

City of Los Angeles  
Planning and Land Use Management Committee  
City Hall, 3rd Floor  
200 N. Spring Street Board of Public Works Edward R. Raybal Hearing Room 350  
Los Angeles, CA 90012

August 30, 2016

Re: City Council Case No: 16-0876, 16-0876-S1, 16-0876-S2, 16-0876-S3  
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,  
Paramount Pictures

To Whom It May Concern,

I am a resident of the 600 block of Lillian Way and I am writing to express my opposition to three specific proposals in the Paramount Master Plan:

1. I oppose any office tower that would front on Melrose. This area is filled with one to two story residential and small business structures; many of which are important to the historic architectural fabric of Los Angeles. To build such a large and overbearing building right next to these neighborhoods would utterly change the character of this community.
2. I oppose any plans to install super graphic signs on any building on the Paramount Lot. Because of the low rise nature of this area of Hollywood any super graphic advertising would be visible for miles, polluting the views and peace of thousands of people.
3. I oppose the creation of a new electronic sign district and any plans to subsequently replace existing historic billboards with electronic ones. The Paramount campus is not in one of the City's entertainment districts; rather it is in the middle of an historic residential community. Electronic signage creates intrusive light pollution, distracts drivers and utterly changes the quality of the surrounding communities. Electronic signage is not only visible from miles away, but the light is so powerful and intrusive that it is impossible to keep it out of bedrooms and houses anywhere within miles of the light source. I recall an electronic sign on Cahuenga, north of Franklin, that ultimately had to be reverted to more traditional advertising because the light was so strong and disturbing, not only to residents but also to drivers. Really, electronic signage is a public nuisance and disturbs a resident's right to quiet enjoyment.

Paramount Studios has been an important part of the community for decades and its studio buildings and campus are well designed to fit into the surrounding neighborhoods. While I understand that Paramount wants to make the most of its campus, I do feel that the proposals for new buildings and oversized, electronic signage are completely inappropriate and inconsiderate to its built environment. In addition to the above specific objections, I also have a general concern as to the

impact of an additional 1.4 millions square feet of new facilities to an area that is already overwhelmed with traffic and density.

Melrose Avenue is not designed to take on any addition traffic flow and is completely gridlocked for hours every workday. The proposed \$100,000 funding for traffic mitigation is woefully inadequate. The estimated costs for adapting the already installed traffic signals at Rossmore and Melrose to include left-turn arrows is over \$240,000. The Paramount Studios applicants should be required to provide honest plans for traffic mitigation with a real commitment to financially support the requirements. Paramount's plans would benefit their stockholders at the cost of utterly changing the character of Melrose and the surrounding communities. The tax paying citizens of our neighborhoods would pay the price in loss of privacy, quiet, natural light, views of Hollywood and the integrity of their neighborhoods. How can this possibly be fair? We ask that you and the City work with Paramount to dramatically scale back its proposal in order to better balance its role both as a business and as a neighbor.

Thank you for your consideration.

Best regards,

Nancy Lainer

Resident, Lillian Way



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To Whom It May Concern,

I am the Vice-President and Chair of the Land Use and Planning Committee of the Hancock Park Homeowners Association, est. 1948, and a Board member of the Hancock Park HPOZ. I am writing to express our Association's opposition to three specific proposals in the Paramount Master Plan:

1. We continue to oppose any office tower that would front on Melrose. This area is filled with one to two story residential and small business structures; many of which are important to the historic architectural fabric of Los Angeles. To build such a large and overbearing building right next to these neighborhoods would utterly change the character of this community.
2. We oppose any plans to install super graphic signs on any building on the Paramount Lot. Because of the low rise nature of this area of Hollywood any super graphic advertising would be visible for miles, polluting the views and peace of thousands of people.
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Paramount Studios has been an important part of the community for decades and its studio buildings and campus are well designed to fit into the surrounding neighborhoods. While we understand that Paramount wants to make the most of their



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business asset we believe that the proposals for new buildings and oversized and electronic signage are completely inappropriate to this neighborhood.

In addition to our above, specific objections, we have a general concern as to the impact of an additional 1.4 millions square feet of new facilities to an area that is already overwhelmed with traffic and density. Melrose Avenue is not designed to take on any addition traffic flow and is completely gridlocked for hours every workday. The proposed \$100,000 funding for traffic mitigation is woefully inadequate. The estimated costs for adapting the already installed traffic signals at Rossmore and Melrose to include left turn arrows is over \$240,000. The Paramount Studios applicants should be required to provide honest plans for traffic mitigation with a real commitment to financially support the requirements.

Paramount's plans would benefit their stockholders at the cost of utterly changing the character of Melrose and the surrounding communities. The tax paying citizens of our neighborhoods would pay the price in loss of privacy, quiet, natural light, views of Hollywood and the integrity of their neighborhoods. How can this possibly be fair?

We ask that you and the City work with Paramount to dramatically scale back their proposal in order to better balance their role both as a business and as a neighbor.

Thank you,

Susan Grossman  
Vice President, HPHOA, est. 1948 and Board Member Hancock Park HPOZ Board



Sharon Dickinson &lt;sharon.dickinson@lacity.org&gt;

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**City Council Case No: 16-0876, 16-0876-S1, 16-0876-S2, 16-0876-S3**

1 message

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**Jesse Albert** <jesse@xpansivemedia.com>

Tue, Aug 30, 2016 at 11:34 AM

To: sharon.dickinson@lacity.org, cd4.issues@lacity.org

Cc: Susan Grossman &lt;segrossman@sbcglobal.net&gt;, Cindy Chvatal &lt;snorekel@aol.com&gt;, Sarah Dusseault &lt;sarah.dusseault@lacity.org&gt;, nicholas.greif@lacity.org

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Dear Sharon Dickinson, Councilmember Ryu and the Los Angeles City Planning and Land Use Committee,

I am a long term (19 years) Hancock Park resident and Paramount studios neighbor. I work extensively in the industry and am generally supportive of Paramount's efforts to grow within reason.

However, I, my family, and my neighbors are vehemently opposed to the digital billboards being proposed as part of Paramount's EIR.

We are a residential neighborhood immediately abutting the studio to the south and Melrose for quite a distance in either direction, and there is no question on the immediate and hugely detrimental impact and changes to our quality of life that will occur if such light pollution alterations are permitted to be made.

Furthermore, these changes serve absolutely no purpose other than to market the studios efforts to a small drive by constituency who I might add are already served by the traditional billboards that exist on the sides of the studio sans digital light.

It is common knowledge in the industry that billboards posted alongside studio lots are considered vanity promotion to impress talent who may be driving to the studios on projects. What can be certain is that the billboards have NO positive impact on hiring nor provide additional revenue to the studio whatsoever. In short, these additions are strictly vanity to the studio at great expense to long term residents.

We neighbors are likely to be severely impacted by the studio's expansion for many years to come thru excessive and additional noise pollution, air quality from dirt and dust, and most certainly construction traffic. To add insult to injury with these digital billboards is simply too much to ask of an already accommodating neighborhood.

Let there be no question as to my and my neighbors position. We vociferously oppose both Paramount specifically and any general Melrose digital billboard signage additions or the creation of any special district where additional light pollution is allowed.

If there is any more you require of us to ensure that our needs are reflected in the decision making process please let me know.

Many thanks!

Jesse & Angela Albert  
 648 N. Lillian Way  
 Los Angeles, CA 90004

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**Jesse Albert**

**Xpansive Media**

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Sharon Dickinson <sharon.dickinson@lacity.org>

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## Paramount Redevelopment Project

1 message

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tvvvv@aol.com <tvvvv@aol.com>

Tue, Aug 30, 2016 at 12:03 PM

To: sharon.dickinson@lacity.org

Hello Sharon,

I live just off Melrose on Wilcox and though Paramount has been a good neighbor, for the most part, this project will overwhelm the residential neighborhoods surrounding the studio and I am TOTALLY AGAINST the video billboards which will cause traffic distractions both to drivers and residents.

Also, a traffic study must be done to see how this would impact street traffic on Melrose as it's already very crowded and slow moving as it is.

I feel Paramount is entitled to making some of these changes, but not all, especially where it would impact traffic and the general residential feel of the surrounding neighborhoods.

Thank You,

Tom Vckers

582 N. Wilcox Ave.

Los Angeles, CA 90004