Srimal Hewawitharana
Environmental Analysis Section
Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, California 90012

November 9, 2015

Re: 8150 Sunset Blvd. Recirculated DEIR – ENV-2013-2552-EIR

Dear Ms. Hewawitharana:

The Federation of Hillside and Canyon Associations, Inc., founded in 1952, represents 45 homeowner and resident associations spanning the Santa Monica Mountains, from Pacific Palisades to Mt. Washington. The Federation’s mission is to protect the property and quality of life of its over 200,000 constituents and to conserve the natural habitat and appearance of the hillside and mountain areas in which they live.

The Federation had previously submitted three letters on this project, dated October 14, 2013, May 8, 2014 and January 19, 2015. We incorporate those letters by reference and expect that the issues raised in those letters will be addressed in the responses to the recirculated Draft EIR.

The Federation voted at its October meeting to continue to oppose the proposed project at 8150 Sunset Blvd. as described in the DEIR, the recirculated DEIR, and the ELDP streamlining process certified for this project. Although we appreciate that the project has been changed in some ways that were responsive to the letters that were submitted through the comment period, there remain major aspects of the project that would create significant negative impacts on commuters, the surrounding community and hillside aesthetics.

Some of our concerns include: the height of the project continues to be out of scale with the surrounding area impacting the hillside aesthetic; the traffic mitigation measures do not appear adequate for a project of this size and scale; this project does not appear to be consistent with the City’s General or Community Plans and the findings for consistency have not been made; deviations from code on height, setbacks, etc., cannot be justified; and the marquee structure proposed to display signage is very large with little detail about how it will be utilized. How does the proposed marquee structure and future signage comply with current sign code and how can it be permitted with the sign ban in place. What luminosity limits would be imposed for the outdoor signs for daytime and nighttime hours and what would the impact of the illumination be on the surrounding community, including hillside residents and motorists.
CEQA requires full disclosure of all potential significant environmental impacts to give the community an opportunity for meaningful public input, the decision-makers an in-depth review of projects analyzing a range of alternatives that reduce those impacts, and based on objective analyses found in the EIR, agencies shall mitigate or avoid the significant effects on the environment whenever it is feasible to do so. We do not believe the recirculated DEIR accomplishes these objectives.

We join the Sunset Strip community in their comments and ask that the project be revised to a size and scale consistent with the surrounding community while reducing negative impacts to the neighborhood.

Sincerely,

Wendy-Sue Rosen

Wendy-Sue Rosen, Vice President

cc:
Councilmember Ryu
Mayor Eric Garcetti