



City of Sierra Madre

Office of the City Clerk

232 W. Sierra Madre Blvd.,

Sierra Madre, CA

(626) 355-7135

THE BROWN ACT PROVIDES THE PUBLIC WITH AN OPPORTUNITY TO MAKE PUBLIC COMMENTS AT ANY PUBLIC MEETING.

THE FOLLOWING WRITTEN COMMENTS WERE RECEIVED IN ADVANCE OF THIS MEETING AND WILL BE POSTED ONTO THE CITY'S WEBSITE FOR PUBLIC ACCESS AND TRANSPARENCY.

THE COMMENTS ATTACHED ARE SUBMITTED BY MEMBERS OF THE PUBLIC. THE CITY DOES NOT CONFIRM THE VERACITY OF THE STATEMENTS PROVIDED BY MEMBERS OF THE PUBLIC.

I am submitting the following as public comment regarding the Villa trial period. I requested to have the following as part of the record for the neighbor meeting. I do not see it represented in the agenda.

Alverno rentals have not earned an "A" rating as Commissioner Mr. Dennison had stated he wanted to hear during this trial period.

1. Filming - was told by guy taking signatures that no crew parking or food set up would take place onsite. All was offsite at Santa Anita. That was a lie. Field was commercially rented (CUP violation) to filming for feeding crew, having parties, gathering space, ran generators closer to perimeter so very loud (CUP Violation), and hours ran well past hours signature sheet said the crew would be onsite, multiple film cars could be seen parking on Highland. Trucks would idle on Wilson. Security guard yelled at me for trying to take pictures so it wasn't a he said she said and blocked me. I have a right to photograph what I can see from public property in my view and not be harassed for it
2. One wedding in particular stands out from my log. 7/24 Music and bass incredibly loud after 6:45PM as I returned home. A walk around I could see doors were wide open on several sides, CUP violation continued. 7:35PM. Called to complain bass was a huge problem for a lot of this event
3. I will have to find my log but there have been a few others out of the 13. Not all were ongoing noisy so that means things are a notch better for me but not some of my neighbors on their streets. Still hear crowd cheering, announcements, singing along with music as the processions end, and close to 9:30 at the end of weddings. It's annoying.
4. Wedding cater crew still parks outside on side streets. I know who belongs on Highland and the crew should not. Highland gate is closed. I was under the impression it was to be open for guests to leave. It is still closed after the wedding is over and never reopened.
5. July 27 big party bus with music playing in Michillinda lot. Event not listed on calendar -rental or school. This has occurred several times this summer.
6. 6/23 Party bus loudly playing music in parking lot on Sunday for well over 40" One of the neighbors texted that she had called so I did not.
7. 6/15 Coming home at 10:15 PM and noticed cars leaving. I sat on Michillinda and watched over a dozen and a half cars still exiting Michillinda parking lot. It was well after CUP says they should have left.
8. 9/6 Princess Limousine bus got stuck trying to get into lot. (see below) They must have been expected the gate was open. Not an event on calendar - school or rental. Blocked traffic, drove over the curve, and had no one trying to help cars go around.
9. Calendar is misleading. Not correctly accounting for all rental events. Ex. Alverno is not counting faculty wedding as an event. It is clearly NOT a school event and should be counted as a rental yet it is not. Just like these party limo busses that show up with music blasting and sit running their

engines. And for some reason are never listed on the Villa or school calendars. Ghost events that Alverno don't want counted.

No Alverno has not earned an "A" rating or even a B, or C. D because the wedding bass is still heavy (not monitored) and Alverno keeps opening the doors when they are not supposed to. It is so obvious when the music gets really loud. It makes a difference on Grandview when all the doors on the Villa are kept shut. Not sure about other streets and what I hear from those on Michillinda, Highland and Wilson.



Yours,
W. Serrano
Sierra Madre Resident

Dear City Council,

I am in agreement with all of my fellow residents who strongly urge the City Council to keep our R-1 neighborhoods a residential zone and deny uses that disturb our expected right to peaceful enjoyment when we get home. I would like to see an end to the public nuisance created by commercial wedding and filming at the Alverno Academy's rental business but if we must have some then make it like the city code. No exceptions.

I request that the wise council see past Alverno Academy's request for 26 events and their exclusion of resident complaints in their documents, and the noise from their weddings and films. They pay someone a 6 figure salary. They are not doing a very good job of the following:

- They failed to follow several conditions for rentals. The biggest was to keep the doors to the Villa closed for several weddings. No excuses.
- They failed to turn the bass down to stop vibrations entering my home. A huge problem.
- They failed to hire a security company to take noise readings when the sound is very loud.
- They fail to use a noise reader that will take extended readings and produce excel graphs of the results so that you can see more than a 1 second snapshot. They could buy a noise reader that gives a graph to show the spikes. Sorry their new method is lame.
- They failed to have the party busses turn down their music or to stop idling in the parking lot.
- They failed to get their guests to leave quietly
- They failed to stop their guests and workers from honking at closed gates, then speeding around the neighborhood to find a way in.
- They failed to make sure their trucks left the parking lot safely so they don't cause near misses colliding with other cars who had the right of way or almost hitting pedestrians on the sidewalk and their pets.
- They failed to get off the property at the time the Planning Commission put on the permit.
- They failed to keep drinking within the Villa - I walked by Mitchillinda Grandview parking lot on 9/28. Couples passed around joints, drank michelob and other canned drinks. They played music loudly from their car around 3 -4
- They failed to implement meaningful noise measures for the diesel truck, catering film generators, crew walkie talkies
- They failed to allow their guests and workers to use the Highland exit during a wedding. They say they lock it and never open it again for use once the wedding starts. This is contrary to what I see they told the Planning Commission and their submitted traffic plan and instructions.
- They failed to fix the confusion in their traffic plan directions. Neighbors have pointed this out and it's the same document.
- They failed to direct traffic out both exits. There are no guards at Highland to assist, it's locked.
- They failed to make sure all guests weren't drunkenly carrying on outside on the side walk waiting for their Ubers.
- They failed to keep drunk guests from carrying on loudly singing pop songs in the parking lot when leaving or waiting for a ride.
- They failed to alert caterers that their yelling or talking loudly while tossing their wares into the backs of truck to keep it down.
- They failed to keep catering staff from parking in the neighborhood.

These failures were brought up at the many Planning Commission meetings held for the Alverno Academy's Villa CUP. I can't tell you about the ones that occur on site that they don't report. I don't go on site to verify only what I can see from the sidewalk. I did not attend the neighbor meeting but asked others for the content. No, I am not the source of Alverno's financial problems. Contrary to what I was told the Principal I do not stick my camera through their fence for pictures. No one needs to I was on the sidewalk. Security got in my face when I tried to take a picture. My neighborhood, not cool, not neighborly.

I ask that you not approve even more rentals. I feel ripped off for not getting a whole year 2025 to try 13 wedding rentals. They made their bed and they need to lie in it. They have passionate parents who seem eager to espouse their greatness. They, and their alumni should step up not tell me I need to put up with their failure to fund a roof and school scholarships. It's not just the music and bass for a late

hour commercial businesses that have become a public nuisance. I hate hearing the guests interrupting my afternoon and evenings. Police dispatch still tell me "someone else already called". But what about my call? From the police chief's report, I did not get counted as a call.

Yours truly,
John Bull

I am having troubles getting my email to be accepted for the upcoming City Council meeting. Not sure why so I asked my neighbor Will S. to send it because maybe it's my firewall and HIPPA security. Could be the crowdstrike again or the city website??

This is what I wished to submit for public comment.

Dear City Council,

I am in agreement with all of my fellow residents who strongly urge the City Council to keep our R-1 neighborhoods a residential zone and deny uses that disturb our expected right to peaceful enjoyment when we get home. I would like to see an end to the public nuisance created by commercial wedding and filming at the Alverno Academy's rental business but if we must have some then make it like the city code. No exceptions.

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Yours truly,
John Bull

10.8.24 Villa appeal City Council

All Sierra Madre landowners are responsible for the maintenance, improvements and financing of their asset, and to use their land in harmony with the surrounding neighborhood.

For 70 years the Alverno property has been permitted as a school and party venue rental. For the 33 years I've lived here, and beyond, the Villa operations have been a documented and contested nuisance to the immediate neighbors. The institution insists we must accept their behavior so they can afford their property. I say enough. I can no longer tolerate giving half my Saturday's to my financially insatiable neighbor.

In 2009, we were told the tile roof of the Villa was leaking and needed expensive re-roofing. The institution defended their 26 days of wedding rentals plus filming in their TUP as the only way they could afford to pay for roofing. At the same time, they stated on the record that Villa income supports Alverno scholarships.

For 15 years they had their 26 parties a year with little respect for noise or crowd control, closing times or code compliance, resulting in multiple complaints a year.

For 15 years there's been filming and overnight filming, with snooping drones, idling trucks and generators, truckyard activity, intrusive floodlighting, parking issues, a mass explosion, and an illegal road closure as homeowner approvals were criminally forged.

At the neighborhood meeting last month, we were told once again that without 26 days of parties plus filming, The Villa could not fund their needed roof. Wait, what about the last 15 years with 26 party days allowed? Something doesn't add up, and perhaps there are not enough Saturdays of party rentals in a year to properly fund the Villa.

The Villa has been unwilling or unable to control their venue and customers for decades. Even with city oversight and direct police involvement, there remain issues. We support 12 months of 13 fully compliant, consecutive events as passed by the Planning Commission and denying appeal. Lets see a feasible, cash positive master plan that doesn't involve continuous nuisance behavior to the R1 neighbors.

Keith Stephens

PUBLIC COMMENT

Leesa A. Puleo

CITY COUNCIL MEETING

October 8, 2024

ITEM: Public Hearing 2. Annual review of Conditional Use Permit 22-03 (Cup 22-03) for private rental events and filming at the Villa Del Sol D'oro located within the Alverno Heights Academy Campus addressed at 200 North Michillinda Avenue

Alverno Heights Academy (AHA) will argue that they have made a good faith effort to remedy violations related to Sierra Madre Municipal Codes, Conditional Use Permit 22-03, Mitigated Negative Declaration (SCH No. 2011031033), and City Council Resolution 24-29, and have alleviated nearly all neighbor concerns that were presented at the City Council meeting on May, 28, 2024 and the Planning Commission meeting on March 6, 2024 and resulted in the reduction of rental events to 13 per annum. In the following paragraphs I will provide relevant anecdotal, observational, and published information as evidence that there has been little to no positive changes in their behavior during the trial period and that AHA continues to violate the rules set forth by the city and negatively impact the lives of their neighbors. AHA will argue that 26 private rental events are needed to provide adequate funding for costs related to the operation, maintenance, preservation, reroofing and restoration of the historic Villa, yet they have failed to provide significant upgrades to the structure that have been promised for two decades and simply maintain minimal upkeep. I wholeheartedly believe their continuing negative behavior, code violations, and lack of appropriate use of rental income for Villa restoration, warrants a continuation in the reduction of rental events by half.

WEDDING RENTALS

VIOLATIONS: Sierra Madre Municipal Code, City Council Resolution 24-29, Mitigated Negative Declaration (SCH No. 2011031033) and CUP 22-03

Sierra Madre Municipal Code, Noise – 9.32: I currently make a concerted effort to leave my home during wedding rentals due to the disruption from noise, after hours activities, and parking and traffic challenges but, on a few occasions, have been home to hear and witness music, party goers, and event staff. I personally contacted SMPD on May 4 (twice), April 27, and April 24, 2024, to file complaints about the noise, parking, traffic, and after-hours activity of AHA rental events. I also contacted the Pasadena Police Department on April 27 and August 24, 2024, hoping they could reduce the noise emanating from the Pasadena side of campus. I contacted Securitas, AHA’s security company, on May 18, May 4, April 27, April 24, and April 20, 2024, to voice my concerns, and got no answer and the following message, “the recipient of your call has not set up their voicemail service”. On September 21, 2024, I contacted Securitas and asked if they would have the base turned down. I believe no significant reduction in base noise was made on that day. On October 5, 2024, at 7:46 pm, I clearly heard the song “Jessie’s Girl” emanating from campus but did not contact the police as I was on my way out for the evening.

City Council Resolution 24-29 AND CUP 22-03, 2.0 Time of Use: Friday or Saturday rental events shall begin no earlier than 8:00 a.m., including setup, and end no later than 10:00 p.m.: On April 20, May 18, June 1 and

June 15, 2024, I witnessed wedding goers on campus as late at 10:31 pm. On June 29, 2024 I heard a male voice talking on campus at 10:20 pm.

City Council Resolution 24-29, AND CUP 22-03, 5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit 1 - Traffic and Parking Management Plan and CUP 22-03, 5.6 All guest and staff vehicles entering or leaving rental events shall use the Highland at Michillinda entrance/exit. I have personally witnessed the Highland gate being closed after wedding ceremonies and never reopened. Guests, staff, and vendors were unable to follow the AHA Traffic and Parking Management plan because the Highland gate was closed.

CUP 22-03, 5.3 Delivery trucks shall not be left idling: On Sunday, September 22, 2024, I witnessed a white delivery van idling across the street from my home on West Highland waiting for the Highland gate to be opened.

Mitigated Negative Declaration (SCH No. 2011031033) and CUP 22-03, 3.6 Sound dampening measures: Sound dampening measures have not been installed or implemented to date.

CUP 22-03 3.6 During an event, windows and doors of the Villa shall remain closed: I have personally witnessed the Villa doors open during rental events from August 24, 2024 to the present as all foliage and trees were removed from in front of the Villa all the way to the chain link fence in front of my home on W. Highland. I now have an unobstructed view of the Villa from my front yard. Additionally, during the neighbor meeting on September 17, 2024, AHA staff and Board Chairman admitted that doors have remained open during wedding rentals.

CUP 22-03 Frequency of Use/Level of Use 1.1 A total of no more than twenty-six (26) rental events per calendar year may be held: I believe there were two additional Villa rental events, occurring on July 27 and September 6, 2024, that do not appear on any published calendar. On both occasions I witnessed large rented luxury vehicles on campus which often signify a wedding or other formal event. Additionally, there was a “staff wedding” on September 21, 2024 which I believe is NOT included in the total number of weddings. I see no reason why this event should not be counted in their event total as the staff member rented the facility for a wedding and AHA cannot argue that all services were provided free of charge.

The published calendar states that there are 21 wedding rentals scheduled from May to November of 2024 and I believe at least 2 rentals occurred that were not included on their calendar. This brings their total to **23 WEDDING RENTALS IN JUST 7 MONTHS** (*see below*).

Month/Number of events:

May/4

June/5

July/3

August/2

September/4

October/3

November/2

TOTAL: 23

AHA absolutely cannot dupe the City Council into thinking that they will stay within the twenty-six rental events per calendar year and have only 3 wedding rentals over the next 5 months, no matter how they spin it. Ms. Bertolini will inevitably attempt to gaslight and confuse the council by either misrepresenting the real numbers or quickly throwing out different dates, which she has done in the past. She will also use the excuse that weddings are scheduled over a year in advance and that there are already weddings “on the books” and she would not want to “disappoint brides”.

FILMING

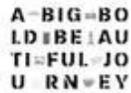
VIOLATIONS: Sierra Madre Municipal Code, Chapter 5.36 - Commercial Photography and Motion Picture Filming and CUP 22-03, FACILITY RENTAL

Prohibit renting the soccer/ softball field to sports groups not associated with Alverno Heights Academy: AHA rented the soccer/softball field to A Big Bold Beautiful Journey, permit #2324-5, for catering and truck parking, from April 21 to May 7, 2024.

Prohibit any concurrent events at the Villa, soccer/ softball field, and multipurpose building: On Saturday, May 4, 2024, there was a wedding rental and A Big Bold Beautiful Journey filming at the same time. From April 21 to May 7, 2024, AHA concurrently rented the villa and the soccer/softball field to A Big Beautiful Journey

Accompanying the application form shall be evidence of the following: The exact amount/ type of vehicles/ equipment to be employed along with a parking plan: A Big Bold Beautiful Journey, application permit 2324-5, dated April 2, 2024, stated the following, “Parking at 200 N. Michillinda will be on site, no street work or parking has been approved” and “Trucks, 12 – contained on Alverno property”, yet the neighbor notice indicated the following, “All crews and extras parking, and basecamp to be located at Santa Anita Racetrack” (*see below*). There was no mention anywhere of the trucks and mobile dressing rooms that were parked in the Albertson’s parking lot. No mention was made of the **transport vans that picked up and delivered crew members and actors to and from the campus EVERY THREE MINUTES from 10:00am to 12:00am and 5:00pm to 7:00am.** No mention was made of the **Limousines that picked up and delivered actors from the Santa Anita Racetrack EVERY HOUR from 10:00am to 12:00am and 5:00pm to 7:00am.** Additionally, I personally witnessed film crew parked in front of my home daily and walking into the Highland gate. AHA staff and parents were displaced from all parking lots during filming and were forced to park on neighboring streets.

PRODUCTION INFORMATION	
PRODUCTION DATES (To be covered by this permit, including prep and strike) April 21, 22, 23, 24, 25, 28, 29, 30. May 1, 2, 3, 4, 6, 7	
PRODUCTION TYPE <input type="checkbox"/> Television <input checked="" type="checkbox"/> Feature <input type="checkbox"/> Commercial <input type="checkbox"/> Music Video <input type="checkbox"/> Photography <input type="checkbox"/> Other	
TOTAL PERSONNEL (Cast and Crew) 300 (150 crew, 150 extras)	
TOTAL VEHICLES AND EQUIPMENT	
EQUIPMENT DETAIL	Generators 2
	Cars Crew & Extras Cars to be parked at Santa Anita
	Trucks 12- contained on Alverno property
	RVs
	Tents (Additional permits may be needed as required in sections 105.6 & 105.7 CFC)
	Others Large Tent on Alverno soccer field, specs and tent permit to follow



April 11-12, 2024

Dear Neighbor

After a long year of filming inactivity, production has resumed and proposes to film at the historic **Villa del Sol d'Oro located at 200 N Michillinda Ave**. Admittedly our proposed schedule of work is ambitious, but we plan to reach out to all neighbors in the immediate area to partner with the community to accomplish this film shoot in a manner we hope will be beneficial to Alverno Heights Academy, the surrounding neighborhood, and the local film industry.

SCENES AND ACTIVITY

Interior and exterior wedding scene. Rain FX, exterior lighting, wedding music playback

DATES

Prep:

April 21-25, 28; 7AM - 7PM

Shoot:

April 29, 30; 10AM - 12AM

May 1 - 3; 5PM - 7AM (overnight shoots)

Strike:

May 4, 6, 7; 7AM - 7PM

PARKING:

All parking to be contained on Alverno Heights campus, no production street parking, or traffic control on local streets. All crew and extras parking, and basecamp to be located at Santa Anita Racetrack.

Thank you for your time to review our proposed filming activity and please reach out to me with any questions or concerns and to complete the community survey,

Sincerely

Wayne Yorke

Key Assistant Location Manager

Cell 213-949-3493

The Gift Giving, permit #2425-1, application and neighbor notice did not specify a parking plan and I personally witnessed film crew parked in front of my home daily and walking into the Highland gate.

Quarterly notices shall describe the type and nature of each event: AHA has NOT provided quarterly notices describing the type and nature of each filming rental event. Two courtesy notices were provided by the production companies, delivered to my front door, but were purposefully vague and did not include important issues affecting neighbors, local traffic and street parking. Neighbors had no idea what they were agreeing to when they provided their signatures.

The Big Bold Beautiful Journey neighbor notice stated that “all crews and extras parking, and basecamp to be located at Santa Anita Racetrack”. This was untrue as truck and portable dressing rooms were parked in the Albertson’s parking lot and 12 trucks were parked on campus. There was

no mention of the 24-hour limousine and transport van services and parking and catering tent located on the soccer/softball field.

Generators to be on Alverno grounds, with a minimum of 150' from the Alverno property line: generators for A Big Beautiful Journey were located at the far end of the soccer/softball field to power A/C units and lighting for parking and catering. Generators were running all night long and were located closer than 150' from the AHA property line.

Timing. Film or photography activities are limited to the hours of 7:00 a.m. through 10:00 p.m. Monday through Saturday. Variance. Any variance from these standards may be approved in writing by at least seventy-five percent of owners or tenants within a three hundred-foot radius of the property for film or photography activities: A Big Beautiful Journey, permit #2324-5: signature approval included neighbors residing outside of the 300-foot radius of the campus including residents on Sunnyside, Tropical, Cartwright, Cynthia, and Montecito (see below).

Alex Liota	125 N Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Dan Liota	125 Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Seta Zeitelman	1115 Tropical (Cartwright)	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Philip Way	3890 Cartwright St	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Bernadette Way	1045 Cynthia Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
David Sargent	1146 Cynthia	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Mike Karipou	1059 Cynthia Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
GAYLE PROCTOR	727 W MONTECITO AVE.	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
VINCENT VENDIDIA	1056 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
NORMAN LLARIES	1049 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
W.L. AARON	1055 CYNTHIA AVE. PASADENA, CA 91107	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
VINCENT VENDIDIA	1056 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
NORMAN LLARIES	1049 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Two signatures were counted for a single residence:

Dan Liota	125 Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Alex Liota	125 N Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Gift Giving, permit #2425-1: financial incentives were offered for signature approval (*see below*).

NAME (Please Print)	ADDRESS	SIGNATURE	APPROVAL
HARRY HUDICK	159 WILSON	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DON'T COME BACK I DON'T WANT TO FILL OUT IRS PAPER WORK SO YOU CAN GIVE ME \$100 TO BE BOTHERED BY YOUR TRUCKS AND NOISE			<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No

Residents were badgered by representatives from Gift Giving (*see below*). A male representative came to my door on 5 separate occasions and knocked repeatedly to secure my signature. I did not answer as I live alone and found the behavior intrusive and frightening (*see below*).

W. HIGHLAND AVE.

700 OK	694 OK	690 NR	684 OK	678 OK	666 C	660 OK	646 OK	618 V	610 OK
130 OK						650 OK	634 OK	618 1/2 V	

Attempts:
 7/13 1:50pm-2:50pm
 7/14 9:00am-11:12am
 7/15 4:00pm-5:05pm
 7/16 3:15pm-3:35pm
 7/16 6:00pm-6:15pm

Total Possible: 47
 OK: 31
 CONCERNS: 8
 NO RESPONSE: 1
 NO ACCESS: 0
 VACANT: 3
 NO MOVEMENT: 1
 NOT HOME: 0

REFUSED CONTACT: 2

NEW TOTAL: 44

**** Kindly SIGN FORM [REDACTED] HAVE FOR PICK UP OR YOU ****
Film Permit Application
Signature Sheet MAY EM [REDACTED] TO:
 CWFILMSURVEY@sierramadre.com



NOTICE TO THE PUBLIC *Thank you!*

This signature sheet may be circulated by a paid or volunteer signature gatherer. The City of Sierra Madre is not responsible for verifying the accuracy of the name, address, or signature below. You may view the Signature Sheet and confirm accuracy by visiting www.cityofsierramadre.com

I understand that GE Projects "GIFT GIVING" (Film Company) has requested a film permit from the City of Sierra Madre to film on Tuesday, July 23rd from 9:00 AM to MIDNIGHT with Prep on 7/22 from 7AM-10PM & Strike on 7/24 from 9AM-10PM. The filming will take place at: 200 N. Michillinda Ave.

I understand that a minimum of 75% of residents within 250 feet of the perimeter of the property on which filming is to take place must consent before the permit will be granted. I, the undersigned, consent to / oppose filming in my neighborhood for the above dates, times and location. As the tenant of the undersigned property, I confirm that I have the legal authority from the property owner to allow filming on this property and I am over the age of 18 years.

NAME (Please Print)	ADDRESS	SIGNATURE	APPROVE
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No

PLEASE STOP COMING TO MY HOUSE KNOCKING. THE CONSENT APPROPRIATE IS NOT THREATENING AT ALL. THANKS OWNER

CHRISTOPHER WEBB declare under penalty of perjury under the laws of the State of California and the Sierra Madre Municipal Code that the foregoing is true and correct. I personally witnessed each of the appended signatures being written on the petition. To my best information and belief, each signature is the genuine signature of the person whose name it purports to be. The appended signatures were obtained between the dates of 7/13/24 and 7/18/24 inclusive.
 Signature: [REDACTED] Date: 7/13/24

Two signatures were counted for single residences (*see below*).

★	NAME (Please Print)	★	ADDRESS	★	SIGNATURE	★	APPROVE
★	Kevin Coum	★	725 W. Grandview Ave	★	[REDACTED]	★	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
★	Carolina Coum	★	725 W. Grandview	★	[REDACTED]	★	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
★	ADAM Zisman	★	634 W. Highland	★	[REDACTED]	★	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	Lawn Noble	★	634 W. Highland	★	[REDACTED]	★	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes

NEIGHBOR NOTIFICATIONS

VIOLATIONS: City Council Resolution 24-29 AND City of Sierra Madre Municipal Code

City of Sierra Madre Municipal Code, Chapter 5.36 - Commercial Photography and Motion Picture Filming AND City Council Resolution 24-29, General Condition 10.1, Applicant and Property Owner shall provide a quarterly mailed notice to all residents within a 300-foot radius of the Villa: I still have not received a quarterly mailed notice and I live within 300 feet of the Villa. I would like the City Council to ask AHA to produce said notice(s) and proof of mailing. The Neighbor/Villa Events Calendar published on the AHA and city websites is inaccurate and does not reflect actual wedding rental events. The Neighbor/Villa Events Calendar does not include any filming rental events.

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AHA JUSTIFICATION FOR 26 RENTAL EVENTS

Historically, AHA has provided a significant amount of financial aid and “tuition remission” to their students, notably \$1.4M in financial aid and \$38k in tuitions remission in 2020. AHA staff, Board of Directors, and parents/supporters have always boasted that 50% of their students receive financial assistance, which I have always believed was disproportionate considering their depleted reserve account and budget deficits. For decades, particularly at neighbor meetings and City Council and Planning Commission meetings, AHA has indicated that facility rentals for filming and weddings supplement their tuition and allow them to provide financial aid and other scholarships to low-income students. In fact, in an interview with ABC7 Eyewitness News on March 8, 2022, Headmaster Fanara admitted that “the school does its best to keep filming noise down, but uses the income from movie shoots to keep the K-12 school up and running” and “it does help to offset the costs for the school so we can offer financial aid.” Yet, during a Planning Commission meeting on April 7, 2022, Mr. Farsing, Board Chairman, changed their story and said rental income is used for the upkeep of the Villa, which is a “very old building” and “needs a lot of work.” I knew then that Alverno was going to argue that rental income is needed to support the maintenance and restoration

of the historical Villa because of discussions on the negative impacts of rental events on neighbors, film permit signature forgeries, and ordinances and incentives included in the Mills Act and adaptive reuse of a historical building.

AHA has assured neighbors and the city, again, for decades, that they will use rental income to make restorations and upgrades to the aging Villa, replace its dilapidated roof, and build a multipurpose building. None of these things have ever been accomplished or even attempted because of their ongoing financial instability. I have absolutely no trust that AHA will all of a sudden use rental income to improve the Villa in any significant way or expand its facilities and buildings to better serve our community. I believe that returning their allowed number of rental events to 26 will NOT result in any significant improvements to the Villa or improve and expand services to the children and families of Sierra Madre.

Thank you, Leesa Puleo.

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear City Council and Mayor,

The contentious nature of the rental business at 200 North Michillinda might be new to you. It is not to me as a neighbor. I feel the Villa weddings, along with the filming, (oh that one film!!!) have not improved by a wide margin. They don't show I called. The bass makes my blood pressure go up. I am driven out of my home almost every Saturday to get away from the annoying bass, the parties or be it the film crews, their generators, crew vans and equipment trucks. I am not complaining about the school but the city must consider the rest of the noise I deal with that is the school's side hustle.

I read the Alverno report for Tuesday's meeting. I don't understand why there is a rehash of prior to 6/1. Will you be considering the neighbor's public comment and documents towards this period of 14 weddings?

I am blown away by the Villa income/expense sheet. The Villa should be crumbling from the weekly DJ pumping bass. I have never seen a "Villa" employee in all my years of dealing with the wedding nonsense. They are a 501C therefore it is easy to review who makes what online. Who is making \$163,197 but will jump to \$218,000 if 26 weddings will be granted? Alverno tax filings include property rentals yet no one has ever been listed as a Villa employee. There is insurance, security, cost of production expenses and so on which are separate. I feel these numbers are massaged for empathy.

At this rate no meaningful profit from weddings will ever be enough to fix the roof. Never. Like the gym. Never going to happen. I smell some creative financing. Alverno needs to find a source of income that isn't all taken up by an employee salary. Something that doesn't rock my walls. Or maybe move to a location they can afford.

Alverno's 501C financials are online for all to review. Something I see is that the Villa rental money appears to align itself with the executive salaries as they go up. Do the rentals really restore the Villa or is it paying for those salaries?

Please keep the wedding rentals to 13 or make the number the same as the rest of the city code. These rentals are noisy are not a compatible use in this neighborhood. Alverno is not funding it's restoration by these means for a long time.

Sincerely,

Martin Ericks

Sierra Madre Resident

PUBLIC COMMENT

Leesa A. Puleo

CITY COUNCIL MEETING

October 8, 2024

ITEM: Public Hearing 2. Annual review of Conditional Use Permit 22-03 (Cup 22-03) for private rental events and filming at the Villa Del Sol D'oro located within the Alverno Heights Academy Campus addressed at 200 North Michillinda Avenue

Alverno Heights Academy (AHA) will argue that they have made a good faith effort to remedy violations related to Sierra Madre Municipal Codes, Conditional Use Permit 22-03, Mitigated Negative Declaration (SCH No. 2011031033), and City Council Resolution 24-29, and have alleviated nearly all neighbor concerns that were presented at the City Council meeting on May, 28, 2024 and the Planning Commission meeting on March 6, 2024 and resulted in the reduction of rental events to 13 per annum. In the following paragraphs I will provide relevant anecdotal, observational, and published information as evidence that there has been little to no positive changes in their behavior during the trial period and that AHA continues to violate the rules set forth by the city and negatively impact the lives of their neighbors. AHA will argue that 26 private rental events are needed to provide adequate funding for costs related to the operation, maintenance, preservation, reroofing and restoration of the historic Villa, yet they have failed to provide significant upgrades to the structure that have been promised for two decades and simply maintain minimal upkeep. I wholeheartedly believe their continuing negative behavior, code violations, and lack of appropriate use of rental income for Villa restoration, warrants a continuation in the reduction of rental events by half.

WEDDING RENTALS

VIOLATIONS: Sierra Madre Municipal Code, City Council Resolution 24-29, Mitigated Negative Declaration (SCH No. 2011031033) and CUP 22-03

Sierra Madre Municipal Code, Noise – 9.32: I currently make a concerted effort to leave my home during wedding rentals due to the disruption from noise, after hours activities, and parking and traffic challenges but, on a few occasions, have been home to hear and witness music, party goers, and event staff. I personally contacted SMPD on May 4 (twice), April 27, and April 24, 2024, to file complaints about the noise, parking, traffic, and after-hours activity of AHA rental events. I also contacted the Pasadena Police Department on April 27 and August 24, 2024, hoping they could reduce the noise emanating from the Pasadena side of campus. I contacted Securitas, AHA’s security company, on May 18, May 4, April 27, April 24, and April 20, 2024, to voice my concerns, and got no answer and the following message, “the recipient of your call has not set up their voicemail service”. On September 21, 2024, I contacted Securitas and asked if they would have the base turned down. I believe no significant reduction in base noise was made on that day. On October 5, 2024, at 7:46 pm, I clearly heard the song “Jessie’s Girl” emanating from campus but did not contact the police as I was on my way out for the evening.

City Council Resolution 24-29 AND CUP 22-03, 2.0 Time of Use: Friday or Saturday rental events shall begin no earlier than 8:00 a.m., including setup, and end no later than 10:00 p.m.: On April 20, May 18, June 1 and

June 15, 2024, I witnessed wedding goers on campus as late at 10:31 pm. On June 29, 2024 I heard a male voice talking on campus at 10:20 pm.

City Council Resolution 24-29, AND CUP 22-03, 5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit 1 - Traffic and Parking Management Plan and CUP 22-03, 5.6 All guest and staff vehicles entering or leaving rental events shall use the Highland at Michillinda entrance/exit. I have personally witnessed the Highland gate being closed after wedding ceremonies and never reopened. Guests, staff, and vendors were unable to follow the AHA Traffic and Parking Management plan because the Highland gate was closed.

CUP 22-03, 5.3 Delivery trucks shall not be left idling: On Sunday, September 22, 2024, I witnessed a white delivery van idling across the street from my home on West Highland waiting for the Highland gate to be opened.

Mitigated Negative Declaration (SCH No. 2011031033) and CUP 22-03, 3.6 Sound dampening measures: Sound dampening measures have not been installed or implemented to date.

CUP 22-03 3.6 During an event, windows and doors of the Villa shall remain closed: I have personally witnessed the Villa doors open during rental events from August 24, 2024 to the present as all foliage and trees were removed from in front of the Villa all the way to the chain link fence in front of my home on W. Highland. I now have an unobstructed view of the Villa from my front yard. Additionally, during the neighbor meeting on September 17, 2024, AHA staff and Board Chairman admitted that doors have remained open during wedding rentals.

CUP 22-03 Frequency of Use/Level of Use 1.1 A total of no more than twenty-six (26) rental events per calendar year may be held: I believe there were two additional Villa rental events, occurring on July 27 and September 6, 2024, that do not appear on any published calendar. On both occasions I witnessed large rented luxury vehicles on campus which often signify a wedding or other formal event. Additionally, there was a “staff wedding” on September 21, 2024 which I believe is NOT included in the total number of weddings. I see no reason why this event should not be counted in their event total as the staff member rented the facility for a wedding and AHA cannot argue that all services were provided free of charge.

The published calendar states that there are 21 wedding rentals scheduled from May to November of 2024 and I believe at least 2 rentals occurred that were not included on their calendar. This brings their total to **23 WEDDING RENTALS IN JUST 7 MONTHS** (*see below*).

Month/Number of events:

May/4

June/5

July/3

August/2

September/4

October/3

November/2

TOTAL: 23

AHA absolutely cannot dupe the City Council into thinking that they will stay within the twenty-six rental events per calendar year and have only 3 wedding rentals over the next 5 months, no matter how they spin it. Ms. Bertolini will inevitably attempt to gaslight and confuse the council by either misrepresenting the real numbers or quickly throwing out different dates, which she has done in the past. She will also use the excuse that weddings are scheduled over a year in advance and that there are already weddings “on the books” and she would not want to “disappoint brides”.

FILMING

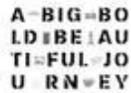
VIOLATIONS: Sierra Madre Municipal Code, Chapter 5.36 - Commercial Photography and Motion Picture Filming and CUP 22-03, FACILITY RENTAL

Prohibit renting the soccer/ softball field to sports groups not associated with Alverno Heights Academy: AHA rented the soccer/softball field to A Big Bold Beautiful Journey, permit #2324-5, for catering and truck parking, from April 21 to May 7, 2024.

Prohibit any concurrent events at the Villa, soccer/ softball field, and multipurpose building: On Saturday, May 4, 2024, there was a wedding rental and A Big Bold Beautiful Journey filming at the same time. From April 21 to May 7, 2024, AHA concurrently rented the villa and the soccer/softball field to A Big Beautiful Journey

Accompanying the application form shall be evidence of the following: The exact amount/ type of vehicles/ equipment to be employed along with a parking plan: A Big Bold Beautiful Journey, application permit 2324-5, dated April 2, 2024, stated the following, “Parking at 200 N. Michillinda will be on site, no street work or parking has been approved” and “Trucks, 12 – contained on Alverno property”, yet the neighbor notice indicated the following, “All crews and extras parking, and basecamp to be located at Santa Anita Racetrack” (*see below*). There was no mention anywhere of the trucks and mobile dressing rooms that were parked in the Albertson’s parking lot. No mention was made of the **transport vans that picked up and delivered crew members and actors to and from the campus EVERY THREE MINUTES from 10:00am to 12:00am and 5:00pm to 7:00am.** No mention was made of the **Limousines that picked up and delivered actors from the Santa Anita Racetrack EVERY HOUR from 10:00am to 12:00am and 5:00pm to 7:00am.** Additionally, I personally witnessed film crew parked in front of my home daily and walking into the Highland gate. AHA staff and parents were displaced from all parking lots during filming and were forced to park on neighboring streets.

PRODUCTION INFORMATION	
PRODUCTION DATES (To be covered by this permit, including prep and strike) April 21, 22, 23, 24, 25, 28, 29, 30. May 1, 2, 3, 4, 6, 7	
PRODUCTION TYPE <input type="checkbox"/> Television <input checked="" type="checkbox"/> Feature <input type="checkbox"/> Commercial <input type="checkbox"/> Music Video <input type="checkbox"/> Photography <input type="checkbox"/> Other	
TOTAL PERSONNEL (Cast and Crew) 300 (150 crew, 150 extras)	
TOTAL VEHICLES AND EQUIPMENT	
EQUIPMENT DETAIL	Generators 2
	Cars Crew & Extras Cars to be parked at Santa Anita
	Trucks 12- contained on Alverno property
	RVs
	Tents (Additional permits may be needed as required in sections 105.6 & 105.7 CFC)
	Others Large Tent on Alverno soccer field, specs and tent permit to follow



April 11-12, 2024

Dear Neighbor

After a long year of filming inactivity, production has resumed and proposes to film at the historic **Villa del Sol d'Oro located at 200 N Michillinda Ave**. Admittedly our proposed schedule of work is ambitious, but we plan to reach out to all neighbors in the immediate area to partner with the community to accomplish this film shoot in a manner we hope will be beneficial to Alverno Heights Academy, the surrounding neighborhood, and the local film industry.

SCENES AND ACTIVITY

Interior and exterior wedding scene. Rain FX, exterior lighting, wedding music playback

DATES

Prep:

April 21-25, 28; 7AM - 7PM

Shoot:

April 29, 30; 10AM - 12AM

May 1 - 3; 5PM - 7AM (overnight shoots)

Strike:

May 4, 6, 7; 7AM - 7PM

PARKING:

All parking to be contained on Alverno Heights campus, no production street parking, or traffic control on local streets. All crew and extras parking, and basecamp to be located at Santa Anita Racetrack.

Thank you for your time to review our proposed filming activity and please reach out to me with any questions or concerns and to complete the community survey,

Sincerely

Wayne Yorke

Key Assistant Location Manager

Cell 213-949-3493

The Gift Giving, permit #2425-1, application and neighbor notice did not specify a parking plan and I personally witnessed film crew parked in front of my home daily and walking into the Highland gate.

Quarterly notices shall describe the type and nature of each event: AHA has NOT provided quarterly notices describing the type and nature of each filming rental event. Two courtesy notices were provided by the production companies, delivered to my front door, but were purposefully vague and did not include important issues affecting neighbors, local traffic and street parking. Neighbors had no idea what they were agreeing to when they provided their signatures.

The Big Bold Beautiful Journey neighbor notice stated that “all crews and extras parking, and basecamp to be located at Santa Anita Racetrack”. This was untrue as truck and portable dressing rooms were parked in the Albertson’s parking lot and 12 trucks were parked on campus. There was

no mention of the 24-hour limousine and transport van services and parking and catering tent located on the soccer/softball field.

Generators to be on Alverno grounds, with a minimum of 150' from the Alverno property line: generators for A Big Beautiful Journey were located at the far end of the soccer/softball field to power A/C units and lighting for parking and catering. Generators were running all night long and were located closer than 150' from the AHA property line.

Timing. Film or photography activities are limited to the hours of 7:00 a.m. through 10:00 p.m. Monday through Saturday. Variance. Any variance from these standards may be approved in writing by at least seventy-five percent of owners or tenants within a three hundred-foot radius of the property for film or photography activities: A Big Beautiful Journey, permit #2324-5: signature approval included neighbors residing outside of the 300-foot radius of the campus including residents on Sunnyside, Tropical, Cartwright, Cynthia, and Montecito (see below).

Alex Liota	125 N Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Dan Liota	125 Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Seta Zeitelman	1115 Tropical (Cartwright)	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Philip Way	3890 Cartwright St	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Bernadette Way	1045 Cynthia Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
David Sargent	1146 Cynthia	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Mike Karipou	1059 Cynthia Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
GAYLE PROCTOR	727 W MONTECITO AVE.	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
VINCENT VENDIDIA	1056 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
NORMAN LLARIES	1049 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
NORMAN LLARIES	1049 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
W.L. AARON	1055 CYNTHIA AVE. PASADENA CA 91107	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
VINCENT VENDIDIA	1056 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
NORMAN LLARIES	1049 CYNTHIA AVE	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Two signatures were counted for a single residence:

Dan Liota	125 Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Alex Liota	125 N Sunnyside Ave	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Gift Giving, permit #2425-1: financial incentives were offered for signature approval (*see below*).

NAME (Please Print)	ADDRESS	SIGNATURE	APPROVAL
HARRY HUDICK	159 WILSON	[REDACTED]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DON'T COME BACK I DON'T WANT TO FILL OUT IRS PAPER WORK SO YOU CAN GIVE ME \$100 TO BE BOTHERED BY YOUR TRUCKS AND NOISE			<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No

Residents were badgered by representatives from Gift Giving (*see below*). A male representative came to my door on 5 separate occasions and knocked repeatedly to secure my signature. I did not answer as I live alone and found the behavior intrusive and frightening (*see below*).

W. HIGHLAND AVE.

700 OK	694 OK	690 NR	684 OK	678 OK	666 C	660 OK	646 OK	618 V	610 OK
130 OK						650 OK	634 OK	618 1/2 V	

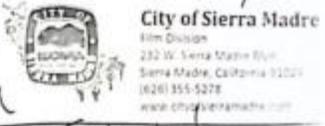
Attempts:
 7/13 1:50pm-2:50pm
 7/14 9:00am-11:12am
 7/15 4:00pm-5:05pm
 7/16 3:15pm-3:35pm
 7/16 6:00pm-6:15pm

Total Possible: 47
 OK: 31
 CONCERNS: 8
 No RESPONSE: 1
 No ACCESS: 0
 VACANT: 3
 No MOVEMENT: 1
 NOT HOME: 0

REFUSED CONTACT: 2
 NEW TOTAL: 44



**** Kindly SIGN FORM [REDACTED] HAVE FOR PICK UP OR YOU ****
Film Permit Application
Signature Sheet MAY EM [REDACTED] TO:
 CWFILMSURVEY@sierramadre.ca.gov



NOTICE TO THE PUBLIC *Thank you!*
 -CHRISTOPHER

This signature sheet may be circulated by a paid or volunteer signature gatherer. The City of Sierra Madre is not responsible for verifying the accuracy of the name, address, or signature below. You may view the Signature Sheet and confirm accuracy by visiting www.cityofsierramadre.com

I understand that GE Projects "GIFT GIVING" (Film Company) has requested a film permit from the City of Sierra Madre to film on Tuesday, July 23rd from 9:00 AM to MIDNIGHT with Prep on 7/22 from 7AM-10PM & Strike on 7/24 from 9AM-10PM. The filming will take place at: 200 N. Michillinda Ave.

I understand that a minimum of 75% of residents within 250 feet of the perimeter of the property on which filming is to take place must consent before the permit will be granted. I, the undersigned, consent to / oppose filming in my neighborhood for the above dates, times and location. As the tenant of the undersigned property, I confirm that I have the legal right from the property owner to allow filming on this property and I am over the age of 18 years.

NAME (Please Print)	ADDRESS	SIGNATURE	APPROVE
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No

PLEASE STOP COMING TO MY HOUSE KNOCKING. THE CONSENT APPROPRIATE IS NOT THAWING AT THE OWNER

CHRISTOPHER WEBB declare under penalty of perjury under the laws of the State of California and the Sierra Madre Municipal Code that the foregoing is true and correct. I personally witnessed each of the appended signatures being written on the petition. To my best information and belief, each signature is the genuine signature of the person whose name it purports to be. The appended signatures were obtained between the dates of 7/13/24 and 7/18/24 inclusive.
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Thank you, Leesa Puleo.



Dear City Council,

I don't have time to write a letter. I gave my input to Christine. I approve her excel sheet with my complaints. No additional rentals. Keep 13.

Thank you, warm regards, Ms. Rosadella and extended family

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear Sir and Madams of the City Council,

I concur with Ms. Steven's table. I told her what me and my roomies experienced. We don't want more weddings. Also, my neighbors shouldn't be signing twice for one address when it comes to films. That is cheating.

I am grateful for Ms. Steven's making a spreadsheet. These documents are novel length. I don't have time to cross check whether the guards took down my call or the police. (I heard they didn't). This is confusing because the CUP I have says- "Beginning January 1, 2025, no more than thirteen (13) rental events may be held per calendar year' SIGNED 5/29/24. What is a neighbor to do? This is whack-a-mole. The documentation for this place conflicts with what this agenda says. I am leaving it up to you.

I want to know why everyone is only focused on the decibels? We have a subset of other considerations in the noise code. So tired of everyone trying to explain this to the city of Sierra Madre enforcement, Alverno, planning commission and council. My household is very frustrated by this narrowly defined focus and ignoring things like they are too noisy next to my bedroom, I don't want to do sing alongs with the weddings, the base is louder than my own and it's plain annoying. You try living with it. I get the school but I would go to the Buc if I wanted a party. I don't want one when I get home after two Saturday shifts.

I gave Ms. Stephens permission to capture my complaints. I can't keep doing this. I work two jobs.

Yours,

Sue C. Highland

AHA Trial period 13 wedding dates 5/29 - 10/8/24

Villa Rental AHA Calendar	Complaints collected from surrounding neighbors via text, conversation or interview.	Action	Violation - CUP, City Code, or State law	Notes
<p><i>The adaptive reuse of the Villa for private rental events and filming will be mitigated through CUP 22-03 including conditions of approval such that the use of the Villa will not unreasonably interfere with the use, possession and enjoyment of surrounding and adjacent properties.</i></p>				
<p>6/1 Wedding 3PM</p>	<p>Grandview neighbors noted several cars still leaving after 10PM, too many to be security</p>		<p>Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.</p>	<p>Some neighbors stated they left to get away from reception music. Very upset so loud after the City Council meeting & AHA promise to do better</p>
	<p>Michillinda neighbors complained about constant vehicles leaving from Michillinda. Ask what happened to splitting up the exiting?</p>	<p>Who would we call after the fact? The police? The vehicles would be gone.</p>	<p><i>5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit B -Traffic and Parking Management Plan, included herein. The Traffic and Parking Management Plan is designed to minimize impacts to the neighbors, by alternating event entering and exiting per the plan.</i></p>	
	<p>Wilson neighbor reported no one left via Wilson lot</p>		<p>CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator.</p>	<p>Exhibit B was not followed. AHA still doesn't follow their own CUP.</p>
	<p>Cars leaving Michillinda lot after 10PM says Michillinda neighbors</p>		<p>Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m. And/or CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator.</p>	<p>AHA still doesn't follow their own CUP. Nobody , guest or staff should exit Michillinda after 10PM see exhibit B</p>
<p>6/8 Wedding 3PM</p>	<p>Bus idling in Michillinda parking lot 35"+ (Took Video)</p>	<p>4:40PM Call was made to Security. First time ever got through. Request bus turn off or move. Guy was polite Do not find this in their report</p>	<p>Idling for more than 5 minutes is prohibited within California's borders (exceptions apply). While at a school, the driver must shut down the engine immediately upon arrival and leave within 30 seconds of starting the engine.</p>	<p>The city did not create a new code because the state of CA already has a law for commercial vehicles.</p>

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	2 other neighbor noted in text the bus noise, bothered by rumbling of engine,	Did not call because another neighbor called	5.2 Delivery trucks shall not be left idling in any parking lot on the Alverno property or the surrounding streets.	So does this count as 1, or 2 or 3 complaints? Idling law states, no idling over 5”
	8:38 PM Michillinda neighbors and Highland complained about loud music. Sent text asking if the Villa doors could be open because they were.		3.6 During an event, windows and doors of the Villa shall remain closed.	Owner of sound monitoring device was out of the area did not receive text until after 11PM,
	Wilson neighbor texted music loud, bass worse for them		3.6 During an event, windows and doors of the Villa shall remain closed.	No one responded 9/17/24 Neighbor meeting. Mr. Farfsing stated he had seen doors open. Ms. Bertollini said no then made excuses.
	Guests leave only through Michillinda lot throughout the end of party		5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit B -Traffic and Parking Management Plan, included herein. The Traffic and Parking Management Plan is designed to minimize impacts to the neighbors, by alternating event entering and exiting per the plan.	Impact on Michillinda and Grandview residents is not minimized if Highland gate is closed Noted a few usually impacted neighbors left town for vacations on Wilson and Highland. Grandview had no comment
	8:56PM Neighbor (Michillinda) unclear number to call and complain about noise	Over by 9:30 except for crowd noise at Villa and dispersing		
	Highland neighbor asked to borrow noise reader after 8PM to capture music			Owner of noise reader was not home.
	10- 10:15 cars still exiting Michillinda, says Michillinda neighbors. Confirmed via security footage		Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m. CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator.	Who is left and leaving after 10PM. Michillinda is supposed to be closed at 10?

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6/15 Wedding 3PM	Grandview and Michillinda security cameras captured 19+ cars still leaving lot after 10PM up to 10:17PM. Stopped counting too many to just be staff.		<p>Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m. CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator.</p>	
	Highland neighbor was driving home. Saw vehicles exiting. Drove up, stopped to count the vehicles			
	All vehicles coming from Wilson parking lot are seen snaking through Michillinda exit.		<p><i>5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit B -Traffic and Parking Management Plan, included herein. The Traffic and Parking Management Plan is designed to minimize impacts to the neighbors, by alternating event entering and exiting per the plan.</i></p>	
	10:30PM Highland neighbor heard people speaking loudly. A review of their street showed no one. Voices coming from direction of Villa.		<p>Violates time of departure. 2.2.3 Event clean-up shall end no later than 10:00 p.m.</p>	4 neighbors stated they left to get away from reception music, no input from them
	Vehicles seen leaving after 10PM Hastings Ranch resident. This is a problem because they expect all guests to be gone and Michillinda gate closed		<p>Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator.</p>	
6/22 Wedding 3PM	Michillinda gate open Vehicles seen leaving after 10PM		<p>Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.</p>	6 neighbors away on vacation, one gone for funeral. Complaints down for this wedding. Hard to tell if it's because folks are gone or it was a decent event

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6/29 Wedding 3PM	10:17 PM Male voices speaking loudly to others in Michillinda lot. Could have been security. No one walking on the street, he definitely determined to be in Michillinda lot.	Noted on log. No call made because neighbor said "I am made to feel silly when I call dispatch over something like this."	2.2.3 Event clean-up shall end no later than 10:00 p.m.	5 neighbors interviewed stated they left home or town did not want to deal with the nuisance.
	Michillinda gate open Vehicles seen leaving after 10PM		Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.	Who is leaving after 10PM can be up to 4 or 5 cars each wedding?
7/6 Wedding 3PM	Allowed but a jarring nuisance crowd hooting hollering at least 5x after music turned off. Called police	Woke up young children. No report found	5.6.3 The Villa is in a residential area and guests should minimize noise and conversations while leaving the premises.	4 neighbors out of town for holiday
	Michillinda and Highland neighbor noted Highland gate still closed. Very confused by the CUP and which document is current. Signed CUP was not found on website.	Signed CUP showed up eventually on city website	5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit B -Traffic and Parking Management Plan, included herein. The Traffic and Parking Management Plan is designed to minimize impacts to the neighbors, by alternating event entering and exiting per the plan.	
	Still several cars leaving after 10PM. Event staff should leave via Wilson.		Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.	

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7/13 Wedding 3PM	Hastings Ranch neighbor several cars exited Michillinda after 10PM		<p>Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.</p>	6 neighbors either out of town or left home until the music was over Another noted she has been leaving as soon as the music starts
8/3 Wedding 3PM	Music from violin was heard about 6PM on Highland. No call made because neighbor said it probably wasn't going to be seen as a violation, just annoying		<p>Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.</p>	Neighbor left to avoid feeling stressed
	Grandview neighbors very aware of guests leaving by lights shining in home and into their own gathering. Did not call as this was throughout the evening. Not one car turned to go down Highland drive.		<p><i>5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit B -Traffic and Parking Management Plan, included herein. The Traffic and Parking Management Plan is designed to minimize impacts to the neighbors, by alternating event entering and exiting per the plan.</i></p>	
	Michillinda neighbors noted cars and trucks turn north from interior drive. Not one turned south to exit interior Highland drive. It was dark		<p><i>5.5 All guests, staff, and vendors are subject to the entering and existing requirements of Exhibit B -Traffic and Parking Management Plan, included herein. The Traffic and Parking Management Plan is designed to minimize impacts to the neighbors, by alternating event entering and exiting per the plan.</i></p>	There is no minimizing exiting noise if it's all done via Michillinda. What happened to exiting Highland?

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	Several vehicles exited Michillinda after 10PM		Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.	
8/24 Wedding 3PM	(Noted text @ 7:40) Pounding bass, loud music. Neighbor called SM police and spoke with Officer Torres. Asked her to send an officer over to AHA to ask them to turn down the bass and music	Not better. Bass is upsetting pets and household 8:15 PM Still sounding the same,	3.6 During an event, windows and doors of the Villa shall remain closed.	9/17/24 Neighbor meeting. Mr. Farfsing stated he had seen doors open. Ms. Bertollini made excuses.
	Noted from text @ 8:07, 8:38 PM, 8:42PM and 8:43PM) Neighbors were hearing music at a nuisance level. Lyrics could be made out. One neighbor described bass as very obnoxious	Bass was not diminished. Music and crowds seem to be trying to outdo each other	3.6 During an event, windows and doors of the Villa shall remain closed.	
	9:08 PM Music and bass still pounding. Neighbor walked over to see doors open on West side and South. Did not walk all the way around. Could not reach Security		3.6 During an event, windows and doors of the Villa shall remain closed.	9/17/24 Neighbor meeting. Several neighbors said this was happening. Mr. Farfsing stated he had seen doors open. Ms. Bertollini made excuses.
	8:49PM Another resident fed up called SM PD asked officer Torres. called and left a complaint.	Not sure	3.6 During an event, windows and doors of the Villa shall remain closed.	Walked over different doors to Villa were indeed open. 9/17/24 Neighbor meeting. Mr. Farfsing stated he had seen doors open. Ms. Bertollini made excuses.
	"I have a complaint number I also spoke with officer Torres"	Nice dispatch but bass still an issue		Was this one of the "service calls"
	Different neighbor on text round noted how loud it was on the Grandview side closer to Wilson. Walked down to see doors open wide at Villa, back, front and side.		3.6 During an event, windows and doors of the Villa shall remain closed.	Neighbors felt driven out of their home by the bass - returned 8:58PM Still vibrating.

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	Wilson neighbors noted music, bass and crowds were especially noisy. At least one call was made	Did not feel any adjustment to the problem	3.6 During an event, windows and doors of the Villa shall remain closed.	9/17/24 Neighbor meeting. Mr. Farfaring stated he had seen doors open. Ms. Bertollini made excuses.
	Grandview neighbor called police about bass. Asked that the treble or equalizer be adjusted. Something different as music is not usually heard like this on the West side of Grandview	Music marginally lower, bass still felt and heard	3.6 During an event, windows and doors of the Villa shall remain closed.	Left home for an hour. On way home drove by - several Villa doors open in violation of CUP
	2 cars seen driving erratically down Michillinda upon exiting parking lot -Hastings Ranch neighbor.	None taken. Dispatch said they must witness the offense		
	Vehicles exiting after 10PM from Michillinda lot		Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.	
9/14 Wedding 3PM	Neighbors on Highland heard loud guitar music. Neighbors were napping and woken up around 4:30 5 on Michillinda. Man was seen exiting portables with mic'ed and amplified guitar playing well over 80DB captured from Michillinda side.	No call recorded by securitas	3.2 Instrumentalists playing stringed instruments may be amplified in compliance with the Sierra Madre Noise ordinance.	This loud would not be compliant with residential ambient noise level +6 in Sierra Madre and +5 captured on Michillinda/Pasadena side.
9/21 Wedding 2pm	Highland neighbors reported the bass was a nuisance. One called Securitas to request a reduction so second neighbor didn't call.	No reduction in the bass was noticed. Not in their report		Several neighbors stated being fed up having to deal and left homes. 2 are on vacation and unreachable
	9/22 Sunday Resident became aware of the white delivery van (same one that delivers/picks up rental equipment) idling on the north side of West Highland waiting for the Alverno Highland gate to be opened.		5.2 Delivery trucks shall not be left idling in any parking lot on the Alverno property or the surrounding streets.	

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<p>9/28 Wedding 3PM</p>	<p>Cute guests in flapper attire. Guests in 3 different groups were witnessed pre-gaming - beer cans, Cutwaters and/or passing around something smoking each took a hit off of. Reported: One couple parked on the very top of the parking lot and kept their car music going loudly while drinking out of cans and they weren't soda. Others were by the statue in parking lot doing selfies with drinks and something smoking.</p>	<p>No call made because neighbor had their own guests to attend to on Grandview but they agreed to be witnesses. Very embarrassing. Where was the guard???</p>	<p><i>Applicant, Property Owner, and on-site event monitors shall prohibit the consumption of alcohol beyond 10 feet of the Villa so that it is kept out of the parking lots and adjacent streets.</i></p>	<p>Several neighbors met for a personal celebration after 5PM. None of us home</p>
	<p>Received text asking what CUP said about parking lot parties? Neighbor was riding his kids on Grandview. Passing Michillinda parking lot he smelled pot and heard car music playing loudly. He could see 2 cars with persons standing around with Michelob and cans of spirits passing a joint.</p>	<p>No call was made because the neighbor did not bring his cell phone.</p>	<p><i>Applicant, Property Owner, and on-site event monitors shall prohibit the consumption of alcohol beyond 10 feet of the Villa so that it is kept out of the parking lots and adjacent streets.</i></p>	
	<p>Michillinda resident made aware of multiple vehicles leaving through Michillinda parking lot after 10PM Gate rattles with lock so they know when it closes</p>		<p><i>Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.</i></p>	<p>Permit for the adaptive reuse of the Villa for special events pursuant to Section 17.60.040 - Burden of Proof: Under #2 Staff and guest ingress and egress for special events occurs from the Highland Gate.</p>
<p>10/5 Wedding 3PM</p>	<p>Bass felt, music lyrics of Jessie's girl, the usual wedding standards and others heard. Music and/or bass profoundly disturbing for Highland and Michillinda</p>		<p>Violates Villa door on side and South were open</p>	<p>The bass seems to be a common thread of complaints. 9/17/24 Neighbor meeting. Mr. Farfaring stated he had seen doors open. Ms. Bertollini made excuses.</p>
	<p>Parking lot - guests not leaving quietly - loudly singing Taylor Swift songs.</p>	<p>Neighbor did not call because they said the offenders would be gone by the time the security went to lot.</p>	<p>5.5 Guests will be instructed to quietly and slowly exit</p>	

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	Cars exit after 10 but done by 10:15		Violates CUP 22-03 Exhibit B. Wilson gate only for departing site rep, event monitor and guard and Wedding coordinator. OR Violates 2.2.3 Event clean-up shall end no later than 10:00 p.m.	
Positive note	Music is being turned off at 9:30PM and only the guests are heard cheering or otherwise			
	No wedding set up seems to be occurring before 8AM			
Misc:				
5/29	Neighbors received bulletin - no times indicated for weddings	Eventually times were noted on calendar		
	Elderly neighbor on Wilson complained about this too. Said she doesn't do computers.			
7/27 Party bus in Mich lot	Neighbors on Michillinda and Highland noted Music from bus. Nothing on the calendar. No event listed	Securitas did not pick up	If it was a photoshoot then it was definitely a huge bus and more than 15 people in violation of noticing	Why not on calendar?
7/22 film set up	Trucks going in and out of Wilson created loud banging EVERY 3" going over metal plate in exit drive. FIX IT says 4 neighbors		See subset of Sierra Madre noise code. Disturbance to Sleeping facilities	Can the metal plate be buffered or screwed in to prevent the clanging and banging every time someone drives over the Wilson Exit?
	Wilson neighbors complained of diesel smell constantly. Sickened and brought on headache	A call to production. No response. Second Wilson neighbor had a discussion at the gate with security produced a "nothing can be done. Needs to run"	Idling for more than 5 minutes is prohibited within California's borders (exceptions apply). While at a school, the driver must shut down the engine immediately upon arrival and leave within 30 seconds of starting the engine.	But they had generators. And they could have hooked into the Villa or school electrical. This was discussed during past city meetings and why this condition came about in the first place. One film ran two giant generators for months of filming!

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7/23 filming past midnight	Cast, catering and parking logistics did not match the information on the approval notice to be signed by the neighbors—-Neighbors were misled to believe everything (such as catering and parking) would be at Santa Anita. Instead it was at the school and surrounding streets.		Permit was obtained by fraud	Neighbors are lied to by omission in order to obtain signatures.
	Upon getting the staff report several neighbors reviewed the Signature sheet. More than one household signed 2x. One of the household is known to be very vocal Alverno supporters. That's fraud		Permit obtained by fraud	Signature taking allowed the same household to sign twice more than once. The guy should be sacked. And the film permit was fraudulently obtained.
	diesel trucks all day running their engines all day and tonight while in Wilson parking lot or on the street		Idling for more than 5 minutes is prohibited within California's borders (exceptions apply). While at a school, the driver must shut down the engine immediately upon arrival and leave within 30 seconds of starting the engine.	
	Film crew used Highland and Wilson to park personal vehicles making it difficult on Wilson with the trucks. Both streets complained about the constant noise of vehicles driving up, people sitting in cars speaking on cell phone through car speakers, or standing outside conversing, doors open and closing, alarms beeping when engaged or disengaged, and so on. It was easy to see who was going on campus for the filming. Some cars came and went several times a day	Film coordinator put up signs on the East side of Wilson. But it did not help because AHA staff parked there.	A Big Bold Beautiful Journey, application permit 2324-5, dated April 2, 2024, stated the following, “Parking at 200 N. Michillinda will be on site, no street work or parking has been approved”	This continued even after signs went up on the East side of Wilson. Highland received no such signs. One resident got fed up and put up a sign from a previous film so they could save a spot their elderly family members to exit and get wheelchair to sidewalk.
	Highland neighbor complained to guard for doing nothing about film crew cars parking on Highland then walked on site with a hello.	Guard continued to ignore this complaint and said nothing to the violators	“Parking at 200 N. Michillinda will be on site, no street work or parking has been approved” was ignored	

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	<p>Neighbors on Wilson and Highland were shocked to find the Alverno field being rented out contrary to the CUP. The CUP does not state the field can be rented to filming</p>		<p>COMMUNITY SERVICES DEPARTMENT The Applicant and Property owner shall:: #3. Prohibit renting the soccer/softball field to sports groups not associated with Alverno Heights Academy, such as American Youth Soccer Organization (AYSO), or for adult soccer.</p>	<p>No one expects the field to be a rental for anything. That was not in the Master Plan for 2010 or 2021</p>
	<p>Highland, Wilson and Grandview became defacto parking for Alverno staff. Grandview neighbor had difficulty backing out because of staff car position</p>	<p>A letter was sent to Alverno facilities. Nothing changed.</p>		<p>Alverno should have made provisions for their staff onsite and not inconvenienced neighbors. Happens for every film</p>
	<p>Highland neighbors took pictures of trash including empty bottles of alcohol, food containers where film vehicles had been parked and were left on parkway after the night's festivities. Neighbor cleaned it up</p>		<p>7.1 Applicant and Property Owner shall provide clean up services staff on the Monday immediately following any rental or school event. The cleanup staff shall walk the perimeter.</p>	<p>Ask City Council to amend this. Applicant & Property owner should walk the perimeter immediately after a rental be it film or other party rental to get trash. Part of locking up.</p>
	<p>Wilson resident complained about trash too</p>		<p>Same as above</p>	<p>Same as above</p>
	<p>Neighbors were harassed and some threatened by security for trying to document the issues with trucks, lights and noise while standing on public property.</p>		<p>Violation of civil rights</p>	<p>ACLU provided direction as did Sierra Madre police explained the rights of the public. If it can be seen from public property then it can be photographed, including children. Documentation can be obtained while standing on public grounds. Video too but it has a few restrictions.</p>

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	Constant vibration and noise from generators. Pretty sure not 150' from property line One was by or in Wilson parking lot and a second one was on the field. Might have been a third for filming but neighbors on Highland heard it. Could not confirm existence since they did not go on campus or see from public street.	Complaint to film coordinator produced no change or movement for complaint by Wilson neighbors.	4.0 Generators to be on Alverno grounds, with a minimum of 150' from the Alverno property line.	2 possibly 3 generators ran either 24/7 or were turned on in the afternoon until midnight. Even later so cast and crew could hold a strike party after filming ended. We get it. They worked hard but this is a residential zone they kept a lot of neighbors awake.
	Security was asked to convey the afore mentioned by Wilson neighbor.	No response. No change	4.0 Generators to be on Alverno grounds, with a minimum of 150' from the Alverno property line.	
	Water trucks dropped equipment (sounded like a dumpster being dropped) Loud boom and then the sound of filling trucks waking up several Grandview residents multiple times all night. Complaints were lodged. Are they documented?	Water trucks continued noisily	See subset of Sierra Madre noise code. Also - Violation at the residential property line for ambient level after 10PM	
	Bank lights not shielded or pointed down. Taller than Villa. shine into bedroom, woke up neighbors who had to work next day. Took pictures		5.0 Set lighting shall be hooded or directed in such a manner as to not directly impact surrounding properties.	
	Wrap party took place on field past midnight!! Very loud carrying on partying under tents with no noise mitigation. Spoke to security who said - call the police. They were security? Neighbor felt thwarted.		Noise violation. city code after 10PM	Really tested the patience of Wilson and Highland residents over this
	3 Highland neighbors said activity from Albertsons as a staging site was disruptive. Mostly hearing commotion from big equipment trucks and the water trucks in addition to where the passenger vans were going in and out of as they were called up.	Call to production number produced nothing.		No signatures were obtained for the Albertsons parking lot use. Neighbors were not aware until the noise that this was a staging area. Not Santa Anita as promised when discussing concerns about noise from trucks with signature taker.

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	<p>Signature person said catering, crew parking and dressing was all going to be at the racetrack and then they set up for days and nights on the Alverno field. How was this possible?CUP says field can't be rented to 3rd parties. Signatures obtained by lying even when some neighbors asked where these activities would be taking place.</p>	<p>No response given when questioning the film coordinator.</p>	<p>COMMUNITY SERVICES DEPARTMENT The Applicant and Property owner shall:: #3. Prohibit renting the soccer/softball field to sports groups not associated with Alverno Heights Academy, such as American Youth Soccer Organization (AYSO), or for adult soccer.</p>	<p>Impacted neighbors say this is common for them. Film gets signatures, promise to do better than the last and then they get no response from film coordinator if they have a complaint.</p>
<p>7/24 strike until 10PM</p>	<p>Truck and crew noise</p>		<p>See previous codes</p>	

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Hello,

Please accept this attachment detailing each of the 13 weddings and a film's impact on neighbors. Better than a plethora of letters to sift through from neighbors surrounding the Villa. Neighbor's support the school but are not happy with the handling of the rentals. Several mentioned their concern over the amount of money our city has spent, city employee time and the chances you have given Alverno to do better. You have been fair, super fair. Commissioner Dennison had hoped for no issues, an "A" rating. Neighbors had hoped for a year to try 13 weddings and not scramble to pull their observations and complaints together.

My husband and I have been fortunate during this time not to be as impacted from the wedding rentals UNLESS the doors of the Villa are open. The bass is still a problem as is getting Alverno and staff to follow the CUP. The Villa is just not built for today's DJ's and their bass boosting speakers. These aren't the receptions of 30, even 15 years ago. Same goes for the films and the size of their productions.

Unfortunately neighbors on Highland, Michillinda and Wilson are having more than their share of issues. Some neighbors feel writing letters have been a waste of time since the Alverno expansion request began in July 2021. They see little progress. I disagree. I hope this table helps keep the process of determining how things went for the more impacted neighbors when it comes to the last 13 wedding rentals and film.

This table is covering what I understood the trial period would be after the 5/28 meeting from 6/1 - 10/5 wedding rentals. There were some very strong complaints and problems from the filming and since it was in the agenda, I included that as well.

Personally I am very concerned after a review of the public financials for Alverno. According to their online financials, rentals over a 12 year period averaged \$213,000 a year (before having a Villa employee). Alverno claims the money is needed to restore the Villa. I am sure it does but with what they have taken in, there should have been a roof years ago.

Is the fact that it will take years to raise the money needed through rentals really worth the neighbors being made second class citizens to a building? That's what it is like for the most impacted neighbors when it comes to the weddings and films.

Respectfully yours,
Kristin Stephens

*** Disclaimer ***

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any format, without prior written permission. If you are not the intended recipient and received this email in error, please immediately delete without reading and notify the sender.

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To whom it may concern,

We don't want more than 13 weddings. Don't think it has been earned. So many problems. We contributed to the spreadsheet detailing the affect these rentals have had on our weekends and lives. It's not just Saturdays. Rental equipment trucks barrel by our home several times starting Friday and then back again after the event yet I am told that can't be a complaint. We have never experienced the grinding irritation that the film set up on the football field had on our psyche. We would have never signed yes. The machinery was so deafening. It was like daylight all night long when they worked. The wedding reception music beats away at our brains no matter how loud we turn up our tv. Sometimes our dogs howl it is so distressing. We are new to Sierra Madre. We will definitely have to move again if the wedding and film rentals increase. Thank you

Casey Ovo and Idris

City of Sierra Madre
Planning Commission
232 W Sierra Madre Blvd
Sierra Madre, CA 91024

Dear Members of the City Council and Planning Commission,

I am writing to express my strong support for Alverno Heights Academy and to advocate for the reinstatement of the school's ability to host 26 events per year instead of the current limit of 13. While we do not have children attending Alverno, we recognize the significant impact this institution has on our community and believe that supporting its activities is vital.

Alverno Heights Academy not only maintains a beautiful campus and historic villa but also provides valuable scholarships for its students. The ability to host more events and film at their location will directly contribute to these essential functions. We have observed that other private high schools in the San Gabriel Valley routinely host multiple events in a single day without issue. Therefore, we believe that the number and type of events hosted by Alverno are reasonable and appropriate.

We understand that there have been concerns regarding the school's gates being open after 10 PM for guests waiting for rideshares. However, we do not think that Alverno should be penalized for this circumstance. Additionally, regarding noise levels, we have not experienced disturbances from the joyous celebrations at Alverno. The campus has proactively collaborated with the police department to ensure that noise remains below 70 decibels, demonstrating their commitment to being a good neighbor.

In these financially challenging times, it is crucial for our community to come together in support of one another. Events and activities at Alverno Heights Academy not only enrich the school community but also stimulate local businesses and enhance Sierra Madre's reputation as a vibrant and welcoming city. The economic ripple effect of these events is substantial, benefiting many beyond the immediate school community.

I urge the city council and planning commission to reconsider the limitations placed on Alverno Heights Academy and to allow the school to return to hosting 26 events per year. This flexibility will help maintain the campus, support student scholarships, and ultimately strengthen our community as a whole.

Thank you for your attention to this important matter.

Sincerely,
The Cooks
725 W. GrandView Avenue

Sierra Madre CA 91024

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Dear Members of the Sierra Madre City Council,

I would like to thank all of the city employees for their time and the same goes for you. Your city announcements are nicely done and informative.

I don't agree with upping the number of rentals. I want to confirm that I gave my logs regarding problems I had with the weddings to Mrs. Stephens to compile. I gave permission to add what I noted into the data file. Frankly I procrastinated so please accept the file. I hate reliving certain aspects about the rentals in order to weigh in at these meetings.

I am sorry to hear Alverno still thinks the neighbors are the reason for their lack of money. They seem to have no ability to comprehend what it means to take responsibility for their financial decisions or how their actions affect my family.

I do not think the control of the rentals has been mastered yet. Who is making \$163,000 - 218,000 to run the Villa? The neighbors have never been made aware of this hiree unless it is the facilities lady. They are way overpaid IMHO. The filming did not impact me like other people except for the noise from the water trucks in the evenings. That and the passenger vans driving by constantly. The agenda looks full. I will watch from home and hope the rentals remain at a count of 13 and so I can have less noisy weekends.

Yours,

Ms. Buchanan

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Dear Members of the Sierra Madre City Council and Mayor,

I grew up across the street from Alverno for most of my life, on Michillinda, on the Pasadena side. I also proudly attended elementary public school in Sierra Madre. I love the town and come back frequently to visit my mom in Upper Hastings Ranch, along with shopping in Sierra Madre. You have a great children's clothing store there and I love supporting small business. I also enjoy taking my baby to the parks in Sierra Madre. I was a member of SMGSA for years.

What I don't love is the noise my parents have to endure on their weekends, coming from Alverno. My mother worked hard as a teacher at SME for 23 years. Sometimes, my mom will just come out to me on the weekends to get away from the Alverno events and noise. Why should she have to be pushed out of her home just to get peace and quiet? Where I live is quite a drive and I worry about her doing it. Why shouldn't she just be able to relax on weekends as that is sacred time. I know that the situation has gotten worse with Alverno's noise, not better. I do know of many occasions where mom is walking the dog around Michillinda and Cynthia, on the phone with me on a Saturday. I can literally hear the music from Alverno in the background on the phone conversation. That's outrageous!

I wanted to let you know that personally this recently affected my family. I was visiting my mother and just put the baby down for a late nap around 4:30ish as she has been teething. As soon as the child fell asleep, the entire family was awakened to the sound of an amplified guitar - sounded like it was right outside our window on Cartwright and Michillinda - and the music continued on for at least 20 minutes. I did not appreciate this. Why do you allow Alverno to have the right to do this on a Saturday. This was Saturday September 14th. Who cares if it was just one instrument? It was loud. It woke up sleeping people in my family. We have the right to quiet enjoyment in our home - particularly on the weekends.

Stop all of the gifts you are giving Alverno. They are not appreciative but are greedy. I hear that you might allow them another 26 events next year. NO!!!!!! Please. This affects not only Sierra Madre residents but Pasadena residents as well. Please be mindful of all of the hardworking people this is affecting,

Thank you,
Dyani Halpern

Sent from my iPhone

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I live in Pasadena and have lived across from Alverno on Michillinda for 68 years. Do not give Alverno anymore events!!!!

This is what I have to do when it's my weekend and there is an event at Alverno.

1) If I am really not feeling that I want to deal with the noise and the aggravation that goes with an Alverno weekend event, I make the trip to be with family in another area.

OR

2) Get out the two extra large Lasko fans I bought to help drown out music (BUT NOT THE BASS - NOTHING DROWNS OUT THE BASS)

3) Turn on the television - LOUD.

3) Phone next to me - I have a ton of numbers to call in case of noise to someone in Sierra Madre- school- police-Securitas???

4) Phone next to me with number of PASADENA POLICE TO CALL WHILE THE NOISE IS CONTINUING. Pasadena Police are now on notice and will come out.

5) I make sure that the microphone is on for my decibel app that checks decibel reading on my phone.

HOW WOULD YOU LIKE TO LIVE LIKE THIS???? Do not give Alverno anymore events.

I appreciate the chance that you are allowing input from Michillinda Pasadena residents on this CUP, as Pasadena residents have long been burdened with this noise from the Alverno facility. I was quite impressed when I listened to a previous City Council meeting, where members noted that this has been going on with Alverno for at least 30 years and that sounds ARE heard on the Pasadena side. Do not give Alverno anymore events!!!

Alverno is getting too many chances to make this right. And they just don't succeed. Please don't allow this. My own child went to LaSalle. When I spoke with my Pasadena councilman about all of the noise from Alverno years ago, he said that LaSalle learned to work with the residents and with the city of Pasadena and made significant changes for indoor noise. They have also set up road bumps on several streets below LaSalle. Alverno won't even listen or work with the City of Sierra Madre or the City of Pasadena with this inane traffic problem on Michilinda in the afternoon (more on that later). Residents around Alverno have asked numerous times for noise dampening at events. What have they done there regarding this? Nothing is the answer.

Alverno has received extra time to: fix their website; two extra years to keep the portables; get more security; they are able to go past your regular 9 pm hour that the rest of Sierra Madre has to adhere to and get to go to 9:30 pm in order to end an event. They don't listen to neighbors, lie about what we say and do; and this has been going on forever since the city allows this. Take a listen from someone who went to Alverno and put this on Yelp (I didn't include all of it but go onto Yelp yourself and see the full article).

I have heard from the AHA administrators that this money from events is all about the needs for the Villa. Reports from AHA regarding the need for a new roof for the Villa date back to at least 2009. Despite all of the money they have made from events and filming, the Villa's roof has not been fixed. At your May 28th, 2024 CC meeting, it was discussed that there have not been financials to show what has been done at the Villa. I would highly suggest that you ask. Better yet, have someone check the permits department on that as I know we had to get a permit when we did our roof in Pasadena.

So, despite the advent of off duty Sierra Madre police around May 18th, we have heard music from the events and witnessed loud noise coming from the parking lot. It's a lot to put on us that we have to call in each time. Many residents who do not come to these meetings, do not know that calls are necessary to be called in or they will be discounted. Noise in the low 60's in decibels is still noise. Why should anyone, particularly those of us who live in another city have to deal with it?

Has there been any noise dampening done by Alverno? I have asked in letters to AHA but received no reply. I have also seen or heard since May 18th. the following and again, I have been in and out on weekends. As you requested, I am sticking here with

the trial (while do they continue to get this) period from 6/1 to 10/8, 2024. I wanted to say that I did call Securitas and was yelled out by the man on the phone as to how I got his number. I understand that when you place a call into Sierra Madre police that the off duty copy at Alverno is then advised of the complaint. In many cases, that takes a while. Anyway to get a direct line to the off duty officer? I was never able to get Andrea on the phone so calling the police has been our only option.

Also, I personally have disputes with the decibel reader by the off duty officer. It shows in photos that he only takes readings on the Sierra Madre side. For Michillinda, he uses the area where the portables were against the Alverno fence, on the Michillinda Sierra Madre side. I, on the other hand, take the readings from my Decibel reader which my family member musician installed on my phone. I take the readings on the Pasadena Michillinda side. That is better representation of what we hear in Pasadena.

The decibel reader from SM and mine are usually about 10 decibels off as my read is always higher. Also, I have no way to know just when the off duty officer is reading the noise level. Could it be that they are cutting the cake or making a toast or between songs when he takes the reading? When I take the reading, I am doing it when the noise is being made. Therefore, I know exactly what the noise level is from Alverno. If Alverno is registering over 60 decibels, which it has on my end numerous times, even over 70, then you are in violation of the Pasadena noise code.

Remember, noise travels. Even the highest readings that the off duty officer took came from Michillinda. Take a look at the readings from the 9/28 wedding. The highest reads were from Michillinda with high 50's but my personal readings showed more than that, making it a violation of Pasadena law. Remember that Michillinda, street that Alverno uses constantly for these events as well, borders on Pasadena.

Here is a list of what we heard/saw from Alverno during your trial period.

June 29th - at around 10:15 at night- loud people still in the Michillinda parking lot. We heard someone yelling. We had just arrived home.

In and out of town during July.

August 24th - called in to the SM police about the loud music and the bass sounds. Requested a formal complaint which I sited below. Alverno event. I walked across the street to see that the doors were wide open and it was quite loud. I also

spoke with Officer Torres about the red curbs no stopping/parking which I felt the police would have to endorse on Michillinda by Highland by Alverno parents. More on that later. I see that there are two actual police complaints filed and in the attachment. This must be mine. As you can see the officer makes his own opinion about the music on Michillinda which is very discounting not factual but at least it does prove that music is heard on the Pasadena side, however, my decibel reading was louder.

RP ADV SHE c;:OULDHEAR THE BAS\$ ANOYELLING FROM ALVERNO-
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P7• Ye.RY LIGHT MUSIC **HE.A RD** FROM THE MICHILLINDA SIDE

September 14th - noise from an amplified guitar coming directly from behind portables and could hear in the house as well as outside over 90 decibels. I saw a man coming from the bungalows and another man who had a security vest on, behind him. My neighbor from around the corner came to see what the racket was and mentioned that Alverno is violating the noise code of Pasadena. By the time. I went back inside, the noise got muffled Woke up my granddaughter and family member from their late naps.

September 28th we heard loud and perhaps drunk people in the parking lot. It wasn't closed by 10 pm. Irratic driving down Michillinda followed when the cars left the parking lot on Michillinda.

On other numerous occasions, we could still hear bass and outside voices. The bass is very annoying and actually can vibrate in a home in Pasadena. Do not put this on the residents of Sierra Madre and Pasadena to monitor. This is stemming from Alverno/Sierra Madre and is up to you to get rid of this for the residents. Hearing bass is part and parcel of the noise we hear from Alverno.

In Harabedian's 9/26 letter to the City of Sierra Madre she writes, following the meeting with neighbors, "The issue of "bass" violations from the events was discussed. According to the acoustic consultants, bass violations are not regulated under the City's noise ordinance." I invite Ms. Harabedian to my house on a night when the bass is relentless. There is no way to get away from it, not even with loud music or my fans. The vibrations in the house can give one a headache. I have spoken with professional musicians who say that the only way to stop the bass, is to stop the music.

I listened again to the CC meeting on May 28th to hear the Police Chief rattling off of the calls and complaints. It literally was mind numbing. There should not be ONE Call or complaint. And yet they are still going on. Do not give Alverno any more events. As I now know that Sierra Madre is in violation of the Pasadena noise code I will be speaking with Pasadena officials about this.

This all should not be a "work in progress". Alverno has had ample time to get their act together. This should not be on the shoulders of the hardworking people who unfortunately happen to live around Alverno. When my parents moved here, there were just the nuns across the street. None of this nonsense.

You can read through Yelp and other reviews of AHA which resonate with our view of too many events: Here is something from Yelp.



Ms R.

Pasadena, CA

0

47

Aug 26, 2024

The high school closed down unfortunately due to poor management. They claim it's declining enrollment but none of the other high schools are closing down. they took the money in donations and tuition from families who are expecting their girls to be invested in the school. They never let the parents know they were in financial trouble. that was wrong and I don't think the whole story because the new principal now says at public meetings she is going after much younger students because that is where the money is. It's sad when a school has to focus on the their heads giant salaries and not the students once the Covid funding stops.

On the plus side it's a very cheap school. Unfortunately they have a lot of interest in holding weddings (almost every weekend) and filming (even during school hours) on the campus. I wouldn't want my kids around strangers when they should be getting educated.

And now... for the bonus round:

Traffic - It is still a major concern on Michillinda, especially in the afternoon. When I called to complain about the 8/24 music from Alverno incident and spoke with Officer Torres, I also mentioned about the traffic. In that, I mentioned that I saw that the city of Sierra Madre had the curbs on both the north and south sides of Highland and Grandview had been painted red. I assured her that even if the city spent the time and the money to do that, that there should be a couple of weeks of police monitoring when the school started in order to stop that parking. Unfortunately, the parking on the red zones still occurred. Here is a photo. Parking here makes it incredibly difficult from anyone coming out on Highland to Michillinda in order to make a right or left turn. You literally take your life into your hands. I know this personally as I worked as a teacher at SME. Seeing that this was still happening, I called the city and spoke with a Mr. Parker. He told me that the Police Chief was right there and that he would speak with him. I know that Police Chief said that he would be on it. but unfortunately parents are still parking there. As I am writing this today, cars are parked north and south of Michillinda on Highland, on the red curbs at 2:50 pm, waiting for the school to open at 3:00. Alverno just really doesn't even want to help out with this even when the city saw the need to paint the curbs red.

I highly doubt that Alverno staff put anything into a letter to parents to not park there. The best that could happen would be a sting (SM police have done these at SME) so tickets might be the best thing. People are still having issues peering out from Highland onto Michillinda. I know this because a week ago on a Friday at 2:55 pm, I could not safely make a left turn coming down from Michillinda into Highland to attend a meeting. Too many cars in that intersection and very unsafe. I had to go down to Sierra Madre blvd to make my left turn. In fact, I have not seen any adult

from AHA at that spot to help guide parents away from the red zone. That is snubbing the nose at Sierra Madre City.

Also, in preparation for the last meeting held for neighbors at Alverno, I could not attend. At those meetings, I have brought things up which are never followed through. What a waste of time. Instead I sent a letter which is actually one of the documents redacted in your appendix and politely mentioned that the date that Alverno has to take the portables down Michillinda was the day that there was to be tree trimming on Michillinda/Pasadena side. No Alverno rep got back to me to address this issue. Michillinda is an incredibly busy thoroughfare and the thought of having those portables going down the same side of the street as huge tree trimming trucks with cones was daunting. How unneighborly and entitled is that not to respond to my letter? Do they honestly not care about working with another community? After all they do to interrupt the lives of those of us on Michillinda, Alverno even wrote to many residents not to park their cars on Michillinda on the day they were to remove the portables. As a matter of fact, on their agenda, it only states that removal was on September 27th. Alverno actually started with the noise of a jack hammer a week in advance on September 20th and continued their loud work during the week until removal on September 27th. Residents were not advised of this in the flyer sent out by Alverno of their upcoming events. The tree trimming on Michillinda was rescheduled for another day not to impede the traffic, thanks to me and Pasadena.

It's clear that Alverno doesn't want to work with their neighbors. They want to proceed with as many events and filming as possible to make as much money as possible but it doesn't seem to go to the Villa which is what they are saying. Alverno should have this down to a science by now and not bother neighbors or the City of Sierra Madre any longer. But the fact is, that Alverno doesn't have it down. Please do not give them more chances and keep the events down to 13. It's enough already.

Thank you for listening. Thank you for your time and efforts and going the extra mile to really read of of the letters and even come out to the venue and the Pasadena side.

Carolyn Halpern

Letter in Support of Alverno Heights Academy
Emailed to PublicComment@sierramadrecap.gov

Sierra Madre City Council
City of Sierra Madre
232 W. Sierra Madre Boulevard
Sierra Madre, CA 91024

DEAR HONORABLE SIERRA MADRE CITY COUNCIL MEMBERS,

We have lived at the North East corner of West Grandview Ave and Michillinda Ave (across the street from Alverno Heights Academy) in Sierra Madre for over 38 years.

We provide this letter in support of Alverno Heights Academy's Conditional Use Permit 22-03 for private rental events and filming at the Villa del sol D'oro, which is on campus at 200 N. Michillinda Ave.

- We have never had an issue with filming or other events at the above noted venue.
- All of our interactions with School related personnel associated with filming or other special events have been positive.
- Noise and/or parking and/or traffic associated with filming and special events have been non-issues.
- We are aware that special events have provided additional operational funds for Alverno Heights Academy and we are highly supportive of such funds supporting school upkeep, teacher/administration salaries, and student tuition support, for example. Note: None of our family members attended or have worked at Alverno.

As John Dewey stated: Education is not preparation for life; but education is life itself. We live across the street from a school that is trying to make ends meet by renting out their facility. We are sure that the City of Sierra Madre is capable of providing reasonable guidelines for such activities. We support the City and School in these efforts. For us, learning is a noble situation and support for it far outweighs the super minor noise that very occasionally emanates from the school grounds.

The O'Donnells
733 W. Grandview Ave.
Sierra Madre, CA 91024

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear Mayor and City Council,

I have lived across the street from Alverno since 1995. I will never forget a day of intense chemotherapy on a Friday in 2019. My service dog and I were sleeping. We awoke after 10:00 pm to an explosion across the street from our house - it was a filming at Alverno. A family member was in our living room and actually saw the red ball of explosives go off through our window. It rattled our home and neighbors soon took to Next Door. When I went over across the street to speak Alverno about what they did just for money, I was told by Andrea Bertollini that if I didn't get off of the property, she would call the police. There I was an older man, frail with a cane, just the day after getting chemo for my cancer. I just wanted to talk with her about the Golden Rule and ask why Alverno all of the years I had lived in my house, not cared about their neighbors. Never an apology. Nothing.

We here in Pasadena hear the noise from Alverno all of the time on the weekends. Whether it be the music, or the bass, or the singing or the noise in the parking lot with rowdy party goers. We hear it. And we live in a different city. Why are you continuing to allow this?

Just on September 14th, my granddaughter and I were taking naps in two separate rooms in my home. All of a sudden, it sounded as if a lead guitarist in a metal band was right outside literally of our home on Cartwright. It woke up the baby. It woke me up too- two different rooms in the house we could hear it.

At that time, a family member went out to Cartwright to see what was going on. When she was there our neighbor from around Cartwright came out to Michillinda to take a look at what was going on. Both of them reported that the music was blasting out of the area behind the portables as they were still there. A man was coming down the ramp from one of the portables and another in a security vest was behind him. My family member and neighbor had to continue their discussion with the noise. I am confused if two Alverno folks were there, why wasn't the music turned down? Was it done intentionally to their neighbors. I now understand that the man with the vest was the off duty Sierra Madre cop. Why didn't he stop it?

We have to deal with their daily noise, traffic, and after school events. Then, we deal with their weekend events and filming. I did landscaping for LaSalle when my daughter went there. LaSalle was very specific on the times and hours I could work as they didn't want to upset the neighbors. Alverno just doesn't think that way.

Please no more events for Alverno. Keep it at 13.

Yours truly,
Eliahu Halpern

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I ask that Alverno not be allowed to increase the number to 26 and give the neighbors who are negatively impacted by their events a true trial period of a full calendar year.

My family has provided our problems and dates with Alverno rentals to be included in the data sheet that you should have on hand already. I feel there is no need to further expound. My family can't take an additional 13 weddings. It is always something. We do not feel we have been heard about the loud music, the driving bass, and parking lot issues. We asked the security and police to do something. We do not appreciate being patronized by Alverno for our complaints at the neighbor meeting. Alverno cannot seem to manage 13 weddings when it comes to the public nuisance issues.

Thank you for your consideration.

Chui Chow and Family
Michillinda Avenue

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear City Council of Sierra Madre and code officer,

I just can't let this go. I know there is a meeting tonight but I will still be working.

My complaints on filming and the weddings are in the spreadsheet. I am on my lunch hour trying to read through the staff report and it hits me. I can't let this go. Alverno does not care to do better when I read the school remark:

"The issue of "bass" violations from the events was discussed. According to the acoustic consultants, bass violations are not regulated under the City's noise ordinance."

Yes it is.

First: There is no taking of responsibility by the principal for the nuisance when the neighbors give up their time to correspond, write these letters, and attend Alverno's meetings. There has been no apology. No empathy whatsoever in her statement. No willingness to work together. Same as the last administration. Wearing real thin on the nerves here.

Second: No other school in this city runs a weekly rental business like Alverno does.

Third: There have been code violations and yet no penalties by this city. A lot of us send texts around asking those that have been involved in these proceedings why. I lived in Pasadena and when a restaurant I lived next door to decided to start a hookah bar and dancing the neighbors complained and the restaurant was cited. They started up and we neighbors went to our city council. The club shut down. Violations are clocked for years at Alverno but no penalties for years. WHY?

Sierra Madre Code.12.010 - Violations

A.No person shall violate any provision, or fail to comply with any of the requirements of this code, including, but not limited to, any code or ordinance adopted in this code by reference. Any person violating any of the provisions or failing to comply with any of the mandatory requirements of this code, shall be guilty of a misdemeanor unless the offense is specifically classified in the code or by state law as an infraction, or the city prosecutor reduces the charge to an infraction in the interests of justice, in which case the person shall be guilty of an infraction

Fourth:

When the Alverno bass crosses my residential property plane and it's to the level of being disturbing then it's a violation. That is how the noise code works in Sierra Madre and hundreds of other cities. I learned this from Pasadena's code officer.

Bass doesn't have to be "regulated" for it to be a violation. That is attorney speak and he is not being completely forthcoming in his understanding of the code. His "unregulated" weigh in at the City Council meeting is what suits

Alverno but not the whole truth nor does it address my right to a peaceful and quiet enjoyment of my home and yard.

So in the situation where a specific noise is "not regulated" there are still provisions in the code that covers noise when it becomes a public nuisance.

Please see the Sierra Madre noise code 9.32.found at

<https://www.cityofsierramadre.com/common/pages/DisplayFile.aspx?itemId=287145>

9.32.100 General noise regulations. Notwithstanding any other provision of this chapter, and in addition thereto, it shall be **unlawful for any person to willfully make or continue, to cause to be made or continued, any loud, unnecessary, or unusual noise which unreasonably disturbs the peace and quiet of any neighborhood or which causes discomfort or annoyance to any reasonable person of normal sensitiveness residing in the area.** The standards which shall be considered in determining whether a violation of the provisions of this section exists shall include the following:

A. The volume, pitch and intensity of the noise; **Alverno BASS is intense**

B. The duration and frequency of occurrence of the noise; **Every weekend there is an Alverno rental starting anywhere from 4:45PM - 9:30PM**

C. Whether the nature of the noise is typical or atypical of the area; **Alverno BASS is NOT TYPICAL for my neighborhood**

D. Whether the origin of the noise is natural or unnatural, controllable or uncontrollable; **Alverno BASS is very controllable**

E. The volume and intensity of the background noise; **Alverno BASS the sound and volume intensifies as the hours grow.**

F. The proximity of the noise to residential sleeping facilities; **Alverno BASS is driven right into my bedroom and a lot of my neighbors who directly across on Highland, by Michillinda, Wilson and Grand View too.**

G. The nature and zoning of the area within which the noise emanates; **This doesn't matter if it's a school zone because this is a commercial business not a school noise issue. I will redirect you to my fourth point. When Alverno's BASS crosses over onto my property then it's in violation if I find it a nuisance. No measurement needed.**

H. The time of the day or night the noise occurs;

I. Whether the noise is recurrent, intermittent, or constant; **Alverno BASS reoccurs every rental, and for that time period it can be quite constant**

J. Whether the noise is produced by a commercial or noncommercial activity; **NOT a school event but a conditionally permitted event. Alverno is not exempt under their CUP to destroy my peace and quiet under the code.**

K. Whether the amplified sound is loud enough to be decipherable outside the property plane. **Alverno BASS is absolutely decipherable. We all know when they are having a rental.**

Things Alverno could do since they don't seem to understand how to address the bass other than to say it isn't regulated.

1. Turn it off.
2. If Alverno wants more control over the bass, require DJ's to use **Equalizers**: These allow them to adjust specific frequency bands, including bass frequencies.
3. Add porous surface covering like carpet, sound absorbing foam panels on the walls and ceilings because Alverno's noise curtains cannot dampen bass. Bass is transmitted through the ground. It is invasive and nothing will stop it from entering my home.
4. Put the speakers up on stands.
5. Physically mover the speakers away from flat walls, doors and windows.
6. Cutting the crossover network
7. Look at the back of the speakers. Some have knobs to control bass. Turn it down so your party can still hear it but not all the way out into the neighborhood.
8. Many speakers used by DJs are tuned for boomy bass so get out your noise reader and turn it capture it in a C weighted mode.
9. Better yet, work with the neighbors and ask them to help you out on a day there is no wedding. Work on system adjustments.
10. Keep the doors shut. The Villa doors continue to be flung open.
11. Or just stop having weddings because this venue cannot handle the bass output.

Thank you for your patience. I hope you can understand why Bass is a hot button issue. I just wasted my lunch hour writing this but I respectfully disagree with Alverno's excuses. No more than 13 rentals on the calendar for next year. I feel ripped off by the way this 13 worked.

Sincerely, R. Bren
Happy to be a Sierra Madre Resident

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear City Council,

At 8:39pm on 7/13/24, I called the 'events' phone number for Alverno (626-364-5994). A person answered, "Hello" and I asked if there was an event or wedding going on at Alverno. The person said that there was a wedding and I told him that the music from the wedding was very loud. The person said that he would tell the DJ of my complaint and I said thank you and then asked him for his name and he identified himself as Emmanuel Castillo with Securitas.

Emmanuel did not ask for my name/address so I do not think that my complaint was logged.

Emmanuel may have told the DJ to turn down the music, but the volume level never changed until the event ended.

Thank you,
Cynthia Swenka
239 Wilson St

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear City Council,

Incident

At 2:21pm I texted Gabe Hill, Location Manager, that one of the truck cabs had been parked on Wilson St (11:15 am - 2:37 pm) running its engine. I received an error message that my text was undeliverable. (I double checked that I had texted the correct number, the number that was provided on the Notice of Intent to Film.) After receiving the error message, I texted Andrea Bertollini/AHA at 2:24pm and asked her to pass along my message to the filming production and she did so quickly and the truck cab moved (I believe parking in the AHA Wilson St lot).

- truck cab engine ran from 12:11-12:26 pm, 12:36-12:38 pm, 12:52 pm and 1:39-2:28 pm (video excerpt attached)

From 3:54-4:57 pm an SUV (for the film production) parked on Wilson St and also ran its motor for almost an hour.

And from 10:59-11:18 pm a van (for the film production) parked directly in front of my house, running its motor for just about 20 minutes before leaving. There was also lots of other car noise and talking as filming concluded for the evening, which was to end at midnight, however lights out was around 12:10 am (and there were still a couple cars idling in the lot). Our bedroom is in the front of the house, only feet away from the street.

I have more video available if desired, I did not send all videos with this email as they are large files.

GE Projects stated in their Notice of Intent to Film that they would "... work hard to minimize our presence by demonstrating extreme care and consideration..." while they are in our neighborhood filming, however the idling engines throughout the day and evening caused disruptive impact.

General Notes pertaining to all filming

Most film shoots are quite troublesome... the production companies always say that they are going to be courteous visitors... right up until they get enough signatures, then if a resident tries to contact filming

production, filming is completely unresponsive. This type of 'ghosting' situation as it pertains to filming has occurred many times.

The film shoots also bring a non-stop vibrational hum (as they have to run the engines that keep the electronic equipment cool)... this vibrational hum goes on for hours and hours, essentially for the entirety of the film shoot. I work from home and the incessant vibrational hum is *extremely* disruptive.

The film shoots also bring lots of traffic... lots of trucks that park on the street, idling their engines... lots of chauffeured cars, which I'm guessing by the car type, are ferrying cast back and forth between AHA and staging area/hotels.... and lots of typical passenger cars, which seem to be crew that park all along Wilson.

Bottom line: film shoots are highly disruptive

Thank you,
Cynthia Swenka
239 Wilson St