



William Lamborn <william.lamborn@lacity.org>

8150 Sunset Boulevard

2 messages

David Gold <dgold@inspirecom.com>

Thu, May 19, 2016 at 4:47 PM

To: "william.lamborn@lacity.org" <william.lamborn@lacity.org>

Dear Mr. Lamborn:

As I am unable to attend your May 24 public hearing, I have prepared this letter for the Hearing Officer. Thank you.

David L. Gold

 **8150 Sunset.pdf**
299K

William Lamborn <william.lamborn@lacity.org>

Thu, May 19, 2016 at 5:55 PM

To: David Gold <dgold@inspirecom.com>

Mr. Gold,

Thank you for your comments. They have been received and will be added to the public record for the subject project.

Regards,
Will Lamborn

[Quoted text hidden]



William Lamborn
Major Projects
Department of City Planning
200 N. Spring Street, Rm 750
Ph: [213.978.1470](tel:213.978.1470)

Please note that I am out of the office every other Friday.

David L. Gold
8707 St. Ives Drive
Los Angeles, California 90069

May 19, 2016

Mr. William Lamborn
Department of City Planning
William.lamborn@lacity.org

Re: Final Environmental Impact Report
8150 Sunset Boulevard Mixed Use Project

Dear Mr. Lamborn:

Travel plans prevent me from attending the public hearing on May 24 and so I am submitting my comments here. As a disclosure, in addition to my primary residence in Mr. Ryu's district, I also own an investment property at 1416 North Havenhurst Drive, just south of the proposed project.

Building Height and Massing. The 216 foot tower will be one of the largest and tallest buildings from Hollywood to Century City. It is far out of scale compared to the mid-rise and low-rise residential neighborhoods surrounding the site. It is also out of scale compared to other current mixed-use developments on the Sunset Strip just blocks away. The EIR did not give adequate consideration to siting the tallest part of the proposed project at the northeast corner of the site. This alternative would minimize impacts on historic resources, other adjacent residential uses, and would provide the "landmark" entrance to the Sunset Strip that the developers promote, but do not maximize given the project massing.

The north-south view corridor is not analyzed to describe how the buildings block views for pedestrians and the public.

Outdoor semi-private areas for residents of the project are presented as a project benefit, but such areas benefit only owners at the project, not the public. The EIR does not give adequate consideration to noise, smell and litter impacts particularly from roof-top private areas, where noise carries over great distances. Further, winds can pick up and "send flying" paper or worse, utensils, small tools, umbrellas – potentially creating deadly projectiles. This is true even for the lower-level roof-top and patio levels, where noise will be even more of a problem. Why make a change from the current code that restricts such use to ground levels.

3:1 density is an incentive the City can bestow for projects close to significant public transportation. This project does not qualify for an Off-Menu Incentive as it is located 1,560 feet --- not 1,500 feet -- from a Transit Stop.

Parking. The building plans included in the EIR were not clear to me on the treatment of the garage walls. If the garage walls are open, the design allows light, noise and exhaust to pollute the surrounding area up to high floor levels on surrounding buildings. The garage will be active 24 hours a day, and so neighbors would have car lights and garage lights spreading light and glare even at night-time, potentially directly into bedrooms of such taller buildings as Colonial House and into single-family residences in the hills.

The proposed development seeks variances to minimize parking based on faulty assumptions that were not adequately assessed. Even in an age of Uber, only one on-site parking space for each residential unit of zero to one bedrooms is wildly optimistic for this site. This is a luxury project, and every owner of a market-rate residential unit will be able to afford one or more cars, and in Los Angeles it is common for such a clientele to have multiple cars per family. This site is too far from public transportation to technically qualify for the incentives the developers are seeking. It is also ridiculous to assume the rich buyers (and shoppers) who will be coming to this project will use the public buses. A development of this scale is really only appropriate adjacent to subway lines, not bus lines without even express bus service. The EIR does not honestly assess the use of bicycles. A site on a steep grade, and at the foot of the Hollywood Hills, is accessible by bicycle only for users coming from the east or west along Sunset. That is a very dangerous route and without bicycle paths.

City-owned Land. There is no reason for the City to give the developers the land we own at the intersection of Sunset and Crescent Heights. The City gets no public benefit for this and it allows even more massing of the project. The developer's suggestion that this creates an attractive pedestrian plaza – jutting out into a busy intersection – is ludicrous. If the developer wants to create a public space at this intersection, it can use its owned land for that purpose. Instead, the City gets a negative impact on traffic flow for vehicles eastbound on Sunset turning south, which the EIR did not adequately address.

The new design from architect Frank Gehry is a dramatic improvement from the developer's initial proposal and I hope the design ideas are realized. The EIR identified unavoidable negative consequences to the area that can, in fact, easily be mitigated. Build a smaller, lower project and move the towers closer to Sunset. Transition heights lower to the south, following the elevations of the site and respecting the heights of the adjoining neighborhood. The City does not have to grant any discretionary approvals to entitle a project that will severely negatively impact traffic, historic resources, light and noise.

Sincerely,

A handwritten signature in blue ink that reads "David". The signature is written in a cursive, flowing style.

**Planning Environmental Review** <planning.envreview@lacity.org>

Support of 8150

2 messages

Vanessa Garcia <vanessamgarcia91@gmail.com>

Thu, May 19, 2016 at 4:27 PM

To: david.ryu@lacity.org

Cc: planning.envreview@lacity.org, cd4.issues@lacity.org, sarah.dusseault@lacity.org, julia.duncan@lacity.org, estevan.montemayor@lacity.org, yena.ji@lacity.org

David Ryu & Councilmembers,

I am writing you today to give my approval for the design by Frank Gehry. Frank Gehry is a wonderful architect who has roots in Los Angeles. I have seen the Walt Disney Concert Hall here in Los Angeles and it is beautiful! I'd like to see another unique building that we can all appreciate.

I live not too far from the proposed development at 8150 Sunset Boulevard. There are quite a few high volume restaurants and retailers there currently and traffic driving past that property down Sunset is almost always heavy, and for what? The current businesses at 8150 SUNSET could benefit from an upgrade for such a beautiful part of town. The new mixed use development will not only be beautiful but it will provide hundreds of homes for many people of various economic backgrounds. I can't think of a better way to occupy the lot considering there will be no significant traffic increases.

I want to see this flourish, I fully support this project!

Sincerely,

Vanessa Garcia

1351 N. Crescent Heights #308

Los Angeles, CA 90046

vanessamgarcia91@gmail.com

Planning Environmental Review <planning.envreview@lacity.org>

Thu, May 19, 2016 at 4:27 PM

To: vanessamgarcia91@gmail.com

This reply is automatically generated. If you have specific questions or would like an immediate response, please contact the project planner identified on the notice directly.

**Planning Environmental Review <planning.envreview@lacity.org>**

Support of 8150 Sunset

2 messages

Matthew Obar <Matthew@obarinsurance.com>

Thu, May 19, 2016 at 5:22 PM

To: david.ryu@lacity.org

Cc: planning.envreview@lacity.org, cd4.issues@lacity.org, david.ryu@lacity.org, sarah.dusseault@lacity.org, julia.duncan@lacity.org, estevan.montemayor@lacity.org, yena.ji@lacity.org

Dear Councilmember Ryu,

As a resident of your district and engaged member of our community, I would like to express my strong support for the Frank Gehry design proposal at 8150 Sunset Boulevard. I appreciate your measure and dedication to your constituents concerning this project, and recognize this important opportunity for voices to be heard. Regarding the future of our city and how our lives are shaped by our surroundings, it is wonderful to know that my voice is part of the process.

What makes a city vibrant, alive, admired and loved are its people and its architecture. Inspired people and inspiring architecture go hand-in-hand. When we live in inspiring surroundings, we embrace possibility and potential. That Frank Gehry's design for 8150 Sunset is beautiful and beyond dispute; what is truly valuable to our community and city is that Frank Gehry's design is inspiring. To have such a structure in this historic area- an area that has seen so much change over the years- will be a perfect fit. Sunset Strip served as an icon for generations passed; what an incredible opportunity for it to begin reclaiming this vital Los Angeles legacy.

Not only is this design beautiful in its immediate aesthetic, but in addressing the future of our city. This project, with its incredibly green and environmentally-conscious design, its accessibility to public transit, and incorporation of working, living, shopping and community space, truly defines our strengths as we look to conserve our natural resources and grow our connection with each other. I know this design will serve as a beloved piece for our city as we look forward to an environmentally responsible and sustainable way of growth.

Thank you so much for this chance to share my thoughts on this potentially historic project. I certainly hope Gehry's design will be approved, and truly believe that the benefits to the community will extend beyond those which are immediately apparent and tangible; that it will be an inspiration to our city and it's people, and to all that seek out Los Angeles as a place to call home.

Sincerely,

Matthew Obar

1047 N. Spaulding Ave

Los Angeles, CA 90046

matthew@obarinsurance.com

Planning Environmental Review <planning.enreview@lacity.org>
To: Matthew@obarinsurance.com

Thu, May 19, 2016 at 5:22 PM

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