



City of Sierra Madre

Office of the City Clerk

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Sierra Madre, CA

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

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

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

Joseph Nosrat

Subject: FW: May 14, 2024 - City Council Meeting - Public Comment - NonAgenda

From: Anthony Sweeney [REDACTED]
Sent: Tuesday, May 14, 2024 11:17 AM
To: Public Comment <publiccomment@cityofsierramadre.com>
Cc: Joshua Wolf <jwolf@sierramadreca.gov>; Lawren Heinz <lhein@cityofsierramadre.com>
Subject: May 14, 2024 - City Council Meeting - Public Comment - NonAgenda

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

NON-AGENDA: FILMING PERMITS – THE NEW LOOPHOLE?

Dear Mayor and Members of the City Council

On Saturday, April 27, our neighbors at [REDACTED] (The Lavender Marketplace) hosted another wedding on their property. Event rental truck, catering truck, increased car and pedestrian traffic, live music, etc. This time, however, the neighbors received a “Notice of Intent” (at 5:00pm the day prior) stating that Commercial Still Photography would be taking place on the 27th and was permitted by the City.

I cannot confirm if the activity on the 27th was an actual photo shoot but for all intents and purposes it was another wedding at The Lavender Marketplace. Based on the current Municipal Code (Chapter 5.36) for Filming Permits, residential properties are allowed 10 days of “filming” per month with 14 days between “productions”. All weddings and most events have a professional photographer and/or videographer present to capture the event. Is this the latest attempt by The Lavender Marketplace to circumvent the zoning codes of the City and continue operating a commercial event business in our residential neighborhood?

- The Lavender Marketplace is a short-term event rental (commercial) business.
- Photo shoots, filming, workshops, weddings, birthday parties, baby/bridal showers, etc. are all commercial uses of the property at [REDACTED]
- Past activity and intent by a property should be considered any time a request is made for a film permit.
- No permit system should be a means by which a resident can operate an, otherwise, unauthorized business in a residential zone.

**Can Film Permits be used as a means to “legally” operate a commercial business in the residential zone?
Does the Filming Permit Ordinance need to be reviewed/amended?**

We appreciate all the efforts that are currently being made by the City Council and the Planning Commission to address our concerns at [REDACTED]. We are hopeful that, once adopted, the amendments to the TUP and HOP ordinances will be sufficient in bringing resolution to the issue.

Best regards,
Anthony Sweeney

[REDACTED]

From: [REDACTED]
To: [Public Comment](#)
Subject: city council 5-14-24 / lavender and tup-hop non agenda item
Date: Tuesday, May 14, 2024 1:40:23 PM

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City Council, City Manger, & City Attorney...

i was out of area and could not attend the planning commission meeting on 4-18-24. I reviewed the city replay of such, and was informed by fellow neighbors who attended, that the commission seemed to be favorable to prohibiting commercial activity in R1 zones. Now, it is up to city council to review, re-fine and adapt changes to city ordinances to prevent such. For all of this, we the residents on and near Olive are most appreciative and hope full that the city can and will put an end to this gross violation/exploitation of the R1 zoning standards.

However, there are 2 areas of concern that i wish to bring to your attention at this time:

1st, I heard planning commissioner Simcock say that he could see a possible other "loopholes" in the tup/hop ordinances and/or proposed amendments... I would like to know what he saw; and i hope that city council & city attorney are aware of what future loopholes are out there for Lavender to abuse.

2nd, i am aware already of the next loophole they are using. That is the filming ordinance: They have held multiple non-permitted (5 or less attendees) that have gone on without any city code enforcement response .

They held a major wedding event on 4-27-24 that involved MTB (wedding event rental company) deliver and pickup rental items, a catering van that was parked in driveway of the mira monte short term rentals that Lavender owns and stages the events at, and a professional photographer. With such personnel and multiple wedding participants, there was high probability of more than "24" people. Once again, no monitoring or intervening by city code enforcement. Further, i found out later Lavender and their photographer had applied and were issued a still photography permit for activity between 4-9 pm with "24" attendees. I saw the photographer show up before 3 pm and the MTB truck show up closer to noon. At another wedding event they held the following week, one of their attendees was flying a drone around the neighborhood of our houses until he was confronted by one of my neighbors.

We would like the city council to be aware of the weaknesses in the film ordinances now (rather than later) ... in order to prevent the next loophole from being exploited. I suggest the city modify such that there has to be a greater time before the event to allow for a procedure by which residents can appeal the issuing of film permits (similar to tup ordinance). There is a signature requirement for filming, that as the city says, the city has no plan to validate the signatures collected. I have seen the signature lists submitted to and posted on city web site for these events on olive and mira monte recently. In both cases, they failed to follow the standards and guidelines. But, the city has no plan to enforce their own codes.

Thank you for your attention to this matter, and for your service to our community. Further more, i look forward to seeing the staff report and agenda for the meeting on the 28th.

Steve Rostker
[REDACTED]