



James Williams <james.k.williams@lacity.org>

Paramount Pictures Master Plan Project/Comments on Three Separate Agenda Items Scheduled to Be Heard on July 14, 2016.

2 messages

lowelevin <lowelevin@aol.com>

Mon, Jul 11, 2016 at 11:31 AM

To: cpc@lacity.org

Cc: Karen Gilman <gilperson2@gmail.com>, somelrose@yahoo.com, julia.duncan@lacity.org, chris.robertson@lacity.org, Marilyn Levin <lowelevin@aol.com>

To: City Planning Commission

Hearing: July 14, 2016 8:30 am

Agenda items: Three 300 plus page Staff Reports circulated by email on July 6, 2016 addressing:

1. General Plan Amendment, Zone Change, Specific Plan, Code Amendment, Sign District.
2. Development Agreement
3. Appeal of Letter of Determination issued June 7, 2016 purporting to approve Tentative Tract Map and Final EIR/Compliance with CEQA decision (Tentative Tract No. 71751, CEQA No. ENV-2011-2460-EIR)

First, attached below in the May 16, 2016 email are the timely comments I submitted to the Advisory Agency/Planning Department on May 16, 2016 opposing the Paramount Pictures Master Plan Project and specifically listing issues of concern both in the EIR, the Tentative Tract Map, the General Plan Amendments, Zone Changes, Specific Plan, Code Amendments and Signage District prior to the May 16th hearing.

These prior comments are resubmitted for the Planning Commission hearing on July 14, 2016 for all three agenda items.

In addition, the following timely comments are provided in response to the three Staff Reports circulated on July 6, 2016 for a July 14, 2016 hearing before the Planning Commission.

All these comments recommend that the Planning Commission set aside and deny all approvals, certification, amendments or adoptions being sought or requested for the proposed Paramount Pictures Master Plan Project:

1) My family lives at 523 N. Beachwood Dr. Los Angeles, California 90004 and we have lived in the neighborhood since 1982. My family and the entire neighborhood south of Melrose Avenue is aggrieved by the Paramount Pictures Master Plan Project and all of its disparate and component parts, including the Tentative Tract Map, the Final EIR Approval, the General Plan and Specific Plan Amendments, the Signage proposals. The appeal by Beth Dorris, on behalf of Mary Ann Biewener should be granted addressing the Tentative Tract Map and CEQA and the entire Paramount Project should be denied at this time including approvals of the General Plan and Specific Plan Amendments, Zone Changes, Signage Changes, Code

Amendments. There has not been adequate due process notifications identifying all the massive changes required to implement this long term cumulative project and the Project Description has not been adequate.

2) The APPEAL: The Letter of Determination and purported Approvals of the Tentative Tract Map and the Final EIR dated June 7, 2016 should be denied and set aside and the appeal of Beth Dorris should be granted. The EIR should not be certified as adequate, the Planning Commission should not adopt the Statement of Overriding Considerations, should not adopt the proposed Mitigation monitoring Program, or the Findings for the adoption of the EIR. The Tentative Tract Map should not be approved as there exist serious due process problems and abuse of discretion. This Project spans a term of 22 years and there has been a failure of appropriate adequate analysis of the significant impacts to the environment and of the impacts from the proposed Tentative Tract Map.

Moreover, the "appeal" by Paramount seeking to change conditions with "corrections" to the Specific Conditions have allegedly been addressed in the Staff Report by attaching an Exhibit D, as "corrections to Specific Condition" and representing them as "technical in nature" baring "no impact on the mode and character of the LOD." In fact, the aggrieved neighborhood has not had time to analyze Exhibit D that impacts Conditions 10, 11, 15, 18, 22, S-1 and S-3. However, the language changes seem to lessen prior requirements for zoning, transportation, street lighting, off street parking spaces, construction mitigation conditions, building permits for construction of a new building along a public right of way, and zone requirements. It is impossible to analyze the impact of these changes without more time. The proposed Project should be scheduled for more neighborhood hearings and outreach based upon the agency's abuse of discretion and failure to comply with due process and notice requirements and associated regulations. The impacted neighborhood and residents including myself have not been properly given due process notice of all the component parts to address the massive Proposed Project. While living just two blocks away, neither the lead agency nor Paramount have adequately informed the aggrieved neighborhood of the applicable and numerous amendment requests to land use, zoning, landscaping, green energy, water conservation and signage regulations that would have to be amended, changed, modified to allow this huge commercial development to proceed over the next at least 22 years.

There has not been adequate due process notification of all the changes requested including a General Plan Amendment, A new Paramount Studios Specific Plan (including Signage Regulations and Historic Resources Preservation Plan, a related Zone Change and Code Amendment, landscaping requirements exceptions and revisions to the Hollywood and Wilshire Community Plans. In fact, the Project Description used for the Tentative Tract Approval in the LOD significantly excludes the Plan/Code Changes other than the Tentative Tract. Therefore, the Project Description is inadequate to inform the impacted neighborhood of the actual scope of the Project.

Further, the staff responses in the Staff Report outlining the appeals and providing responses simply repeat the incorrect earlier evaluations in the Draft EIR and the Final EIR.

A.) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: The Paramount Pictures Master Plan Project seeks to include establishment of a Sign Supplemental Use district or now seeks to camouflage that original Sign District proposal to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Either proposal, if its substance is to include the proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily

one and two-story residential buildings which are only 150 ft. away from the residents is . Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square and therefore the explanations in the EIR do not address the significant aesthetic, Blight and Safety Impacts associated with the Proposed Project's Signage. Even with the Final EIR proposal "not to exceed a nighttime brightness level" of a certain amount, there are no overriding considerations that are acceptable for the digital signs proposed in a residential neighborhood.

B) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics. There have not been appropriate evaluations of cumulative impacts that would exceed allowed commercial lighting onto residential neighborhoods. The City has to consider the signage/billboards in addition to the additional construction by Paramount, including all the additional buildings being added to the property which will add too more light to the residential neighborhood.

C) Building Height & Massing: The Proposed Building Heights Are Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood– The Proposed Project Heights would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. The Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of the Residential Neighborhood.

The Final Environmental Impact Report (FEIR) references a building at 321 Larchmont (Medical Building) built in 1964 and the El Royale Apts. located 450 Rossmore built in 1929 " as "nearby" buildings as approximately 140 and 160 feet, respectively, in height" and thereby justifying the proposed heights of the buildings to be built on the Paramount lot. First, it is disingenuous and inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All the existing buildings in the neighborhood are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone). The Staff response is inadequate and its conclusion that the proposed Project would have a less than significant impact on historic resources is incorrect and does not "enhance compatibility with the adjacent community."

D) View – (see 1 above) The tallest proposed building of 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics would be viewable from all directions and will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

E.) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose and South Bronson Lot Proposed 45-ft plus rooftop Parking Structure: The serious and overwhelming transportation impacts have not been adequately addressed in the EIR and the MMP. The addition of 5,000 employees will significantly impact the transportation along Melrose as well as all the residential streets including Rosewood and Clinton. Traffic impacts are often underevaluated or underestimated in these types of EIRs (i.e. Millenium Project) and there is often no adequate mitigation (including parking) for adding the type of density proposed. The proposed rooftop parking structure previously opposed in this neighborhood many years ago is now slated again by Paramount where the appropriate placing of additional parking can be on the proposed Lot and not directly adjacent to one the residential neighborhood.

F.) All the bases of the appeal filed by Beth Dorris on behalf of Mary Ann Biewener are adopted and incorporated herein in this comment letter.

3. The Two Staff Reports Addressing: A. General Plan Amendment, Zone Change, Specific Plan, Code Amendment, Sign District or Signage Amendments. and B. Development Agreement

All of the above comments outlined in paragraphs 1 and 2 are included in paragraph 3 as the opposition to any approvals of the General Plan Amendments, the Specific Plan Amendments, the Code Amendments, the Zone Changes, the Signage Changes, the Development Agreement and any and all approvals being considered/recommended in the two additional Staff Reports circulated on July 6, 2016, only 7 days prior to the hearing. For such a massive project involving so many requested approvals, adoptions, certifications, amendments, actions, in addition to reading and reviewing 300 plus pages each of staff reports and exhibits, constitutes a lack of due process notifications and an abuse of discretion. As stated above, this project is proposed for a term of 22 years (the Development Agreement) and its various components and impacts have not been adequately addressed.

Thank you for this opportunity to comment on this significant and impactful project.

Marilyn H. Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

Begin forwarded message:

From: "Elva Nuno-O'Donnell" <elva.nuno-odonnell@lacity.org>
Subject: Re: Paramount Pictures Master Plan Project
Date: May 17, 2016 at 2:35:31 PM PDT
To: lowelevin <lowelevin@aol.com>

Dear Marilyn,

Your email in opposition to the Paramount Pictures Master Plan has been received and is now incorporated into the administrative record for review and consideration by the decision-makers.

Sincerely,

Elva

On Mon, May 16, 2016 at 8:03 AM, lowelevin <lowelevin@aol.com> wrote:

These comments are submitted prior to the hearing in opposition to the Paramount Pictures Master Plan Project currently scheduled for a "Concurrent" Public Hearing on May 16, 2016.

1. Paramount is seeking both an approval of a Final EIR and variances to zoning and other land use issues in a CONCURRENT hearing. There has not been adequate notice for the zoning, tentative map and real estate issues. In addition, the interested parties need additional time to review the 620 page FEIR not including attachments that was just published on April 14, 2016.
2. Cumulative Impacts from the entire PROJECT have not been adequately analyzed.

3. The zoning variances, tentative map issues and real estate changes have not been adequately noticed or analyzed.
4. There are no overriding considerations that should allow the environmental impacts identified to proceed.
4. Traffic: Proposed New Plymouth Gate vehicular access point near Plymouth and Melrose and Neighborhood Intrusion has not been adequately analyzed and there has not been any or adequate traffic mitigation proposed for the neighborhood south of Melrose. The traffic on Melrose is already impossible and there are no overriding considerations to allow further traffic issues.
5. Building Height & Massing is inconsistent with the architecture of the Neighborhood. The Plan allows a 240 ft building to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics viewable from all directions. This is requested because at the present Paramount can't build over 60 ft in all the areas. The basis for this request are the existence of the ONLY two buildings at the far end of Larchmont Blvd, both of which are 140 and 160. THERE ARE NO OTHER TALL BUILDINGS IN THE ENTIRE NEIGHBORHOOD SOUTH OF PARAMOUNT. In addition, Paramount suggests that this is a "commercial area" based upon the existence of two auto body shops at the end of two streets. The Larchmont area is a residential area, and these two shops do not constitute the basis for being deemed a commercial area.
6. View- See Number 5-a 240 Ft building is not appropriate in a residential area and will be seen from all directions. EIR is not adequate; Responses to comments are not adequate; there are no overriding considerations.
7. Electronic Signs/Supergraphics: Paramount seeks the establishment of a Sign Supplemental Use District that would allow Supergraphics to be lit and a bank of digital signs to be active 20 hours a day facing Residential Neighborhood 150 ft away along Melrose, Gower and Van Ness with Electric Signs rotating every 8 seconds. The discussion of the environmental impacts was not adequate, the Responses to Comments were not adequate and there are no overriding considerations to allow this type of nuisance in the neighborhood. This is not a downtown district in NY or even on Wilshire where these distracting, annoying signs have been places.

The Advisory Hearing Committee and the City Council should deny this project, deny the approval of the EIR, deny each and every zoning various, tentative map request.

There should be numerous additional hearings scheduled with additional time and notice to discuss the issues. While this Project has been developed for many years by Paramount, the interested parties need an additional six months to consider the ramifications of this project on the neighboring communities.

Marilyn Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

323-333-1822

--

Elva Nuno-O'Donnell, City Planner
Major Projects
6262 Van Nuys Boulevard, Room 351
Van Nuys, CA 91401
(818) 374-5066

Work Schedule: 7:30 a.m. to 4:00 p.m.
RDO (Every other Friday)



James Williams <james.k.williams@lacity.org>

To the planning commission re: Paramount proposed construction

1 message

Elizabeth Allen Rosenbaum <lizallen@pacbell.net>

Mon, Jul 11, 2016 at 10:18 AM

To: cpc@lacity.org

Cc: gilperson2@gmail.com, somelrose@yahoo.com, Scott Rosenbaum <skeeterrosenbaum@me.com>

Dear Planning Commission,

My husband and I are residents of Windsor Square in Hancock Park and we are writing about the proposed Paramount construction plan. The Case/Ceqa numbers are:

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA**CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035**

We purchased our home on 133 South Plymouth Blvd. a year and a half ago because we were drawn to the quaint neighborhood feel, the less congested residential quality, and most importantly, the respect for the century old history of the architecture and neighborhood. Ironically, Paramount Studios has always been one of the most idyllic vestiges of that time as well. We are very concerned about the additions to the Paramount Lot and do not feel it's at all in keeping with the neighborhood and a slap in the face of all the good work that the HPOZ does to protect the integrity of the area for generations to come.

Specifically our concerns are:

- 1) The **Electronic Signs/ Supergraphics/ Scrolling Digital Signs**. The proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.
- 2) The intense light pollution generated from the new **combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics**. The cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The City can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.
- 3) The proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood. **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood**— Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. The final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation

Overlay Zone).

4) We live on Plymouth and our view north will be entirely obstructed because it dead-ends into the proposed building. No longer will residents be able to enjoy the Hollywood Hills and iconic sign because of this construction.

5) Our neighborhood is comprised of families and we all know Paramount employees use our resident streets as alternative to Melrose, which is quite dangerous. There is a proposed change of the Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate. Not to mention, this additional congestion will be out of proportion to the small residential roads. It is a **neighborhood intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose.**

6) Additionally, the **South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft** slated for a residential neighborhood also adds to the congestion and is particularly frustrating when Paramount does have the option to put all parking on The Lot.

Thank you for your help in this matter.

Best,
Elizabeth and Scott Rosenbaum
133 South Plymouth Blvd.
Los Angeles, CA 90004
323/447-7343

FROM THE DESK OF WALTER AUGUST

11 July 2016

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

We are homeowners at 537 N Irving Blvd., a block and a half south of south one of the Melrose Ave parking structures proposed by Paramount Pictures in their Master Plan, south of the main Paramount lot north of Melrose. We live in an 89 year old home and treasure our neighborhood's beautiful environment. We are involved in the HPOZ research and volunteering. The home has belonged to our family for 43 years. We are members of the Larchmont Village Neighborhood Assn. Through our LVNA volunteering and general involvement with our neighbors, both as residents and as owners of Fancifull Gift Baskets a Fine Foods (located at 5617 Melrose Ave, ½ block West of Paramount), we have witnessed and observed our neighbors' opposition to the scope of Paramount plan.

We are seriously concerned about the following issues and OPPOSE the Master Plan, the Final EIR, the Sign District:

1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: We oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

2) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics--cannot be mitigated unless stopped! Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding buildings on the property which may add too much light to our residential neighborhood.

3) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood-- We oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the Total Permitted Floor Area to 3.3 million square feet. The proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

The final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 which are approximately 140 and 160 feet, respectively, in height, but it is *inaccurate* to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the

FROM THE DESK OF WALTER AUGUST

Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone)

4) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block. The 150' building proposed to be built near the corner of Melrose and Van Ness is also TOO TALL,

5) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate. No adequate traffic study was conducted south of Melrose! The amount of traffic on Clinton has made it hazardous to walk and the increasing number of cars speeding on our block presents a real danger to the many children and pets on Irving.

6) Traffic – South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft : Slated for a residential neighborhood when Paramount has options to put all parking on The Lot. Again, no adequate traffic study was conducted to reflect enormous impacts anticipated.

Thank you very much for considering our grave concerns when hearing the Paramount Master Plan, Tentative Tract map and Final EIR in City Planning Commission on Thursday morning, July 14, 2016.

Sincerely,

Walter August
537 N Irving Blvd
Los Angeles, CA 90004
wallyaugust@gmail.com



James Williams <james.k.williams@lacity.org>

**Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA CEQA
No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035**

1 message

Karen Gilman <gilperson2@gmail.com>

Mon, Jul 11, 2016 at 9:59 AM

To: cpc@lacity.org, Chris Robertson <chris.robertson@lacity.org>, Julia Duncan <julia.duncan@lacity.org>

Cc: Mary Ann Biewener <Somelrose@yahoo.com>, Karen Gilman <Gilperson2@gmail.com>

Karen and Michael Gilman
4941 Elmwood Ave.
Los Angeles, CA 90004
gilperson2@gmail.com

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

We are homeowners at 4941 Elmwood Ave., south of the Melrose Ave parking structures proposed by Paramount Pictures in their Master Plan, south of the main Paramount lot north of Melrose. We live in a 100 year old home and treasure our neighborhood's beautiful environment. We are involved in the HPOZ research and volunteering. We have owned our home for almost 30 years. We are members of the Larchmont Village Neighborhood Assn. Through our LVNA volunteering and through Karen's elected role on the Greater Wilshire Neighborhood Council, we have witnessed and observed our neighbors' opposition to the scope of Paramount plan.

We are seriously concerned about the following issues and OPPOSE the Master Plan, the Final EIR, the Sign District:

1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: We oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

2) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics—cannot be mitigated unless stopped! Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

3) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood— We oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the

historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

The Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". *It's inaccurate* to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

4) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block. The 150' building proposed to be built near the corner of Melrose and Van Ness is also TOO TALL,

5) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate. No adequate traffic study was conducted south of Melrose!

6) Traffic – South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft : Slated for a residential neighborhood when Paramount has options to put all parking on The Lot. Again, no adequate traffic study was conducted to reflect enormous impacts anticipated.

Thank you very much for considering our grave concerns when hearing the Paramount Master Plan, Tentative Tract map and Final EIR in City Planning Commission on Thursday morning, July 14, 2016.

Sincerely,

Karen and Michael Gilman



Letter Gilman Paramount 071416 CPC.docx

17K



James Williams <james.k.williams@lacity.org>

City Planning Commission Thurs 7/14/16 8:30 a.m. Paramount Master Plan1 message

julietmargaret@yahoo.com <julietmargaret@yahoo.com>

Mon, Jul 11, 2016 at 7:13 AM

To: cpc@lacity.org

Cc: Karen Gilman <gilperson2@gmail.com>, somelrose@yahoo.com

City Planning Commission:

Below are my written comments for your consideration for this Thursday's City Planning Commission meeting.

I live on the 400 Block of North Gower between Melrose and Beverly. We have lived in this house for over 50 years since 1966. Larchmont Village is truly a unique and special neighborhood.

Please do not ruin this charming and quiet neighborhood.

I have several concerns regarding the Paramount Pictures Master Plan.

1. TRAFFIC

I am very concerned about the increased commuter traffic south of Melrose. The quiet streets south of Melrose are already being used as cut through streets. One alternative to preserving the neighborhood is to gate the community like Lafayette Square.

The proposed parking lots south of Melrose will need to have physical barriers so commuters can not go south. Exit only going North onto Melrose. Traffic mitigation south of Melrose needs to be considered significantly.

Also, the two proposed parking lots south of Melrose in Council District 4 should be subterranean parking structures. Build DOWN not up.

2. HEIGHT of the BUILDINGS

The height of both proposed buildings is too high.

They are out of scale for the neighborhood, block views and affect light.

3. SPECIAL SIGN DISTRICT and ELECTRONIC DIGITAL BILLBOARDS

Oppose special sign district. No electronic signs. This will increase light pollution significantly.

Keep the current billboards with the light facing down on the billboards instead of the light facing out into the neighborhood.

4. GLOBE

Regarding the globe on the NE corner of Gower and Melrose, I understand that it will be removed and displayed off property somewhere.

Not acceptable. This is a local landmark, that has been there through the RKO days and the Desilu era.

It should be re-displayed on whatever new structure will be going up on that corner.

Kind regards,
Juliet Szegedi



James Williams <james.k.williams@lacity.org>

Paramount Pictures Master Plan Project

2 messages

lowelevin <lowelevin@aol.com>

Mon, Jul 11, 2016 at 11:49 AM

To: cpc@lacity.org, Elva Nuno-O'Donnell <elva.nuno-odonnell@lacity.org>, Adam Villani <Adam.Villani@lacity.org>

Cc: Karen Gilman <gilperson2@gmail.com>, somelrose@yahoo.com, julia.duncan@lacity.org, chris.robertson@lacity.org, Marilyn Levin <lowelevin@aol.com>

To:

City Planning Commission

Agenda Items for July 14, 2016 In addition to the comments submitted in a separate email, I add the following:

There is another serious due process/notice issue in the three staff reports for this project that fail to give adequate instructions for substance and timing and location to provide comments for the three agenda items.

First, there is no attachment of the City Planning Commission Policy For Submittal of Written Materials is not included in the Staff Reports including any requirements for submitting electronic comments.

Second, the notice in the staff report only provides that "Written communications may be mailed to the Commission Secretariat, 200 North Spring Street, Los Angeles, CA 90012 with a phone number. It further states that "While all written communications are given to the Commission for consideration, the initial packets are sent to the week [sic] prior to the Commission's meeting date." With the staff reports being circulated only 7 days prior to the meeting, this requirement does not meet due process requirements. The provision of the email address for the City Planning Commission is only provided to ensure availability of reasonable accommodation for equal access and not when and how to provide electronic comments.

Marilyn H. Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

James Williams <james.k.williams@lacity.org>

Mon, Jul 11, 2016 at 11:54 AM

To: lowelevin <lowelevin@aol.com>

Cc: Karen Gilman <gilperson2@gmail.com>, Elva Nuno-O'Donnell <elva.nuno-odonnell@lacity.org>, julia.duncan@lacity.org, chris.robertson@lacity.org, Adam Villani <Adam.Villani@lacity.org>, somelrose@yahoo.com, cpc@lacity.org

Good afternoon Ms. Levin,

Your comments have been received and will be shared with each of the Planning Commissioners.

We actually share public correspondence with the City Planning Commission up to the day before the meeting.

Thank you for your submissions,

James

[Quoted text hidden]



James Williams <james.k.williams@lacity.org>

Fwd: Paramount Proposed Development/Construction.

1 message

Patricia Jasper <patriciamjasperesq@gmail.com>

Sun, Jul 10, 2016 at 12:38 PM

To: cpc@lacity.org

Cc: gilperson2@gmail.com, somelrose@yahoo.com, julia.duncan@lacity.org, chris.robertson@lacity.org

----- Forwarded message -----

>

> Dear Gentlepersons: We wish to add our objections to the proposed Paramount Studio development construction project in the Melrose Avenue/Pymouth Boulevard area. As residents of Plymouth Boulevard, we object to the proposed building height restriction waiver. A 240 foot tall building is completely out of character with our historic residential neighborhoods of Windsor Square/Hancock Park. Similarly, the proposed 20 hour a day electronic/super graphic billboard will be a blight and a nuisance, distracting drivers and pedestrians, and along with the structure to which it will be attached, blocking sunlight from neighboring properties during the day and creating obnoxious light pollution at night. This light pollution is in addition to the light that will be generated by Paramount's new and existing buildings. The cumulative effect of these when combined with other light sources renders this project unacceptable for a residential area.

>

> Traffic conditions on neighborhood streets are already at a saturation point. The traffic impact analysis for this proposed project is woefully inadequate and superficial and suggests a complete lack of familiarity with actual current - let alone future - conditions. The proposed 45 foot rooftop parking structure is not a solution - it merely compounds the eyesores. In addition to the permanent traffic increase approval of this proposal would create, the prospect of construction traffic through 2038 is outrageous and inexplicable.

>

> We and our neighbors work hard to preserve the unique integrity of our special and historic neighborhoods. We are in an Historic Overlay Protection Zone. The proposed Paramount Studios project flies in the face of our efforts to protect our special historic neighborhood because it is completely out of scale with its environment. This project should not be approved. Thank you for your consideration.

Please note the updated email address, above.

>

> Sincerely, Alan and Patricia Jasper

>

>

>

>

> Sent from my Samsung Galaxy Tab® S



James Williams <james.k.williams@lacity.org>

Paramount Pictures Master Plan Project1 message

Dan Sturman <dan.sturman@gmail.com>

Sat, Jul 9, 2016 at 12:10 PM

To: cpc@lacity.org

Cc: gilperson2@gmail.com, somelrose@yahoo.com, julia.duncan@lacity.org, chris.robertson@lacity.org

To the Planning Commission-

I'm writing in regard to Paramount Pictures Master Plan Project, Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA, CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035.

I live at 591 N Beachwood Drive, exactly one block south of the Paramount Lot.

I have concerns about a number of aspects of Paramount's proposed plan.

My biggest concern is in regard to Paramount's proposal to add Electronic Signs/ Supergraphics/ Scrolling Digital Signs facing the residential neighborhood in which I live. I am completely opposed to this. Do I really need to spell out my obvious reasons? Would you want something like this popping up in your own neighborhood just a block from your own house? Would any of the employees at Paramount welcome such an intrusion across the street from their homes?

It strikes me that the proposed signage would be appropriate if placed in a commercial area, but that it will be completely out of place and intrusive directly across the street from a residential neighborhood. And yes, there is a stretch of one and two-story commercial buildings lining the south side of Melrose, immediately across the street from Paramount, but to suggest that these buildings will provide some sort of buffer to our residential neighborhood -- or that these buildings justify the characterization of our residential neighborhood as a commercial area -- is disingenuous and absurd. Go take a look for yourself -- common sense and your own eyes will show you the truth of the situation.

Put more simply: my young daughters like to use the swing set in our backyard -- is it fair that they may soon find themselves playing under a looming set of Times Square-style billboards flashing over our backyard for 20 hours each day?

Beyond the issue of Paramount's proposed signage, I am also deeply skeptical of the rosy picture the studio paints of the traffic impact on our neighborhood during construction. Furthermore, after construction is complete, it seems likely that we will continue to experience increased congestion and attendant traffic safety issues caused by the addition of a new "Plymouth Gate."

And finally, Paramount's proposal to build 240 and 135 foot tall buildings on the lot seems incompatible and overly intrusive to the neighborhood. I'm no expert on LA zoning laws, so perhaps this proposal actually is legally acceptable ... but common sense ought to tell anyone it is not aesthetically appropriate nor is it fair to Paramount's neighbors.

I'm all in favor of supporting the growth and development of businesses in Los Angeles, and I consider it an honor to live in such close proximity to Paramount Studios -- a genuine Hollywood landmark. I want to support Paramount's expansion plan, but I shouldn't have to sacrifice the value of my home and the personal comfort and safety of my own family in order to give this support.

Thanks so much for your consideration!

Best,
Dan Sturman
591 N Beachwood Drive
Los Angeles, CA 90004
323-899-9227



James Williams <james.k.williams@lacity.org>

Fwd: Proposed Paramount master plan

1 message

indy flore <iflore@gmail.com>

Sat, Jul 9, 2016 at 2:03 PM

To: cpc@lacity.org

Cc: gilperson2@gmail.com, somelrose@yahoo.com, Julia Duncan <julia.duncan@lacity.org>, chris.robertson@lacity.org

I am unable to attend the Planning Commission meeting in person so I am sending my comments in writing herewith.

I am a resident of Hancock Park and I live close to Melrose and close to Paramount. I am vehemently opposed to this plan because there is little to no consideration for the impact to nearby residential communities. Electronic billboards are inappropriate and unacceptable for this neighborhood. This is not Las Vegas.

Moreover, I am very concerned about the sheer size of the proposed plan and the amount of additional traffic this will bring to the neighborhood. In this area and specifically along Melrose, the streets are already overburdened. The community has been waiting over a decade for a simple, no-brainer signal improvement at one poorly designed intersection at Melrose and Vine / Rossmore.

There should be a moratorium on extensive proposals like Paramount's until long overdue traffic improvements are fully implemented. Thereafter, traffic and feasibility studies should be conducted to analyze the potential impact of further redevelopment in this community.

We are in the middle of a very significant wave of development along Melrose and just to the north. Hancock Park is already experiencing the impact of this through increased traffic through otherwise quiet residential streets, increased parking congestion and little to no oversight and/or enforcement by the City of code and permit violations.

In any event, since the City is too constrained to implement basic traffic flow, road safety and parking measures, it necessarily follows that it lacks the resources to properly assess and oversee a development of this nature.

We should be fixing what's wrong with the status quo before considering adding to the problem. My entire neighborhood will be seriously impacted by this ill conceived proposal which completely undermines the value of our community in LA.

Sent from my iPhone

--

Indy Flore
646.315.3975



James Williams <james.k.williams@lacity.org>

Paramount Update- City Planning Commission Thurs 7/14/16 8:30AM

1 message

Jim Cone <jim.cone@icloud.com>

Sun, Jul 10, 2016 at 7:36 AM

To: cpc@lacity.org

Cc: gilperson2@gmail.com, somelrose@yahoo.com, julia.duncan@lacity.org, chris.robertson@lacity.org

Dear Planning Commission,

I am a homeowner at 611 N Bronson Avenue #2, Los Angeles, CA 90004. While I am very excited about some of the improvements to the area that are being proposed, I am most concerned with traffic from the studios on Bronson Avenue. I have already been noticing production trucks traveling between Clinton and Melrose on Bronson, sometimes very early in the morning (as early as 5am during the week). I believe there should be a limitation of vehicle size and time of day that production vehicles can travel on Bronson, given the number of residences.

I also am concerned with nighttime noise coming from the studio (seems mostly from private events). These should be limited to specific hours (music/loud noise should have to stop by 11PM or something like that).

Thank you very much,

James A. Cone



James Williams <james.k.williams@lacity.org>

9 Visuals Paramount Project - South of Melrose CD4

1 message

somalrose@yahoo.com <somalrose@yahoo.com>

Mon, Jul 11, 2016 at 9:45 AM

Reply-To: somalrose@yahoo.com

To: "cpc@lacity.org" <cpc@lacity.org>

Dear Planning Commission Members-

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA**CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035**

I'm Mary Ann Biewener, owner/resident of duplex in the 600 Block of North Plymouth. I'm the named appellant in appeal on Paramount Project. Advisory Agency issued Letter of Determination on 6/7/16, hearing date before the Planning Commission is Thurs 7/14.

Attached please find 9 visuals of the project from the Perspective of the Neighbors South of Melrose CD4.

1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square. THE FINDINGS DO NOT SUPPORT SUCH RADICAL CHANGES TO THE EXISTING LIMITATIONS ON SIGNAGE, WHETHER CHARACTERIZED (MISLEADINGLY) AS NEW REGULATIONS OR AS A SIGNAGE DISTRICT.

2) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood- Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ (Historic Preservation Overlay Zone).

3) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

4) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

Regards,

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

My Concerns:

CH 1) **Electronic Signs/ Supergraphics/ Scrolling Digital Signs:** Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

CH 2) **Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics.** Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

CH 3) **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood-** Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

CH 4) **View - (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd** with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

CH 5) **Traffic - Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose:** We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

CH 6) **Traffic - South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4.** 45-ft Slated for a residential neighborhood when Paramount has options to put all parking on The Lot.

Charlie H July 11, 2016 Charlie Hutchinson 339 N. Bronson
past president of Ave, LA, CA
the LVNA 90004

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

My Concerns: (initialed and signed below)

AM 1) **Electronic Signs/ Supergraphics/ Scrolling Digital Signs:** Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

AM 2) **Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics.** Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

AM 3) **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood--** Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

AM 4) **View - (see 1 above)** Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

AM 5) **Traffic - Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose:** We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

AM 6) **Traffic - South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft** Slated for a residential neighborhood when Paramount has options to put all parking on The Lot.

____ OTHER _____

Anne Mansour 7/10/16
Signature Date

Anne Mansour
Printed Name

603 N. Beachwood
Address L.A. 90004

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

My Concerns: (initialed and signed below)

RO 1) **Electronic Signs/ Supergraphics/ Scrolling Digital Signs:** Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

RO 2) **Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics.** Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

RO 3) **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood--** Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

RO 4) **View – (see 1 above)** Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

RO 5) **Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose:** We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

RO 6) **Traffic – South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft** Slated for a residential neighborhood when Paramount has options to put all parking on The Lot.

OTHER _____

Rosemary Osterberg 7/10/16 Rosemary Osterberg 601 N. Beachwood
Signature Date Printed Name Address
Los Angeles,
CA 90004

Christina Yew
550 N. Beachwood Dr.
Los Angeles, CA 90004
July 10, 2016

TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DACEQANO: ENV-2011-2460-EIR, State Clearinghouse number 2011101035

Dear Los Angeles City Planning Commission,

In April 1996 my husband purchased our home on 550 N. Beachwood Drive, one and a half blocks south of Paramount. Since our marriage in 1999 I have come to love this gem of a neighborhood and am concerned about the changes Paramount has proposed. It is the kind of neighborhood where people walk their dogs and stand on front lawns greeting their neighbors. The shade trees and quiet streets create a small town appeal that we love. Our kids play out front. We enjoy sunsets from our front porch.

We support the entertainment industry in Los Angeles. My husband has worked in film and TV production for twenty-two years. We have had filming in our home and in our neighborhood. Originally I felt that Paramount does need to expand and keep jobs local, but I now feel that they are being deceitful and dismissive of the community and that they should have to follow city laws and zoning regulations like everyone else and be denied any exemptions.

I have many concerns, but my main concern is the increased traffic. Paramount wants to add hundreds of new parking spaces, including lots located in our residential neighborhood, but implies that their employees will take public transportation. The city has determined that the areas to the north, west and east of Paramount will be eligible for some traffic mitigation like medians and speed bumps, but areas south of Melrose will not be effected by any additional traffic. However, Paramount has "generously" pledged \$100,00 to the Larchmont Village neighborhood, but there is no plan in place for how to use that money and no real process that I can see to access it. It feels like they have dismissed us entirely. One of the lots is on the corner of Plymoth and Melrose, where we usually turn left onto Melrose so that we can go north onto Gower. I cannot imagine that being possible once a big parking lot is built there. I really don't know how we will get around. To suggest that all of the cars leaving this parking lot will turn north onto Melrose (as the EIR does), not entering our neighborhood or causing spillover traffic to encroach onto Clinton and Rosewood is downright insulting.

At the planning meeting on May 16, Paramount representatives talked about what good neighbors they are and how they give back to the community and the local schools. I have probably single-handedly volunteered more hours at our local schools this year than all of their employees put together. However, our good neighbors did not even have the decency to invite Larchmont residents to this

meeting. They only have to include residents within 500 feet of their property, as if we will not have to see their digital signs deal with the construction or added congestion.

I do not want to take my dog out for an evening stroll only to be blinded by large, digital signage. I don't want to be bombarded by advertising that is often inappropriate for a family neighborhood. I do not want to deal with the traffic that such signs will exacerbate. These signs are not currently allowed in our neighborhood and should not be in the future.

In summary, I am asking to commission to deny Paramount any exemptions. We are all in this neighborhood together and everyone needs to play by the rules.

Respectfully,

Christina Yew



James Williams <james.k.williams@lacity.org>

Paramount Pictures Master Plan Project/Comments on Three Separate Agenda Items Scheduled to Be Heard on July 14, 2016.

2 messages

lowelevin <lowelevin@aol.com>

Mon, Jul 11, 2016 at 11:31 AM

To: cpc@lacity.org

Cc: Karen Gilman <gilperson2@gmail.com>, somelrose@yahoo.com, julia.duncan@lacity.org, chris.robertson@lacity.org, Marilyn Levin <lowelevin@aol.com>

To: City Planning Commission

Hearing: July 14, 2016 8:30 am

Agenda items: Three 300 plus page Staff Reports circulated by email on July 6, 2016 addressing:

1. General Plan Amendment, Zone Change, Specific Plan, Code Amendment, Sign District.
2. Development Agreement
3. Appeal of Letter of Determination issued June 7, 2016 purporting to approve Tentative Tract Map and Final EIR/Compliance with CEQA decision (Tentative Tract No. 71751, CEQA No. ENV-2011-2460-EIR)

First, attached below in the May 16, 2016 email are the timely comments I submitted to the Advisory Agency/Planning Department on May 16, 2016 opposing the Paramount Pictures Master Plan Project and specifically listing issues of concern both in the EIR, the Tentative Tract Map, the General Plan Amendments, Zone Changes, Specific Plan, Code Amendments and Signage District prior to the May 16th hearing.

These prior comments are resubmitted for the Planning Commission hearing on July 14, 2016 for all three agenda items.

In addition, the following timely comments are provided in response to the three Staff Reports circulated on July 6, 2016 for a July 14, 2016 hearing before the Planning Commission.

All these comments recommend that the Planning Commission set aside and deny all approvals, certification, amendments or adoptions being sought or requested for the proposed Paramount Pictures Master Plan Project:

1) My family lives at 523 N. Beachwood Dr. Los Angeles, California 90004 and we have lived in the neighborhood since 1982. My family and the entire neighborhood south of Melrose Avenue is aggrieved by the Paramount Pictures Master Plan Project and all of its disparate and component parts, including the Tentative Tract Map, the Final EIR Approval, the General Plan and Specific Plan Amendments, the Signage proposals. The appeal by Beth Dorris, on behalf of Mary Ann Biewener should be granted addressing the Tentative Tract Map and CEQA and the entire Paramount Project should be denied at this time including approvals of the General Plan and Specific Plan Amendments, Zone Changes, Signage Changes, Code

Amendments. There has not been adequate due process notifications identifying all the massive changes required to implement this long term cumulative project and the Project Description has not been adequate.

2) The APPEAL: The Letter of Determination and purported Approvals of the Tentative Tract Map and the Final EIR dated June 7, 2016 should be denied and set aside and the appeal of Beth Dorris should be granted. The EIR should not be certified as adequate, the Planning Commission should not adopt the Statement of Overriding Considerations, should not adopt the proposed Mitigation monitoring Program, or the Findings for the adoption of the EIR. The Tentative Tract Map should not be approved as there exist serious due process problems and abuse of discretion. This Project spans a term of 22 years and there has been a failure of appropriate adequate analysis of the significant impacts to the environment and of the impacts from the proposed Tentative Tract Map.

Moreover, the “appeal” by Paramount seeking to change conditions with “corrections” to the Specific Conditions have allegedly been addressed in the Staff Report by attaching an Exhibit D, as “corrections to Specific Condition” and representing them as “technical in nature” baring “no impact on the mode and character of the LOD.” In fact, the aggrieved neighborhood has not had time to analyze Exhibit D that impacts Conditions 10, 11, 15, 18, 22, S-1 and S-3. However, the language changes seem to lessen prior requirements for zoning, transportation, street lighting, off street parking spaces, construction mitigation conditions, building permits for construction of a new building along a public right of way, and zone requirements. It is impossible to analyze the impact of these changes without more time. The proposed Project should be scheduled for more neighborhood hearings and outreach based upon the agency’s abuse of discretion and failure to comply with due process and notice requirements and associated regulations. The impacted neighborhood and residents including myself have not been properly given due process notice of all the component parts to address the massive Proposed Project. While living just two blocks away, neither the lead agency nor Paramount have adequately informed the aggrieved neighborhood of the applicable and numerous amendment requests to land use, zoning, landscaping, green energy, water conservation and signage regulations that would have to be amended, changed, modified to allow this huge commercial development to proceed over the next at least 22 years.

There has not been adequate due process notification of all the changes requested including a General Plan Amendment, A new Paramount Studios Specific Plan (including Signage Regulations and Historic Resources Preservation Plan, a related Zone Change and Code Amendment, landscaping requirements exceptions and revisions to the Hollywood and Wilshire Community Plans. In fact, the Project Description used for the Tentative Tract Approval in the LOD significantly excludes the Plan/Code Changes other than the Tentative Tract. Therefore, the Project Description is inadequate to inform the impacted neighborhood of the actual scope of the Project.

Further, the staff responses in the Staff Report outlining the appeals and providing responses simply repeat the incorrect earlier evaluations in the Draft EIR and the Final EIR.

A.) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: The Paramount Pictures Master Plan Project seeks to include establishment of a Sign Supplemental Use district or now seeks to camouflage that original Sign District proposal to “Sign Regulations” that are incorporated into the Paramount Pictures Specific Plan. Either proposal, if its substance is to include the proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily

one and two-story residential buildings which are only 150 ft. away from the residents is . Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square and therefore the explanations in the EIR do not address the significant aesthetic, Blight and Safety Impacts associated with the Proposed Project's Signage. Even with the Final EIR proposal "not to exceed a nighttime brightness level" of a certain amount, there are no overriding considerations that are acceptable for the digital signs proposed in a residential neighborhood.

B) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics. There have not been appropriate evaluations of cumulative impacts that would exceed allowed commercial lighting onto residential neighborhoods. The City has to consider the signage/billboards in addition to the additional construction by Paramount, including all the additional buildings being added to the property which will add too more light to the residential neighborhood.

C) Building Height & Massing: The Proposed Building Heights Are Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood– The Proposed Project Heights would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. The Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of the Residential Neighborhood.

The Final Environmental Impact Report (FEIR) references a building at 321 Larchmont (Medical Building) built in 1964 and the El Royale Apts. located 450 Rossmore built in 1929 " as "nearby" buildings as approximately 140 and 160 feet, respectively, in height" and thereby justifying the proposed heights of the buildings to be built on the Paramount lot. First, it is disingenuous and inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All the existing buildings in the neighborhood are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone). The Staff response is inadequate and its conclusion that the proposed Project would have a less than significant impact on historic resources is incorrect and does not "enhance compatibility with the adjacent community."

D) View – (see 1 above) The tallest proposed building of 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics would be viewable from all directions and will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

E.) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose and South Bronson Lot Proposed 45-ft plus rooftop Parking Structure: The serious and overwhelming transportation impacts have not been adequately addressed in the EIR and the MMP. The addition of 5,000 employees will significantly impact the transportation along Melrose as well as all the residential streets including Rosewood and Clinton. Traffic impacts are often underevaluated or underestimated in these types of EIRs (i.e. Millenium Project) and there is often no adequate mitigation (including parking) for adding the type of density proposed. The proposed rooftop parking structure previously opposed in this neighborhood many years ago is now slated again by Paramount where the appropriate placing of additional parking can be on the proposed Lot and not directly adjacent to one the residential neighborhood.

F.) All the bases of the appeal filed by Beth Dorris on behalf of Mary Ann Biewener are adopted and incorporated herein in this comment letter.

3. The Two Staff Reports Addressing: A. General Plan Amendment, Zone Change, Specific Plan, Code Amendment, Sign District or Signage Amendments. and B. Development Agreement

All of the above comments outlined in paragraphs 1 and 2 are included in paragraph 3 as the opposition to any approvals of the General Plan Amendments, the Specific Plan Amendments, the Code Amendments, the Zone Changes, the Signage Changes, the Development Agreement and any and all approvals being considered/recommended in the two additional Staff Reports circulated on July 6, 2016, only 7 days prior to the hearing. For such a massive project involving so many requested approvals, adoptions, certifications, amendments, actions, in addition to reading and reviewing 300 plus pages each of staff reports and exhibits, constitutes a lack of due process notifications and an abuse of discretion. As stated above, this project is proposed for a term of 22 years (the Development Agreement) and its various components and impacts have not been adequately addressed.

Thank you for this opportunity to comment on this significant and impactful project.

Marilyn H. Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

Begin forwarded message:

From: "Elva Nuno-O'Donnell" <elva.nuno-odonnell@lacity.org>
Subject: Re: Paramount Pictures Master Plan Project
Date: May 17, 2016 at 2:35:31 PM PDT
To: lowelevin <lowelevin@aol.com>

Dear Marilyn,

Your email in opposition to the Paramount Pictures Master Plan has been received and is now incorporated into the administrative record for review and consideration by the decision-makers.

Sincerely,

Elva

On Mon, May 16, 2016 at 8:03 AM, lowelevin <lowelevin@aol.com> wrote:

These comments are submitted prior to the hearing in opposition to the Paramount Pictures Master Plan Project currently scheduled for a "Concurrent" Public Hearing on May 16, 2016.

1. Paramount is seeking both an approval of a Final EIR and variances to zoning and other land use issues in a CONCURRENT hearing. There has not been adequate notice for the zoning, tentative map and real estate issues. In addition, the interested parties need additional time to review the 620 page FEIR not including attachments that was just published on April 14, 2016.

2. Cumulative Impacts from the entire PROJECT have not been adequately analyzed.

3. The zoning variances, tentative map issues and real estate changes have not been adequately noticed or analyzed.

4. There are no overriding considerations that should allow the environmental impacts identified to proceed.

4. Traffic: Proposed New Plymouth Gate vehicular access point near Plymouth and Melrose and Neighborhood Intrusion has not been adequately analyzed and there has not been any or adequate traffic mitigation proposed for the neighborhood south of Melrose. The traffic on Melrose is already impossible and there are no overriding considerations to allow further traffic issues.

5. Building Height & Massing is inconsistent with the architecture of the Neighborhood. The Plan allows a 240 ft building to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics viewable from all directions. This is requested because at the present Paramount can't build over 60 ft in all the areas. The basis for this request are the existence of the ONLY two buildings at the far end of Larchmont Blvd, both of which are 140 and 160. THERE ARE NO OTHER TALL BUILDINGS IN THE ENTIRE NEIGHBORHOOD SOUTH OF PARAMOUNT. In addition, Paramount suggests that this is a "commercial area" based upon the existence of two auto body shops at the end of two streets. The Larchmont area is a residential area, and these two shops do not constitute the basis for being deemed a commercial area.

6. View- See Number 5-a 240 Ft building is not appropriate in a residential area and will be seen from all directions. EIR is not adequate; Responses to comments are not adequate; there are no overriding considerations.

7. Electronic Signs/Supergraphics: Paramount seeks the establishment of a Sign Supplemental Use District that would allow Supergraphics to be lit and a bank of digital signs to be active 20 hours a day facing Residential Neighborhood 150 ft away along Melrose, Gower and Van Ness with Electric Signs rotating every 8 seconds. The discussion of the environmental impacts was not adequate, the Responses to Comments were not adequate and there are no overriding considerations to allow this type of nuisance in the neighborhood. This is not a downtown district in NY or even on Wilshire where these distracting, annoying signs have been places.

The Advisory Hearing Committee and the City Council should deny this project, deny the approval of the EIR, deny each and every zoning various, tentative map request.

There should be numerous additional hearings scheduled with additional time and notice to discuss the issues. While this Project has been developed for many years by Paramount, the interested parties need an additional six months to consider the ramifications of this project on the neighboring communities.

Marilyn Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

323-333-1822

--

Elva Nuno-O'Donnell, City Planner
Major Projects
6262 Van Nuys Boulevard, Room 351
Van Nuys, CA 91401

(818) 374-5066

Work Schedule: 7:30 a.m. to 4:00 p.m.

RDO (Every other Friday)

Subject: 9 Visuals Paramount Project - South of Melrose CD4

From: somelrose@yahoo.com (somelrose@yahoo.com)

To: cpc@lacity.org;

Date: Monday, July 11, 2016 9:45 AM

Dear Planning Commission Members-

Case No: TT-71751; **CPC-2011-2459-GPA-ZC SP-SN-CA:** CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, **State Clearinghouse No.** 2011101035

I'm Mary Ann Biewener, owner/resident of duplex in the 600 Block of North Plymouth. I'm the named appellant in appeal on Paramount Project. Advisory Agency issued Letter of Determination on 6/7/16, hearing date before the Planning Commission is Thurs 7/14.

Attached please find 9 visuals of the project from the Perspective of the Neighbors South of Melrose CD4.

1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square. **THE FINDINGS DO NOT SUPPORT SUCH RADICAL CHANGES TO THE EXISTING LIMITATIONS ON SIGNAGE, WHETHER CHARACTERIZED (MISLEADINGLY) AS NEW REGULATIONS OR AS A SIGNAGE DISTRICT.**

2) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood— Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6, Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

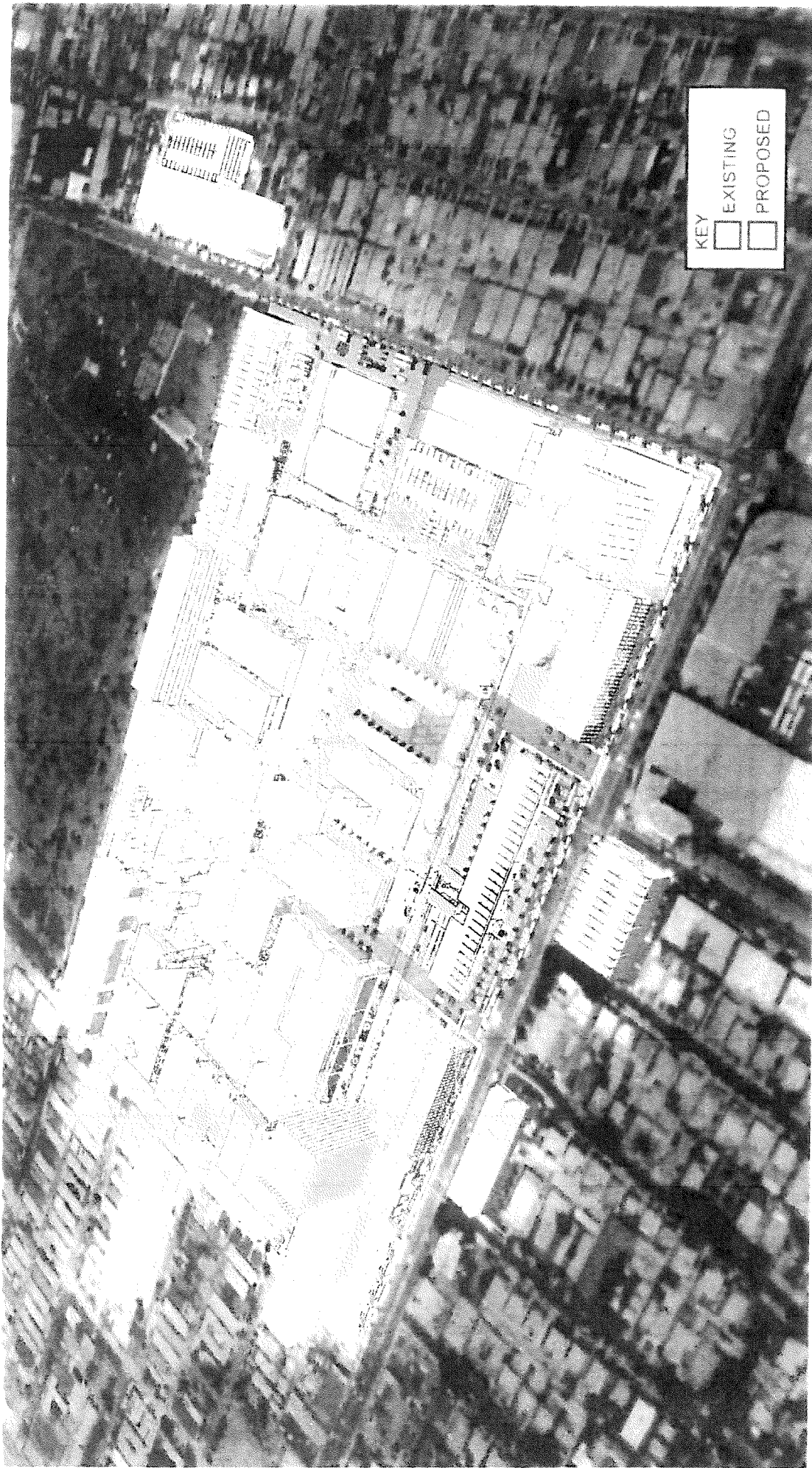
3) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

4) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

Regards,
Mary Ann
Mary Ann Biewener

Attachments

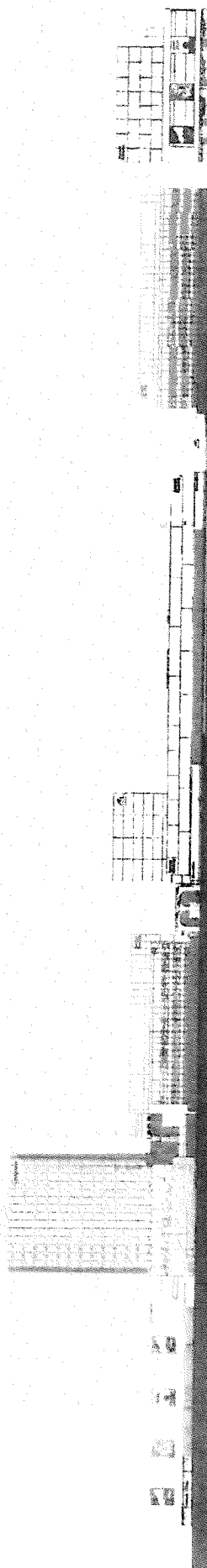
- 9VisualsParamountProjectSouthofMelroseCD4.pdf (6.47MB)



CONCEPTUAL PERSPECTIVE PLAN

9 Visuals Paramount Project - South of Melrose CD4
Page 1

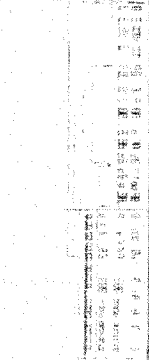
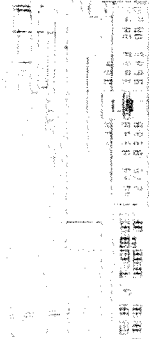
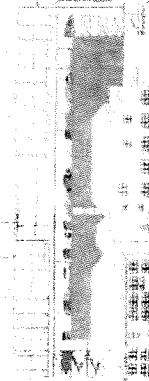
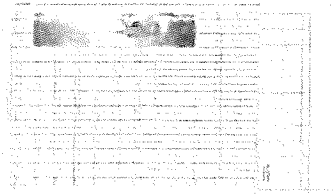
Conceptual Signage Program
Melrose - North Side



9 Visuals Paramount Project - South of Melrose CD4

Page 2

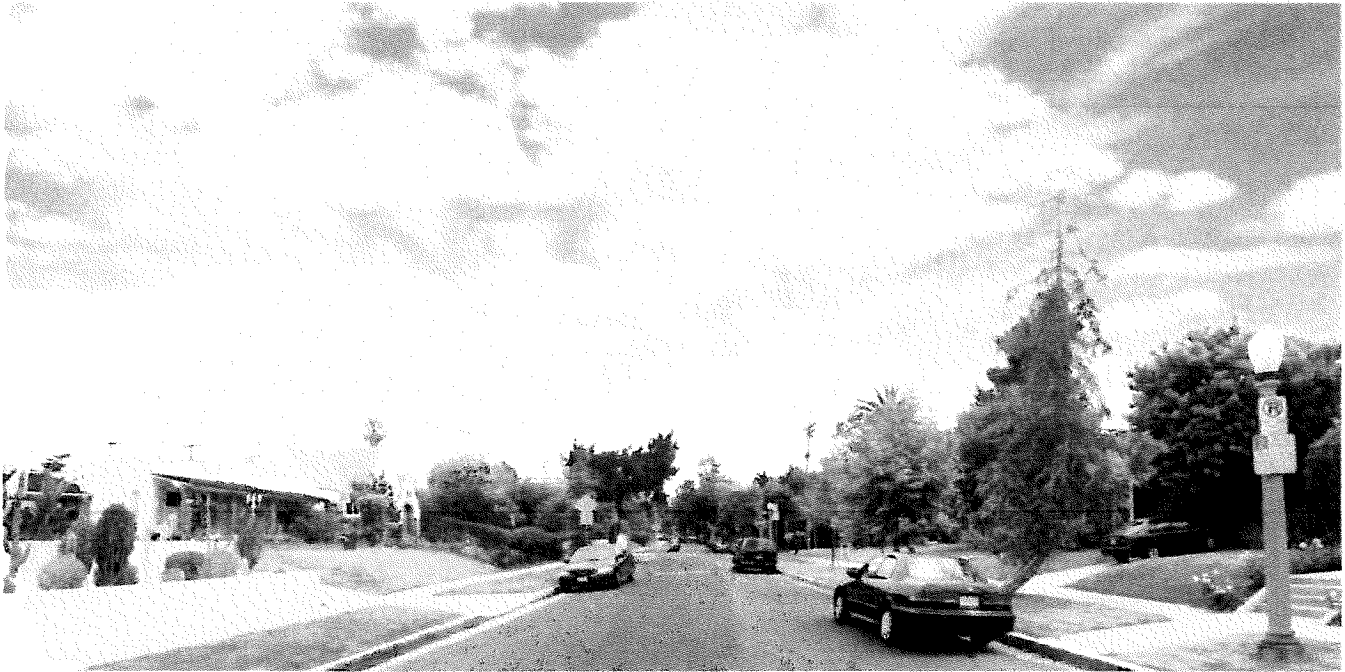
Conceptual Signage Program
Sheet Edge



9 Visuals Paramount Project - South of Melrose CD4

Page 3

Existing Conditions



LOCATION

10

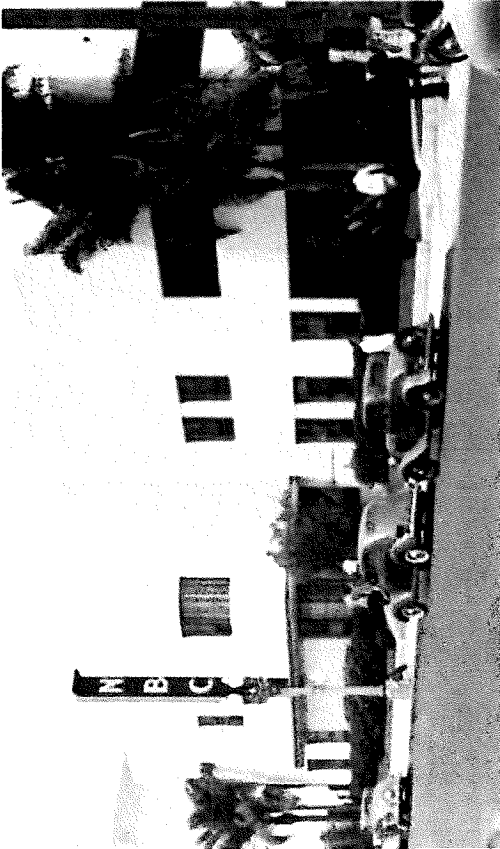
Project Conditions



Looking north on N Plymouth Blvd from just south of the intersection with Clinton St



Figure IV.A.1-11
Existing and Proposed Views – Location 10



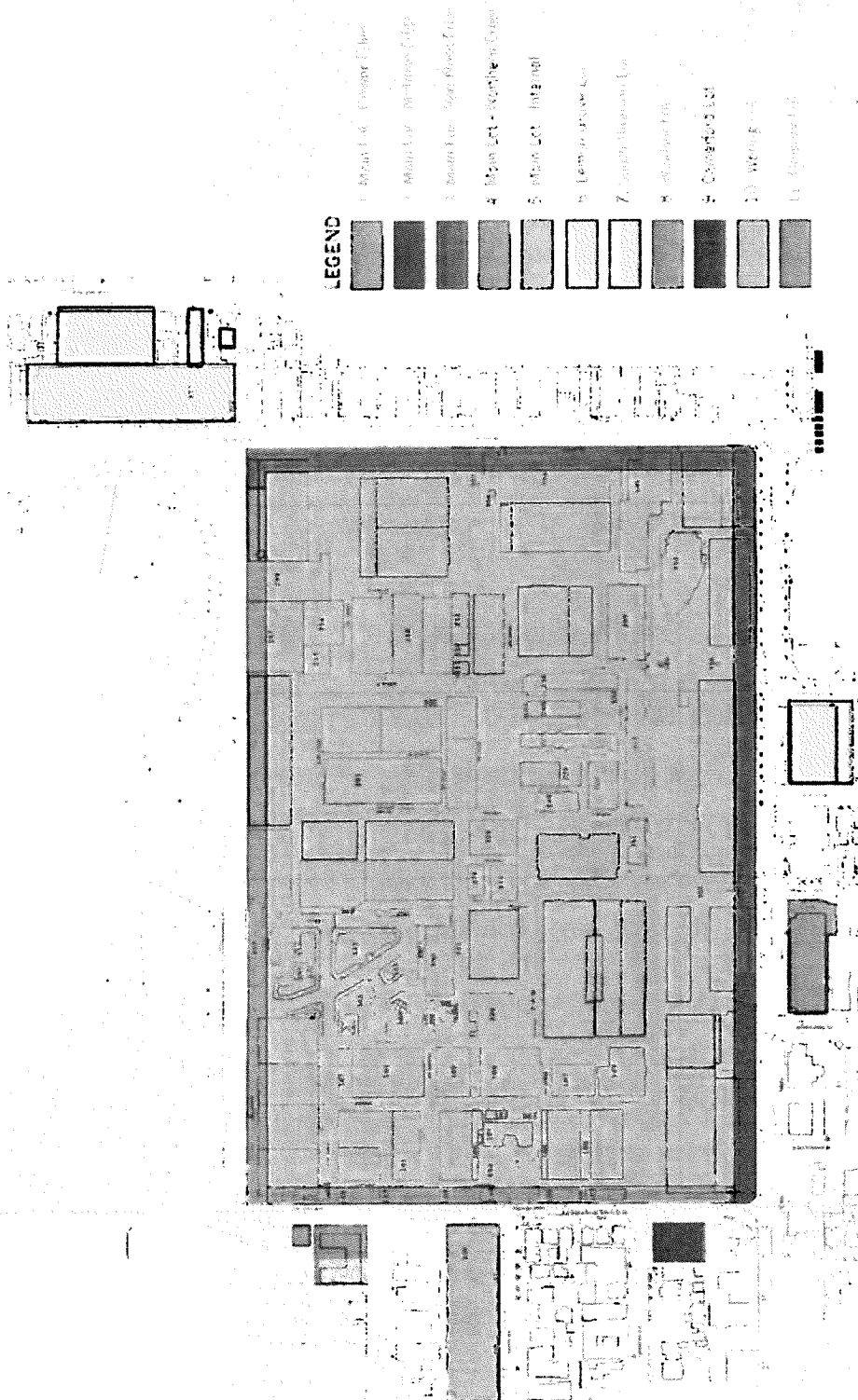
Merging Historic Preservation with Green Design

The KCAL building, originally built for radio broadcasting in the 1930s, will become another focal point for Paramount Pictures, sharing atrium space with the studio's new LEED-designed headquarters building to seamlessly merge the past with the present.

<http://www.paramounthollywoodproject.com/gallery/>

9 Visuals Paramount Project - South of Melrose CBY
Page 6

Figure 2: Paramount Pictures Sign Sub-Districts



05/01/2016

2014 Digital Color-Ortho

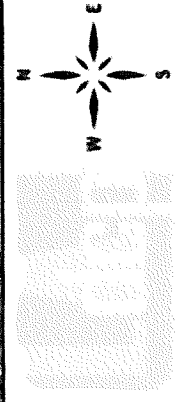
ZIMAS PUBLIC

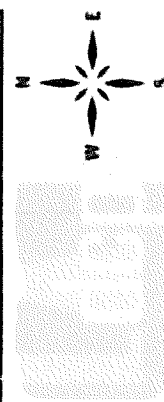


9 Visuals Paramount Project - South of Melrose C04

~~WAB-FEB-2~~

Page 8





~~WAB-FER-3~~
page 9

**Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA
CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035**

7/11/2016

Print

Subject: Paramount Update- City Planning Commission Thurs 7/14/16 8:30AM Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

From: garob (garob@sbcglobal.net)

To: cpc@lacity.org; julia.duncan@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com;

Date: Sunday, July 10, 2016 6:23 PM

Attachments

- IMG_00.pdf (967.82KB)
- IMG.pdf (981.00KB)

zachu
7/11/16
9:00

Subject: Paramount Update- City Planning Commission Thurs 7/14/16 8:30AM Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

From: garob (garob@sbcglobal.net)

To: cpc@lacity.org; julia.duncan@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com;

Date: Sunday, July 10, 2016 6:23 PM

Attachments

- IMG_0002.pdf (967.82KB)
- IMG.pdf (981.00KB)

TO: City Planning Commission
Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA
CEQA No: ENV-2011-2480-EIR, State Clearinghouse No. 2011101035

My Concerns: (initialed and signed below)

RO 1) **Electronic Signs/ Supergraphics/ Scrolling Digital Signs:** Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

RO 2) **Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics.** Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

RO 3) **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood-** Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

RO 4) **View - (see 1 above)** Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

RO 5) **Traffic - Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose:** We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

RO 6) **Traffic - South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4.** 45-ft Slated for a residential neighborhood when Paramount has options to put all parking on The Lot.

____ OTHER _____

Rosemary Osterberg 7/10/16 Rosemary Osterberg 601 N. Beachwood
Signature Date Printed Name Address Los Angeles, CA 90004

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

My Concerns: (initialed and signed below)

AM 1) **Electronic Signs/ Supergraphics/ Scrolling Digital Signs:** Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

AM 2) **Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics.** Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

AM 3) **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood-** Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

AM 4) **View - (see 1 above)** Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

AM 5) **Traffic - Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose:** We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

AM 6) **Traffic - South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft** Slated for a residential neighborhood when Paramount has options to put all parking on The Lot.

____ OTHER _____

Anne Mansour
Signature

7/10/16
Date

Anne Mansour
Printed Name

603 N. Beachwood
Address
L.A. 90004

Subject: Planning commission meeting on 7/14/16

From: Christina Yew (cyew@mac.com)

To: cpc@lacity.org; gilperson2@gmail.com; somelrose@yahoo.com;

Cc: julia.duncan@lacity.org; chris.robertson@lacity.org;

Date: Sunday, July 10, 2016 9:10 PM

To whom it may concern,

Please see the attached letter regarding the Paramount expansion. I am traveling and unable to attend the City Planning meeting scheduled for July 14, 2016. However, please take my comments into consideration as a resident and neighbor who will be affected by proposed changes should they be approved.

Respectfully,

Christina Yew

Attachments

- Paramount 2016-07-10.pdf (30.90KB)

Christina Yew
550 N. Beachwood Dr.
Los Angeles, CA 90004
July 10, 2016

TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DACEQANO: ENV-2011-2460-EIR, State Clearinghouse number 2011101035

Dear Los Angeles City Planning Commission,

In April 1996 my husband purchased our home on 550 N. Beachwood Drive, one and a half blocks south of Paramount. Since our marriage in 1999 I have come to love this gem of a neighborhood and am concerned about the changes Paramount has proposed. It is the kind of neighborhood where people walk their dogs and stand on front lawns greeting their neighbors. The shade trees and quiet streets create a small town appeal that we love. Our kids play out front. We enjoy sunsets from our front porch.

We support the entertainment industry in Los Angeles. My husband has worked in film and TV production for twenty-two years. We have had filming in our home and in our neighborhood. Originally I felt that Paramount does need to expand and keep jobs local, but I now feel that they are being deceitful and dismissive of the community and that they should have to follow city laws and zoning regulations like everyone else and be denied any exemptions.

I have many concerns, but my main concern is the increased traffic. Paramount wants to add hundreds of new parking spaces, including lots located in our residential neighborhood, but implies that their employees will take public transportation. The city has determined that the areas to the north, west and east of Paramount will be eligible for some traffic mitigation like medians and speed bumps, but areas south of Melrose will not be effected by any additional traffic. However, Paramount has "generously" pledged \$100,00 to the Larchmont Village neighborhood, but there is no plan in place for how to use that money and no real process that I can see to access it. It feels like they have dismissed us entirely. One of the lots is on the corner of Plymoth and Melrose, where we usually turn left onto Melrose so that we can go north onto Gower. I cannot imagine that being possible once a big parking lot is built there. I really don't know how we will get around. To suggest that all of the cars leaving this parking lot will turn north onto Melrose (as the EIR does), not entering our neighborhood or causing spillover traffic to encroach onto Clinton and Rosewood is downright insulting.

At the planning meeting on May 16, Paramount representatives talked about what good neighbors they are and how they give back to the community and the local schools. I have probably single-handedly volunteered more hours at our local schools this year than all of their employees put together. However, our good neighbors did not even have the decency to invite Larchmont residents to this

meeting. They only have to include residents within 500 feet of their property, as if we will not have to see their digital signs deal with the construction or added congestion.

I do not want to take my dog out for an evening stroll only to be blinded by large, digital signage. I don't want to be bombarded by advertising that is often inappropriate for a family neighborhood. I do not want to deal with the traffic that such signs will exacerbate. These signs are not currently allowed in our neighborhood and should not be in the future.

In summary, I am asking to commission to deny Paramount any exemptions. We are all in this neighborhood together and everyone needs to play by the rules.

Respectfully,

Christina Yew

Subject: Planning commission meeting on 7/14/16

From: Christina Yew (cyew@mac.com)

To: cpc@lacity.org; gilperson2@gmail.com; somelrose@yahoo.com;

Cc: julia.duncan@lacity.org; chris.robertson@lacity.org;

Date: Sunday, July 10, 2016 9:10 PM

To whom it may concern,

Please see the attached letter regarding the Paramount expansion. I am traveling and unable to attend the City Planning meeting scheduled for July 14, 2016. However, please take my comments into consideration as a resident and neighbor who will be affected by proposed changes should they be approved.

Respectfully,

Christina Yew

Attachments

- Paramount 2016-07-10.pdf (30.90KB)

Christina Yew
550 N. Beachwood Dr.
Los Angeles, CA 90004
July 10, 2016

TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DACEQANO: ENV-2011-2460-EIR, State Clearinghouse number 2011101035

Dear Los Angeles City Planning Commission,

In April 1996 my husband purchased our home on 550 N. Beachwood Drive, one and a half blocks south of Paramount. Since our marriage in 1999 I have come to love this gem of a neighborhood and am concerned about the changes Paramount has proposed. It is the kind of neighborhood where people walk their dogs and stand on front lawns greeting their neighbors. The shade trees and quiet streets create a small town appeal that we love. Our kids play out front. We enjoy sunsets from our front porch.

We support the entertainment industry in Los Angeles. My husband has worked in film and TV production for twenty-two years. We have had filming in our home and in our neighborhood. Originally I felt that Paramount does need to expand and keep jobs local, but I now feel that they are being deceitful and dismissive of the community and that they should have to follow city laws and zoning regulations like everyone else and be denied any exemptions.

I have many concerns, but my main concern is the increased traffic. Paramount wants to add hundreds of new parking spaces, including lots located in our residential neighborhood, but implies that their employees will take public transportation. The city has determined that the areas to the north, west and east of Paramount will be eligible for some traffic mitigation like medians and speed bumps, but areas south of Melrose will not be effected by any additional traffic. However, Paramount has "generously" pledged \$100,00 to the Larchmont Village neighborhood, but there is no plan in place for how to use that money and no real process that I can see to access it. It feels like they have dismissed us entirely. One of the lots is on the corner of Plymoth and Melrose, where we usually turn left onto Melrose so that we can go north onto Gower. I cannot imagine that being possible once a big parking lot is built there. I really don't know how we will get around. To suggest that all of the cars leaving this parking lot will turn north onto Melrose (as the EIR does), not entering our neighborhood or causing spillover traffic to encroach onto Clinton and Rosewood is downright insulting.

At the planning meeting on May 16, Paramount representatives talked about what good neighbors they are and how they give back to the community and the local schools. I have probably single-handedly volunteered more hours at our local schools this year than all of their employees put together. However, our good neighbors did not even have the decency to invite Larchmont residents to this

meeting. They only have to include residents within 500 feet of their property, as if we will not have to see their digital signs deal with the construction or added congestion.

I do not want to take my dog out for an evening stroll only to be blinded by large, digital signage. I don't want to be bombarded by advertising that is often inappropriate for a family neighborhood. I do not want to deal with the traffic that such signs will exacerbate. These signs are not currently allowed in our neighborhood and should not be in the future.

In summary, I am asking to commission to deny Paramount any exemptions. We are all in this neighborhood together and everyone needs to play by the rules.

Respectfully,

Christina Yew

Subject: Fwd: Paramount Proposed Development/Construction.

From: Patricia Jasper (patriciamjasperesq@gmail.com)

To: cpc@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com; julia.duncan@lacity.org; chris.robertson@lacity.org;

Date: Sunday, July 10, 2016 12:38 PM

----- Forwarded message -----

>

> Dear Gentlepersons: We wish to add our objections to the proposed Paramount Studio development construction project in the Melrose Avenue/Pymouth Boulevard area. As residents of Plymouth Boulevard, we object to the proposed building height restriction waiver. A 240 foot tall building is completely out of character with our historic residential neighborhoods of Windsor Square/Hancock Park. Similarly, the proposed 20 hour a day electronic/super graphic billboard will be a blight and a nuisance, distracting drivers and pedestrians, and along with the structure to which it will be attached, blocking sunlight from neighboring properties during the day and creating obnoxious light pollution at night. This light pollution is in addition to the light that will be generated by Paramount's new and existing buildings. The cumulative effect of these when combined with other light sources renders this project unacceptable for a residential area.

>

> Traffic conditions on neighborhood streets are already at a saturation point. The traffic impact analysis for this proposed project is woefully inadequate and superficial and suggests a complete lack of familiarity with actual current - let alone future - conditions. The proposed 45 foot rooftop parking structure is not a solution - it merely compounds the eyesores. In addition to the permanent traffic increase approval of this proposal would create, the prospect of construction traffic through 2038 is outrageous and inexplicable.

>

> We and our neighbors work hard to preserve the unique integrity of our special and historic neighborhoods. We are in an Historic Overlay Protection Zone. The proposed Paramount Studios project flies in the face of our efforts to protect our special historic neighborhood because it is completely out of scale with its environment. This project should not be approved. Thank you for your consideration.

Please note the updated email address, above.

>

> Sincerely, Alan and Patricia Jasper

>

>

>

>

> Sent from my Samsung Galaxy Tab® S

Subject: Paramount Update- City Planning Commission Thurs 7/14/16 8:30AM

From: Jim Cone (jim.cone@icloud.com)

To: cpc@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com; julia.duncan@lacity.org; chris.robertson@lacity.org;

Date: Sunday, July 10, 2016 7:36 AM

Dear Planning Commission,

I am a homeowner at 611 N Bronson Avenue #2, Los Angeles, CA 90004. While I am very excited about some of the improvements to the area that are being proposed, I am most concerned with traffic from the studios on Bronson Avenue. I have already been noticing production trucks traveling between Clinton and Melrose on Bronson, sometimes very early in the morning (as early as 5am during the week). I believe there should be a limitation of vehicle size and time of day that production vehicles can travel on Bronson, given the number of residences.

I also am concerned with nighttime noise coming from the studio (seems mostly from private events). These should be limited to specific hours (music/loud noise should have to stop by 11PM or something like that).

Thank you very much,

James A. Cone

Subject: Paramount Pictures master plan

From: Darcy Vebber (Darcyveb@ca.rr.com)

To: chris.robertson@lacity.org; adam.villani@lacity.org; julia.duncan@lacity.org;

Date: Saturday, July 9, 2016 7:41 PM

TO: City Planning Commission
Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA
CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

My Concerns: (initialed and signed below)

 DV__ 1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

 DV__ 2) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics. Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

 DV__ 3) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood– Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

 DV__ 4) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.

 DV__ 5) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

 DV__ 6) Traffic – South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft Slated for a residential neighborhood when Paramount has options to put all parking on The Lot.

____ OTHER ____ I'm especially concerned about the electric signs and building height

Darcy Vebber ____ 7-9-16

Darcy Vebber

374 N Ridgewood Place 90004

Signature

Date

Printed Name

Address

Darcy Vebber
is-or-ought.tumblr.com
tribe.journal.com

Subject: Fwd: Proposed Paramount master plan

From: indy flore (iflore@gmail.com)

To: cpc@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com; julia.duncan@lacity.org; chris.robertson@lacity.org;

Date: Saturday, July 9, 2016 2:03 PM

I am unable to attend the Planning Commission meeting in person so I am sending my comments in writing herewith.

I am a resident of Hancock Park and I live close to Melrose and close to Paramount. I am vehemently opposed to this plan because there is little to no consideration for the impact to nearby residential communities. Electronic billboards are inappropriate and unacceptable for this neighborhood. This is not Las Vegas.

Moreover, I am very concerned about the sheer size of the proposed plan and the amount of additional traffic this will bring to the neighborhood. In this area and specifically along Melrose, the streets are already overburdened. The community has been waiting over a decade for a simple, no-brainer signal improvement at one poorly designed intersection at Melrose and Vine / Rossmore.

There should be a moratorium on extensive proposals like Paramount's until long overdue traffic improvements are fully implemented. Thereafter, traffic and feasibility studies should be conducted to analyze the potential impact of further redevelopment in this community.

We are in the middle of a very significant wave of development along Melrose and just to the north. Hancock Park is already experiencing the impact of this through increased traffic through otherwise quiet residential streets, increased parking congestion and little to no oversight and/or enforcement by the City of code and permit violations.

In any event, since the City is too constrained to implement basic traffic flow, road safety and parking measures, it necessarily follows that it lacks the resources to properly assess and oversee a development of this nature.

We should be fixing what's wrong with the status quo before considering adding to the problem. My entire neighborhood will be seriously impacted by this ill conceived proposal which completely undermines the value of our community in LA.

Sent from my iPhone

--

Indy Flore
646.315.3975

Subject: Paramount Pictures Master Plan Project

From: Dan Sturman (dan.sturman@gmail.com)

To: cpc@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com; julia.duncan@lacity.org; chris.robertson@lacity.org;

Date: Saturday, July 9, 2016 12:10 PM

To the Planning Commission-

I'm writing in regard to Paramount Pictures Master Plan Project, Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA, CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035.

I live at 591 N Beachwood Drive, exactly one block south of the Paramount Lot.

I have concerns about a number of aspects of Paramount's proposed plan.

My biggest concern is in regard to Paramount's proposal to add Electronic Signs/ Supergraphics/ Scrolling Digital Signs facing the residential neighborhood in which I live. I am completely opposed to this. Do I really need to spell out my obvious reasons? Would you want something like this popping up in your own neighborhood just a block from your own house? Would any of the employees at Paramount welcome such an intrusion across the street from their homes?

It strikes me that the proposed signage would be appropriate if placed in a commercial area, but that it will be completely out of place and intrusive directly across the street from a residential neighborhood. And yes, there is a stretch of one and two-story commercial buildings lining the south side of Melrose, immediately across the street from Paramount, but to suggest that these buildings will provide some sort of buffer to our residential neighborhood -- or that these buildings justify the characterization of our residential neighborhood as a commercial area -- is disingenuous and absurd. Go take a look for yourself-- common sense and your own eyes will show you the truth of the situation.

Put more simply: my young daughters like to use the swing set in our backyard -- is it fair that they may soon find themselves playing under a looming set of Times Square-style billboards flashing over our backyard for 20 hours each day?

Beyond the issue of Paramount's proposed signage, I am also deeply skeptical of the rosy picture the studio paints of the traffic impact on our neighborhood during construction. Furthermore, after construction is complete, it seems likely that we will continue to experience increased congestion and attendant traffic safety issues caused by the addition of a new "Plymouth Gate."

And finally, Paramount's proposal to build 240 and 135 foot tall buildings on the lot seems incompatible and overly intrusive to the neighborhood. I'm no expert on LA zoning laws, so perhaps this proposal actually is legally acceptable ... but common sense ought to tell anyone it is not aesthetically appropriate nor is it fair to Paramount's neighbors.

I'm all in favor of supporting the growth and development of businesses in Los Angeles, and I consider it an honor to live in such close proximity to Paramount Studios -- a genuine Hollywood landmark. I want to support Paramount's expansion plan, but I shouldn't have to sacrifice the value of my home and the personal comfort and safety of my own family in order to give this support.

Thanks so much for your consideration!

Best,
Dan Sturman
591 N Beachwood Drive
Los Angeles, CA 90004
323-899-9227

Subject: City Planning Commission Thurs 7/14/16 8:30 a.m. Paramount Master Plan

From: julietmargaret@yahoo.com (julietmargaret@yahoo.com)

To: cpc@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com;

Date: Monday, July 11, 2016 7:13 AM

City Planning Commission:

Below are my written comments for your consideration for this Thursday's City Planning Commission meeting.

I live on the 400 Block of North Gower between Melrose and Beverly. We have lived in this house for over 50 years since 1966. Larchmont Village is truly a unique and special neighborhood.

Please do not ruin this charming and quiet neighborhood.

I have several concerns regarding the Paramount Pictures Master Plan.

1. TRAFFIC

I am very concerned about the increased commuter traffic south of Melrose. The quiet streets south of Melrose are already being used as cut through streets. One alternative to preserving the neighborhood is to gate the community like Lafayette Square.

The proposed parking lots south of Melrose will need to have physical barriers so commuters can not go south. Exit only going North onto Melrose. Traffic mitigation south of Melrose needs to be considered significantly.

Also, the two proposed parking lots south of Melrose in Council District 4 should be subterranean parking structures. Build DOWN not up.

2. HEIGHT of the BUILDINGS

The height of both proposed buildings is too high.
They are out of scale for the neighborhood, block views and affect light.

3. SPECIAL SIGN DISTRICT and ELECTRONIC DIGITAL BILLBOARDS

Oppose special sign district. No electronic signs. This will increase light pollution significantly.

Keep the current billboards with the light facing down on the billboards instead of the light facing out into the neighborhood.

4. GLOBE

Regarding the globe on the NE corner of Gower and Melrose, I understand that it will be removed and displayed off property somewhere.

Not acceptable. This is a local landmark, that has been there through the RKO days and the Desilu era.

It should be re-displayed on whatever new structure will be going up on that corner.

Kind regards,
Juliet Szegedi

Subject: Paramount & City planning Commission Hearing - comment for the record from charlie hutchinson 339 N. Bronson Ave
From: charles.hutchinson@wellsfargoadvisors.com (charles.hutchinson@wellsfargoadvisors.com)
To: gilperson2@gmail.com; Julia.duncan@lacity.org; chris.robertson@lacity.org;
Cc: somelrose@yahoo.com; cpc@lacity.org; chh339@gmail.com;
Date: Monday, July 11, 2016 8:25 AM

Enclosed you will find my comments to be officially recorded for the Paramount Studios and the City Planning Commission hearing.

Many thanks,

Charlie Hutchinson

339 N. Bronson Ave

LA, CA 90004

To unsubscribe from marketing e-mails from:

- An individual Wells Fargo Advisors financial advisor: Reply to one of his/her e-mails and type "Unsubscribe" in the subject line.
- Wells Fargo and its affiliates: Unsubscribe at <https://www.wellsfargoadvisors.com/wellsfargo-unsubscribe>

Neither of these actions will affect delivery of important service messages regarding your accounts that we may need to send you or preferences you may have previously set for other e-mail services.

For additional information regarding our electronic communication policies, visit <http://wellsfargoadvisors.com/disclosures/email-disclosure.html>.

Wells Fargo Advisors, LLC is a registered broker-dealer and separate nonbank affiliate of Wells Fargo & Company, Member FINRA/SIPC, 1 North Jefferson, St. Louis, MO 63103.

This email may be an advertisement or solicitation for products and services.

Attachments

- paramountletterHutchinsonCharlie339NBronson.pdf (91.65KB)

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

My Concerns:

CH 1) **Electronic Signs/ Supergraphics/ Scrolling Digital Signs:** Oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

CH 2) **Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics.** Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

CH 3) **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood-** Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

CH 4) **View - (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block.**

CH 5) **Traffic - Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose:** We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate.

CH 6) **Traffic - South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft** Slated for a residential neighborhood when Paramount has options to put all parking on The Lot.

Charlie H July 11, 2016 Charlie Hutchinson 339 N. Bronson
past president of Ave, LA, CA
the LVNA 90004

Subject: To the planning commission re: Paramount proposed construction

From: Elizabeth Allen Rosenbaum (lizallen@pacbell.net)

To: cpc@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com; skeeterrosenbaum@me.com;

Date: Monday, July 11, 2016 10:18 AM

Dear Planning Commission,

My husband and I are residents of Windsor Square in Hancock Park and we are writing about the proposed Paramount construction plan. The Case/Ceqa numbers are:

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA
CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

We purchased our home on 133 South Plymouth Blvd. a year and a half ago because we were drawn to the quaint neighborhood feel, the less congested residential quality, and most importantly, the respect for the century old history of the architecture and neighborhood. Ironically, Paramount Studios has always been one of the most idyllic vestiges of that time as well. We are very concerned about the additions to the Paramount Lot and do not feel it's at all in keeping with the neighborhood and a slap in the face of all the good work that the HPOZ does to protect the integrity of the area for generations to come.

Specifically our concerns are:

- 1) The **Electronic Signs/ Supergraphics/ Scrolling Digital Signs**. The proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.
- 2) The intense light pollution generated from the new **combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics**. The cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The City can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.
- 3) The proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood. **Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood**— Oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. The final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". It's inaccurate to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).
- 4) We live on Plymouth and our view north will be entirely obstructed because it dead-ends into the proposed building. No longer will residents be able to enjoy the Hollywood Hills and iconic sign because of this construction.

5) Our neighborhood is comprised of families and we all know Paramount employees use our resident streets as alternative to Melrose, which is quite dangerous. There is a proposed change of the Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate. Not to mention, this additional congestion will be out of proportion to the small residential roads. It is a **neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose.**

6) Additionally, the **South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft** slated for a residential neighborhood also adds to the congestion and is particularly frustrating when Paramount does have the option to put all parking on The Lot.

Thank you for your help in this matter.

Best,
Elizabeth and Scott Rosenbaum
133 South Plymouth Blvd.
Los Angeles, CA 90004
323/447-7343

Subject: Re: Paramount Pictures Master Plan Project

From: James Williams (james.k.williams@lacity.org)

To: lowelevin@aol.com;

Cc: gilperson2@gmail.com; elva.nuno-odonnell@lacity.org; julia.duncan@lacity.org; chris.robertson@lacity.org; Adam.Villani@lacity.org; somelrose@yahoo.com; cpc@lacity.org;

Date: Monday, July 11, 2016 11:54 AM

Good afternoon Ms. Levin,

Your comments have been received and will be shared with each of the Planning Commissioners.

We actually share public correspondence with the City Planning Commission up to the day before the meeting.

Thank you for your submissions,

James

On Jul 11, 2016 11:49 AM, "lowelevin" <lowelevin@aol.com> wrote:

To:

City Planning Commission

Agenda Items for July 14, 2016 In addition to the comments submitted in a separate email, I add the following:

There is another serious due process/notice issue in the three staff reports for this project that fail to give adequate instructions for substance and timing and location to provide comments for the three agenda items.

First, there is no attachment of the City Planning Commission Policy For Submittal of Written Materials is not included in the Staff Reports including any requirements for submitting electronic comments.

Second, the notice in the staff report only provides that "Written communications may be mailed to the Commission Secretariat, 200 North Spring Street, Los Angeles, CA 90012 with a phone number. It further states that "While all written communications are given to the Commission for consideration, the initial packets are sent to the week [sic] prior to the Commission's meeting date." With the staff reports being circulated only 7 days prior to the meeting, this requirement does not meet due process requirements. The provision of the email address for the City Planning Commission is only provided to ensure availability of reasonable accommodation for equal access and not when and how to provide electronic comments.

Marilyn H. Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

Subject: Paramount Pictures Master Plan Project/Comments on Three Separate Agenda Items Scheduled to Be Heard on July 14, 2016.

From: lowelevin (lowelevin@aol.com)

To: cpc@lacity.org;

Cc: gilperson2@gmail.com; somelrose@yahoo.com; julia.duncan@lacity.org; chris.robertson@lacity.org; lowelevin@aol.com;

Date: Monday, July 11, 2016 11:31 AM

To: City Planning Commission
Hearing: July 14, 2016 8:30 am

Agenda items: Three 300 plus page Staff Reports circulated by email on July 6, 2016 addressing:

1. General Plan Amendment, Zone Change, Specific Plan, Code Amendment, Sign District.
2. Development Agreement
3. Appeal of Letter of Determination issued June 7, 2016 purporting to approve Tentative Tract Map and Final EIR/Compliance with CEQA decision (Tentative Tract No. 71751, CEQA No. ENV-2011-2460-EIR)

First, attached below in the May 16, 2016 email are the timely comments I submitted to the Advisory Agency/Planning Department on May 16, 2016 opposing the Paramount Pictures Master Plan Project and specifically listing issues of concern both in the EIR, the Tentative Tract Map, the General Plan Amendments, Zone Changes, Specific Plan, Code Amendments and Signage District prior to the May 16th hearing.

These prior comments are resubmitted for the Planning Commission hearing on July 14, 2016 for all three agenda items.

In addition, the following timely comments are provided in response to the three Staff Reports circulated on July 6, 2016 for a July 14, 2016 hearing before the Planning Commission.

All these comments recommend that the Planning Commission set aside and deny all approvals, certification, amendments or adoptions being sought or requested for the proposed Paramount Pictures Master Plan Project:

1) My family lives at 523 N. Beachwood Dr. Los Angeles, California 90004 and we have lived in the neighborhood since 1982. My family and the entire neighborhood south of Melrose Avenue is aggrieved by the Paramount Pictures Master Plan Project and all of its disparate and component parts, including the Tentative Tract Map, the Final EIR Approval, the General Plan and Specific Plan Amendments, the Signage proposals. The appeal by Beth Dorris, on behalf of Mary Ann Biewener should be granted addressing the Tentative Tract Map and CEQA and the entire Paramount Project should be denied at this time including approvals of the General Plan and Specific Plan Amendments, Zone Changes, Signage Changes, Code Amendments. There has not been adequate due process notifications identifying all the massive changes required to implement this long term cumulative project and the Project Description has not

incorporated herein in this comment letter.

3. The Two Staff Reports Addressing: A. General Plan Amendment, Zone Change, Specific Plan, Code Amendment, Sign District or Signage Amendments. and B. Development Agreement

All of the above comments outlined in paragraphs 1 and 2 are included in paragraph 3 as the opposition to any approvals of the General Plan Amendments, the Specific Plan Amendments, the Code Amendments, the Zone Changes, the Signage Changes, the Development Agreement and any and all approvals being considered/recommended in the two additional Staff Reports circulated on July 6, 2016, only 7 days prior to the hearing. For such a massive project involving so many requested approvals, adoptions, certifications, amendments, actions, in addition to reading and reviewing 300 plus pages each of staff reports and exhibits, constitutes a lack of due process notifications and an abuse of discretion. As stated above, this project is proposed for a term of 22 years (the Development Agreement) and its various components and impacts have not been adequately addressed.

Thank you for this opportunity to comment on this significant and impactful project.

Marilyn H. Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

Begin forwarded message:

From: "Elva Nuno-O'Donnell" <elva.nuno-odonnell@lacity.org>
Subject: Re: Paramount Pictures Master Plan Project
Date: May 17, 2016 at 2:35:31 PM PDT
To: lowelevin <lowelevin@aol.com>

Dear Marilyn,

Your email in opposition to the Paramount Pictures Master Plan has been received and is now incorporated into the administrative record for review and consideration by the decision-makers.

Sincerely,

Elva

On Mon, May 16, 2016 at 8:03 AM, lowelevin <lowelevin@aol.com> wrote:

These comments are submitted prior to the hearing in opposition to the Paramount Pictures Master Plan Project currently scheduled for a "Concurrent" Public Hearing on May 16, 2016.

1. Paramount is seeking both an approval of a Final EIR and variances to zoning and other land use issues in a CONCURRENT hearing. There has not been adequate notice for the zoning, tentative map and real estate issues. In addition, the interested parties need additional time to review the 620 page FEIR not including attachments that was just published on April 14, 2016.

2. Cumulative Impacts from the entire PROJECT have not been adequately analyzed.

3. The zoning variances, tentative map issues and real estate changes have not been adequately noticed or analyzed.
4. There are no overriding considerations that should allow the environmental impacts identified to proceed.
4. Traffic: Proposed New Plymouth Gate vehicular access point near Plymouth and Melrose and Neighborhood Intrusion has not been adequately analyzed and there has not been any or adequate traffic mitigation proposed for the neighborhood south of Melrose. The traffic on Melrose is already impossible and there are no overriding considerations to allow further traffic issues.
5. Building Height & Massing is inconsistent with the architecture of the Neighborhood. The Plan allows a 240 ft building to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics viewable from all directions. This is requested because at the present Paramount can't build over 60 ft in all the areas. The basis for this request are the existence of the ONLY two buildings at the far end of Larchmont Blvd, both of which are 140 and 160. THERE ARE NO OTHER TALL BUILDINGS IN THE ENTIRE NEIGHBORHOOD SOUTH OF PARAMOUNT. In addition, Paramount suggests that this is a "commercial area" based upon the existence of two auto body shops at the end of two streets. The Larchmont area is a residential area, and these two shops do not constitute the basis for being deemed a commercial area.
6. View- See Number 5-a 240 Ft building is not appropriate in a residential area and will be seen from all directions. EIR is not adequate; Responses to comments are not adequate; there are no overriding considerations.
7. Electronic Signs/Supergraphics: Paramount seeks the establishment of a Sign Supplemental Use District that would allow Supergraphics to be lit and a bank of digital signs to be active 20 hours a day facing Residential Neighborhood 150 ft away along Melrose, Gower and Van Ness with Electric Signs rotating every 8 seconds. The discussion of the environmental impacts was not adequate, the Responses to Comments were not adequate and there are no overriding considerations to allow this type of nuisance in the neighborhood. This is not a downtown district in NY or even on Wilshire where these distracting, annoying signs have been places.

The Advisory Hearing Committee and the City Council should deny this project, deny the approval of the EIR, deny each and every zoning various, tentative map request.

There should be numerous additional hearings scheduled with additional time and notice to discuss the issues. While this Project has been developed for many years by Paramount, the interested parties need an additional six months to consider the ramifications of this project on the neighboring communities.

Marilyn Levin
523 N. Beachwood Dr.
Los Angeles, CA 90004

323-333-1822

--

Elva Nuno-O'Donnell, City Planner

Major Projects

6262 Van Nuys Boulevard, Room 351

Van Nuys, CA 91401

(818) 374-5066

Work Schedule: 7:30 a.m. to 4:00 p.m.

RDO (Every other Friday)

Subject: Re: Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA
From: Karen Gilman (gilperson2@gmail.com)
To: wally@fancifull.com;
Cc: Somelrose@yahoo.com;
Date: Monday, July 11, 2016 12:27 PM

Thank you, Wally!
Cc Mary Ann
We will share with cd 4 and COC staff .
Karen

On Monday, July 11, 2016, Wally August <wally@fancifull.com> wrote:

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

Please see the attached Word document with some of my objections.

Wally August
537 N Irving Blvd

FROM THE DESK OF WALTER AUGUST

11 July 2016

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

We are homeowners at 537 N Irving Blvd., a block and a half south of south one of the Melrose Ave parking structures proposed by Paramount Pictures in their Master Plan, south of the main Paramount lot north of Melrose. We live in an 89 year old home and treasure our neighborhood's beautiful environment. We are involved in the HPOZ research and volunteering. The home has belonged to our family for 43 years. We are members of the Larchmont Village Neighborhood Assn. Through our LVNA volunteering and general involvement with our neighbors, both as residents and as owners of Fancifull Gift Baskets a Fine Foods (located at 5617 Melrose Ave, ½ block West of Paramount), we have witnessed and observed our neighbors' opposition to the scope of Paramount plan.

We are seriously concerned about the following issues and **OPPOSE** the Master Plan, the Final EIR, the Sign District:

1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: We oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

2) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics--cannot be mitigated unless stopped! Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding buildings on the property which may add too much light to our residential neighborhood.

3) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood-- We oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the Total Permitted Floor Area to 3.3 million square feet. The proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

The final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 which are approximately 140 and 160 feet, respectively, in height, but it is *inaccurate* to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the

FROM THE DESK OF WALTER AUGUST

Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone)

4) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block. The 150' building proposed to be built near the corner of Melrose and Van Ness is also TOO TALL,

5) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate. No adequate traffic study was conducted south of Melrose! The amount of traffic on Clinton has made is hazardous to walk and the increasing number of cars speeding on our block presents a real danger to the many children and pets on Irving.

6) Traffic – South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft : Slated for a residential neighborhood when Paramount has options to put all parking on The Lot. Again, no adequate traffic study was conducted to reflect enormous impacts anticipated.

Thank you very much for considering our grave concerns when hearing the Paramount Master Plan, Tentative Tract map and Final EIR in City Planning Commission on Thursday morning, July 14, 2016.

Sincerely,

Walter August
537 N Irving Blvd
Los Angeles, CA 90004
wallyaugust@gmail.com

Subject: Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

From: Karen Gilman (gilperson2@gmail.com)

To: cpc@lacity.org; chris.robertson@lacity.org; julia.duncan@lacity.org;

Cc: Somelrose@yahoo.com; Gilperson2@gmail.com;

Date: Monday, July 11, 2016 9:59 AM

Karen and Michael Gilman
4941 Elmwood Ave.
Los Angeles, CA 90004
gilperson2@gmail.com

TO: City Planning Commission
Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA
CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

We are homeowners at 4941 Elmwood Ave., south of the Melrose Ave parking structures proposed by Paramount Pictures in their Master Plan, south of the main Paramount lot north of Melrose. We live in a 100 year old home and treasure our neighborhood's beautiful environment. We are involved in the HPOZ research and volunteering. We have owned our home for almost 30 years. We are members of the Larchmont Village Neighborhood Assn. Through our LVNA volunteering and through Karen's elected role on the Greater Wilshire Neighborhood Council, we have witnessed and observed our neighbors' opposition to the scope of Paramount plan.

We are seriously concerned about the following issues and **OPPOSE** the Master Plan, the Final EIR, the Sign District:

1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: We oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

2) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics—cannot be mitigated unless stopped! Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

3) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood— We oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

The Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 “are approximately 140 and 160 feet, respectively, in height”. *It's inaccurate* to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

4) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block. The 150' building proposed to be built near the corner of Melrose and Van Ness is also TOO TALL,

5) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate. No adequate traffic study was conducted south of Melrose!

6) Traffic – South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft : Slated for a residential neighborhood when Paramount has options to put all parking on The Lot. Again, no adequate traffic study was conducted to reflect enormous impacts anticipated.

Thank you very much for considering our grave concerns when hearing the Paramount Master Plan, Tentative Tract map and Final EIR in City Planning Commission on Thursday morning, July 14, 2016.

Sincerely,

Karen and Michael Gilman

Attachments

- Letter Gilman Paramount 071416 CPC.docx (16.39KB)

TO: City Planning Commission

Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA

CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035

We are homeowners at 4941 Elmwood Ave., south of the Melrose Ave parking structures proposed by Paramount Pictures in their Master Plan, south of the main Paramount lot north of Melrose. We live in a 100 year old home and treasure our neighborhood's beautiful environment. We are involved in the HPOZ research and volunteering. We have owned our home for almost 30 years. We are members of the Larchmont Village Neighborhood Assn. Through our LVNA volunteering and through Karen's elected role on the Greater Wilshire Neighborhood Council, we have witnessed and observed our neighbors' opposition to the scope of Paramount plan.

We are seriously concerned about the following issues and OPPOSE the Master Plan, the Final EIR, the Sign District:

1) Electronic Signs/ Supergraphics/ Scrolling Digital Signs: We oppose the Paramount Pictures Master Plan to include establishment of a Sign Supplemental Use district or that original Sign District proposal be converted to "Sign Regulations" that are incorporated into the Paramount Pictures Specific Plan. Currently proposed 12,000 Sq ft of Digital Billboards along Melrose facing South into our residential neighborhood of primarily one and two-story buildings which is only 150 ft. away. Sign plans include Supergraphics to be lit, a Scrolling Digital Sign, Projected Signs up to 150 ft tall and a bank of digital signs to be active 20 hours a day. Proposed Digital Billboards are 20 Feet by 30 Feet and will rotate every 8 seconds. The currently unlimited number of concentrated Digital signs will make our Neighborhood look like Times Square.

2) Combined Light sources in the neighborhood proposed by the project, including Building Lighting, Billboards, Digital Signs, Scrolling Lights and Supergraphics--cannot be mitigated unless stopped! Cumulative effect that exceeds allowed commercial lighting onto residential neighborhoods. The city can't consider the signage/billboards by itself, since Paramount is also adding building on the property which may add too much light to residential neighborhood.

3) Building Height & Massing: Incompatible with the Architecture of the Neighborhood and Destroy the Historic Nature of the Neighborhood-- We oppose zoning that would allow a maximum of 240 foot buildings, that would nearly double the "Total Permitted Floor Area" to 3.3 million square feet. Proposed structures are out of scale with the historical architecture and the predominately single and two-story buildings of our Residential Neighborhood.

The Final Environmental Impact Report (FEIR) references to buildings at the 321 Larchmont (Medical Building) built in 1964 and El Royale Apts. 450 Rossmore built in 1929 "are approximately 140 and 160 feet, respectively, in height". *It's inaccurate* to use these two buildings as a justification of 240 ft. and 135 ft. buildings at Paramount. All are part of the Neighborhood Conservation Areas under Interim Control

Ordinance (ICO) Area 6. Larchmont Heights. A recent neighborhood survey found that nearly 80% of these residences, whether one-story or two-story, would be contributors in an HPOZ. (Historic Preservation Overlay Zone).

4) View – (see 1 above) Tallest building 240 Ft currently planned to be located at the North end of Plymouth Blvd with lighted multi-level supergraphics, viewable from all directions. Will block views driving North on Plymouth because it is located at the end of a street, and not at the end of a block. The 150' building proposed to be built near the corner of Melrose and Van Ness is also TOO TALL,

5) Traffic – Neighborhood Intrusion and Proposed New "Plymouth Gate" vehicular access point near Plymouth and Melrose: We all know Paramount people use our resident streets as alternative to Melrose. Change of Fire Lane on Paramount Lot to the unsignalized New Plymouth Gate on Melrose, less than a block from the current Windsor Gate. No adequate traffic study was conducted south of Melrose!

6) Traffic – South Bronson Lot Proposed 45-ft plus rooftop Parking Structure CD4. 45-ft : Slated for a residential neighborhood when Paramount has options to put all parking on The Lot. Again, no adequate traffic study was conducted to reflect enormous impacts anticipated.

Thank you very much for considering our grave concerns when hearing the Paramount Master Plan, Tentative Tract map and Final EIR in City Planning Commission on Thursday morning, July 14, 2016.

Sincerely,

Karen and Michael Gilman