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**Comment on Council File: 19-1533 / ZA-2019-1744**2 messages

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**From:** Alexis Rheinwald-Jones <info@email.actionnetwork.org>  
**To:** clerk.cps@lacity.org  
**At:** Tue, Sep 15, 2020 at 4:05 PM

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PLUM Committee Members,

Los Angeles voters have demonstrated time and time again that they want more affordable housing. Please stand with them and stop the CGI Strategies project proposed for [623-671 S. La Brea Ave](#) which misuses the Transit Oriented Communities Program to create a project with more hotel rooms than actual housing. Approving the project in its current form would create a dangerous precedent that would encourage more luxury hotel and commercial development at the expense of the affordable housing we so desperately need. Additionally, the City is rushing the environmental review process ahead of approvals for the project itself, denying community members the ability to ensure the mitigations proposed will really make the project sustainable. Please ensure adequate environmental review is done on the project and ensure our affordable housing programs are used to create housing, not more luxury hotels.

Regards,

Alexis Rheinwald-Jones  
[alexisfayejones@gmail.com](mailto:alexisfayejones@gmail.com)  
4242 Russell Ave  
[Los Angeles , California 90027](#)

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**From:** Ryan Sawyer <info@email.actionnetwork.org>  
**To:** clerk.cps@lacity.org  
**At:** Tue, Sep 15, 2020 at 7:19 PM

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PLUM Committee Members,

Los Angeles voters have demonstrated time and time again that they want more affordable housing. Please stand with them and stop the CGI Strategies project proposed for [623-671 S. La Brea Ave](#) which misuses the Transit Oriented Communities Program to create a project with more hotel rooms than actual housing. Approving the project in its current form would create a dangerous precedent that would encourage more luxury hotel and commercial development at the expense of the affordable housing we need. Additionally, the City is rushing the

environmental review process ahead of approvals for the project itself, denying community members the ability to ensure the mitigations proposed will really make the project sustainable. Please ensure adequate environmental review is done on the project and ensure our affordable housing programs are used to create housing, not more luxury hotels.

Regards,

Ryan Sawyer

[r.sawyer585@yahoo.com](mailto:r.sawyer585@yahoo.com)

4321 Ventura Canyon Ave., Apt. 2

[Sherman Oaks, California 91423](#)

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**Don't Rush Environmental Review: 623-671 S. La Brea (CF #19-1533, ZA-2019-1744, VTT-82618, ENV-2019-1736)**1 message

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**From:** Amy Markman <scarletibis4@msn.com>**To:** clerk.cps@lacity.org**At:** Tue, Sep 15, 2020 at 5:48 PM

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PLUM Committee Members,

I am writing with concern about the proposed hotel/housing project at [639 S. La Brea Ave](#). The project's environmental review is being rushed ahead of approvals for the actual project, denying our community the ability to ensure the project will really be sustainable and mitigate its effects on traffic, energy, climate change, and water use. Additionally, the project misuses the TOC program that was intended to create more housing, including more affordable housing. This is self-evident by other TOC projects in the City, which either propose housing exclusively, or contain only a small portion of retail use (e.g., minor local-serving retail on the ground floor). Here, however, the project includes an 8-story, 125-room luxury hotel on land adjacent to the future Metro stop, which would be better used to provide housing—as intended under the clear purpose of the City's TOC program. I urge that the PLUM Committee to halt approvals of any environmental review until the City has reviewed the underlying project and ensure our affordable housing programs create actual housing, not luxury hotels.

Amy Markman

[scarletibis4@msn.com](mailto:scarletibis4@msn.com)

14833 Magnolia Blvd, Apt 211

[Sherman Oaks, California 91403](#)

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**CF #19-1533: No to Wilshire / La Brea**3 messages

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**From:** Ronald Modro <info@email.actionnetwork.org>**To:** clerk.cps@lacity.org**At:** Tue, Sep 15, 2020 at 4:01 PM

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PLUM Committee Members,

I urge the City to oppose the 639 S. La Brea Project's environmental review. During a climate crisis caused by rising greenhouse gas (GHG) emissions, the City should ensure projects are doing everything feasible to ensure projects are as water/energy/GHG-efficient as possible. We deserve a more thorough environmental review.

Thank you,

Ronald Modro

[ron.modro@gmail.com](mailto:ron.modro@gmail.com)

14687 Round Valley Dr.

[Sherman Oaks, California 91403](#)

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**From:** Kenneth White <info@email.actionnetwork.org>**To:** clerk.cps@lacity.org**At:** Tue, Sep 15, 2020 at 5:22 PM

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PLUM Committee Members,

I urge the City to oppose the 639 S. La Brea Project's environmental review. During a climate crisis caused by rising greenhouse gas (GHG) emissions, the City should ensure projects are doing everything feasible to ensure projects are as water/energy/GHG-efficient as possible. We deserve a more thorough environmental review.

Thank you,

Kenneth White

[fortunelli@aol.com](mailto:fortunelli@aol.com)

839 so. Gramercy pl #4

[LA, California 90005](#)

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**From:** Lili Mandl <[info@email.actionnetwork.org](mailto:info@email.actionnetwork.org)>  
**To:** [clerk.cps@lacity.org](mailto:clerk.cps@lacity.org)  
**At:** Tue, Sep 15, 2020 at 5:36 PM

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PLUM Committee Members,

Please: the City must oppose the 639 S. La Brea Project's erroneous environmental review. During a climate crisis of this magnitude, caused by rising greenhouse gas (GHG) emissions, the City must ensure projects are doing everything feasible to ensure projects are as water/energy/GHG-efficient as possible. We deserve a more thorough environmental review for the safety of our residents, our communities, and our children.

Thank you,

Lili Mandl  
[lili.j.mandl@gmail.com](mailto:lili.j.mandl@gmail.com)  
159 S Norton Ave  
[Los Angeles , California 90004](#)

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**Wilshire / La Brea Project Comments ((CF #19-1533, ZA-2019-1744, VTT-82618, ENV-2019-1736)**2 messages

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**From:** Ron Farrell <info@email.actionnetwork.org>  
**To:** clerk.cps@lacity.org  
**At:** Tue, Sep 15, 2020 at 2:43 PM

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PLUM Committee Members,

I write deeply concerned about the luxury hotel and condo project proposed for [639 S. La Brea Ave](#). The Transit Oriented Communities (TOC) program was intended to create housing, especially affordable housing. So too, the Code makes clear that hotel rooms and dwelling units must be tied to its lot area (see LAMC § 12.21.C.1(j)). Here, the project is using the TOC incentives to build more hotel rooms at the expense of housing, double counts lot area already designated for housing, and allocates lot area entirely untethered to the project's site plans. Please stop this misuse of our affordable housing law.

TO THE OFFICE OF THE HOUSING PROJECTS:

It's been brought to public attention that either the staff or some of the staff of this office is misusing housing funds. This goes against the purpose of the established law and rights of the program. Since you are obviously intentionally doing this, it's been made public and you are committing a serious breach of trust with your position.

Therefore your ONLY steps should be either stop the unethical acts you're committing and get HONEST and straight, or resign from your post. The public does not need dishonest people in office. Using the money and resources correctly is the purpose, not hiding in office and abusing it.

Ron Farrell  
[waterviewcamper@gmail.com](mailto:waterviewcamper@gmail.com)  
4632 Franklin Ave  
Los Angeles, California 90027

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**From:** Alex Snyderman <info@email.actionnetwork.org>  
**To:** clerk.cps@lacity.org  
**At:** Tue, Sep 15, 2020 at 4:41 PM

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PLUM Committee Members,

I write deeply concerned about the luxury hotel and condo project proposed for [639 S. La Brea Ave](#). The Transit Oriented Communities (TOC) program was intended to create housing, especially affordable housing. So too, the Code makes clear that hotel rooms and dwelling units must be tied to its lot area (see LAMC § 12.21.C.1(j)). Here, the project is using the TOC incentives to build more hotel rooms at the expense of housing, double counts lot area already designated for housing, and allocates lot area entirely untethered to the project's site plans. Please stop this misuse of our affordable housing law.

Alex Snyderman

[alexsnyderman@gmail.com](mailto:alexsnyderman@gmail.com)

3187, Cadet Court

[Los Angeles, California 90068](#)

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**Don't Rush Environmental Review: 623-671 S. La Brea (CF #19-1533, ZA-2019-1744, VTT-82618, ENV-2019-1736)**5 messages

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**From:** Patrick Veeder <info@email.actionnetwork.org>**To:** clerk.cps@lacity.org**At:** Mon, Sep 14, 2020 at 11:48 AM

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PLUM Committee Members,

I am writing with concern about the proposed hotel/housing project at [639 S. La Brea Ave](#). The project's environmental review is being rushed ahead of approvals for the actual project, denying our community the ability to ensure the project will really be sustainable and mitigate its effects on traffic, energy, climate change, and water use. Additionally, the project misuses the TOC program that was intended to create more housing, including more affordable housing. This is self-evident by other TOC projects in the City, which either propose housing exclusively, or contain only a small portion of retail use (e.g., minor local-serving retail on the ground floor). Here, however, the project includes an 8-story, 125-room luxury hotel on land adjacent to the future Metro stop, which would be better used to provide housing—as intended under the clear purpose of the City's TOC program. I urge that the PLUM Committee to halt approvals of any environmental review until the City has reviewed the underlying project and ensure our affordable housing programs create actual housing, not luxury hotels.

Can you also please fo something about the constant law breaking by villa carlotta. Its unbelievable and unconscionable what you have let them get away with.

Patrick Veeder

[patrickveeder@gmail.com](mailto:patrickveeder@gmail.com)

2033 n beachwood dr, 21

los angeles, California 90068

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**From:** amy galaudet <info@email.actionnetwork.org>**To:** clerk.cps@lacity.org**At:** Mon, Sep 14, 2020 at 8:02 PM

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PLUM Committee Members,

This project is almost criminal. the proposed hotel/housing project at [639 S. La Brea Ave](#). The project's environmental review is being rushed ahead of approvals for the actual project, denying

our community the ability to ensure the project will really be sustainable and mitigate its effects on traffic, energy, climate change, and water use. Additionally, the project misuses the TOC program that was intended to create more housing, including more affordable housing. This is self-evident by other TOC projects in the City, which either propose housing exclusively, or contain only a small portion of retail use (e.g., minor local-serving retail on the ground floor). Here, however, the project includes an 8-story, 125-room luxury hotel on land adjacent to the future Metro stop, which would be better used to provide housing—as intended under the clear purpose of the City’s TOC program. I urge that the PLUM Committee to halt approvals of any environmental review until the City has reviewed the underlying project and ensure our affordable housing programs create actual housing, not luxury hotels. It also puts Mom and pop stores out of business. When will you stop catering to billionaires.

amy galaudet  
[amyg93@aol.com](mailto:amyg93@aol.com)  
6120 w. 5th st  
[LA, California 90048](#)

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**From:** Marina Roth <[info@email.actionnetwork.org](mailto:info@email.actionnetwork.org)>  
**To:** [clerk.cps@lacity.org](mailto:clerk.cps@lacity.org)  
**At:** Tue, Sep 15, 2020 at 7:56 AM

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PLUM Committee Members,

This project will drive the current tenants out. Vincent P. Bertoni live in a mansion and is not the right person to tell tenants they should put up with their neighborhood becoming overrun with congestion and valet parked cars to accommodate a hotel and apartment complex for rich part time residents from other countries and cities. You want to put 246 luxury dwelling units (hotel + apartments) of which only 14 will be for low income people, on top of a subway station. Only the low income people will use the subway more than occasionally. These affluent tenants and customers for the hotel (and its restaurants) will have cars. They will need to park them somewhere since this project has less than half the parking it needs for its employees, rich tenants, visitors and customers. and Our neighborhood already has a crisis of lack of parking. I work in North Hollywood, nowhere near the Red Line. How does the 720 bus or Purple Line get me there? It doesn't. Then there is the alley. You want to put Budweiser delivery trucks. (for four restaurants), dozens of other commercial trucks and dozens (hundreds?) of cars valeted through this alley throughout the day. These need to enter and exit on La Brea, a wide busy street. This alley is 1 lane. I'm also worried about fire trucks and ambulances not being able to get through because of vehicles illegally parked in the alley waiting for their friends to come out the back of the building or lining up for the loading dock. This developer is trying to put too much in too

narrow of a site. There should be a way for cars to enter from La Brea and be valeted directly into the garage without going through the alley. I know you don't care about affordable housing because you all live in affluent neighborhoods in homes valued in the 7 figures. But we do. When we can't get home because the alley is blocked, or we can't find a parking space anywhere for four blocks because the valets are putting cars oin the loca l streets that pushes us to move out which then lets the landlords raise the rents for the next tenant. You create a revolving door of low income tenants in what was supposed to be rent stabilized housing but really isn't because of turnover. And you, the "City Fathers and Mothers" have caused that by favoring developers profits over helping an affordable neighborhood stay affordable.

Marina Roth  
[jeff.roth.plb@gmail.com](mailto:jeff.roth.plb@gmail.com)  
460 S. Detroit  
[Los Angeles, California 90036](#)

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**From:** Silamith Maclean <[info@email.actionnetwork.org](mailto:info@email.actionnetwork.org)>  
**To:** [clerk.cps@lacity.org](mailto:clerk.cps@lacity.org)  
**At:** Tue, Sep 15, 2020 at 4:03 PM

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PLUM Committee Members,

I am writing with concern about the proposed hotel/housing project at [639 S. La Brea Ave](#). The project's environmental review is being rushed ahead of approvals for the actual project, denying our community the ability to ensure the project will really be sustainable and mitigate its effects on traffic, energy, climate change, and water use. Additionally, the project misuses the TOC program that was intended to create more housing, including more affordable housing. This is self-evident by other TOC projects in the City, which either propose housing exclusively, or contain only a small portion of retail use (e.g., minor local-serving retail on the ground floor). Here, however, the project includes an 8-story, 125-room luxury hotel on land adjacent to the future Metro stop, which would be better used to provide housing—as intended under the clear purpose of the City's TOC program. I urge that the PLUM Committee to halt approvals of any environmental review until the City has reviewed the underlying project and ensure our affordable housing programs create actual housing, not luxury hotels.

Silamith Maclean  
[silamith@gmail.com](mailto:silamith@gmail.com)  
4408 Bellflower Ave  
[Toluca Lake, California 91602](#)

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**From:** Joy Figueras <info@email.actionnetwork.org>  
**To:** clerk.cps@lacity.org  
**At:** Tue, Sep 15, 2020 at 4:21 PM

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PLUM Committee Members,

I am writing with concern about the proposed hotel/housing project at [639 S. La Brea Ave](#). The project's environmental review is being rushed ahead of approvals for the actual project, denying our community the ability to ensure the project will really be sustainable and mitigate its effects on traffic, energy, climate change, and water use. Additionally, the project misuses the TOC program that was intended to create more housing, including more affordable housing. This is self-evident by other TOC projects in the City, which either propose housing exclusively, or contain only a small portion of retail use (e.g., minor local-serving retail on the ground floor). Here, however, the project includes an 8-story, 125-room luxury hotel on land adjacent to the future Metro stop, which would be better used to provide housing—as intended under the clear purpose of the City's TOC program. I urge that the PLUM Committee to halt approvals of any environmental review until the City has reviewed the underlying project and ensure our affordable housing programs create actual housing, not luxury hotels.

Joy Figueras  
[figuerella@yahoo.com](mailto:figuerella@yahoo.com)  
4648 FULTON AVE, #104  
[LOS ANGELES, California 91423](#)

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**Wilshire / La Brea Project Comments ((CF #19-1533, ZA-2019-1744, VTT-82618, ENV-2019-1736)**1 message

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**From:** Conrad Starr <[info@sycamoresquare.org](mailto:info@sycamoresquare.org)>  
**To:** [clerk.cps@lacity.org](mailto:clerk.cps@lacity.org)  
**At:** Tue, Sep 15, 2020 at 4:21 PM

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PLUM Committee Members,

At the February 13, 2020 meeting of the Sycamore Square Neighborhood Association (SSNA), its Board of Directors voted (4 yes, 0 noes, 0 abstentions) to oppose this project as presented based on the traffic circulation plan, which will negatively affect adjacent tenants and business owners. The SSNA is also concerned that the project contains a larger commercial use than should be allowed under TOC. The SSNA ([www.sycamoresquare.org](http://www.sycamoresquare.org)) is an unincorporated nonprofit association representing the residents, property owners, and designated business representatives of the area bordered by La Brea Ave on the west, Citrus Ave (both sides) on the east), Olympic Blvd on the south, and Wilshire Blvd on the north. Our neighborhood's northwest corner is diagonal from the project site. Please do not hesitate to contact SSNA Board President, Conrad Starr, at [president@sycamoresquare.org](mailto:president@sycamoresquare.org). Many thanks.

Conrad Starr  
[info@sycamoresquare.org](mailto:info@sycamoresquare.org)  
728 1/4 S Mansfield Ave.  
[Los Angeles, California 90036](http://www.sycamoresquare.org)

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**Comment on Council File: 19-1533 / ZA-2019-1744**1 message

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**From:** Alison Graham <[alison@ajgpr.com](mailto:alison@ajgpr.com)>**To:** [clerk.cps@lacity.org](mailto:clerk.cps@lacity.org)**At:** Tue, Sep 15, 2020 at 4:19 PM

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PLUM Committee Members,

Los Angeles voters have demonstrated time and time again that they want more affordable housing. Please stand with them and stop the CGI Strategies project proposed for [623-671 S. La Brea Ave](#) which misuses the Transit Oriented Communities Program to create a project with more hotel rooms than actual housing. Approving the project in its current form would create a dangerous precedent that would encourage more luxury hotel and commercial development at the expense of the affordable housing we need. Additionally, the City is rushing the environmental review process ahead of approvals for the project itself, denying community members the ability to ensure the mitigations proposed will really make the project sustainable. Please ensure adequate environmental review is done on the project and ensure our affordable housing programs are used to create housing, not more luxury hotels.

Regards,

Alison Grahams

Alison Graham

[alison@ajgpr.com](mailto:alison@ajgpr.com)

410 Alandele Ave

[Los Angeles , California 90036](#)

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**CF #19-1533: No to Wilshire / La Brea**1 message

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**From:** Dante Fischbach <Info@hausofbad.com>**To:** clerk.cps@lacity.org**At:** Tue, Sep 15, 2020 at 4:04 PM

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PLUM Committee Members,

I urge the City to oppose the 639 S. La Brea Project's environmental review. During a climate crisis caused by rising greenhouse gas (GHG) emissions, the City should ensure projects are doing everything feasible to ensure projects are as water/energy/GHG-efficient as possible. We deserve a more thorough environmental review.

Thank you,

Dante Fischbach

Info@hausofBad.com

2104 N Cahuenga Blvd, Apt 206

[Los Angeles, California 90068](#)