



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. ANY ATTACHMENTS TO THE E-MAILS MAY BE PUBLICLY INSPECTED BY CONTACTING THE CITY CLERK OFFICE DURING NORMAL BUSINESS HOURS.

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.

From: [REDACTED]
To: [Public Comment](#)
Subject: 5-28-24 council meeting
Date: Tuesday, May 28, 2024 11:14:15 AM

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

We, the residents of Olive Ave, are pleased that the city has a plan in action to modify the the TUP/HOP ordinances to help prevent "commercial activity" from continuing in R1 zoned neighborhoods, such as at 89 Olive by Lavender Marketplace. It is by no means perfect, but it sends a strong message to those who continue to abuse the rules in our neighborhood.

However, what I would like to hear addressed in tonight's meeting is a plan to "Enforce" the new ordinance amendments. Hopefully, stronger action would be taken by city code enforcement, police department, and fire department than just the standard "administrative action," as is found in 1.18.050 of the city code. Those who are violating any part of our ordinance, can and likely will play the long game, using delay tactics such as ignoring warning letters, then paying a small fee, and then continuing to do business where their profits greatly exceed any administrative penalties.

As city attorney said to mayor Goss in council meeting June 28, 2022, "no commercial in R1, and if such occurs, code enforcement can go up there and shut them down". How will this enforcement occur?

The city filming ordinance states that any non-permitted and/or violations of any permitted filming activity can be shut down immediately by the police or fire department. The same should be stipulated in this TUP/HOP amendment we are discussing tonight. Furthermore, we request that the council consider strengthening the film ordinance to prevent R1 residents from using the film permit process as an effective TUP. Lavender Marketplace recently obtained a film/photo shoots permit for a "wedding shoot" on April 27, 2024, complete with live music. Perhaps any film permits in a R1 zone need to go thru the TUP process when they are clearly commercial events.

Thank you for your attention to these concerns...

Steve Rostker & Sue Smrekar
[REDACTED]

From: [REDACTED]
To: [Public Comment](#)
Subject: 89 Olive Ave. Lavender Market
Date: Saturday, May 25, 2024 8:12:22 PM

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

We are the adjacent neighbor at 83 Olive to the Lavender Market business enterprise. Currently it's Saturday evening they are again have another large event. Trucks were arriving today delivering equipment. They had another large event approximately 3 weeks ago. I felt it was necessary then to call them and complain at 9:30 pm about the noise. This business needs to be stopped in our close neighborhood. Please pass the amendments and enforce them to help keep our neighborhood from being used as a business site. Thank you, Debbie and Bert Willis

[Sent from Yahoo Mail for iPhone](#)

May 28, 2024

Comments sent to publiccomment@cityofsierramadre.com

Re: Agenda item Alverno request hearing for amended Villa CUP

Public Comment May 28, City Council Alverno item regarding Villa De' Oro permit



Dear Mayor Kriebs and City of Sierra Madre Council Members:

The Planning Commission amendments were not arbitrary or capricious. The amendments were carefully weighed and considered in light of the documented nuisance presented by many neighbors who have had to deal with the interference from the Villa rentals. Alverno Heights Academy wants a Villa CUP without teeth. The amended conditions will absolutely help mitigate issues. Alverno has no proof they won't lessen the public nuisance the rentals are having on the surrounding neighbors. Alverno has not implemented a permanent solution to neighbor complaints regarding frequency and noise emanating from Villa rentals. Alverno has a cumulative usage problem and yes documentation was submitted to prove CUP violations.

Watch the 3/7/24 Planning Commission meeting. I encourage you to review the publicly submitted materials during the various Villa CUP 22-03 meetings. Read the violations submitted by neighbors when it came time for the first annual review of the 2022 Villa CUP. Meeting dates- 10/19/23, 11/14/23, 3/7/24

Disturbances from weddings and filming presented to the Planning Commission are tantamount to a nuisance. The Planning Commission was provided a plethora of evidence from neighbors documenting Villa condition violations for party and film rentals prior to and after 10/6/22. The proof of adverse impacts coupled with how Alverno reps were called out for numerous contradicting responses, a failure to be transparent, and in some instances were not able to answer but deflected the Planning Commission queries caused the Villa CUP amendments. The Planning Commission could have done more. I noted some of the 13 years long TUP conditions were eliminated without consent by neighbors who negotiated with Alverno Academy using an attorney in 2010. These conditions have not been reinstated. Another broken Alverno agreement.

Issues with Alverno have historically been a problem of denial. I was taught in my Catholic school education that when someone chooses not to reveal certain information, it is a lie by omission. I feel Alverno has intentionally withheld relevant data in their request. This is in order to have you, the City Council, believe their events are only as loud as a conversation, they left the property on time, and no one has complained.

This is the first time the Planning Commission has ever amended an Alverno CUP, or what was a 13 year TUP. At one point they discussed revocation of the Villa CUP but softened. The violations piled up and we submitted them to the Planning Commission for consideration. If anything, require Alverno to do a full EIR on ALL of the uses for 200 N. Michillinda now that the High School has vacated and Alverno is requesting amendments. The city should have never agreed to bifurcate the land use into 2 CUPs at 200 N. Michillinda. Now we neighbors are being asked to go to city meeting after city meeting including a few at Alverno with nary an improvement.

Please visit La Salle's website where you can review a thorough EIR and the Negative Mitigation measures. I feel the residents were cheated after viewing La Salle's documentation and studies. La Salle's neighbors get sound walls for their new outdoor sports venues. Alverno guesses if they install some curtains in the Villa and proposes a few bushes they have mitigated the noise violations. Clearly these measures aren't working, especially for me when the facilities manager allows leaving the back doors open.

Ignoring CEQA guidelines is what got us here. It is why we are STILL having meetings because of Alverno's belief that they can do no wrong or perhaps are entitled to behave as they do, Their selective noise

submissions are proof of that. I am attaching noise readings submitted 10/19/23. Readings that were taken for a minimum of 2” and show clear violations during 3 different wedding events at the Villa.

I invite you to review public comment letters from other residents in regards to temporary wedding party rentals that take place in their R-1 neighborhood. So many of your constituents weighed in opposing noisy commercial uses such as a party/wedding and filming in a residential neighborhood. They communicated how negatively it impacts them, their families, and their homes. Neighbors in the Gurhardy Heights that the Alverno Villa sits amongst feel the same way.

Many neighbors have weighed in since this expansion began. Alverno staff has demonstrated 26 party rentals and then filming at all hours of the night during weeknights on top of an active school is inconsistent with the purposes of the Sierra Madre Municipal Code and other applicable law. Alverno has behaved contrary to what they agreed to do conditionally in order to get their 2021 expansion plan approved. At this point I feel the CUP should be revoked. Alverno needs to find a quieter way to raise money for Villa maintenance that doesn't interfere with my home and life outside of school hours.

The city has generously allowed Alverno a lot of leeway when it comes to their expansion requests and Conditional Use Permits. I find it rapacious of Alverno to request a de novo hearing after all this city has generously allowed them. Alverno got 2 CUPs when they only paid for one permit, and then they were excused from paying for an EIR for all the new and changed uses in 2021.

I request that the City Council affirm the action of the Planning Commission amending Conditional Use Permit 22-03, Planning Commission Resolution 24-04 conditions of approval, pursuant to City Council Resolution 24-29. Thank you.

Yours truly,
Ms. K. Stephens

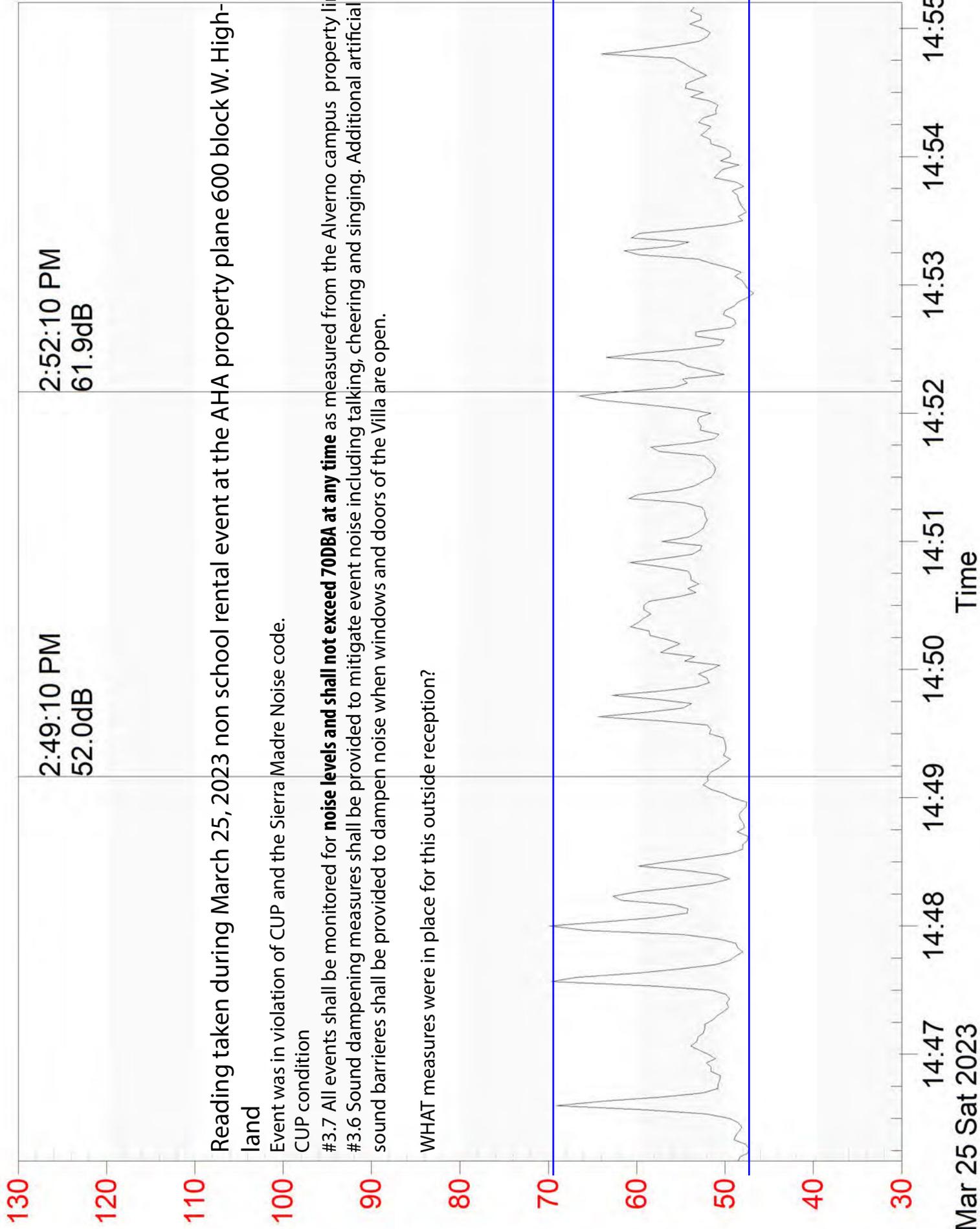
Short on time? Just review the noise graphs for weddings.

I am attaching some of my Planning Commission documentation and public comments for consideration over the course of the crafting and review of the Villa CUP:

2023_10 19 Extracted noise graphs Villa CUP review public comment KS.pdf
2023_10 19 Villa CUP review public comment KSsm.pdf -
2024_03 07 KS letter 2 PC Villa CUP 1F.pdf
2024_03 07 CUP comparisons rev1.pdf
2022_11 17 Letter to the PC Villa noise off agenda.pdf

“The CEQA Guidelines define a project under CEQA as ‘the whole of the action’ that may result either directly or indirectly in physical changes to the environment. This broad definition is intended to provide the maximum protection of the environment.

*Piece mealing or segmenting means dividing a project into two or more pieces and evaluating each piece in a separate environmental document, rather than evaluating the whole of the project in one environmental document. This is explicitly forbidden by CEQA, **because dividing a project into a number of pieces would allow a Lead Agency to minimize the apparent environmental impacts of a project by evaluating individual pieces separately, each of which may have a less-than-significant impact on the environment, but which together may result in a significant impact. Segmenting a project may also hinder developing comprehensive mitigation strategies**“*

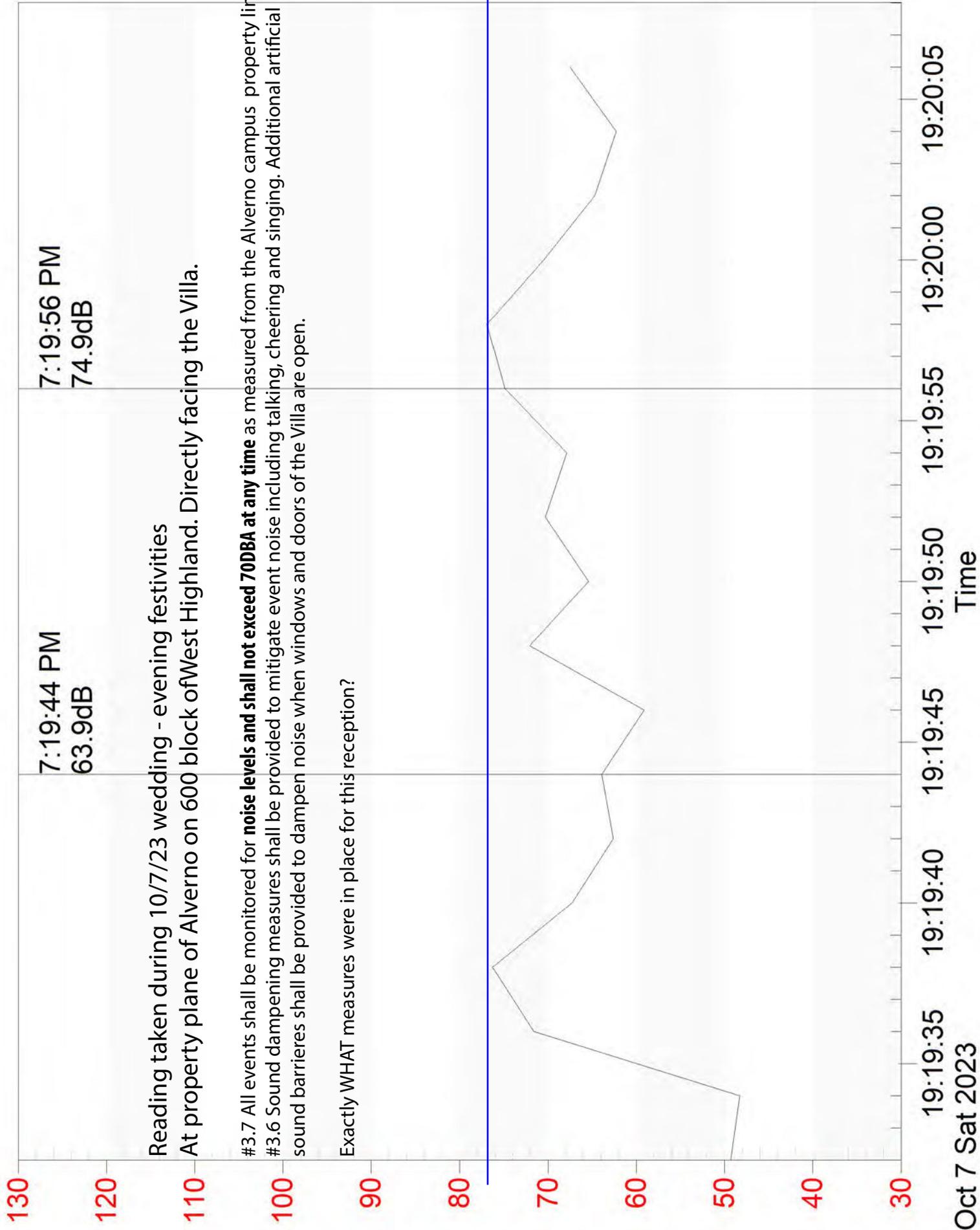


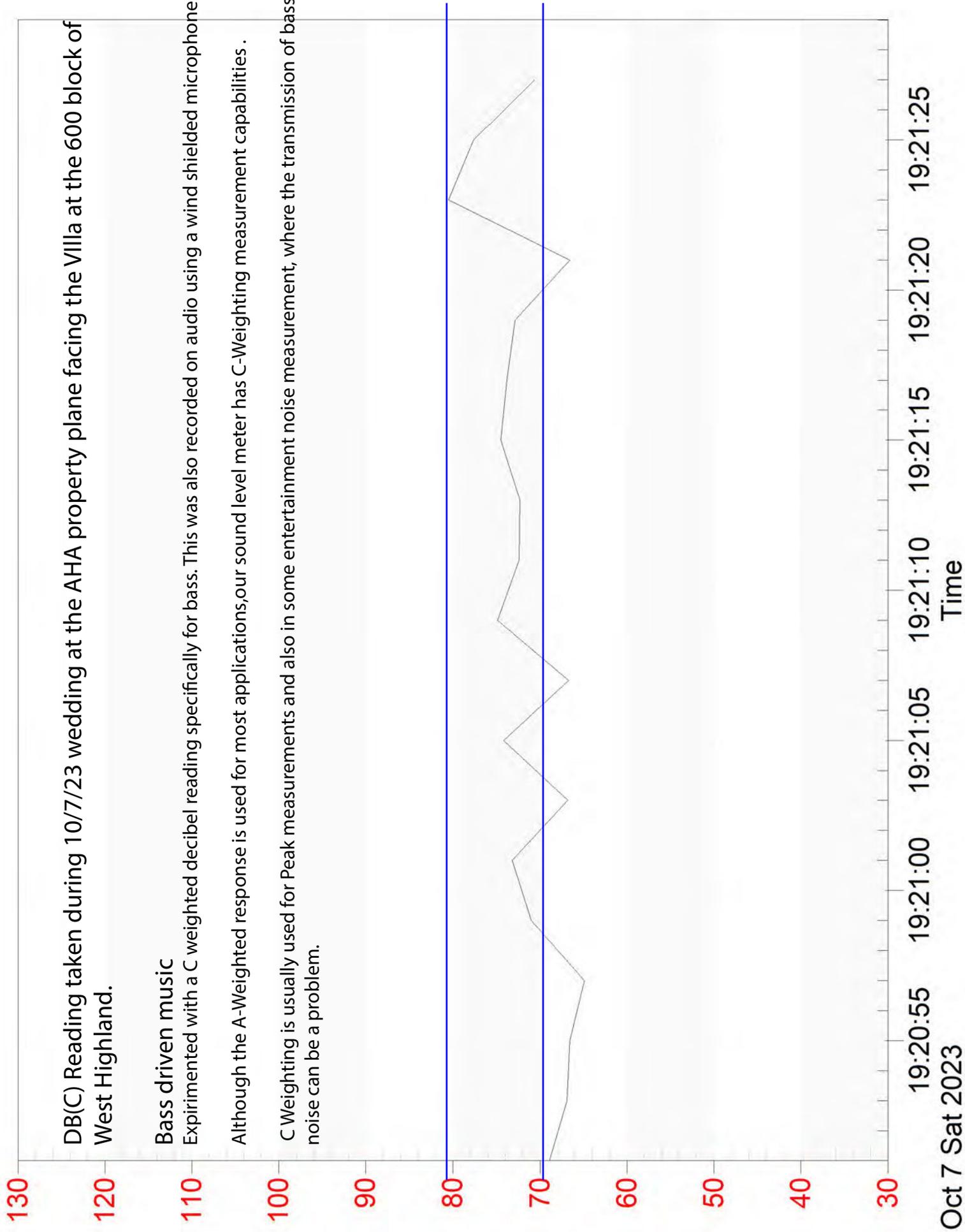
Reading taken during March 25, 2023 non school rental event at the AHA property plane 600 block W. High-land

Event was in violation of CUP and the Sierra Madre Noise code. CUP condition

#3.7 All events shall be monitored for **noise levels and shall not exceed 70DBA at any time** as measured from the Alverno campus property line
 #3.6 Sound dampening measures shall be provided to mitigate event noise including talking, cheering and singing. Additional artificial sound barriers shall be provided to dampen noise when windows and doors of the Villa are open.

WHAT measures were in place for this outside reception?

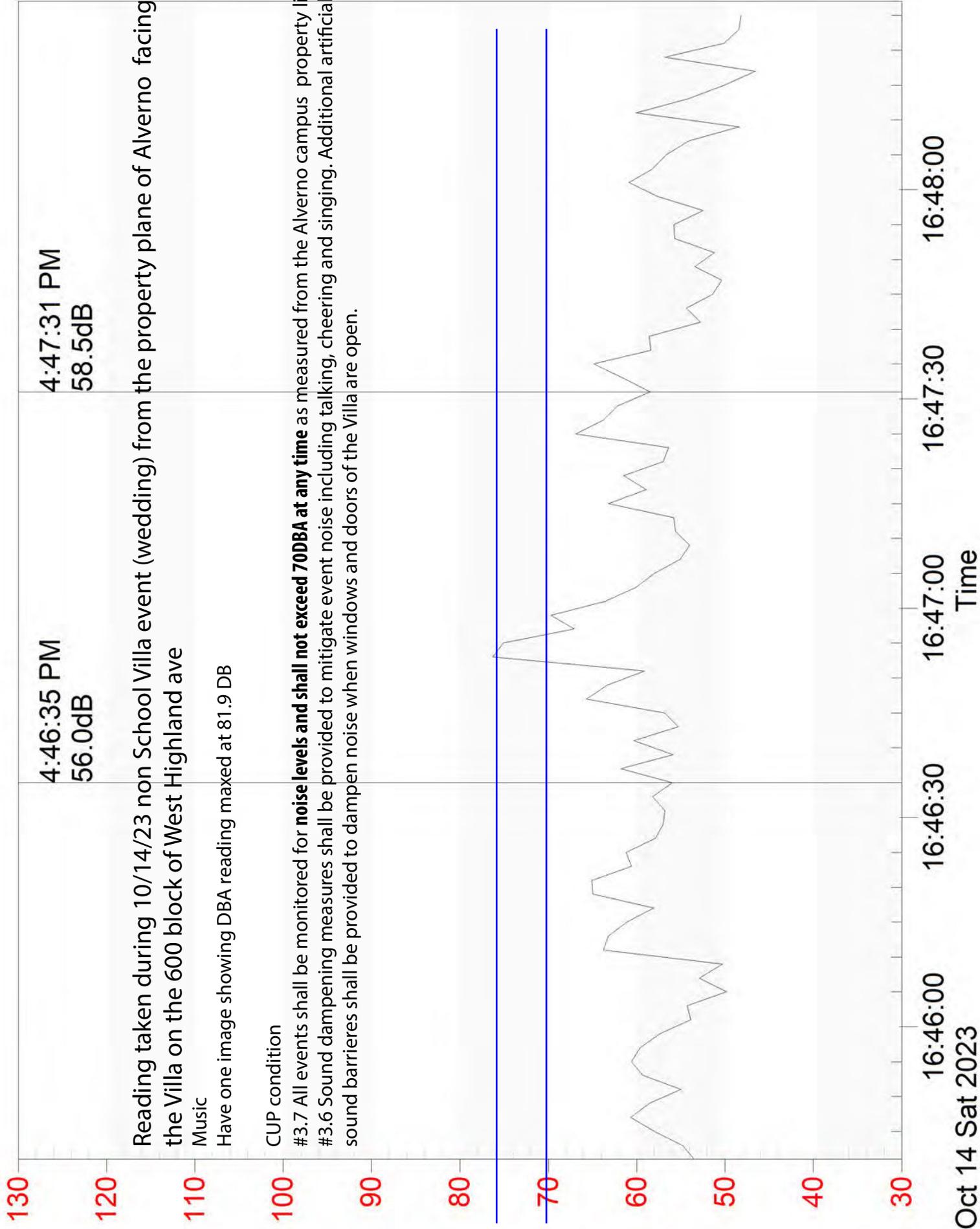


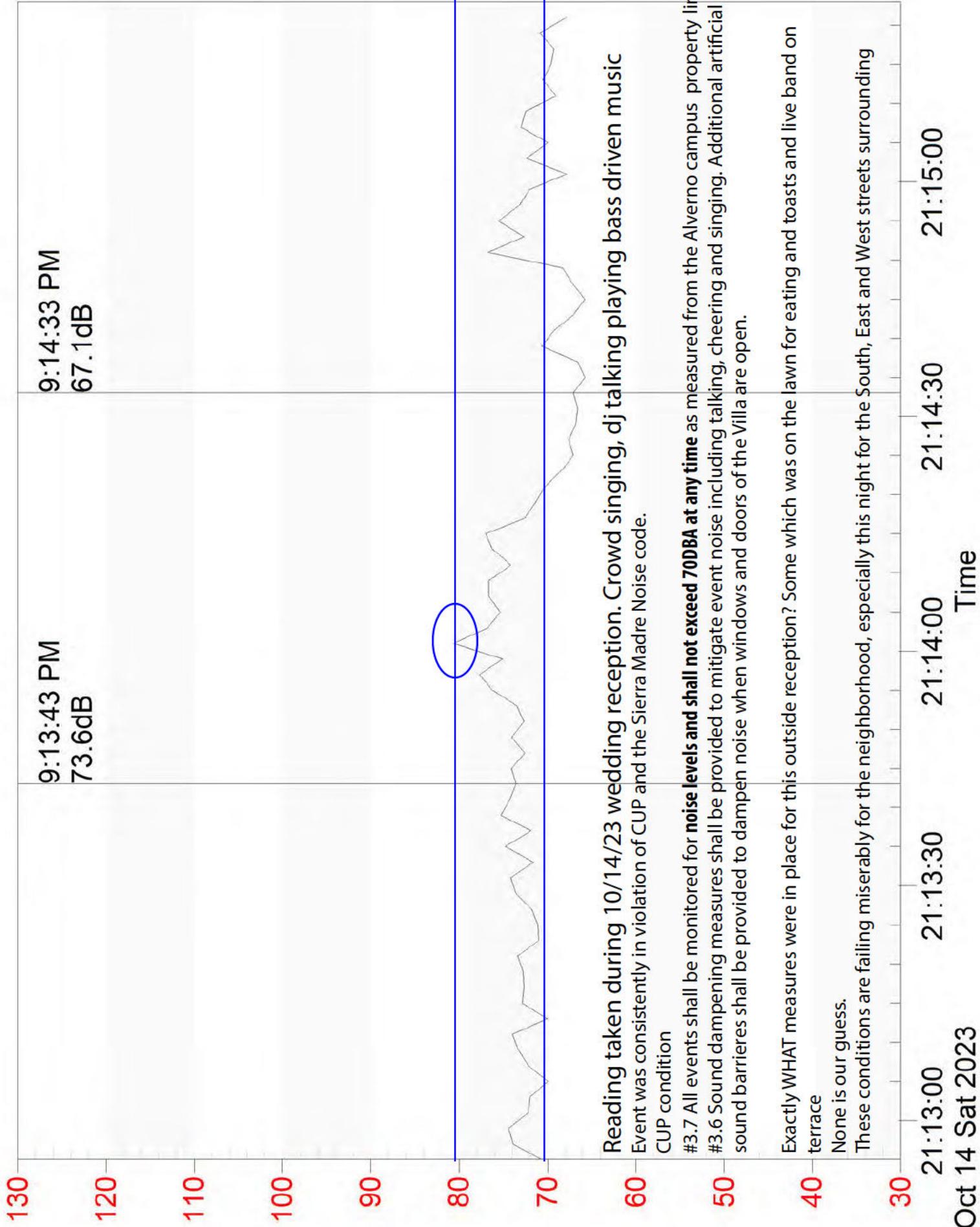


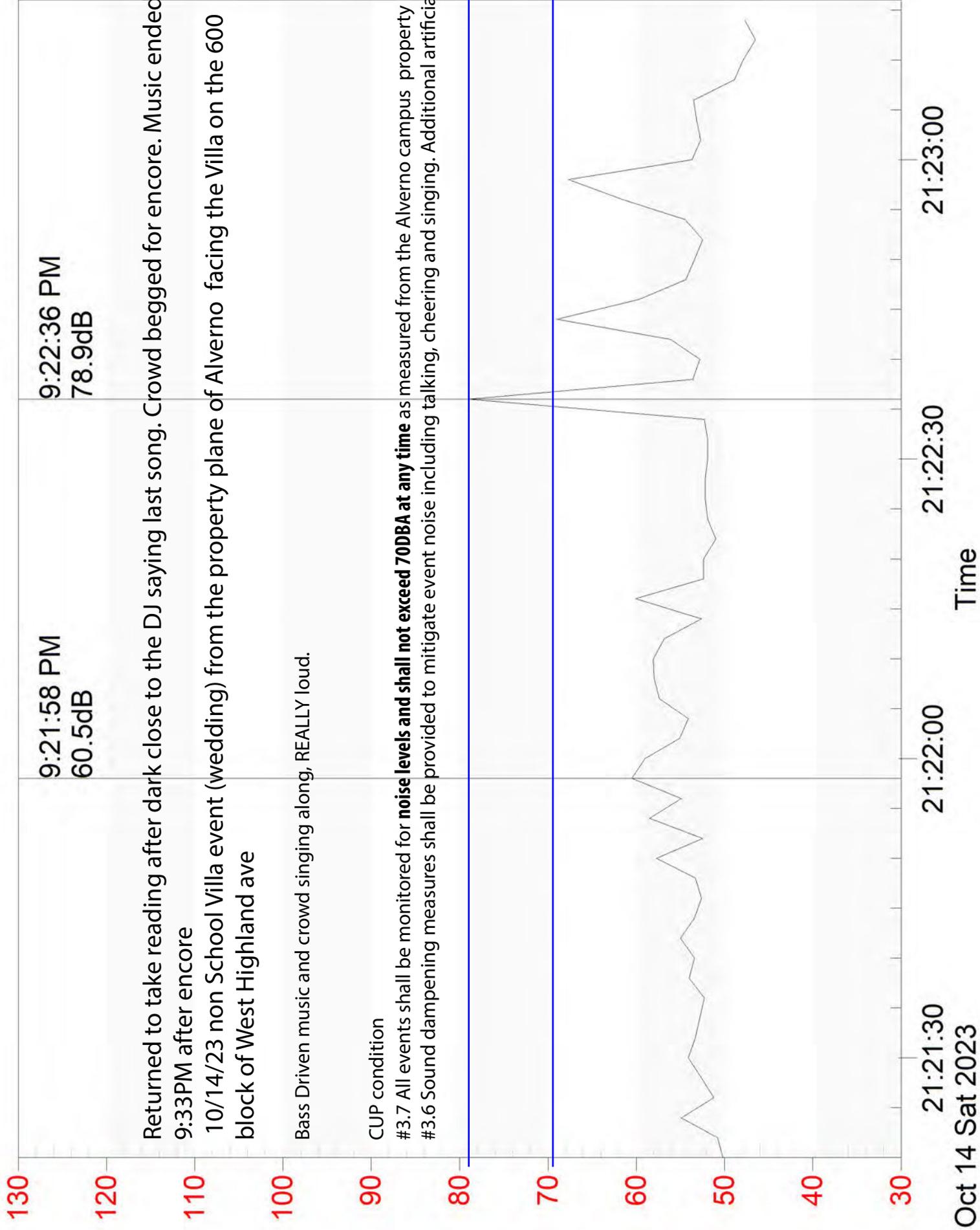


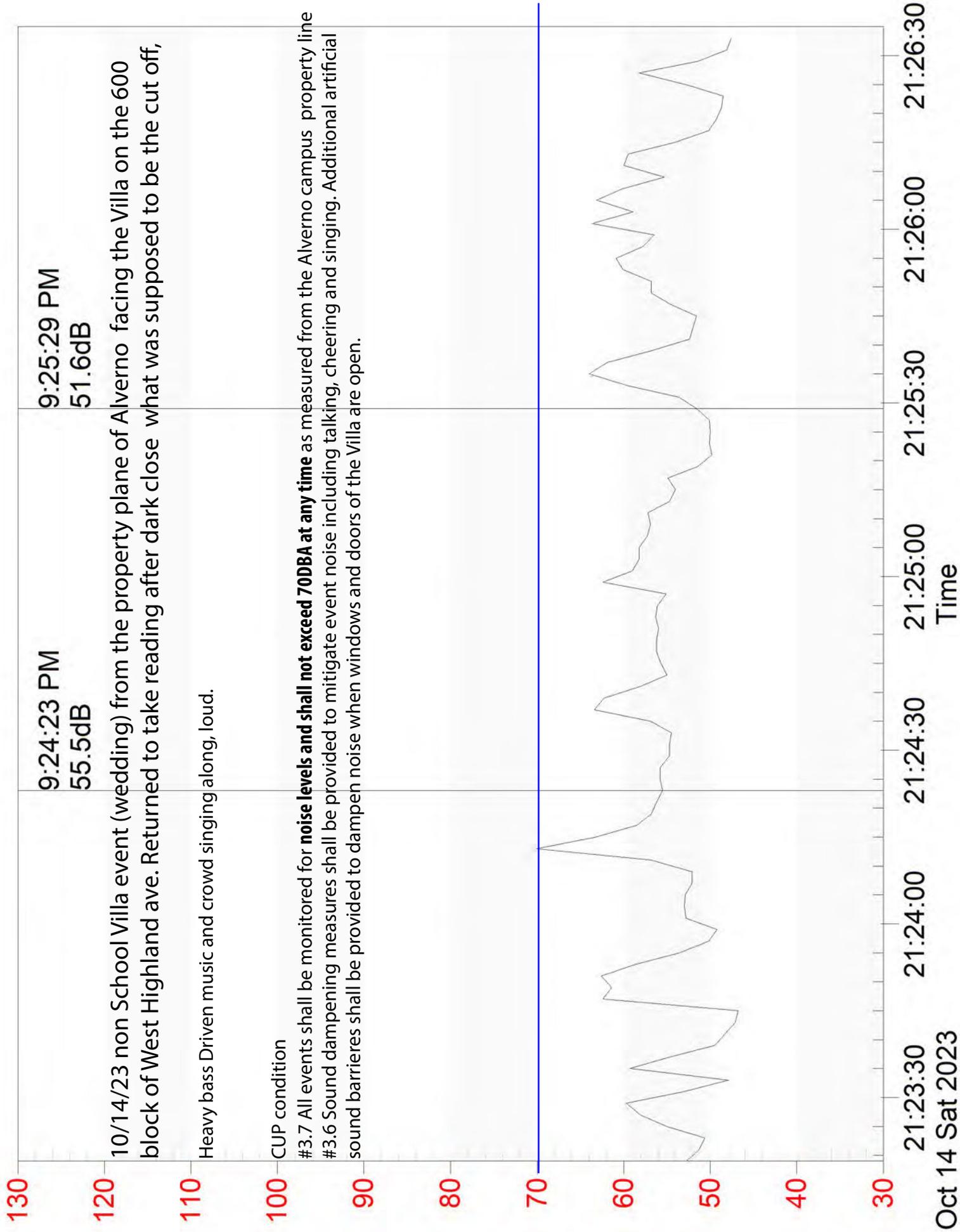
Reading taken during 10/14/23 non School Villa event (wedding) from the property plane of Alverno at Mich-
 illinda. Cross street Cynthia Ave.
 Live band was visible on the terrace facing south not playing towards the Villa, a horn and other instruments, male and female singing.
 NOT processional music. Band can be seen on the terrace playing.
 IMHO Sounded more like a sing off and trumpet to see who could reach the highest notes.
 Image taken in case AHA facilities manager tries to say this did not happen.

CUP condition
 #3.7 All events shall be monitored for **noise levels and shall not exceed 70DBA at any time** as measured from the Alverno campus property line
 #3.6 Sound dampening measures shall be provided to mitigate event noise including talking, cheering and singing. Additional artificial
 sound barriers shall be provided to dampen noise when windows and doors of the Villa are open.









10/14/23
Villa
Wedding
Outside



For decades, Villa wedding rentals have generated several complaints a year from neighbors regarding noise, traffic, ending times, lingering loud guests and more. These complaints were forwarded to the school, SMPD, the Planning Commission and at times the City Council, with no improvement in behavior.

The Planning Commission acknowledged the history of violations in October 2022 when the Villa Conditional Use Permit was granted with a 12-month review.



The first 12 months of the new CUP saw the failure of the 3rd party monitoring system. Repeated complaints were not properly noted, and there was no working phone number for residents to call for most of the year.



Sierra Madre Planning Commission | October 19, 2023.

"We were handed a report that doesn't mention anything about the mariachi band, or that it was stopped. The 'noise conditions satisfied' pursuant to that section was marked 'YES,' even though it is clearly NO. We don't have accurate reports.

- PC Chair Denison

DISCUSSION

Annual review of conditional use permit 22-03 (CUP) for private rental events and filming at the Villa Del Sol at the Alverno Heights Academy Campus, located at 200 North Michillinda Avenue

58:38 / 2:28:05



Sierra Madre Planning Commission | October 19, 2023.

The 3/25 report says "No interaction with SMPD," then at the bottom it very clearly says, "10:34 Securitas made contact with SMPD regarding a noise complaint." We are looking for transparency, and it doesn't seem we are achieving it.

- Planning Commissioner

DISCUSSION

Annual review of conditional use permit 22-03 (CUP) for private rental events and filming at the Villa Del Sol at the Alverno Heights Academy Campus, located at 200 North Michillinda Avenue

1:10:01 / 2:28:05

Another 5 months passes, with continued violations and no working monitor systems in place.



Alverno has not held up their end of the deal. Their systemic nuisance behavior goes unchecked as they have never been fined or otherwise punished for their “historic” record of code violations. Neighbors are expected to put up with whatever Alverno is dishing out because “it’s the law.” It’s time Alverno showed as much respect for the law as they demand from those they impact.

Villa wedding rentals are a public nuisance, unable to abide by agreed conditions of use. This appeal does not deserve consideration of the Council as your appointed Commission correctly reacted to the facts presented. Residents deserve a change. Alverno must find another way to monetize the Villa that is compatible with the surrounding R1 neighborhood.

Keith Stephens

From: [REDACTED]
To: [Public Comment](#)
Subject: Agenda item Alverno Appeal of Planning Commission decision regarding permit 22-03 and film and private rental events at Villa
Date: Tuesday, May 28, 2024 2:46:54 PM

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

Dear Respected Sierra Madre City Council Members,

I am requesting that the City Council deny Alverno's hearing request in regards to the Villa events.

For decades, Alverno has disregarded the residential neighbors who are negatively impacted by their excessive and disruptive rental/film events on campus and at the Villa.

The noise levels, traffic, inability to clear the campus after an event, is worse than ever. The Villa rentals have become a public nuisance!

I urge you to please reinstate the previous TUP language that the city, neighbor attorney and Alverno agreed to, to give neighbors some relief in the summer, "No more than two (2) rental events per month may be held during the months of May through October."

Please allow the last CUP to stand as it was amended by the Planning Commission due to Alverno's non-compliance to the conditions relating to the Villa and filming.

I have included in this email, for your information, three letters previously sent to the Planning Commission.

Thank you in advance for your time, attention, and consideration.

Please help us protect our rights to the peaceful enjoyment of our home and property.

Sincerely,

Chui Chow

**Chui
Chow** [REDACTED]

Thu, Oct 19, 2023, 12:11 PM



to planningcommission



Dear Respected Members of the City of Sierra Madre Planning Commission,

It is with the utmost displeasure and frustration that I am once again writing to you about the negative impact that Alverno continues to have on the residential neighbors as a result of their excessive rental activities and blatant violations of the conditions of the rental TUP signed one year ago and consistent violation of Sierra Madre and Pasadena noise codes.

For some of us, it has been as many as three decades of having to endure this nuisance while trying to work with the city and Alverno. This past year, Alverno has once again proven that they are not capable of managing their rental business without being the neighborhood nuisance.

Why is Alverno being allowed to continue to violate city ordinances, conditions of the TUP, and neighbor's rights to the peaceful enjoyment of their home with no consequence? Have they ever been cited for any of these infractions? If not, why? Who in the city is holding Alverno accountable?

Why is it only the residential neighbors that need to make concessions and "police" Alverno with no relief?

Since the signing of the rental TUP one year ago, the noise and traffic nuisance has been the worst it has ever been!

It doesn't matter what level decibel readings are allowed, readings taken from where etc, the point is, EVERYTIME Alverno has a rental event or wedding event, my family experiences the following.

- Music is heard inside my house. We can hear what songs are being played. This noise nuisance interferes with any family activity and sleep!
- Bass from the music continuously vibrates throughout the house.
- We can decipher what the DJ is saying, the toasts being made, any time someone is screaming, speaking, or singing into the microphone, we hear it in the house.
- We can hear the screaming and cheering of the partiers before, during, and after the events.
- After the events, in the Michillinda parking lot, we can hear the partiers cheer and scream at each other as they are leaving. For some reason, they like to honk their horns at each other to say, "bye??"
- Without fail, car alarms are always set off.
- The party buses picking up and dropping off guests are loud with their rumbling, reverse beeping, idling

- on the street in front of homes, idling in the parking lot, and sometimes with music playing.
- The rumbling and reverse beeping from the catering/party rental trucks make it seem like we live across from a warehouse with large trucks engaging and disengaging their gears.
 - We can hear every truck or bus driving up and down the hill and as they enter and exit the Michillinda lot
 - Each time a truck, bus, or car exits the Michillinda lot with a little speed, the bottom scrapes against the concrete. Much of this activity is taking place between 9:00 pm until as late as 12:00AM midnight. There was at least one rental event where people were still on campus past 1AM in the morning. This noise always creates stress for my dogs as they are startled by the noise in the middle of the night.
 - Each time any vehicle exits the Michillinda lot, their headlights shine into my home and frequently people like partiers or caterers idle in the Michillinda driveway facing out with their headlights shining into my home.
 - In this last year, partiers have been congregating in the Michillinda lot after their events while screaming and cheering, which can be heard inside my home. They have also started to wait on the sidewalk outside of my home for their rides while continuing their partying after the events. Much of this activity takes place after 10pm and there does not appear to be anyone from Alverno staff to monitor or manage this.

As you can see, Alverno continues to be a neighborhood nuisance in regards to their rental activities, without any consequence. Besides the affected neighborhood residents who are willing to speak up, no one is holding Alverno accountable for their increasing number of violations. The phone number that the neighbors were provided to call during events when issues like these arise, is not manned. Many of us have called and nobody answers the phone. The link that was supposed to be placed on the city's website to lodge a complaint is still not active. Alverno is supposed to hold neighborhood meetings on a regular basis however not all neighbors are consistently notified of the dates of these meetings.

According to the current TUP, Alverno gates are supposed to be locked after rental events have ended by 10pm. In the past year, we have seen that the gates are often not locked until 11:30pm and beyond. We can still hear noise from partygoers, caterers and vehicles on the Alverno campus while the gates are still open. Years ago, I attended a wedding at the Altadena Country Club but guests had to leave by 8pm and it was explained to us that this was due to the fact that the country club is in a residential neighborhood. Alverno allows their rental events to go on as late as 9:30pm/10:00 pm and they have shown they are incapable of clearing out their campus by this designated time thereby violating the TUP. Please consider moving the required time to clear the campus to 9pm.

I was part of the neighborhood group that worked with the city and Alverno on the 2010 TUP for rental activities. One of the conditions stated in the 2010 TUP was that the Michillinda lot and Wilson lot were supposed to have alternating use for entering traffic for rental events and the gates would be locked after all guests and staff had entered. Then, ALL exiting traffic of guests, service, and staff vehicles would go through the Highland gates at the conclusion of the event. When these conditions were being upheld, it provided a great deal of relief to traffic flow and noise created from rental event traffic on Michillinda. I would like to request that these traffic flow conditions of the 2010 TUP be reinstated.

I appreciate the efforts of the Planning Commission and the City of Sierra Madre, however it is clear that Alverno is incapable of conducting their rental business in a way that allows the neighborhood residents their basic right to a peaceful enjoyment of their home. If Alverno continues to violate the conditions of the TUP, they need to cease hosting all rental and non-school related events and operate just as a school.

Respectfully,

Chui Chow and family.

**Chui
Chow** [REDACTED]

Thu, Mar 7, 2:44 PM



to publiccomment



Dear City of Sierra Madre Planning Commission and Mayor,

My family has recently received news of a life threatening diagnosis. I welcome the opportunity to submit this instead of attending the meeting tonight. It is a devastating situation that makes the need for some peace and quiet during what could be a long recovery period all the more important to my family.

If I had to pick only three items to see addressed then it would be the noise, the hours and clearing the guests and staff out. I do not feel this has been done with the current CUP amendment. In fact, the conditions are lessened or just been eliminated. I feel like a broken record going before the city and to neighbor meetings with Alverno asking for something to be done about the rental noise and traffic.

The Villa doors should be closed. I beg you to reverse the dancing on the terrace. The noise travels right across Alverno's open grounds to my house and inside. The music from Saturday's event was louder than my TV inside with my home closed up. We couldn't stop feeling the bass.

Why has the Sierra Madre city done away with any consideration of the impact these Villa rentals have had on my Pasadena home and rights for some peace and quiet in this new CUP?

I was part of the community meetings for the first expansion. Alverno's noise studies done at that time resulted in a specific rule for the future gym when it came to dances and sports. The doors must be closed besides showing proof of noise dampening. It's 2024. These rentals are basically like the school dances. It's hours of dancing with a dj just like the school dances yet nothing dampens the sound and bass. I see nothing that truly addresses the ongoing noise intrusions that myself or my husband have had to call the Pasadena police about.

Please do not remove the sound dampening condition. Strengthen it. The table in the agenda shows Alverno's ongoing lack of transparency to say they want the noise dampening condition removed without any proof of implementation. The school does not offer proof with data. I can tell you there is nothing new, or else whatever bandaid they implemented did not work as of this Saturday's event. The music, bass and a man on a mic was even louder than before.

Where is the sound limiter or an ongoing noise level recording?

I feel all rentals and use with music should be stopped until a measurable difference can be made when it comes to sound dampening. This data should be publicly available for review.

Why is my family still calling Alverno's facility person to get the music turned down? Where is the third party not affiliated in any way with Alverno? I have called the phone number the neighbors are supposed to call. No one answered. I was told by the facilities person at a later date that she didn't answer unknown numbers. This is an old excuse she has told the neighbors, or she says the service failed. I use the same cell service, it works. I feel these excuses are just another way Alverno avoids dealing with the problems they create. They don't have to report problems by ignoring my calls.

If Alverno is giving us a number, it should be a third party to call. This is a publicly published number. It is used to conduct business. It is best practice to answer a call, especially during an event with music and a guy yelling on a mic. It's common sense that a call into this number at the time of the evening, when the dj is cranking up the music, or a man is yelling on a mic, that someone could be asking for a volume reprieve.

Your city attorney advised that Sierra Madre had no jurisdiction over Pasadena. That may be true but he left out all he should have advised. Sierra Madre, specifically Alverno, cannot continue to intentionally inflict their noisy rentals and filming so that I, my family and pets, are so negatively impacted. Alverno has no right to willfully and

knowingly stop complying with Pasadena's noise code.

What happened to the 60 decibels that Principal Gillick established and agreed to with the neighbors? Try it for a year. Or, at the very least, why isn't the Sierra Madre Planning Commission requiring the monitors abide by your city wide noise code?

I am asking you to stop creating conditions that violate Pasadena's noise code. I never wanted to get an attorney in 1996 to make Alverno turn down the music and stop the trucks from waking us up at all hours. It was the intentional violation of our rights to a peaceful enjoyment of our home that compelled our lawsuit.

Rentals allowed to blast music up to 70 decibels, use microphones and pump bass into my home and property is too much. You can't go by what Alverno's noise consultant (with a bias for Alverno) is advising. His studies used a flawed baseline used for freeways. I don't trust what he says. The Planning Commission should have invalidated his noise models and measurements in his reporting. Pasadena's ambient level is defined as a 15-minute Leq, and the Villa rentals may not exceed the ambient noise level at my property line by more than 5 dB. (Pasadena Municipal Code § 9.36.030(A).) The 2011 mitigation declaration required compliance with Sierra Madre and Pasadena noise code.

I would like to see the dancing on the terrace stopped. Please close the doors. They don't have to be locked but there is no reason for the doors to be wide open because then there is absolutely no way to stop sound from the rentals. Turning the speakers to face the inside is not alleviating the problem. The Planning Commission created mitigation measures in 2011 to counter the noise levels that would negatively impact my home from dances. A noise study at the Villa proved the dances were too loud. These rentals are dances with patrons who can drink and do get drunk and loud.

(As I understand it, Commissioner Yoo will recuse himself as he has direct affiliation with Alverno. Thank you.)

The rentals can be moved to end an hour earlier. Other wedding venues do it and they aren't hurting for business. There is no reason to do away with the 10PM taillights out the gate. Changing this condition for Alverno is a slap in the face of the neighbors who brought their concerns to you over and over, not only about the noise but how late they were going.

There needs to be an earlier start and end to these events. Alverno may claim that their bottom line would be affected. The negative impact to the families and the neighborhood from every event should be the consideration over any bottom line! Having all the trucks and staff leaving so late means it is whenever the last of the catering trucks and staff ramble out of the property and they finally lock the gates! There is no peace for us until the gates are locked and that has been as late as midnight and beyond.

The guests and trucks need to go out the Highland gate as agreed to and previously implemented. Please give us a break from having the headlights of EVERY vehicle shine into my home as they exit the Michillinda gate. My family has to listen to the trucks (especially filming trucks) and party buses creep down the drive, load up, and then back up, beeping all the way back up the driveway into the Michillinda parking lot for delivery and leaving. The backup beeps are so grating and really stresses out my dogs. This situation of closing the Highland gate and directing all traffic to exit through the Michillinda gate creates an immensely negative impact to my family and my Michillinda neighbors. Even the Villa website says they can exit and enter through Highland gate.

I pray for conditions that will bring measurable relief from the Villa rentals, film and parties at a time I need to focus on my family.

Signed,

Chui Chow and Family

Michillinda

From: [REDACTED]
To: "PublicComment@cityofsierramadre.com"

Cc:

Sent: Thursday April 21 2022 6:02:05PM

Subject: Public comments April 21, 2022

Dear Respected Members of the Sierra Madre Planning Commission,

I am Chui Chow, and I have lived across the street from Alverno, on the Pasadena side since 1989.

It has been over 20 years that my family and some of my neighbors have been enduring the un-neighborly behavior of Alverno in regards to the noise and nuisance inflicted upon the neighborhood as a result of their filming, wedding, and various other activities and events. Our quality of life and our right to a peaceful enjoyment of our homes have continued to be negatively impacted by these activities.

I am also one of the plaintiffs that brought legal action against Alverno over 20 years ago. After years of trying to work with Alverno and the City of Sierra Madre, my co-plaintiff, Janet Owens and I saw no option but to proceed with legal action. An agreement was reached however, for many years now, Alverno has repeatedly violated the terms of the agreement. The level, frequency of violations and negative impact to the neighborhood has become increasingly worse and unbearable.

Many of us neighbors have continued to try to work with Alverno leadership, members of the City Council, the Mayor, the Planning Commission, the Sierra Madre Police department, the Sierra Madre Film Liaison however, our voices are not being heard.

We are told by Alverno that they are following city policy in regards to filming and events so they are not obligated to make any adjustments. Basically, they have permission from the city to disrupt the neighborhood at all hours of the night and early morning. Apparently it is okay with the city that movie trucks idle in front of homes as early at 6:00m and groups of film personnel loiter in front of our homes waiting for the Alverno gates to open.

The Sierra Madre police tell us that Alverno has a permit and there is nothing they can do regardless of noise violations and disruption to the neighbors at all hours of the night.

The Sierra Madre filming people tell us that "all your neighbors gave permission to film." We know this to be a false statement. I have recently been told "you live on the Pasadena side, we don't have to inform you when we film." I know this is an untrue statement. So what is the city's filming policy and protocol?

As previously stated, things have gotten out of hand. Much like it did 20 years ago. We need support. We need resolution. We need to be able to enjoy our homes and our families without having a noisy neighbor throwing a noisy party every weekend. You would not wish to be in our position.

My question now is, who is accountable? Who is setting and enforcing policy and procedures? Where is the oversight? Where does the buck stop??

Thank you for "listening" and I hope, for your support.

Chui Chow

From: [REDACTED]
To: [Public Comment](#)
Subject: Aleverno Heights Academy - Resolution 24-29/Public Comment
Date: Tuesday, May 28, 2024 2:12:48 PM

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

Dear Memebers of the Sierra Madre City Council,

My name is Bob Nydam, I live at [REDACTED] since 2003 across the street from AHA and I am making public comment on the following agenda item:

1. CONSIDERATION OF RESOLUTION 24-29 TO CONSIDER AN APPEAL OF THE PLANNING COMMISSION DECISION APPROVING AMENDMENTS TO CONDITIONAL USE PERMIT 22- 03 CONDITIONS OF APPROVAL FOR PRIVATE RENTAL EVENTS AND FILMING AT THE VILLA DEL SOL D'ORO LOCATED AT THE ALVERNO HEIGHTS ACADEMY CAMPUS ADDRESSED AT 200 NORTH MICHILLINDA AVENUE

It is recommended that the City Council approve Resolution 24-29, hold a de novo public hearing, and consider all pertinent materials and testimonies

I support the Planning Commission's recommendation to limit the number of weddings for next year at AHA. Since I have lived across from the school they have consistently been poor neighbors and have broken promises and agreements time after time. In 2010 we as neighbors made agreements with the school to put reasonable expectations on weddings and filming that at that time were out of control and a public nuisance. Since then those expectations have been increased. Even with the city providing more access to weddings and filming since the 2010 agreements the school continues to act in a disingenuous manner in their agreements and towards promises made and promises not kept. The school has the most liberal and broad reaching filming permissions in the city. The school has the most liberal and broad reaching private wedding event permissions of anywhere in the city. In a nutshell, AHA can put on more wedding events and more filming events than the rest of the city wide venues combined. Even with this extremely generous permission, the school continues to be poor neighbor and acts as if they are a victim. As stated in the Planning commission meeting that reduced their wedding events, AHA garners more complaints and breaks more promises than every other school in Sierra Madre Combined. The restrictions on Wedding and filming events recommended by the planning commission are justified and appropriate and I encourage the council to enact the restrictions.

Let me give a brief example of the simple and unnecessary incidents which are commonplace with AHA. Living on a tiny one block street, AHA transforms our little street to a major thoroughfare twice daily. This was not the case before they converted to a Pre-K through 8th grade school during the pandemic by unethically poaching St. Rita's faculty, staff, parents and kids to start the lower school I have lodged numerous complaints about speeding and risky driving by parents, not students. before and after drop off. The school in the past several months was doing a better job containing their parents poor and risky driving behavior. Just this past week, a parent exited the Wilson parking lot towards Grandview and proceeded to speed up very quickly without regard for safety. As a homeowner, I made a simple hand

gesture with my hand out, palm down in a patting motion to signal to slow down. The parent proceed to "flip me the bird" and drive even faster. This parent represents AHA. He is our neighbor invited to little wilson street by AHA. This sort of behavior is tiresome, unnecessary but not unusual. This incident is truly representative of the way AHA treats it's neighbors.

They do only enough to pacify issues, never fully solve problems or make compromises and typically behave in a manner as that is impolite and rude. That parents inappropriate hand gesture towards me is often how I feel the school views it's neighbors---with disdain, contempt and as a nuisance.

Thnak you for your consideration.

Bob Nydam



From: [REDACTED]
To: [Public Comment](#)
Subject: APPEAL OF PLANNING COMMISSION DECISION APPROVING AMENDMENTS TO CONDITIONAL USE PERMIT 22-03 CONDITIONS OF APPROVAL FOR PRIVATE RENTAL EVENTS AND FILMING AT THE VILLA DEL SOL D'ORO LOCATED AT THE ALVERNO HEIGHTS ACADEMY CAMPUS
Date: Monday, May 27, 2024 1:33:04 PM

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

Dear City Council,

Deny this hearing. 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.

I request that the wise council see past Alverno Academy's request for a hearing and their exclusion of resident complaints in their documents, along with their failure to secure their perimeter and the noise from their weddings and films.

- They failed to follow their conditions for rentals.
- They failed to turn the bass down to stop vibrations entering my home.
- They failed to hire a security company to take noise readings when the sound is very loud.
- They failed 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 failed to answer their phone - the guard and the manager to take a complaint still to this day.
- They failed to set up voice mail for the guard after being told 2 years ago.
- They failed to take complaints because no one can reach anyone on the numbers they tell the city I am to call.
- They failed to clear out the catering manager's phone mail box so I can leave a message.
- They failed to fill out the security reports completely and honestly.
- They failed to have the party busses turn down their music or 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 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 live bands or musicians from blasting or amplifying music during wedding.
- They failed to turn down the announcements and toasts so that I hear every word.
- They failed to stop a live band and the amplification of singer (during the reception hour).
- They failed to keep drinking within 10 feet of the Villa by putting up a tent along Michillinda hand hosting a bar.
- They failed to implement meaningful noise measures.
- They failed to allow their guests and workers to use the Highland exit. 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. After a neighbor pointed this out.
- They failed to direct traffic out both exits. There are no guards doing that.
- They failed to employ enough staff to implement the terms of the permit.
- They failed to turn off the parking lot lights at the appropriate time.
- They failed to make sure all guests not only left the property but weren't drunkenly carrying on outside on the side walk waiting for their Ubers.
- They failed to wait with those guests. Neighbors have ring videos to prove no security escorts guests or tell them to be quiet.
- They failed to keep drunk guests from carrying on loudly even screaming 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.

And these are only the failures off the top of my head that 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 and I don't go on site to verify.

I ask that you no longer approve uses such as a loud and late hour commercial businesses that have become a public nuisance. And for the City's Enforcement Division to act to maintain this status even if it seems frivolous when we call about the noise or violations of conditions.

Yours truly,
John Bull

From: [REDACTED]
To: [Kelly Kriebs](#); [Edward Garcia](#); [Gene Goss](#); [Kristine Lowe](#); [Robert Parkhurst](#)
Cc: [Joshua Wolf](#); [PlanningCommission](#)
Subject: Brandstater Letter for Meeting tonight
Date: Tuesday, May 28, 2024 8:18:05 AM
Attachments: [City Council Letter 5-28-24.docx](#)

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

May 2024

Dear Mayor Kriebs, Council Members, City Planning Department and Planning Commissioners,

We are writing this letter in response to public comments that have been submitted recently which contain inaccurate, false, and malicious information. Therefore, we just would like our rebuttals to go on the record as well.

Our sole intention of this letter is to defend ourselves and call out misinformation. This letter is not meant to persuade the City to change the direction they are going in regard to new policies. What the city decides to do as far as policy change and any final outcome regarding our business has always been fine with us. We will continue to follow the new policies when they come into effect in July.

We would like to bring to your attention an email that was submitted for public comment, which was not submitted by the actual author. We have information from a family member of Judy Skiff that the email received was not from her. Thus, we recommend that the City might want to verify emails before publishing them for all to see.

Many defamatory remarks have been made over the last few years, but these are just some of the recent ones that we needed to publicly address.

In response to Mr. Rostker and Ms. Smrekar:

- Both individuals continue to denigrate us and say that we are not philanthropic, which

is nonsense. For years, we have shared our property and services at no cost. For instance, we paid out of pocket to host our once-a-year TUP-approved marketplace event and raised money for charity. The home tours that we provided cost us thousands of dollars. Mr. Rostker and Ms. Smrekar stated that we would probably continue to run our business and would "money launder" through our short-term rental — this kind of public comment is damaging and could become a civil issue. For the record, we do not allow weddings or parties at our rentals. They have no case to tell the City to shut our rentals down.

- The wedding on March 9th was an UNPAID event; we can provide proof. Mr. Rostker and Ms. Smrekar have continued to accuse us of "figuring out weaknesses," "exploiting city codes," "gaming the system," and doing "illegal" business. They must cease the defamation.

- they have accused us of having multiple film shoots that are not permitted – **this is false**

- they stated that we have “begged” the City for forgiveness – **false statement, we both know this is inaccurate.**

- they said we have weddings and “staged” and special events at our rental houses – **false accusations**

- cars and people line the streets – **false statement, we have been parking all guests and vendors cars on our property even though there is no policy against street parking at this time. Parking for gatherings no longer impacts Olive, Auburn and Mira Monte.**

- accused of loud music and amplified speeches - **false statement, any music is kept to 50-60 decibels, and microphones are not allowed**

- For the gathering on the 4-27-24 we obtained a business permit and still shooting permit from the City along with other vendor permits. The police dept and City were

notified of the event – we notify for every gathering here , both private and paid. We do not miss use any filming permits. We follow the City’s rules when it comes to neighbor notification and signatures (when needed).

Filming is in a completely different category that HOP’s and commercial events. Mr. Sweeney, in his email, insinuated that we are trying to circumvent the zoning codes by obtaining a still photoshoot permit. This is not true. Our event was under 25. We would not of been issued the permit if it wasn’t allowed.

Mr and Mrs Willis have mention quite a bit that is not accurate as well:

- they accused us of having a “bus” go through our neighborhood day and night picking up people and that if they missed this bus that people would loiter – **this is entirely untrue and very strange. We don't even know why they would say this, anyone who comes to gatherings parks on our property.**
- It was stated that we have "hijacked" the neighborhood and have 4-5 weekly events – **this is untrue.**
- Stated that, with help from the City, we are "holding them hostage" – **untrue.**
- they have stated that our street has always had very little traffic and that we changed that – **false statement, our street has always been very busy due to St Ritas school’s carlines twice a day, plus other school traffic**
- it was stated that a guest parked in front of her driveway. **For the record, this was last year and they called the police and when they came out they told them that the car was not in front of their driveway and didn’t need to be moved, which we witnessed.**
- they have mentioned that no one can park on our street and that they can’t wash their car on the street (in 27 years I have never seen them wash a car in the street...). **Our guests, who attend a paid gathering, park on our property and personal visitors to our home park on the street.**

Mr Sweeney stated in his email:

- that we are a nuisance, disrupt the quality of life and are detrimental to the character of the community. **There is no guest street parking, noise is kept to under 60 decibels, and our gatherings are usually 4-10 guests and always less than 25 or less.**

In response to Ms. Trini Martin

- said we have ramped up our “operations” – **false statement, actually quite the opposite**

- said we are a nuisance - **There is no guest street parking, noise is kept to under 60 decibels, and are gatherings are less than 25 or less**

In response to Ms. Greenwoods email:

- that there is “noise pollution”, “traffic congestion”, “safety concerns” – **What precisely are these concerns? There is no guest street parking, noise is under 60 decibels, and our gatherings are for 25 or less.**

- and that that our business decreases property values. **Based on what facts? – According to experts, the upkeep and improvements increase property value. We have been told, by many people over the past 28 years, that our home and gardens are some of the nicest in Sierra Madre.**

In response to Sydney G.’s concerns in her email to the city on April 17th 2024:

We looked at the video they submitted, and it was from three years ago when we had a non-paid wedding reception for our pastor. First off, according to California surveillance law, this video is illegal. After this incident (for the record, another renter from that address also yelled obscenities over the fence during another wedding ceremony), we put up a privacy screen because they complained about their privacy and view — and we felt the need to protect ourselves in accordance with surveillance privacy due to the video filming done by them. Three years later, just recently, we were asked to take this screen down — and we did. We are puzzled: why is the view and privacy not an issue for them now? Our family uses our backyard frequently and will continue to enjoy it - so we

are unsure how to address their privacy issue. Sydney also mentioned "large events" - are 3 to 24 people a large event?

In response to Rhett Brens email on April 5th

- As a Mills Act Property, we must complete and file extensive annual reports, which include receipts, photos, and detailed information. To address the questions: yes, we do have to "prove" ourselves. We also never intended to "double dip" (as Joe Armstrong implied) and have both the Mills Act and a CUP.
- We also have plenty of proof to support our contributions to the community and others over the past 28 years.

In response to Maria Deckers email on April 18th:

- our activity has not ramped up; on the contrary, we continue to host smaller and fewer gatherings.
- extra cars are not parked on the streets
- considering Mrs. Decker doesn't live on the property I am not sure how she can judge what is a small paid event or a family using their back yard.

We will stop here, but we want to make it clear that we are documenting the most recent false statements that have been made.

Justin and Kim Brandstater

From: [REDACTED]
To: [Public Comment](#)
Cc: [Joshua Wolf](#)
Subject: City Council Public Comment / May 28, 2024
Date: Tuesday, May 28, 2024 2:24:39 PM

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

City Council Public Comment / May 28, 2024

FIRST READING OF ORDINANCE NO. 1470 AMENDMENTS

Dear Mayor and Members of the City Council

We appreciate the time and resources that have been utilized by the Planning Commission and their team to address the commercial business located at 89 Olive (The Lavender Marketplace). We are hopeful that the City Council will act on their recommendation and adopt the amendments to the Historic Preservation, Temporary Use, and Home Occupation chapters of the City's municipal code.

Once adopted, enforcement will be required. Without an effective mechanism for enforcement the amendments to the ordinance will have been made in vain. Please empower code enforcement, the police department and any other necessary parties to hold violators accountable.

Also, as mentioned in a previous Public Comment, review/amendment of the existing Filming Permit ordinance may be necessary to prevent unintended use (a new loophole). No permit system should be a means by which a resident can operate an, otherwise, unauthorized commercial business in a residential zone.

After seven long years, the residents of Olive, Mira Monte and surrounding streets look forward to having their safe, peaceful neighborhood, and quality of life restored.

Best regards,
Anthony Sweeney

PS: Since your March 24th City Council meeting, the residential property at 89 Olive Avenue has been rented out for more than 13 weddings/events.

From: [Clare Lin](#)
To: [Public Comment](#)
Subject: FW: AHA
Date: Tuesday, May 28, 2024 1:54:26 PM

FYI

From: Carolyn [REDACTED]
Sent: Tuesday, May 28, 2024 1:27 PM
To: PlanningCommission <PlanningCommission@cityofsierramadre.com>
Subject: AHA

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

Hello-

I have been writing to either the planning commission or the city council for decades about AHA. I am a Pasadena resident living across the street from them. They are the worst neighbors that anyone could have and they are being enabled by the city of Sierra Madre. I'm actually appalled that Alverno wants more or wants to change anything. The answer whenever they want to do that should be "NO!!!!" You just had your former planning commissioner Bob Spears give a breathtaking speech about Alverno a few meetings back. He said it all.

I also heard Mr. Hutt in a previous meeting speak up about traveling around Alverno during one of their weddings and coming back saying how loud it was. He did his homework. Why are you not going by AHA one evening when the loud music is coming from their school for one of their weddings? Also, why are they still having so many weddings? I thought that you gave them a grace period for weddings. That period should be over. In fact, did you ever check the contracts to see if indeed they were signed before that period of time? I don't trust Alverno. That should have been done.

And now, they are getting comfortable with doing filming that is all night! We heard noises during the all night shooting and I work. This is not a film lot. This is a residential area and that is what it is zoned for. The trucks used the shopping area down at the old Albertsons. And this is all for Alverno.

Do NOT give them more weddings. Do not give them anything more. If were me, I would take more away. They had a function a few Fridays back. I recorded the noise from my front yard. Walking the dog down Cartwright, we heard it there, too. When we called the police, they said that it was below the legitimate decibel level. How can that be?

I will be retiring soon after 27 years of service to the Pasadena Unified School District, and 23 years to Sierra Madre Elementary. I am proud to have worked

at a school that tries its hardest everyday to take the neighbors into consideration. Why doesn't Alverno ?

For the last couple of weeks it has been nonstop noise from Alverno, even on Sundays. Yesterday was the first time, it was quiet. Please do not give them any more of anything. An attorney mentioned a class action suit to me. It wouldn't be the first time that someone has sued Alverno for its noise and lack of legal respect for the rights of the citizens of both Sierra Madre and Pasadena.

Sierra Madre is known for its quiet neighborhoods and quaintness. Alverno is pulling you down. Not one other school in the Sierra Madre or Pasadena neighborhoods is being allowed to get away with as much as Alverno is. No hearing!!! No more anything!!!

Yours truly,
Carolyn Halpern

From: [Joshua Wolf](#)
To: [Public Comment](#)
Subject: FW: ANOTHER COMPLAINT ABOUT ALVERNO -- Make It Stop!
Date: Tuesday, May 28, 2024 4:37:29 PM

Please see the email below and note the time sent at 2:57 pm.

Thank you,

Joshua Wolf

Senior Planner
Planning & Community Preservation
City of Sierra Madre
(626) 355-7138 ext. 403
Email: jwolf@sierramadreca.gov

From: [REDACTED]
Sent: Tuesday, May 28, 2024 2:57 PM
To: PlanningCommission <PlanningCommission@cityofsierramadre.com>
Subject: ANOTHER COMPLAINT ABOUT ALVERNO -- Make It Stop!

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

Hello,

I have been living across the street from Alverno for 11 years. Time and time again, they have been allowed to disrupt and disrespect our community with their bad faith and arrogant practices by destroying the "Peaceful and Quiet Enjoyment" of our homes. Their mantra of, "We are doing the best we can," clearly is a lie. Many people, including myself, have attended the Planning Commissions' meetings regarding the many, many complaints regarding Alverno, yet it is falling on deaf ears. How do I know this? Because this has been going on for years and nothing is being done, but instead give Alverno chance after chance after chance.

One of your previous board members, Mr. Spears, gave a strong rebuke of Alverno in a meeting held a few months or so ago. One of your own previous board members! And what are you now allowing to happen? Another plea from Alverno to trust them again, allow movies to be made on their property throughout the night! Outrageous is too mild a word. Outrageous!

Look, in my eyes, your panel will lose all credibility with me and others in the neighborhood. After numerous disruptions to our community, just wanting peace in our own homes, with a bomb going off when allowing filming to go on late at night, the many wedding events with loud disruptions, after calling Alverno to complain and being met with a rude person on the other line who clearly showed no care in the world for those calling in, calling the police and time and again they

respond with an excuse favoring Alverno, and the list goes on. And now you want to allow them to continue filming all night?

What if this was affecting your home, or maybe you are just not interested enough to check out the noise level after the numerous complaints?

I'm fed up. And, yes, I am angry as you can tell.

Get off the stick and stop this insanity, now. Alverno has had many, many chances, only to break every one of their promises to "do their best," which they clearly are not.

Mark Fleischman

From: [REDACTED]
To: [Public Comment](#)
Subject: Fwd: 3/7 hearing for Alverno rentals public comment
Date: Sunday, May 26, 2024 10:44:51 PM

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

Please see my previous letter below. I have already made a request and sent my public comment to the planning committee.

This has been going on for years. I am choking on the sanitized version of Alverno's reports. I don't know who put Alverno's submissions together for this appeal. It is a manufactured pipe dream. It is not the whole story only what Alverno wants you to believe. If these submissions were truthful then none of the neighbors would be spending their weekend poring over this agenda and reaching out to the city council to ask the following:

I am asking that you deny any hearing.

Keep the current sound level or make it the same as the city noise measuring code.

Keep the rental number to no more than 13 - i hope this means all rentals are to be kept at 13 for film and parties.

The rental staff and partiers must clear out of the parking lot at 9:30 P.M.

Lights out. Gates locked.

Fire the security company and hire someone who will answer their phone, set up voice mail and record complaints.

Encourage our police dispatchers to have a copy of the conditions and not tell my mom that they need to be patient and wait for the place to close down when it's well past closing hour.

No more renting the school for films past 7 P.M. no matter what

I stand with my neighbors asking for one year from 11/2024-2025 of compliance by Alverno and their employees. Stop this public nuisance.

TIA for granting no hearing.

Sue Chorbajian

Highland

----- Forwarded message -----

From: Suzie Cue [REDACTED]
Date: Wed, Mar 6, 2024 at 1:41 PM
Subject: 3/7 hearing for Alverno rentals public comment
To: <publiccomment@cityofsierramadre.com>

To the Planning Commissioners and city staff.

No more. I vote to revoke the mansion villa permit.

I have grown up with the noise. I moved away and lived close to a school that never made as much noise as Alverno. I have moved back and it's the same old same thing. Alverno doesn't care about the neighborhood. I heard the principal said neighbors were lazy for using Highland instead of Sierra Madre Blvd. I am lazy? I work 2 jobs. I leave and come home via Highland. The parents could be mindful they are in my neighborhood and stop cutting me off or parking in front of my house to pick up or drop off their kids.

Too many conditions have been violated to continue. Require Alverno do another environmental review like in 2011. The city staffer who wrote the that there was no need for a sequa study due to the temporary nature was playing favorites and Alverno was their favorite. I saw this in 2011 with Gabe. The school had to do a sequa in 2009 for dances and parties. No difference. Noise is noise especially cumulative noise.

this building is also a school building being used to make Alverno a ton of money. Alverno refuses to add the stuff they said they would over two decades to fix the noise. The planning commission shouldn't have been letting the dancing on the terrace last year. The noise is horrible. Alverno can't turn down the music, the partiers yelling, or fix the bass so I am done with the lies and being called lazy. No to any more chances to get it right. Revoke Alverno's condition permit as they are not good stewards of the mansion or to their neighbors. The school uses the mansion. The families can pay for it as part of their tuition. Now they lie and let La Salle use the field. No, turn that area back into the basketball courts me and my friends use to get kicked off of.

We all argued cumulative noise issues 15 years ago. We are back at it. I live with the school noise but say no to all the extra stuff. Everyone pays but Alverno. They pay nothing to our city. They pay nothing to us when we try to retrofit our homes. They pay nothing for our health that deteriorates every party every weekend.

Who is the lazy one,? Alverno is. please revoke the mansion villa permit.

Yours, Sue C.

Highland

From: [REDACTED]
To: [Public Comment](#)
Subject: Item: Alverno Heights Academy hearing for the Villa
Date: Tuesday, May 28, 2024 6:24:40 AM

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

Dearest City Council:

I am asking that you cite the General Plan, Municipal Code, along with what the Planning Commission used as well as advised by the city attorney to be the cause to deny this hearing.

It took a year and a half of Villa rental activities to demonstrate it's conditions of use have not worked. The business of renting out the Villa whether for film or parties continues to be incompatible with the surrounding residential homes. Multiple residents in adjacent residential areas, including those in Sierra Madre and Pasadena, have been, and continue to be, disturbed and annoyed by the sheer frequency of rentals, the hours, music and other noise invading our homes from Villa rentals. You must also consider all the other things that are going on. The Alverno PTA said they would be better than the high school then kicked them out. Sadly I have not witnessed any demonstration of those promises by Mr. George.

The Villa business is a problem just like Lavendar Wedding Marketplace is to their neighbors. I am sorry that Alverno Heights Academy discounts the hardships their wedding and film rentals have had on my household. I read their attorney letter. Ken Fartsin's sentiments about my family and neighbors in his first presentation are reflected in the letter. His comments about the neighbors were in poor taste. I had cancer. I asked others to speak for me. I needed rest and a place to lay my head when the waves of nausea came over me. I needed a quiet place to deal with the intense bone pain. Alverno has showed no compassion or concern. Lot's of neighbors came out in the beginning. Some but not all wrote letters or spoke but this is 3 years now of meetings and all that it takes. We went through 4 or 5 years the first time around 2010. Some of my neighbors have moved because of the new school noise. I mourn for the sense of community that I once had but Principal Haribedian doesn't seem to care. Just about her Villa profits.

Love they neighbor does not have a place in the new Alverno's hearts. I will pray for them. I pray for the principal and her staff. I am praying for the City of Sierra Madre to keep strong and lower the problems this new school brings to my home. The problems Principal Haribedian wants you to think is no big deal. Please be kind as you do not know what someone else is going through.

Warm Regards, Ms. Rosadella and extended family

Including last communication for the record. I don't know if this is the correct way to present

From: [REDACTED]
Sent: Thursday, March 7, 2024 12:42 PM

To: Public Comment <publiccomment@cityofsierramadre.com>
Subject: Tonights review of Alverno Villa CUP review - Public comment

Dear Sirs and Madam Commissioners.

I am guessing Alverno has stopped having weddings prior to this meeting so we neighbors will forget how extremely upsetting the year of 26 rentals were. My family have been able to use our heated patio, have family over - inside and out in the garden, opened our doors and windows for fresh air, gathered without being interrupted or turn the tv up full blast in an attempt to not hear what goes on across the street. That was until Saturday. Even though it was a school event, it was at the Villa and a great reminder of the impact my family want to see eliminated.

I asked for my recommendations in my October and November 2023 letters be part of the neighbor edits. Upon review of the table I would like to ask the Planning Commissions do you really feel your edits will not only address BUT actually fix what my family needs fixing for our peace and quiet?

". . . the worst nuisance of these rentals - the loud dance music, the DJ and bass"???

"Alverno's noise level monitoring should be the same as the city, not given a special one that takes that guy too long to get in his car to go get a reading. He doesn't take readings at it's noisiest." This methodology in the CUP is all wrong and leaves it open for the guy to take readings with barriers in front of him or at times there is a break in the music.

"The exChief of Police Marilyn told us that if we can hear the weddings and it's disrupting our lives, and annoying, then it's a violation. If we can make out the words to the songs and it's disrupting our home, then it's a violation. If the bass is a nuisance in our home, then it's a violation. This is a neighborhood and she said we have the right not to be invaded by the noise disruptions from these weddings."

"The city noise subsection should be a part of the CUP so whoever monitors can see it. "

"Alverno needs to show concrete proof of noise mitigation." Alverno has a history of saying what the Planning Commission wants to hear but then not doing what was expected and that is my family's reality.

"We want the same noise monitoring as the city. Other wedding venues or cities do not go to the property line to get a reading. They go to the source - the speakers, the amplifiers, the sound board that

pump up the volume. Shut the doors, turn down or add a switch to stop the music if it gets too loud and stop the dancing outside."

"The Alverno monitor and their board of trustee showed ignorance of their own conditions of operation. Don't reward them. This nonsense has been getting worse and worse through the decades." On this last one alone I feel the CUP should be revoked. I asked my neighbors to add these items into the grouped concerns.

My family doesn't hear the weddings or receptions at the church on the corner. Besides Lavendar marketplace, what other wedding reception venues in town get these kinds of noise complaints? What other historic property has this many weddings to pay for the upkeep and a school? My family was invited to a wedding a few towns over at a beautiful mansion. There were some tables in the courtyard but when the dancing started all guests were asked to come inside. I inquired and was told their conditions mandated all dancing was to be indoors. It also let the catering staff breakdown and clean up so they could leave at a specified time and not disturb the neighbors. Alverno should do the same.

Why don't you fine Alverno for noise disturbances? This all about money. It's quite a motivator. Universal studios has noise conditions due to their expansions. They told my niece who performed there at one hour they needed to be at or below a certain decibel and by the next hour it was even lower. If the neighbors complained they could be fined. She said they were getting ready for the Christmas shows and very strict about time and noise during the practices which were out of doors. No shows were scheduled past those hours either Their last show out of doors was at 9PM and it was 15".

Please add a problem I had with the filming to the neighbor edits. Stop allowing films to offer to pay for signatures or engage in subversive behavior to cajole or lie to get signatures. There were so many weddings Alverno couldn't let filming occur but the very first one they did a guy tried to pay me for my signature. He never gave me a sheet to sign, he came back and went to my daughter-in-law and tried to get her to sign. She explained she didn't live here to which he said it didn't matter that she was family. The nerve!!! The guy woke up my son trying to sleep for a night shift and said I told him it was OK so he signed. Again, the nerve!!! The lies!!! We were woken up when the trucks rolled in so I guess they paid or lied their way to the 75%

If it's this hard to address all of the horrible impacts these Villa events and filming have on us then consider how hard it is to constantly deal with this as overuse of the

property. If it's not excessive tree trimming on the weekends without weddings, it will be the parents parking all over to pick up or to watch the daily sporting events after school then it's the noise from the sports the high schools girls didn't engage in. It's more than the weddings or filming but I find these the worst on my weekends.

Not only have Alverno rental conditions been violated so has the school CUP. Keep that in mind because separately the school appears to have less of an impact but I will address that in April. I hear the principal is calling us neighbors lazy for not letting her parents have run of the surrounding streets. Personally I find that an offensive affront to all that we have endured since having this new school shoved in our face and into our homes They won't even deal with the weeds and moles in the parkway that is a condition and now my yard is infested.

So much for Commissioner Spears asking the school reps at one meeting to go back to their parents and ask them what can be done to better relations. Or maybe he asked the parents to go back and ask that of their administration. It starts at the top and the new principal has made her elitist attitude one I have no tolerance for. My religion teaches LOVE THY NEIGHBOR don't look upon them as lesser or insignificant.

Warm Regards, Ms. Rosadella and extended family

PUBLIC COMMENT

Leesa A. Puleo

CITY COUNCIL MEETING

May 28, 2024

ITEM: *Public Hearing*

2. Consideration of Resolution 24-29 to consider an appeal of the Planning Commission decision approving amendments to Conditional Use Permit 22-03 conditions of approval for private rental events and filming at the Villa del sol D'Oro located at the Alverno Heights Academy Campus addressed at 200 North Michillinda Avenue.

I am incensed that Alverno Heights Academy (AHA) may be allowed to appeal the approval of amendments to CUP 22-03. The city and neighbors have spent over TWO YEARS, countless hours, and significant financial resources, developing and refining CUP 22-03, in an attempt to get AHA to adhere to existing CUP conditions, Sierra Madre municipal code, and the Sierra Madre General Plan; and STOP them from being a public nuisance in our neighborhood. Sadly, we have been unsuccessful to date. In fact, on March 7, 2024, the Planning Commission considered revoking CUP 22-03 entirely and eliminating all Villa rental activity and filming due to the school's egregious and nontransparent behavior. Fortunately for AHA, the commission decided to give them yet another opportunity to be accountable for their actions and decreased their annual number of events by half. AHA needs to accept the consequences of their negative impact on the city of Sierra Madre and move on!

I believe AHA should be denied the appeal because they have shown NO good faith effort to improve their behavior and foster neighbor relations. In fact, I believe the most recent filming, permit #2324-5, A Big Bold Beautiful Journey (April 21 through May 7, 2024), had the largest negative impact on residents in the 25 years I have lived in my home; even worse than the explosion that rocked the neighborhood at 11:19 pm in 2019. On Saturday, May 4, 2024, there was a wedding rental and filming at the same time, a violation of CUP 22-03, General Conditions 8.0 AND Community Services Department 1A, which *prohibits any concurrent events at the Villa, soccer/softball field, and multipurpose building*. It should also be noted that, as part of film permit #2324-5, AHA rented their sports field to A Big Bold Beautiful Journey for catering and truck parking. This is a violation of CUP 22-03, General Conditions 8.0 AND Community Services Department, 1A AND CUP 22-03 condition #6 which *prohibits renting the soccer/softball field to sports groups not associated with Alverno Heights Academy*. Just last week, AHA rented (or "donated" as they will contend) their sports facilities to Bathany Christian School, a violation of CUP 22-03 condition #6 which *prohibits renting the soccer/softball field to sports groups not associated with Alverno Heights Academy*.

I personally contacted SMPD on May 4, April 27, and April 24, 2024, to file complaints about the noise, parking, traffic, and after-hours activity of AHA rental events. (It should be noted that the *AHA appeal application, Attachment D: SMPD Calls for Services – Reporting Period October 7, 2023 through May 18, 2024*, simply states "12 Calls related to Noise"; I am unable to audit it for accuracy.) I also contacted the Pasadena Police Department on April 27, 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 April 20 and May 18, 2024, wedding goers were witnessed on campus as late at 10:31 pm, a violation of

CUP 22-03, 2.0 time of use. AHA had amplification on their sports field, along with a LIVE band, on May 17, 2024, which is contrary to their published *Mitigated Negative Declaration* (SCH No. 2011031033). This continuing negative behavior is proof positive that AHA has no intention of following any of the city's codes, CUP amendments and conditions, and general plan, and has absolutely no regard for neighbors.

Furthermore, I implore the council to take a close look at AHA's current IRS form 990 and any profit/loss statements and budgets related to Villa costs and upkeep. I do not understand why the city and neighbors have to bear the burden of the school's poor money management skills, lack of adequate fund development activities, and inflated salaries, and allow their money-grubbing rental activity to continue under the guise of *adaptive reuse of a historical landmark, Religious Land Use and Institutionalized Persons (RLUIPA) and Mills Act*.

There is absolutely no reason why we need to rehash any of this again and continue to waste city and community resources on an appeal. I believe I, and many other neighbors, have provided clear evidence over the last two years of AHA violations of CUP 22-03, Sierra Madre municipal code, and Sierra Madre General Plan. *See attached Planning Commission, City Council and Community Services Commission submissions:*

-  L. Puleo, Public Comment, Community Services Commission June, 20, 2022
-  L. Puleo, Public Comment - Planning Commission Meeting Sept 1, 2022
-  L. Puleo, Public Comment - Planning Commission Meeting Oct 22, 2022
-  L. Puleo, Public Comment - Planning Commission Meeting Oct 19, 2023
-  L. Puleo, Public Comment - Planning Commission Meeting Oct 7, 2024
-  L. Puleo, Public Comment - Planning Commission Meeting March 7, 2024
-  L. Puleo, Public Comment - Planning Commission Meeting July 21, 2022
-  L. Puleo, Public Comment - Planning Commission Meeting Dec 2, 2022
-  L. Puleo, Public Comment - Planning Commission Meeting April 21, 2022
-  L. Puleo, Public Comment - OFF AGENDA, Planning Commission Meeting Feb 15, 2024
-  L. Puleo, Public Comment - OFF AGENDA, City Council Meeting, April 23, 2024
-  L. Puleo, Public Comment - City Council Meeting Sept 12, 2022
-  L. Puleo, Public Comment - City Council Meeting March 14, 2023
-  L. Puleo, Public Comment - City Council Meeting June 28, 2022
-  L. Puleo, Public Comment - City Council Meeting July 26, 2022

I wholeheartedly believe AHA lacks strategic management and financial oversight and, perhaps, struggling financially as a result, yet they are willing to pay thousands of dollars in attorney fees to appeal a decision based on their egregious behavior...SHOCKING! Their priorities are absolutely in the wrong place.

Thank you.
Leesa Puleo

From: [REDACTED]
To: [Public Comment](#)
Subject: May 28 Agenda item Alverno Appeal of Planning Commission decision regarding permit 22-03, film and private rental events at the Villa.
Date: Friday, May 24, 2024 2:38:54 PM

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

Dear Honorable Mayor and City Council Members,

I am writing to request the CC deny Alverno's hearing because the Villa rentals continue to be a public nuisance.

1. Revoke the CUP and ask Alverno to come up with a better way to raise money for the Villa.
2. Require their parents to pay their fair portion of Villa upkeep for their kids and staff use of the Villa facilities which are free. Why is it necessary to ruin every weekend and after school hours, and holidays of me and my family?
3. Require Alverno as a nonprofit to publish their most up to date tax reports (as required by the IRS).
4. Require Alverno to provide a detailed accounting of how their Villa profit monies are being spent on the Villa upkeep. They have raised hundreds of thousands of dollars and yet they still say they need more? They should have gold toilets in that place by now. They don't need 26 parties and then after school and weekend events or filming when they aren't having a wedding. Sometimes they do both on the same day!
5. Alverno publicly admits they use the money for their students and yet other christian schools don't do what Alverno does in terms of constantly having noisy and busy events with nowhere for their families or spectators to park on their campus.
6. So many other private schools charge the appropriate tuition and maybe have 2 -3 loud fundraisers a year, not EVERY WEEKEND LIKE ALVERNO!!!! Even ones and there are like 1 that I can think of with a historic building they do not expect to rent it to pay for their student school tuition.
7. Other religious schools don't raise money by filming or weddings every weekend, or promise to not rent or lease their fields (I mean loan for free - wink wink) to other sport's teams, invite a symphony to practice with the doors open every Wednesday evening, have games or practices outside in their parking lots (how did SM middle school put a stop to the outdoor basketball games?), park their cars across neighbor's driveways, look like an abandoned overgrown lot, start every Saturday with hours of tree trimming and chipping only to end so the weddings noise start . Other schools don't play the loud music, have drunk guests yelling and project their bass into their neighbor's floorboards every weekend.
8. Everything I previously wrote to the Planning Commission still stands. If I wasn't taking care of my grandkids so my son and his wife can keep the peace in Los Angeles, then I would attend. I am sick of these meetings. Nothing changes.
9. The woman in charge, the security company and their catering have failed to be good stewards of the Villa rentals and that is why the Planning Commission document should stand. The Planning Commission should have done more because Alverno shows they don't care about the neighbors. They lie about being all religious, tout 40 year old community service and loving their neighbor's before the city and in these agendas. They thumb their nose at us. Look at that obnoxious sign on Grandview! I liked Principal Gilik
10. Alverno should not be granted a hearing to claim they are burdened. Alverno has had over two years to show they could be good neighbors. They failed. Maybe they should clean house and find a person who will do that, as well as the security company.

11. What happened to film los angeles for filming? The last filming was a disaster. LOUD, too late at night, tried to pay my neighbors to change their no. I told my son not to sign approval since they wake up my grandbabies at all hours when he works.

I apologize for any tone. I tried really hard but reliving every broken promise by Alverno's decades of saying they will do better gets my blood pressure up. And they are back at it. I still have to contest the school CUP in June. Another round of documenting the infractions, another meeting, another letter. I was not happy to see hundreds of agenda pages today. I want to spend time with my grandbabies this holiday so please deny this hearing.

Let Alverno show from November 2024 through 2025 that they can do what they promise and not be a daily thorn in my life or better yet, revoke the Villa CUP. This is not a religious issue. It's a public nuisance.

Yours,

Ms. Buchanan

From: [REDACTED]
To: [Public Comment](#)
Subject: May 28 Tuesday agenda item Alverno request for a hearing
Date: Sunday, May 26, 2024 6:02:59 PM

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

Dear City of Sierra Madre representatives,

I understand this is considered all new to you.

Please see my following letter to regarding wedding and party rental mansions in Sierra Madre. Alverno wants their cake and to smash in their neighbor's faces. I can't afford to hire an attorney or I would. I am sure everyone involved are fine persons in their own right and we would enjoy raising a glass together if it weren't for this.

No to a hearing-----

No to raising the sound level

No to more than 13 weddings

No to rentals ending later than 9:30PM.

I want one year from 11/24-11/2025 of compliance.

I want a security guard who answers their phone. No more excuses about cell service because my call goes through to the guard. They have no voice mail after 2 years. If I can call out then they can answer.

The Andy lady never answers her phone. Her voice mail says full.

This is the first time Alverno has had their hand slapped. Alverno has the gall to appeal what are pretty mild sanctions. They didn't even get fined.

Alverno's submissions fail to show my complaints but I have written to the planning commission. The guard noise only captures a moment in time as the planning commission has already pointed out.

Their reports fail to show any record of their loud music, the jangling bass, live bands, their failure to clear off the property on time, their guests screaming and singing at the top of their voices, their guests who are so drunk they have no clue that their yell screaming in the parking lot scares my dogs or wakes my wife, their guests speed, one wedding 3 cars in succession nearly creamed my elderly neighbor while she walked her dogs, they don't follow their traffic plan leaving out on Highland, etc.

Please watch the planning commission meeting to understand why the commission changed the CUP if you are not convinced. Please ask Mr. Dennison to speak on Tuesday. Alverno claims they have already booked 26 weddings yet they should be required to produce deposits and dated contracts for the rest of 2024.

Every stinking weekend in May and other months is a rental. it's absurd. These are not school events. Alverno must find something that stops interfering with my evenings, late afternoons and every weekend. They have conditions for the school and they violate them probably knowing I can't afford to get an attorney to make them comply.

As soon as Alverno got their rental CUP review they put a sign up on Grandview saying I can't document their violations? So very neighborly and grateful Mr. Dennison called the out on

their lies about being open for neighbors. The police told me anything I can see from public street is fair game to photograph.

Alverno's PTA prez was overheard telling another neighbor 3 years ago how they were a new school. Motivated to do better parents. He asked her to please give them a chance. A chance? I have. They are worse offenders than previous.

I am stunned at the huevos this school, their PTA, their parents and staff have presented themselves to the city. Then they ignore what they promised the planning commission to do in reality. This is the same as Lavendar Marketplace. They just don't care about their impact or what their neighbors are going through. They only care about the money they make.

There are nothing but events filming or weddings every weekend in this neighborhood at the school mansion. I continue to request that any Mills act or historically designated property that operates a business to fund the maintenance be required to prove that is how the money is being used.

Alverno film and wedding rentals have become so bloated and over the top over the years. I would like to see the same attention to the City of Sierra Madre's TUP code as this has become. This school got 6x the amount of rentals any other TUP applicant got and they blew it. Our city is losing revenue over this non-profit that just fills their student's tuition coffers. It is of no benefit to me and never has been.

I get nothing but a public nuisance. I will not be going to yet another meeting so thank you for accepting my public comment.

Yours,

R. Bren

Sierra Madre resident fed up with Alverno's rentals

----- Forwarded message -----

From: **Rett Bren** [REDACTED]

Date: Fri, Apr 5, 2024 at 1:10 PM

Subject: Comment on TUP

To: <publiccomment@cityofsierramadre.com>

Dear City of Sierra Madre'

In regards to the TUP.

1. The meeting audio is really bad online during meetings. Can this be corrected? It has been a problem since last year at this time. Not sure what changed.
2. I suggest only 4 TUPs per residence or parcel. As for a non-profit, I think a reduction in the permit up to 2x otherwise as one commissioner stated Sierra Madre will be the go to location just for non-profits. We don't another film debacle where the rules were so lax that film crews came in and did as they pleased because they could be disruptive without enforcement or consequences.

I live in an R-1 neighborhood. I pay dearly for living here after many years of living in mixed use zones. I heard the city had a firm policy on keeping the village atmosphere in their neighborhoods. I have bought into this dream.

I appreciate the concern over the one wedding place and how nice the family might be but I think they just aren't getting their impact. As Alverno has demonstrated, no weddings should be allowed in or among an R-1 neighborhood. That is a CUP that needed serious reduction in

use. A Mills act or historic designation property should have to prove they are actually using the revenue to fix up property. The Villa rentals show Alverno uses their profits to keep their tuition cheap. That is of no benefit except to themselves. I was told I would be living next to a school not a party business on the weekends.

This isn't about one wedding business. I for one feel for the neighbors next to the historic home. I live on the perimeter of Alverno. The wedding noise almost every weekend is unbelievable. There is always a new problem with the traffic that the city never considered when allowing this.

There was a lot of talk about how beautiful the home was inside but **these are gatherings outside of the home. Wedding music is loud, our home vibrates from the base, and the guests get louder as the drinking increases.**

I am not for allowing the abuse or loopholes in the TUP that runs amok. Please stop allowing for businesses in and next to r-1 neighborhoods that bring excessive traffic and noise. That is what the business district is for.

I have a business with a lot of non-profit clients. I have to rent office and warehouse space for it. I could conceivably use my garage and home. I recognize it isn't appropriate to do so no matter how cool it is for me to stay home and work 24/7 when I am in high season. Alverno rentals are enough of a problem for myself and my neighbors.

There are options for businesses, temporary or permanent. **Just because someone has a home with some space they should not eye it as a potential temporary business that impedes on the neighbors goodwill and peace. There are many, many other space options that need not make it an r-1 neighborhood problem.**

The city needs to stop making exceptions to the rules just because a place has nice owners, or they claim to give non-profits free use or claim they benefit the community without providing any data to support the claim.

Yours, R. Bren

From: [REDACTED]
To: [Public Comment](#)
Subject: My public comment for the city council meeting Alverno hearing request 5/28
Date: Sunday, May 26, 2024 10:52:37 PM

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

I need to correct the subject of my email which I just sent. Please submit this as my public comment for the city council meeting Alverno hearing request 5/28.

This has been going on for years. I am choking on the sanitized version of Alverno's reports. I don't know who put Alverno's submissions together for this appeal. It is a manufactured pipe dream. It is not the whole story only what Alverno wants you to believe. If these submissions were truthful then none of the neighbors would be spending their weekend poring over this agenda and reaching out to the city council to ask the following:

I am asking that you deny any hearing.

Keep the current sound level or make it the same as the city noise measuring code.

Keep the rental number to no more than 13 - i hope this means all rentals are to be kept at 13 for film and parties.

The rental staff and partiers must clear out of the parking lot at 9:30 P.M. Lights out. Gates locked.

Fire the security company and hire someone who will answer their phone, set up voice mail and record complaints.

Encourage our police dispatchers to have a copy of the conditions and not tell my mom that they need to be patient and wait for the place to close down when it's well past closing hour.

No more renting the school for films past 7 P.M. no matter what

I stand with my neighbors asking for one year from 11/2024-2025 of compliance by Alverno and their employees. Stop this public nuisance.

TIA for granting no hearing.

Sue Chorbajian

Highland

This what I sent my public comment to the planning committee.

----- Forwarded message -----

From: Suzie Cue <[REDACTED]>
Date: Wed, Mar 6, 2024 at 1:41 PM
Subject: 3/7 hearing for Alverno rentals public comment
To: <publiccomment@cityofsierramadre.com>

To the Planning Commissioners and city staff.

No more. I vote to revoke the mansion villa permit.

I have grown up with the noise. I moved away and lived close to a school that never made as much noise as Alverno. I have moved back and it's the same old same thing. Alverno doesn't care about the neighborhood. I heard the principal said neighbors were lazy for using Highland instead of Sierra Madre Blvd. I am lazy? I work 2 jobs. I leave and come home via Highland. The parents could be mindful they are in my neighborhood and stop cutting me off or parking in front of my house to pick up or drop off their kids.

Too many conditions have been violated to continue. Require Alverno do another environmental review like in 2011. The city staffer who wrote the that there was no need for a sequa study due to the temporary nature was playing favorites and Alverno was their favorite. I saw this in 2011 with Gabe. The school had to do a sequa in 2009 for dances and parties. No difference. Noise is noise especially cumulative noise.

this building is also a school building being used to make Alverno a ton of money. Alverno refuses to add the stuff they said they would over two decades to fix the noise. The planning commission shouldn't have been letting the dancing on the terrace last year. The noise is horrible. Alverno can't turn down the music, the partiers yelling, or fix the bass so I am done with the lies and being called lazy. No to any more chances to get it right. Revoke Alverno's condition permit as they are not good stewards of the mansion or to their neighbors. The school uses the mansion. The families can pay for it as part of their tuition. Now they lie and let La Salle use the field. No, turn that area back into the basketball courts me and my friends use to get kicked off of.

We all argued cumulative noise issues 15 years ago. We are back at it. I live with the school noise but say no to all the extra stuff. Everyone pays but Alverno. They pay nothing to our city. They pay nothing to us when we try to retrofit our homes. They pay nothing for our health that deteriorates every party every weekend.

Who is the lazy one,? Alverno is. please revoke the mansion villa permit.

Yours, Sue C.

Highland

From: [REDACTED]
To: [Public Comment](#)
Subject: Public Comment Alverno Academy asking to redo permit for Villa rentals
Date: Monday, May 27, 2024 9:57:29 PM

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

Hi,

I ask that you say no to this hearing. I am banking on 13 weddings only, less dj noise, crowd noise and thumping of rap songs during receptions, and getting out of my neighborhood sooner. It doesn't mean they aren't going to just turn around and rent to film studios. The film guy badgered my landlord for a yes to film all night and then gave them a basket of expired foods as a gift.

Why do residents have to keep providing public comment on their film and wedding rentals? Alverno Academy owns the Villa so why do I have to give comment on the school separately in June? The amendments to the conditional use permit are fair. Alverno Academy and their manager's messed up. This has all been hashed out over several years with the planning commission. Alverno Academy is making a lot of money whether it's weddings or filming. I can't stand every weekend seeing the party rental trucks rolling by my house on Friday. I have to leave my home on Saturdays. I stay with friends I can't take it. Give me a break from this profound nuisance. It's a school that turns into a party palace on weekends or a film set after hours. My girlfriend lives by Lavendar Market. It's the same for her house. These rentals make money at the expense of my sanity. I have to give anxiety meds for my pups because of the bass or sudden loud crowd noise if I have to work at home on a Saturday.

As I understand it, the Villa qualifies for property tax relief under the Mills act. Their board of trustee pledged to rehabilitate and maintain the historical and architectural character of the Villa. It's for at least ten-years. This benefits Alverno Academy as the owners of the historic Villa. The Mills Act benefits those who have made major improvements to their properties. I would like to know what are the major improvements Alverno Academy has done with the hundreds of thousands of dollars they take in? They collected over 15 years of wedding and film revenues since I have been here. I heard it went to maintaining the school and families with a discounted tuition. The principal told this to the planning commission at their meetings, to reporters and on the news. This is wrong.

The school withholds their non-profit filings until after hearings like this. I would like to see an updated filing on their website. Last year the board of trustee was upset that they were even required to do put it on the website. I watched that meeting. He was indignant when the planning commissioner asked about it. He said it was private. I work in finance. That was lie and he knows better. Alverno Academy is a private school with a non-profit status. Their filings are not private. They should prove how their rental profits are being used to maintain the Villa and be transparent.

I say no to a hearing. Alverno Academy is getting a substantial tax break and profits from a rental income. I get so upset every weekend. There's a wedding, school events, leasing of the property to other schools, free loans of the Villa to staff for parties and their weddings per their calendar, free loans to whomever they want but not to the Friends of the Library, constant noise from landscaping equipment for hours before an event, or construction, sporting events, and so on. Activities that are done at times so the students aren't disturbed but it is ok with them that my fur babies and I am inconvenienced.

Sincerely,
Patti S.
montecito

From: [REDACTED]
To: [Public Comment](#)
Cc: [PlanningCommission](#)
Subject: public comment for 5/28 meeting
Date: Tuesday, May 28, 2024 11:48:04 AM
Attachments: [IMG_2686.PNG](#)
[IMG_2683.PNG](#)
[IMG_2684\(1\).PNG](#)

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

Dear City Council,

Alverno Heights Academy (AHA) should operate as a school and not a private events hall and filming location. The Planning Commission has spent hours dealing with AHA's CUPs... please uphold their recommendations.

The following is merely the most recent example of how AHA does not live up to their word:

On 05/17/24, around 4:15 pm my husband and I heard loud, live music (and an amplified announcer) and proceeded to check the AHA website to see what event was taking place. No events were listed for the school or the Villa. I texted Andrea Bertollini to gather information and she replied that it was AHA's annual Spring Fling. About an hour after our text exchange, the AHA school calendar was updated. (Times noted in upper left of all four images embedded below.)

AHA has always maintained that they update neighbors about events, however proper notification is not updating calendars after the fact, it's about being courteous and making one's neighbors aware of events in advance. In replying to my text, Andrea Bertollini said, "The website has been going under maintenance." I would argue that if that were the case, there would be a banner or pop-up message stating so on the home page of AHA's website as well as the Neighbor Info page.

As it pertains to events and filming, those activities simply bring an unreasonable amount of traffic and noise to our quiet street - lots of speeding, large loud trucks (filming) and party buses (events) that very often idle in the street for long periods of time - additionally, traffic and noise from filming activities during school operating hours, while school is in session, (which is what took place for the most recently completed filming event) is just too much.

Thank you,
Cynthia Swenka
[REDACTED]

4:23



Ring
There is motion at your Front SM

39m ago



ALVERNO

Inquire Today

Angeles

GoogleCalendar

Neighbor School Calendar

Today ◀ ▶ May 2024 🖨️ Print 📅 Week 📅 Month 📅 Age

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	May 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Jun 1

Events shown in time zone: Pacific Time - Los Angeles

GoogleCalendar +



4:23



Ring
There is motion at your Front SM

39m ago



ALVERNO

Inquire Today

Neighbor/Villa Events Calendar

Today ◀ ▶ May 2024 Print Week Month Age

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	May 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
					3pm Wed	
19	20	21	22	23	24	25
					3pm Wed	
26	27	28	29	30	31	Jun 1
					3pm Wed	

Events shown in time zone: Pacific Time - Los Angeles

GoogleCalendar +

Neighbor School Calendar

Today ◀ ▶ May 2024 Print Week Month Age

Fri, May 17 at 4:29 PM

Hi Andrea - I checked the calendars on the AHA website, however I don't see any events listed for today - can you tell me what the current event is and how long it will last? (It's very loud.)

Thank you,
Cindy Swenka



Inquire Today

Neighbor School Calendar

Today ◀ ▶ May 2024 🖨️ Print **Week** Month Age

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	May 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
					11am May 4:30pm Sp	
19	20	21	22	23	24	25
26	27	28	29	30	31	Jun 1

Events shown in time zone: Pacific Time - Los Angeles



From: [REDACTED]
To: [Public Comment](#)
Subject: Public Comment regarding Alverno Heights Villa CUP
Date: Tuesday, May 28, 2024 1:56:49 AM

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

To my honored Mayor and City Council Members of Sierra Madre,

I would be grateful if you saw your way to deny this hearing. I want the amended CUP to stand if it means the one with 13 weddings, a reversion to the original wedding noise levels, and an end time of 9:30 the facilities go dark. There really needs to be more done. I would like Alverno Heights to accept that they made a lot of mistakes since the start of their rental conditional use permit. They need to accept the consequences of being a public nuisance.

Will this ever end? Two conditional use permits are too much. There are triple the amount of meetings due to the splitting of the Villa rental use from the school use conditions. I have had to attend more meetings than other residents if I want my voice heard and complaints addressed about this school's commercial business and noise. Even the school conditions include some filming and wedding rentals. I would like to see one permit to help cut down on the drain of the city revenues. Our city does not have the staff or revenues for this one private school that contributes little but they have a pretty Villa. I would love it more if their rentals weren't a nuisance.

What kind of moral lesson are the adults at Alverno Heights teaching their students if they demonstrate an inability to follow the rules? I went through Alverno's submission on my flight home. I can't help but feel gaslit. It is a sanitized version or complete elimination of what I experience. They want you to believe their commercial business is hunky dory.

As a Sierra Madre resident I am forced to address the negative impact from the Villa lest you believe Alverno's reports. I am tired of the strife with this school, their weddings, and their filming. I would like my previous letters to the Planning Commission be part of the record, I want to see the cup amendments stand. Do not schedule a hearing for the Villa.

I hope everyone was able to enjoy a three day holiday. I would like to thank you for work on the noise restrictions for gardening equipment. appreciate allowing a window on Sundays for residents.

Sincerely,
M. Ericks

From: [REDACTED]
To: [Public Comment](#)
Subject: Public Comment Tuesday agenda item Alverno appeal CUP amendment for Villa
Date: Monday, May 27, 2024 2:17:55 PM

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

Dear City Council members and staff,

I am writing to request that you deny this hearing. I am including my March 7 public comment sent to the Planning Commission to help you understand why I want this hearing quashed. I was told don't reinvent the wheel this holiday and time is of the essence. City hall is closed today so you might not even read this before the meeting Tuesday.

Happy Memorial Day and may we all honor our Americans who have fought and are still fighting for our freedom.

I was talking to my neighbor Martin. We agree that Alverno needs to accept the consequences of their actions as they teach their students. Alverno has failed to abide by the pretty lenient conditions for renting the mansion. Alverno has failed to manipulate the data they tried to present to the planning commission so now they are doing the same with you in what I see in the staff report.

My past communications stand including the table I helped work on with Kristine. Unfortunately the city staff did not present to the Planning Commission in a timely manner for the March 7th meeting. This is the problem with Alverno. Our city staff is overburdened and understaffed to handle these multiple meetings for a non-profit school that has failed to show an itemized detail of how they spend the Villa profits on the mansion. They freely admit it's profit that goes to their student tuition. They told Channel 7. It's on their parent documents and their website so why lie now and say they need 26 weddings just to fund the Villa maintenance? The students use the Villa, they hold parent and teacher parties. I think they should be paying a percentage of the maintenance. Ask Alverno to show how the Villa profits are disbursed. In the expansion packet they put down 150,000 to 200,00 yearly painting - for the VILLA????? Every year? I question this. They don't need 26 weddings and to be a public nuisance any more.

The city says a land use should not be a nuisance nor interfere with my home - well it does so please deny this and let Alverno learn to live with the consequences of their actions. I would appreciate your careful consideration and agree with me to deny this hearing.

Yours,

W. Serrano

Sierra Madre

Happy Memorial Day and may we all honor our Americans who have fought and are still fighting for our freedom today and every day

Begin forwarded message: **From:** Will Serrano [REDACTED] **m>Subject:** 3/7 Public comment Villa CUP submit for tonight's meeting **Date:** Mar 7, 2024 at 2:25 PM **To:** <PublicComment@CityofSierraMadre.com>

Please accept my comments in addition to the neighbor edits which you should have a copy of now.

The conditions of the Villa CUP were violated. Is this the process to revoke the Conditional Use Permit? I thought we were getting somewhere when Commissioners Simcock and Hutt came out to experience the level of loudness. Or when Commissioner Pevsner noted how annoying it was to be at a friends with the bass pumping from a

venue across the street. Welcome to my world.

I really don't want to argue decibel levels since I don't own a noise reader. I know where to borrow one. But do I really need one to determine that the pounding I am feeling in my living room or the songs lyrics I can make out from my bedroom are a noise violation? No I do not and would like enforcement to understand that too is part of the noise code.

This is not an issue with the school but how their board, principal and other staff feel they are entitled to make me give up my weekends. I am actually run out of my home with how loud these get. I don't want to argue with a monitor who is employed as staff at the school who tell me that it's within the code. It's not and I can't educate every new monitor. Turn the music down, and adjust the bass. This is a historic building that was never built for the new subwoofers and speakers.

I am sure Alverno wants us neighbors to get fed up and quit. Some folks have given up as they said that nothing changes. For that reason I helped craft the spread sheet to show I am not moving.

I ask that the school come up with a new and quieter way to fund their Villa since it is not just a wedding and film rental. The master plan that states it is extensively used for school classes, events, and so on. I am sick and tired of these endless meetings and waiting for something to fix the problem. Why am I having to pay for this school and their white elephant. I want our city budget and staff to be working on other things that need fixing like the streets.

I will wrap this up by saying the amount of time everyone has spent on this is ridiculous. The only one that benefits is the Villa. I feel railroaded every time I watch the meetings and have provided my input yet my weekends are still ruined. Thank you for your continued efforts to fit a square peg in a round hole but it hasn't been working and I for one don't want to repeat of the last trial period for the Villa rentals.

Yours,
W. Serrano
Sierra Madre

From: [REDACTED]
To: [Public Comment](#)
Subject: resolution 24-29, Villa CUP 22-03 appeal
Date: Monday, May 27, 2024 8:03:33 AM
Attachments: [2024VillaCUP appeal.pdf](#)

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I submit the attached for public comment.
Keith Stephens