



320 North Larchmont Boulevard
Los Angeles, California 90004
Phone: 323-466-3445
Fax: 323-466-8653
www.cerrell.com

Memo

To: Los Angeles City Council Planning & Land Use Committee
From: Cerrell Associates Inc.
Date: May 20, 2008
Subject: Item No. 9 (CF: 08-0454); (VTT 66997 & CPC 2006-6519 ZC ZV HD ZAA SPR)
CC: Barbara Greaves

Enclosed are letters of support for the Camerford Lofts project proposed for 5647 W. Melrose Ave. and 5742-5766 W. Camerford Ave. We have received letters from the following:

- **Hollywood Studio District Neighborhood Council**
- Hollywood Community Housing Corporation
- Jim Bloomfield, Larchmont Traditional Medicine (neighbor)
- Jay Fagnano, Larchmont Grill (neighbor)
- Grant Loucks, Alan Gordon Enterprises (neighbor)
- Lynda Keeler, neighbor
- Robert Merlis, neighbor
- Jonathan Goldstein, neighbor
- Mac Dunlop, neighbor
- Maria Diaz, neighbor
- John Holloway, neighbor
- Carole Koneff, neighbor
- Gary Grove, neighbor
- Barbara Jeffries, neighbor
- Charles Williams, neighbor
- Jay & Renee Cronenwalt, neighbor
- Jennifer Dorn, neighbor
- Dr. Kevin Landa, neighbor
- Ted Ripp, neighbor

Date: 5-20-08
Submitted in PWM Committee
Council File No: 08-0454-51
Item No.: 9abc
Deputy: Barbara Greaves



HOLLYWOOD

STUDIO DISTRICT NEIGHBORHOOD COUNCIL

5500 Hollywood Blvd, 4th Floor, Los Angeles, CA 90028
Phone: 323-461-0773 - E-Mail: HSDNC@yahoo.com

Members of the Board:

Robert "Bob" Blue, Chairperson - Samir Srivastava, Vice Chairperson

Glenda Kelley, Treasurer - Harry Plapinger, Parliamentarian

Ziggy Kruse, Corresponding Secretary

Vacant - Recording Secretary

Chris Shabel - Cathy Donovan - Maripat Donovan -

Juri Ripinski - Ed Hunt - Aracely Ortiz - George Abou-Daoud

Brogan Lane - Cheryl Thomas

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL

May 19, 2008

City of Los Angeles City Council
Planning and Land Use Management Committee
Room 350 - City Hall
200 N. Spring Street
Los Angeles, CA 90012

Subject: Camerford Lofts Project
Case Nos.: CPC-2006-6519-ZC-HD-ZV-ZAA-SPR-2A
VTT-66997

Honorable Councilmembers,

On May 12, 2008, the Board of Governors of the Hollywood Studio District Neighborhood Council (HSDNC) heard a presentation by the applicant for the above referenced project. The project has been revised since the last action taken by our Board.

At the Regular Board meeting of May 12, 2008, the Board voted 6 to 3 to conditionally support this project as presented to the Board. These conditions were:

1. Dedication and construction to the required secondary highway standards for the Melrose Avenue side.
2. The required 15-foot wide (10-foot plus the required 5-foot additional front setback for RAS zone) sidewalks on Melrose Avenue.
3. Fifteen-foot front yard setback on Camerford Avenue.
4. The planting of 66 trees.
5. Submittal of a final set of Landscape Plans to the HSDNC PLUM committee and HSDNC Board for review and approval.

Department of Neighborhood Empowerment, 340 E 2nd St 4th Floor, Los Angeles, CA 90012
Phone: (213) 485-1360 - Fax: (213) 485-1836 - Toll Free: 311

The PROCESS FOR RECONSIDERATION and The PROCESS FOR FILING A GRIEVANCE can be found in the bylaws of the Hollywood Studio District Neighborhood Council. A copy of the bylaws will be made available upon request by e-mailing the HSDNC at HSDNC@yahoo.com

HSDNC Regular Board meeting of May 12, 2008
Agenda Item 12.1

Boardmembers in Favor

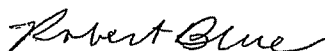
Samir Srivastava, Vice Chair
Glenda Kelly, Treasurer
Cathy Donovan, Boardmember
Maripat Donovan, Boardmember
Juri Ripinski, Boardmember
Chris Shabel, Boardmember

Boardmembers Against

Robert Blue, Chair
Edward Hunt, PLUM Committee Chair
Ziggy Kruse, Correspondence Sec.

Please provide us notification of any future hearing on this matter. If you have any questions, please feel free to contact me.

Sincerely,



Robert Blue,
Chair, HSDNC Board

c: Honorable Council President Eric Garcetti
CD-13 Planning Deputy Keli Bernard
Cesar Diaz, Cerrell Associates



Hollywood Community Housing Corporation

Board of Directors

Kyle Arndt
President

Karen Diehl
Vice President

Mark Brown
Secretary

Dr. James M. Andre

Michele Hessman

Jerold B. Neuman

Michael G. Okamura

Dennis Siple

Charles Taylor

Heidi Zatikyan

Executive Director

William F. Harris

December 12, 2007

Los Angeles City Planning Commission
City Hall
200 N. Spring Street
Los Angeles, CA 90012

Dear City Planning Commissioners:

The Hollywood Community Housing Corporation supports Watt Genton Associates' proposed Camerford Lofts project located at the northeast corner of El Centro Avenue and Melrose Avenue. The project, comprised of 96 residential units and approximately 3,350 square feet of retail, will help revitalize Melrose Avenue. The project will also add badly needed housing to the area's aging housing stock.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

William F. Harris
Executive Director

Jim Bloomfield L.Ac.
Larchmont Traditional Medicine
435 N. Larchmont Blvd. Los Angeles California 90004
323-462-4710 (ph.) 323-462-4702 (fax)

May 17, 2007

C/O Ms. Madhu Kumar
L.A. City Planning Commission, Community Planning Bureau
City Hall, Rm. 667
200 North Spring Street
Los Angeles, CA 90012

Re: CPC 2006-6519-ZC-HD-ZV-ZAA-SPR

City Planning Commissioners:

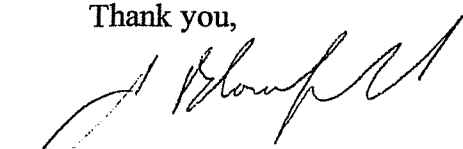
My name is Jim Bloomfield and I have been a Larchmont Boulevard business owner for over 3 years. I am writing to you in strong support of the retail and residential project proposed for the intersection of Melrose and El Centro Avenues. I currently live and work within short walking distance of the site in question, and feel strongly that the proposed development will be an improvement upon the land's current condition.

While Larchmont has been a well cared for and walkable part of our city, this area at the north end of our boulevard is, and has been in bad shape. The nightclub at the intersection of El Centro and Melrose has been a source of debate because of the social element that a run-down bar attracts. I would certainly feel better about my neighborhood if that block were cleaned up and used for better purposes.

A residential building north of Larchmont better meets the demeanor of this community and offers an increase in safety, peace and credible infrastructure. We all know we need housing in this area, and the 96 proposed units will be a step in the right direction. I also appreciate that the project is replacing the small retail aspect with space along Melrose that could house restaurants or storefronts. It is a definite benefit to the community that this entire project will be adequately parked within its boundaries.

I think this project is a great plan for this area and this intersection. I hope it receives your full support.

Thank you,



Jim Bloomfield
435 N. Larchmont Blvd.
Los Angeles, CA 90004

April, 19, 2007

C/O Madhu Kumar
Los Angeles City Planning Commission
Community Planning Bureau
City Hall – Room 667
200 North Spring Street
Los Angeles, CA 90012

Re: CPC 2006-6519-ZC-HD-ZV-ZAA-SPR

Dear Mr. Kumar:

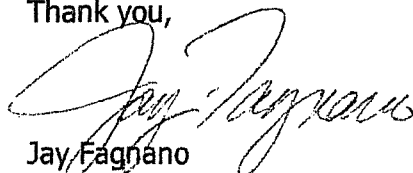
My name is Jay Fagnano and I own and operate Larchmont Grill at 5750 Melrose Avenue. I am writing to express my support for the Camerford Lofts project proposed for the corner of El Centro and Melrose. I believe this project shows intelligent planning for the City and will be a tremendous improvement for both businesses and residents in this area.

The team working on the Camerford Lofts has created a project that makes sense for this community. Replacing the current buildings and nightclub with family-oriented housing and retail space is an ideal improvement for this neighborhood. The Camerford Lofts will be a dramatic and necessary improvement that will be good for me and the other business owners along Melrose Avenue. The retail space on Melrose will allow visitors to walk and shop along this corridor as they do further west. Both new and current residents will be able to patronize local businesses like mine without ever getting into their cars, improving traffic and the local economy.

With 96 units and 237 parking spaces, this project is sensibly sized and provides enough parking so that I won't have to worry about losing street parking for my guests. In fact, the parking situation for the entire Melrose/El Centro/Larchmont community should improve as this project will eliminate the troublesome nightclub and other buildings that have no parking of their own. I feel I can speak for myself and my neighbors about the excitement we feel at the thought of seeing the removal of the Larchmont Nightclub. It has posed a continual nuisance by attracting evening *and* morning parties that occupy all local parking, create excessive noise and have attracted police on numerous occasions.

I believe this is the perfect project for this community and am excited that it will be built across the street from my restaurant. I hope you will support it and grant its approval in a timely manner.

Thank you,



Jay Fagnano
Owner, Larchmont Grill

Sent: 1/19/2007

ED HUNT:

I HOPE YOUR ORGANIZATION IS SUPPORTIVE OF THE IMPROVEMENTS PLANNED FOR THE AREA REFERRED TO AS THE CAMERFORD LOFTS.

I'M A BUSINESS OWNER ON MELROSE AND PURCHASED OUR BUILDING 8 YEARS AGO. I HAVE PERSONALLY WITNESSED THE DECLINE OF THE NEIGHBORHOOD TO THE POINT OF IT BECOMING AN ATTRACTIVE NUISANCE.

THERE MAY HAVE BEEN SOME VERY NICE PEOPLE LIVING IN THOSE BUNGALOWS BUT THE CRIME, BUMS, DRUG DEALERS AND USERS, DRUNKS, HOMELESS AND AN ENDLESS STREAM OF LOW LIFE TRANSIENTS HAVE CLOGGED THE AREA AND HAVE MADE QUALITY LIVING IMPOSSIBLE.

THIS DECLINE STARTED LONG BEFORE THE CAMERFORD LOFTS WERE PLANNED. THIS AREA NEEDS A MAJOR OVERHAUL AND THE CAMERFORD LOFTS IS A GOOD START. IF YOUR GROUP IS SO CONCERNED ABOUT PRESERVATION OF PROPERTY, DO SOMETHING ABOUT IT BEFORE IT BECOMES IRREVERSIBLE AS HAS HAPPENED WITH THE CAMERFORD BUNGALOWS. THIS MAY HAVE BEEN A VILLAGE AT ONE TIME BUT NO MORE. IT'S THE CAMERFORD BLIGHT, HOPEFULLY TO BECOME THE CAMERFORD LOFTS.

GRANT LOUCKS
PRESIDENT

ALAN GORDON ENTERPRISES
5625 MELROSE AVE.
HOLLYWOOD CA, 90038

April 17, 2007

LA City Planning Commission, Community Planning Bureau
200 North Spring Street, Room 667
Los Angeles, CA 90012

RE: CPC 2006-6519-ZC-HD-ZV-ZAA-SPR

Dear City Planning Commissioners:

I am a long-time resident of the Larchmont community and am writing to express my support for the Camerford Lofts that are proposed for the end of Larchmont Village at the corner of Melrose and El Centro Avenue. This project will significantly improve the quality of life for me and my neighbors, and I hope that it receives your full support.

First and foremost, this project will replace the Larchmont Club, a nuisance and hazard in my neighborhood. The club is out of place in a neighborhood that is largely made up of homes, small stores and restaurants. The patrons of the Larchmont Club are late night and early morning party-goers who park on our residential streets and make a lot of noise. Illegal activity and police sirens are not uncommon at this club. As a nearby neighbor, the quality of life for me and my family suffers because of this club. Whereas on other parts of Melrose, Larchmont and Lucerne (all immediately adjacent street) I feel safe walking, I do not feel safe walking next to the Larchmont Club with its long lines of rowdy customers. With inadequate parking, the club also poses a hazard with many customers and valets speeding up and down our residential streets to find parking. I am excited that this club will be replaced by the homes and small restaurants that Watt Genton Associates has proposed.

The Camerford Lofts project is well-planned will do much more to improve our quality of life than merely eliminate the club. By providing over 230 parking spaces, it will pull many cars off the street that currently park there. In addition to having ample parking, the Camerford Lofts is a mixed-use development and will allow current residents like myself, as well as the new home-owners, to walk to small retail establishments within the project and the surrounding area.

I hope you understand how important this project will be for our community.

Regards,



Lynda Keeler

Home: 507 North Gower Street Office: 606 North Larchmont Suite 102

April 18, 2007

C/O Mr. Madhu Kumar
Community Planning Bureau
City Planning Commission
200 North Spring Street
City Hall – Room 667
Los Angeles, CA 90012

Re: CPC 2006-6519-ZC-HD-ZV-ZAA-SPR

To whom it may concern:

I am writing to communicate my support for the Camerford Lofts project that is proposed for 5663-5647 West Melrose and 5742-5766 West Camerford Avenue. I am a longtime resident of the local community and am very glad to finally see a project like this for our neighborhood.

Los Angeles is clearly experiencing a housing crisis, and it is projects like this that will allow local residents to finally purchase a home of their own. Homeownership makes people personally invested in a community, and I'm excited that this project will bring home-owners into the area. However, projects like these need to be done smartly, and I'm glad to see that the developers have proposed a mixed-use project that will really improve the surrounding area. Well lit sidewalks with street trees and small stores increase safety and generally make people feel better about living here. Right now, the outdated buildings and troublesome nightclub are a blight to an otherwise wonderful neighborhood. I think this beautifully designed project will go a long way toward improving this part of the Melrose corridor.

After seeing the developers presentation materials, I realize how much effort that have put into designing a project for this piece of land. I especially appreciate the attention paid to Camerford Avenue. Townhomes with front doors and yards are great additions to this street, allowing small families with children to have some outdoor space on a quiet residential street. Even the height on this side of the project has been reduced to maintain the feel of the existing area.

This is a great project and one that I am happy to support, especially at a site that has long been deteriorating. I urge you to support this project and hope that you allow it to be built as soon as possible.

Thank you for your time.



Robert Merlis
Home: 507 North Gower St

Office: 606 North Larchmont Suite 102

CC: Office of Councilman Eric Garcetti

Michael LoGrande
Acting Chief Zoning Administrator
Office of Zoning Administration
200 North Spring Street, 7th Floor
Los Angeles, CA 90012

Dear Mr. LoGrande,

As a resident of the Larchmont Village area, I am writing to express my support for the Camerford Lofts project located on the corner of Melrose and El Centro Avenues.

I support this project because it serves as an example of responsible development that will directly benefit the community by replacing the Larchmont Nightclub, an ongoing nuisance to the neighborhood. Not only do patrons of the club park on residential streets, but they also engage in illegal activities such as burglary, battery, drug use and property damage. In addition, Camerford Lofts is offering solutions to parking and public safety concerns.

This project will alleviate these issues as well as revitalize the area in a manner that is consistent with the unique character of my neighborhood.

I am excited to welcome Camerford Lofts to our neighborhood. I am confident the developer will contribute to the success of the local community and help to alleviate public safety and parking problems. If you have any questions, please feel free to contact me at any time.

Thank you.

Regards,

Jonathan Goldstein

588 N. Lucerne Blvd.

Los Angeles, CA 90004

323-461-4040

Email: gogobag@yahoo.com

CC: Alison Becker

October 16, 2006

Mr. Michael LoGrande
Acting Chief Zoning Administrator
Office of Zoning Administration
200 North Spring Street, 7th Floor
Los Angeles, CA 90012

Dear Mr. LoGrande,

As a resident of the Larchmont area, I am writing to express my support for the Camerford Lofts project located in my community, on the corner of Melrose and El Centro Avenues.

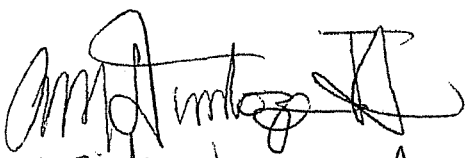
I support this project because it serves as an example of responsible development and thoughtful design. By replacing the Larchmont Nightclub, a nuisance to the community, Camerford Lofts is offering answers to parking and public safety concerns. Not only do patrons of the club park on residential streets, but they also engage in illegal activities such as burglary, battery, drug use and property damage.

This project will alleviate these issues as well as, revitalize the area in a manner that is consistent with the unique character of my neighborhood.

I am excited to welcome Camerford Lofts to our neighborhood. I am confident the developer will contribute to the success of the local community and help to alleviate public safety and parking problems. If you have any questions for me, please feel free to call or email at any time.

Thank you.

Regards,

Name 
Title Resident 5745 Camerford Ave.

CC: Alison Becker
Planning Deputy
Council District 13
200 North Spring Street, Room 470
Los Angeles, CA 90012

November 16, 2006

Mr. Michael LoGrande
Acting Chief Zoning Administrator
Office of Zoning Administration
200 North Spring Street, 7th Floor
Los Angeles, CA 90012

Dear Mr. LoGrande,

I wanted to add a personal note to include with the other letter I signed. I fully agree with everything stated in said letter and would like mention my personal experience, as a resident of Camerford Ave. I've been living on Camerford Ave. (1 block north of Melrose & El Centro) for the last 10 years. The bungalows behind the Larchmont Nightclub (which stretch north to Camerford) have been a continuous site of illegal activity. This activity has only increased in the last couple of years. Many of these dealings serves the customers of the Larchmont Nightclub, which is open through the night and into the late afternoon, on the weekends. I have not only become more & more concerned about my safety, but for the safety of the many families who live in this neighborhood. Kids shouldn't have to grow up in an environment in which hoodlums control the streets. I welcome the Camerford Lofts and hope that the structure and residents will increase the peace and harmony in the neighborhood that I love dearly.

Sincerely,

Roderick (Mac) Dunlop II
5745 Camerford Ave.
Los Angeles, CA 90038

April 26, 2007

Madhu Kumar
Los Angeles City Planning Commission
Community Planning Bureau
City Hall – Room 667
200 North Spring Street
Los Angeles , CA 90012

Dear Ms. Kumar:

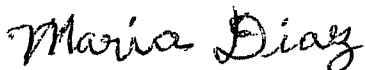
My name is Maria Diaz and I am writing to you to ask you to approve a housing project that has been planned for my community – case number CPC 2006-6519-ZC-HD-ZV-ZAA-SPR. I live at 814 North Van Ness Avenue, half a mile away from the project that is proposed for the northeast corner of Melrose Avenue and El Centro Avenue. This site has been in desperate need of new development for many years. The area is run down and the nightclub that is currently there is an eyesore both in the day and in the evening.

I take the bus west on Melrose almost every day or when I go to church. In the daytime, the big purple club stands out and makes the area look cheap. At night, there are long lines of young people waiting to get in.

I like the project that is being proposed. There is no doubt that this area needs more housing. This location is next to schools, shops and restaurants, making it a good place to bring up families. Plus, as I said before, it is right next to a major bus line, so people might be able to take the bus to work instead of driving.

I hope you will allow this project to be built in my community. Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Maria Diaz".

Maria Diaz
814 North Van Ness Ave.

Camerford Lofts

Project Summary

Watt Genton is proposing to build an attractive, mixed-use project on two adjacent properties located at the northeast corner of Melrose and El Centro Avenues. The project will significantly enhance the area by replacing current uses on the site, including The Larchmont nightclub, which has been viewed as a nuisance in the community. In addition to spurring revitalization efforts along a neglected section of Melrose Avenue, the project will provide an attractive entry to the Larchmont Boulevard intersection. The proposed project includes the following elements:

- 96 for-sale units will provide access to homeownership for a wide variety of buyers.
- Townhome style units along Camerford Avenue will provide landscaped front yards and are designed to be consistent with the surrounding residential neighborhood.
- Over 3,000 square feet of community-serving restaurant and retail space along Melrose Avenue will serve the project's residents and its neighbors.
- Parking is pulled off local streets by creating 237 on-site parking spaces for residents, guests & patrons. Residents will enter and exit the property from El Centro Avenue.

X

I Support the Project! (see comments below)

- I am willing to write a letter in support of this project.
- I am willing to attend a public hearing in support of this project.
- I am willing to speak at a public hearing in support of this project.

- I have questions about the project. Please contact me.

Name (Print) John Holtoway

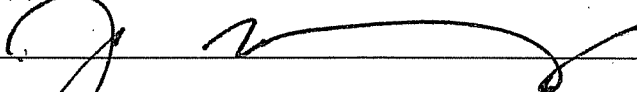
Business Name (if applicable) _____

Address (Street Address, City State, Zip Code) 5210 N. Lucerne Blvd.
LA, CA 90004

Home Phone (if applicable) _____

Work Phone (if applicable) _____

E-mail Address (if applicable) _____

Signature 

If you have questions or concerns about the project, please note them below and mail or fax them back to us, or feel free to contact us by phone or e-mail.

Contact Information:

Re: Camerford Lofts
320 North Larchmont Blvd.
Los Angeles, CA 90004

Phone (323) 466-3445 – Fax (323) 466-8653

Carole Koneff
613 N. Lucerne Boulevard
Los Angeles, CA 90004
E:mail – carolekoneff@comcast.net

November 30, 2006

Mr. Michael LoGrande
Acting Chief Zoning Administrator
Office of Zoning Administration
200 North Spring Street, 7th Floor
Los Angeles, CA 90012

Dear Mr. LoGrande:

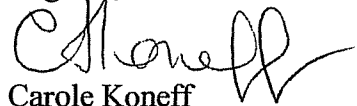
I am a resident living adjacent to the proposed Camerford Lofts project on the corner of Melrose and El Centro Avenues. This letter is to advise you that my husband and I are in complete support of this development.

It will be replacing run-down businesses and property, which is proving to be not only an eyesore, but a nuisance as well. It has been depressing to drive along this section of Melrose for some time because of graffiti on the windows and trash on the street. One of the businesses is a particular concern. Patrons of The Larchmont Nightclub continually cause a nuisance late at night when returning to cars after spending many hours imbibing alcohol. We recently acquired permit parking on the street, which only serves to deter some of the patrons. If you go anywhere near the club the morning after, you would be completely shocked at the amount of garbage littering the immediate area which just serves to spill over if there is the slightest breeze!

I can only believe that this project north of Melrose will greatly benefit the residential and commercial aspects of this neighborhood. There are several restaurants bordering this area that I can imagine will be only too happy to welcome this type of development. I walk my dog in and around the neighborhood on a regular basis but do not venture into this area after it gets dark, as it is most unsightly and uninviting. This "poor relation", so close to the up-market Larchmont area is in serious need of renovation and innovation. We welcome what Camerford Lofts will bring to this highly depressed area and offer every support we are able to give. The developer has clearly given serious thought to improving public safety, parking and curb appeal. This project can only improve the surrounding neighborhood and help to increase property value and confidence in the area.

Please feel free to contact me if you need any further information or comments.

Regards,



Carole Koneff
Neighborhood Resident

Cc: Alison Becker, Planning Deputy, Council District 13
200 North Spring Street, Room 470
Los Angeles, CA 90012

December 1, 2006

Mr. Michael LoGrande
Acting Chief Zoning Administrator
Office of Zoning Administration
200 North Spring Street, 7th Floor
Los Angeles, CA 90012

Dear Mr. LoGrande,

I live in the Larchmont Village area and am writing to let you know of my support for the Camerford Lofts project on the corner of Melrose and El Centro Avenues.

As a newer resident of this neighborhood I find myself supporting this project because of an interest in seeing responsible development and design to replace the Larchmont Nightclub—it has been such a nuisance to the area. Camerford Lofts offers answers to parking and public safety concerns as well as a greatly needed visual improvement to the area. The patrons of the club park on residential streets and also engage in illegal activities such as burglary, battery, drunk driving, drug use and property damage—not to mention their loud ramblings upon returning to their cars at all hours. I see this project addressing these issues as well as bringing new life the area in a way consistent with the unique character and energy of this neighborhood. The problem on my street has been an ongoing ordeal for me and my neighbors—seemingly getting worse as time passes, and I welcome the positive changes that this development offers to my community and quality of life.

People know this area to be pedestrian friendly and safe but the Melrose community located directly north of Larchmont has often been ignored as part of the Larchmont Community. Construction of the Camerford Lofts offers great hope to this area by providing retail shops, for-sale units, and parking for shoppers, tenants and guests. These additions plan to help revitalize the area and give solutions to the persistent issues we deal with—parking and criminal activity.

I hope to welcome Camerford Lofts to the neighborhood and believe the developer will contribute to the success of the local community by creating new, positive use for a long-ignored space.

Thank you,



Gary Grove
Neighborhood Resident
585 North Lucerne Blvd.
glgrove@charter.net
323-460-6445

CC: Alison Becker
Planning Deputy
Council District 13
200 North Spring Street, Room 470
Los Angeles, CA 90012

December 1, 2006

Mr. Michael LoGrande
Acting Chief Zoning Administrator
Office of Zoning Administration
200 North Spring Street, 7th Floor
Los Angeles, CA 90012

Dear Mr. LoGrande,

I live in Larchmont Village and am writing to let you know of my support for the Camerford Lofts project on the corner of Melrose and El Centro Avenues.

As a ten-year resident of this neighborhood I am supporting this project because I am interested in seeing responsible development and thoughtful design to replace the Larchmont Nightclub which has been a nuisance to my community. Camerford Lofts is offering answers to parking and public safety concerns as well as a much-needed face lift to the area. Patrons of the club park on residential streets and also engage in illegal activities such as burglary, battery, drunk driving, drug use and property damage. I see this project addressing these issues as well as revitalizing the area in a way consistent with the unique character of this neighborhood. The problem on my street has been an ongoing ordeal for me and my neighbors for years now, and I welcome the positive changes that this development offers to my community and quality of life.

While the Larchmont area is known as pedestrian friendly and safe, the Melrose community located directly north of Larchmont has often been ignored as an integral part of the Larchmont Community. The Camerford Lofts project offers hope to this area by providing for-sale units, retail shops and parking for tenants, guests and retail patrons. These additions plan to help revitalize the area and offer solutions to persistent issues such as parking and criminal activity.

I look forward to welcoming Camerford Lofts to the neighborhood and believe the developer will contribute to the success of the local community by increasing public safety and decreasing parking problems. It has been a long time coming.

Regards,



Barbara Jefferies
Neighborhood Resident
585 North Lucerne Blvd.
b.jefferies@ca.rr.com
323-460-6445

CC: Alison Becker
Planning Deputy
Council District 13
200 North Spring Street, Room 470
Los Angeles, CA 90012

Camerford Lofts

Project Summary

Watt Genton is proposing to build an attractive, mixed-use project on two adjacent properties located at the northeast corner of Melrose and El Centro Avenues. The project will significantly enhance the area by replacing current uses on the site, including The Larchmont nightclub, which has been viewed as a nuisance in the community. In addition to spurring revitalization efforts along a neglected section of Melrose Avenue, the project will provide an attractive entry to the Larchmont Boulevard intersection. The proposed project includes the following elements:

- 96 for-sale units will provide access to homeownership for a wide variety of buyers.
- Townhome style units along Camerford Avenue will provide landscaped front yards and are designed to be consistent with the surrounding residential neighborhood.
- Over 3,000 square feet of community-serving restaurant and retail space along Melrose Avenue will serve the project's residents and its neighbors.
- Parking is pulled off local streets by creating 237 on-site parking spaces for residents, guests & patrons. Residents will enter and exit the property from El Centro Avenue.

I Support the Project! (see comments below)

I am willing to write a letter in support of this project. *(I SUPPORT THIS PROJ.)*

I am willing to attend a public hearing in support of this project.

I am willing to speak at a public hearing in support of this project.

I have questions about the project. Please contact me.

Name (Print) CHARLES E. WILLIAMS (TEN)

Business Name (if applicable) _____

Address (Street Address, City State, Zip Code) 5809 CAMERFORD AVE.
LOS ANGELES, CA 90038-3801

Home Phone (if applicable) (323) 465-5014

Work Phone (if applicable) N/A

E-mail Address (if applicable) N/A

Signature Charles Williams

If you have questions or concerns about the project, please note them below and mail or fax them back to us, or feel free to contact us by phone or e-mail.

Please send me brochures, floor plans etc., when available, please.

Contact Information:

Re: Camerford Lofts
320 North Larchmont Blvd.

Los Angeles, CA 90004

Phone (323) 466-3445 - Fax (323) 466-8653

Jay & Renee Cronenwalt
2845 Royston Place ~ Beverly Hills, California 90210-1017
Home Phone (310) 278-9409 ~ Fax (310) 278-0182

April 23, 2007

C/O Mr. Madhu Kumar
City Planning Commission, Community Planning Bureau
Los Angeles City Hall
200 North Spring Street, Room 667
Los Angeles, CA 90012

City Planning Commissioners:

Re: **CPC 2006-6519-ZC-HD-ZV-ZAA-SPR**

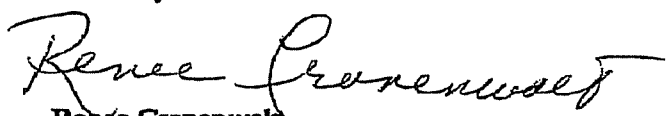
Our names are Renee and Jay Cronenwalt and we have owned the properties on the south side of the Melrose/Lucerne intersection for many years. Our properties are across the street from the proposed Camerford Lofts project proposed by Justin Barth and Watt Genton Associates. We have met with Mr. Barth on several occasions and have had an opportunity to review his project plans. We are so glad that he is proposing such a worth-while project for this neglected part of our neighborhood.

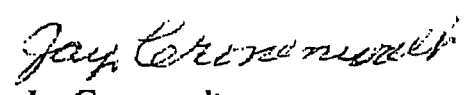
While this area is generally safe and suitable for shoppers and visitors, the unsightly and disturbing Martini Lounge has been a figurative thorn in our side for many years. Locals have long been exposed to the unruly behavior of late-night club goers and their disruptive presence within the community. This club is not a good neighbor, and its presence contributes noise, trash and traffic hazards to the area right outside our properties' front doors.

Watt Genton's residential and retail building on the corner of Melrose and El Centro would much better meet the needs of both the business and residential communities in the area. Not only will this new project increase the peace and safety of life here, but it will provide a much needed boost in available housing in the area. We fully support this project for this neighborhood.

We appreciate you taking the time to hear us on this issue.

Sincerely,


Renee Cronenwalt


Jay Cronenwalt

April 24, 2007

City Planning Commission, Community Planning Bureau
200 North Spring Street, Room 667
Los Angeles, CA 90012

Re: CPC 2006-6519-ZC-HD-ZV-ZAA-SPR

Dear City Planners:

My name is Jennifer Dorn and I live at 607 N. Lucerne Blvd. I am writing you to ask for your support for the Camerford Lofts project (CPC 2006-6519-ZC-HD-ZV-ZAA-SPR). I believe this project will go a long way toward improving my neighborhood and making this portion of Melrose Avenue a better place to live, shop and drive.

My neighbors and I have seen the project plans and are excited by its clean design and attention to detail. The architects have created a modern project that fits, and actually dramatically improves, the northern end of Larchmont Boulevard and the neighborhood on Camerford Avenue.

When people think of Melrose Avenue, they think of a place to walk from shops to restaurants in a safe and comfortable environment. This is true further west on Melrose and in West Hollywood, yet we have not quite reached that point at the intersection of Melrose and Larchmont. Our neighborhood is slowly building such a streetscape, but the current parcel sticks out like a sore thumb.

The Larchmont Club that is currently on this site is not appropriate for the residential neighborhoods that surround it. The noise and trash around this club makes it unpleasant to walk around the area. As property owners, we strive to keep our neighborhood clean and safe; the Larchmont Club attracts outsiders that have little regard for our efforts to keep our neighborhood clean, safe and quiet.

The Camerford Lofts project is the right plan for this neighborhood. The project includes ample parking, unusual for such projects, and allows cars to enter and exit on El Centro instead of on Melrose and Camerford. It integrates shops and housing, and is located nearby other retail establishments. The project fills the gap in this retail corridor making it a better place to walk with friends and family. I look forward to a time when I no longer have to walk out of my way to avoid the Larchmont Club, and can make this new mixed use retail space my destination.

My neighbors and I live in a relatively quiet residential neighborhood – I am excited that something as fitting as the Camerford Lofts is coming to replace the existing uses on this site.

Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jennifer Dorn', with a long horizontal flourish extending to the right.

NAME Jennifer Dorn
ADDRESS 607 N. Lucerne Blvd., Los Angeles, CA 90004
323-464-5419

November 30, 2007

City Planning Commission
c/o Gabriele Williams
200 North Spring Street, Room 352
Los Angeles, CA 90012

Re: Case No: CPC-2006-6519-ZC-ZV-HD-ZAA-SPR, Camerford Lofts Project

Dear Commissioners:

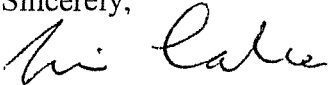
Unfortunately, due to schedule conflicts, I am not able to attend in person. I truly feel this is a critical project to further improve the area. I believe this project will improve the quality of life for the new residents as well as the current neighbors. I have spoken with many of my neighbors; so far there is a consensus of strong support for this neighborhood improvement opportunity.

I am once again writing to express my support to bring the Camerford Lofts project to the corner of Melrose and El Centro. After speaking with Mr. Justin Barth on several occasions about Camerford Lofts, I am confident that his project will greatly improve the area and alleviate some of public safety and parking concerns.

Last year I wrote a letter to the Zoning Administrator, urging his approval of the Camerford Lofts project. This project will eliminate a nuisance use and replace it with much needed new housing as well as new retail. It will create a pedestrian element that has long been absent at the northern entry point to Larchmont Village.

Some areas have complex public safety concerns. Our area has a simple solution and that is the Camerford Lofts project. Approval of this project will not only eliminate the safety issues of the club, but will move this corridor in the right direction and more in line with the neighborhood feel of the community. I urge you to listen to those residents that live in this area.

Sincerely,



Dr. Kevin Landa,
Neighborhood Resident
622 North Lucerne Blvd.
Los Angeles, CA 90004

Cc: Honorable Eric Garcetti
Kelli Bernard, Director of Planning and Economic Development

Council District 13
200 North Spring Street, Room 470
Los Angeles, CA 90012

Camerford Lofts

Project Summary

Watt Genton is proposing to build an attractive, mixed-use project on two adjacent properties located at the northeast corner of Melrose and El Centro Avenues. The project will significantly enhance the area by replacing current uses on the site, including The Larchmont nightclub, which has been viewed as a nuisance in the community. In addition to spurring revitalization efforts along a neglected section of Melrose Avenue, the project will provide an attractive entry to the Larchmont Boulevard intersection. The proposed project includes the following elements:

- 96 for-sale units will provide access to homeownership for a wide variety of buyers.
 - Townhome style units along Camerford Avenue will provide landscaped front yards and are designed to be consistent with the surrounding residential neighborhood.
 - Over 3,000 square feet of community-serving restaurant and retail space along Melrose Avenue will serve the project's residents and its neighbors.
 - Parking is pulled off local streets by creating 237 on-site parking spaces for residents, guests & patrons. Residents will enter and exit the property from El Centro Avenue.
-
- I Support the Project! (see comments below)
 - I am willing to write a letter in support of this project.
 - I am willing to attend a public hearing in support of this project.
 - I am willing to speak at a public hearing in support of this project.
 - I have questions about the project. Please contact me.

Name (Print) TED RIPP


Business Name (if applicable) _____

Address (Street Address, City State, Zip Code) 5807 CAMERFORD AVE
Los Angeles, Ca 90038

Home Phone (if applicable) 323 251 5252

Work Phone (if applicable) 310 816 8217

E-mail Address (if applicable) TEDRIPP@CA.PR.COM

Signature 

If you have questions or concerns about the project, please note them below and mail or fax them back to us, or feel free to contact us by phone or e-mail.

This project will make our community better. Please allow it to proceed.

Contact Information:
Re: Camerford Lofts
320 North Larchmont Blvd.
Los Angeles, CA 90004
Phone (323) 466-3445 - Fax (323) 466-8653