

**From:** [Alex Hosmar](#)  
**To:** [Jennifer Hall](#)  
**Subject:** FW: Phoenix Country Day Renovations  
**Date:** Wednesday, March 25, 2026 11:20:28 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)

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FYI-

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**From:** Teale Bloom [REDACTED]  
**Sent:** Wednesday, March 25, 2026 11:15 AM  
**To:** Alex Hosmar <AHosmar@roselawgroup.com>  
**Subject:** RE: Phoenix Country Day Renovations

Hi Alex,

I appreciate all the answers to your questions.

Super helpful in understanding and appreciate PCDS thoughtfulness to the neighborhood.

I think this would put several others mind at ease if there are questions or people that are able to join the meeting in person.

Thank you!

**TEALE BLOOM** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



[REDACTED]

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**From:** Alex Hosmar <[AHosmar@roselawgroup.com](mailto:AHosmar@roselawgroup.com)>  
**Sent:** Wednesday, March 25, 2026 11:11 AM  
**To:** Teale Bloom [REDACTED]  
**Subject:** RE: Phoenix Country Day Renovations

Hello Teale,

Thank you for your patience as I get back to you. I reviewed your questions sent to

George Burton and have responses below.

PCDS's proposed SUP involves installing two marquee informational signs, a new wellness building, and making cosmetic renovations to the baseball field, dugouts, and stands (not changing the field's footprint). These changes will not impact or be visible to our Phoenix neighbors. More detail below:

### **Traffic Impacts**

The proposed SUP uses would NOT increase traffic to PCDS. All of the changes are meant to enhance the experience for the existing community of students, faculty, and staff. Notably, the wellness building and baseball field will NOT be rented out to external entities or otherwise increase the intensity of uses at the school. PCDS will host the same events it already does but provide more-updated facilities.

### **Digital Sign Impacts**

As George noted in his response, the signs themselves will be set back about 200 feet from both Stanford and 40<sup>th</sup> Street and are designed to provide static announcements to parents in the pickup line as they wait for their students. For example, a message would say something like "Band Concert @ 7pm in Auditorium on X Date." The school is NOT going to use the sign for ad space and plans to use them sparingly. Messages are designed to be very brief and not have a lot of detail. Due to these parameters, we do not envision the signs creating a further bottleneck or delaying the existing flow of traffic at drop off and pickup. They will be visible for parents to read as they wait in the line for their student to be released from school.

Regarding light emitted from the signs, they are designed to dynamically change brightness as the ambient light changes. The signs will generally turn off completely by 7pm except for periodic evening events (e.g. a school play), in which case the sign would be on no later than 10pm. Our engineering partners conducted a photometric light study of the signs, which confirmed that almost no light from either sign will reach the property line.

The intent of the signs is not to attract anyone from externally and will not be visible from the street (i.e. it would not impact anyone driving on Stanford or 40<sup>th</sup> Street), but to serve only for necessary announcements for the community itself. They will only be visible from the interior of the campus.

Please let me know if I may answer any questions or discuss further. Thank you!

Best Regards,  
Alex

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**From:** Teale Bloom [REDACTED]  
**Sent:** Tuesday, March 24, 2026 2:17 PM  
**To:** Alex Hosmar <[AHosmar@roslawgroup.com](mailto:AHosmar@roslawgroup.com)>  
**Subject:** RE: Phoenix Country Day Renovations

I would prefer an email explaining or responding to them if you don't mind.

Thank you!

**TEALE BLOOM** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



[REDACTED]

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**From:** Alex Hosmar <[AHosmar@roslawgroup.com](mailto:AHosmar@roslawgroup.com)>  
**Sent:** Tuesday, March 24, 2026 2:14 PM  
**To:** Teale Bloom [REDACTED]  
**Subject:** Re: Phoenix Country Day Renovations

Of course, feel free to give me a call whenever convenient, and I'd be happy to discuss your questions.

Best Regards,  
Alex

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**From:** Teale Bloom [REDACTED]  
**Date:** Tuesday, March 24, 2026 at 2:12 PM  
**To:** Alex Hosmar <[AHosmar@roslawgroup.com](mailto:AHosmar@roslawgroup.com)>  
**Subject:** RE: Phoenix Country Day Renovations

Hi there!

Just answers to my questions so I can understand it better.

The letter left a lot unanswered. Thanks!!

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**From:** Alex Hosmar <[AHosmar@roselawgroup.com](mailto:AHosmar@roselawgroup.com)>

**Sent:** Tuesday, March 24, 2026 2:10 PM

**To:** Teale Bloom [REDACTED]

**Subject:** Phoenix Country Day Renovations

Hello Teale,

My name is Alex, and I am a zoning attorney at Rose Law Group, who represents Phoenix Country Day for its upcoming proposed renovations. I understand you have a few questions about the proposed renovations. Please don't hesitate to reach out to my cell phone at [REDACTED] should you like to discuss any of the renovations further. I'd be more than happy to discuss with you.

Best Regards,

Alex



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