

From: [Annie Uzdavinis](#)
To: [PCS Public Comments Group](#); [David Gillig](#)
Subject: 9200 Sunset New Off-site Signage Proposal Review - April 25, 2024
Date: Monday, April 22, 2024 11:14:26 AM

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Dear Members of the Sunset Art and Advertising Subcommittee and Mr. Gillig,

Apologies that I cannot be in attendance at this meeting due to family commitments that have me out of town.

Please accept this email as my input on the proposal for this new Off-site Signage at 9200 Sunset.

I'm an owner and resident at Carolwood, 1033 Carol Drive #302, West Hollywood, CA 90069.

As a resident / owner in West Hollywood West / Sunset Strip neighborhood I have grave concerns for the continuing proliferation of billboards and off-site signage in our City. The plans put forward by property owners, media companies and this committee have a huge impact on West Hollywood residents, visitors and residents in our neighboring communities in Beverly Hills and Los Angeles in a negative way given the severe impact of the cumulative increase in light and the increased distractions for drivers in the area. Additionally, all the light sources impact the wildlife in our community and surrounding areas. Certainly I recognize that the City's staff, City Council, Planning Commission and this committee appear to be valuing the additional revenue to the City as a positive impact. However it feels that these decisions are placing the additional revenue to the City with these billboards and signs over the desires, health and safety of residents as the placement of these signs does come at a cost to residents, visitors and neighbors.

In reviewing the packet for this proposal and revision from the original design and placement it appears that the new placement and design will have less of an impact on our neighborhood than the original design.

What isn't shown in the packet are:

- The effect of reflective light from the surrounding buildings.
- If there will be light impact that travels above or around the building at 9229 / 9255 Sunset that could impact the residents of Sierra Towers and/or our neighbors in the hills above Sunset or neighbors in Beverly Hills.
- If 9200 Sunset will be dimming their buildings' architectural light details on all sides of their building.
- How does this design, its placement impact any pending designs for a gateway into this portion of the City?

All of the current and proposed signage has a cumulative light effect and impact on our neighborhood. The City and especially this committee needs to address that cumulative light effect.

Any of these projects should be considering the additional impact of reflective light and how it also relates to the neighborhood and also adds to the cumulative light impacts.

ITEM 4.A.

ADDITIONAL CORRESPONDENCE (04.22.2024)

Adding 1500 square feet of more off-site signage and its direct and reflective lighting to our neighborhood does add to our community's light and is far too large. This design at 100' high is enormous and in my opinion far too high. My hope is that this committee, the Planning Commission, City Council and Staff will place a moratorium on ALL plans for changes to or new tall walls, billboards and off-site signage until an appropriate and extensive study can be done on the impact of both cumulative light on our neighborhood and the impact of these project's distractions to drivers. Part of this study should also include the impact of temporary billboards up and down Sunset as they too add to this cumulative light.

This committee and City Staff should be well aware that soon the City will be looking at the EIR for 9160-9176 Sunset and a proposal for a project the parking lot at Sunset Carol Drive which will add further light and impact.

The City may also have a design for a new building and likely signage for a project at Sunset Boulevard and Carol Drive on the site of the current parking lot owned by Ron Burkle where there is a temporary billboard on the north side of the lot.

Lastly, I believe it to be incredibly important for this City to have a large discussion within the community as to what West Hollywood is known for and exemplifies.

Based on the Sunset Arts and Advertising Plans it would appear that adding money to the City's coffers is more important than the health and safety and desires of the City's residents and the voters and tax payers.

Please prioritize the human and animals who life here and in our neighboring communities instead of just commercial property owners, developers and media companies.

Thank you.

Annie

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