburg Jaguar showroom. Not only is the proposed office building ugly, it will bring all

the things to this charming area that the residents DON'T WANT (i.e. noise, light pollution, unattractive architecture,

additional traffic and people).

Please consider the experience of those who live in this area and refuse this outrageous proposed project.

For a change, perhaps you should think of the residents in this area as opposed to the cashflow on your balance sheet.

I hope and thank you in advance for considering a change in support of the local residents.

Best regards,

Margit Sperling Cotsen

From: [Hollace Brown](#)
To: [Dereck Purificacion](#); [Lauren Meister](#); [Lindsey Horvath](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#)
Cc: mehmet.berker@lacity.org
Subject: STOP the heinous, gargantuan digital billboard!
Date: Monday, August 2, 2021 7:01:49 PM

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Dear Mayor, Mayor Pro Tempore, City Council Members, and Planning Department Staff:

I live in the hills north of the proposed development at 9160-9176 Sunset Blvd.

Our neighborhood quality will be totally trashed if this massive 4-story 13,900 square foot LED abomination is built. I strongly object to the proposal before you! It should NOT move forward.

Documents about the development describe many measures that will be taken because the area south of the lot is a residential area. ARE YOU UNAWARE THAT THERE IS A HUGE RESIDENTIAL AREA **NORTH** OF THIS PROPOSED BILLBOARD?! Moreover, the territory west and north are residential areas, too -- a fact which the initial study conveniently ignores. It appears that you don't care about the residents who live north and west of Sunset Boulevard.

I drive here and I live here; my friends live here. A 4-story digital building will shine into residents' windows day and night. It will also distract drivers. An additional massive electronic billboard will surely be a hazard to pedestrian and driver safety.

The obnoxious digital billboard on The Pendry Hotel added nothing aesthetically to our neighborhood. This proposed development will add additional blight. We are outraged!

And if all that isn't enough, it's been established that light pollution is

detrimental to health.

If you allow this project to move forward, it will be obvious that you value your coffers much more than your neighbors. Please pull the plug on this outrageous proposal.

Thank you for your attention,

Hollace Brown

Comment Letter #81

From: [Jim Goodrich](#)
To: [Dereck Purificacion](#)
Subject: Sunset Billboard
Date: Wednesday, August 4, 2021 12:49:05 PM

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

We live at Sierra Towers @ 9255 Doheny Rd in West Hollywood on the lowest residential floor looking directly at the 'Hornburg' building, we very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard(Hornburg Jaguar building). The light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our individual property value will plummet as our view of downtown could also be impeded. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Thank you, Jim Goodrich & John Holloway Unit 705. 310-779-7397

From: Jim Goodrich iPhone

From: [leeza.yaroshevsky](#)
To: [Dereck.Purificacion](#)
Subject: Sunset Blvd and Cory Ave development
Date: Wednesday, August 4, 2021 2:14:11 PM

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I live at Sierra Towers HOA on Doheny Rd in West Hollywood and am very much opposed to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building). We will look directly at it and the light from it will intrude into our units as was happening with the lighting installed on the City National Bank building which has since been resolved with the help from the City. Our property values will plummet. In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.
Regina Livshetz Unit #2101.

Comment Letter #83

From: [Joshua Greer](#)
To: [Dereck Purificacion](#)
Subject: Sunset Boulevard Proposed Development - letter from a concerned homeowner
Date: Wednesday, August 4, 2021 2:28:07 PM

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Dear Mr. Purificacion,

I live in West Hollywood and have owned my home here for 15+ years.

I am in the real estate business. As a result, I am not anti-development in general. I usually avoid getting caught up in the resistance that new developments sometimes attract.

However, I feel that I must speak up as a resident and homeowner of this city. I must voice my strong objection to the giant LED screen proposed as the centerpiece of the proposed development at the former Hornburg Jaguar site.

I live in Sierra Towers, which will be negatively affected by this development, possibly more than any neighboring property.

- The screen will project light OUTWARDS, similar to the way a TV lights up a dark room. By design, they project an outward glow that turns the surrounding area into a multi-colored, synthetic daylight.
- Light pollution is a real thing.
- The city has ordinances telling us what kind of lightbulbs I am allowed to have INSIDE my home, but then allows THIS?
- The city spends massive amounts of time and money protecting the environment in the city, but then allows THIS? It is visual pollution.
- Technology is short lived. In 10+ years this will not be a celebrated work of architecture.
- Plenty of cities have ordinances requiring light to be directional, only aiming towards a sign or building. Nothing that projects light outwards. They have enacted ordinances prohibiting even backlit signs, much less full-on LED screens.
- It has become an increasingly sad occurrence to hear West Hollywood and LA residents complain about what is happening to the once legendary and historical Sunset Strip.

What an honor to have such a special part of American history in our small city. But I'm afraid it will

soon be gone. What makes the Sunset Strip special – its very DNA - is being destroyed.

Resorts World in Las Vegas boasts they now have the largest LED screen in the US. Let's leave that for Las Vegas.

Please, step in and do what is right. Not only for West Hollywood, but the entire city of Los Angeles. Sunset Boulevard is like a river running through the entire city. People come from all over the world to experience this part of the country. If they want to see an LED screen, they can visit Las Vegas or LA Live downtown.

Thank you,

Josh Greer

Joshua T. Greer
CalBRE# 01732418
Hilton & Hyland Real Estate
257 N. Canon Drive Beverly Hills, Ca 90210
Office 310 691 5930
Cell 310 717 3700

From: margo_barbakow
To: SaveHornburgJaguar@gmail.com; [Lindsey Horvath](#); [Lauren Meister](#); [John D'Amico](#); [John Erickson](#); [Sepi Shyne](#); [Dereck Purificacion](#)
Subject: Well....
Date: Tuesday, July 20, 2021 1:13:12 PM

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...why not just put an airport on that corner??????

We are residents of Sierra Tower(s), and the thought of adding the proposed project has so many negatives that it hurts to think what's to come. We reside on the north side of the building and won't be directly impacted by the light, but we care about our friends and neighbors AND people in the surrounding areas who will be affected by the traffic and noise. All for the mighty dollar??? Have we lost all civility? Care for others? This project, along with so many other tragedies of the last 5 years, frustrate me and make me sad. I hereby voice my OBJECTION to this project.

Sincerely,

Margo Baker Barbakow

Margo Baker Barbakow

Be who you are and say what you feel because those who mind don't matter and those who matter don't mind.

From: [Judith Regan](#)
To: [Dereck Purificacion](#)
Subject: Fwd:
Date: Wednesday, August 4, 2021 3:12:58 PM

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Dereck Purificacion, Associate Planner
Planning & Development Services Department
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216

Dear Mr. Purificacion,

I live at Sierra Towers HOA at 9255 Doheny Rd in West Hollywood, Apt 1206, and am VERY VERY OPPOSED to the huge electronic billboard that is proposed at 9160-9176 Sunset Boulevard (Hornburg Jaguar building).

I am already MORTIFIED by the ugly, intrusive, totally unnecessary, environmentally corrosive lighting fixture that sits atop the City National Building and has DESTROYED my view, intruded on my peace and diminished the value of my apartment. (SEE PHOTOS OF MY LIVING ROOM BELOW). WHY????

In a state that sends me weekly notices about the use of electricity--WHY would the city allow such a wasteful use of natural resources and in a drought no less???? Is this the definition of absurdity? I can't run my dryer but City National and this new real estate monster can use obscene amounts of power? WHY??? To enrich themselves? Certainly not to enrich the community.

Isn't it time that planning boards said NO? How about planting oxygen-creating trees atop rooftops or better yet WALL GARDENS that help the community? Do we really need more power-sucking billboards???? AND they cause cancer by the way.

How about art installations or murals? Do we really need an electronic billboard of ads in our faces all day? WHY!!!!??

We look directly at this absurd, wasteful lighting fixture at City National (what purpose does it serve?) and also look directly at the Jaguar building. Any light from this new, environmentally

destructive billboard will also FURTHER intrude into our units as has happened with the lighting installed on the City National Bank building. Our property values will further decline.

I am very prepared to sue the city and to remove the business I run from California. GUARANTEED I will sell my apartment for far less than what I had to pay for it. I am prepared to start a campaign of serious proposition against the City of West Hollywood and any corrupt real estate mogul who can, with impunity, violate every possible rule of human decency during this treacherous time.

If I have to live in Times Square, which this city is becoming, I would rather do it in New York where the politicians are actually LESS CORRUPT than they are here. Clearly, real estate developers rule the roost. What about people who live in the community?

In addition, that intersection is already severely congested and this will only create more congestion. I urge you to consider these comments when reviewing this project for next steps.

Live up to the meaning of your name, Mr. Purificacion, and help to make the air and the environment cleaner, safer, and better for the community.

You will be a hero.

The real estate developer will be a hero.

Our air will be cleaner.

And the media will support your efforts along with the community.

Isn't it time for CHANGE and CLEAR THINKING regarding these matters?

If not, the karmic kickback of this destructive path will be the destruction of this city which will soon be filled with air and temperatures not fit for humans.

JUDITH REGAN

Regan

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