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

From: Emily Armstrong <info@email.actionnetwork.org>**To:** clerk.cps@lacity.org**At:** Thu, Sep 17, 2020 at 9:48 AM

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.

Emily Armstrong

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[Los Angeles, California 90005](#)

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

From: Alberto Brajas <info@email.actionnetwork.org>**To:** clerk.cps@lacity.org**At:** Thu, Sep 17, 2020 at 9:34 AM

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.

Alberto Brajas

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CF #19-1533: No to Wilshire / La Brea1 message

From: Ester Gonzalez <info@email.actionnetwork.org>**To:** clerk.cps@lacity.org**At:** Thu, Sep 17, 2020 at 9:13 AM

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,

Ester Gonzalez

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[Los Angeles, Ca., California 90005](#)

CF #19-1533: No to Wilshire / La Brea1 message

From: Alyssa Shah <alyssashah@earthlink.net>**To:** clerk.cps@lacity.org**At:** Wed, Sep 16, 2020 at 11:30 PM

PLUM Committee Members,

Attention; David Ryu, Emma Howard and all ,

I am writing to oppose the development as currently proposed ([523- 671 La Brea](#) Luxury Project ENV-2019-1736-SCPE; COUNCIL FILE NO. 19-1533)

I'm a very concerned direct business and property owner adjacent north to the proposed development of CGI strategies. I have owned and operated a successful business on La Brea for the past 25 years. I feel it's important for my position to be heard as I also speak for other numerous business owners and residents in the effected area. I strongly reject and oppose the idea that the city is considering granting an " exemption " for this development from conducting a full environmental impact study on the surrounding area. As we have learned, this large scale project (as proposed) will have a devastating outcome on our local community housing and business function in the area.

The current plans to construct underground parking which is NOT sufficient to support the number of planned hotel guests, employees, retail business guests and there employees as well as the added housing and uber lifts ALL with exiting vehicles from the development to dump out in to the small alleyaway from the commercial La Brea Ave. and Wilshire Blvd. streets. This is not only a poorly developed plan it's also carless, dangerous and inconsiderate of the neighborhood business's and community.

Developers and there investors should not be able to make deals behind closed doors and begin building with out showing the true impact to those already living there and also with business's in the area. Pushing the project though and just " dealing " with the problems later should not be acceptable to any of us. Our city representatives should help support and protect all of us, not just the big developers !

The narrow 100 year old alley behind this project currently provides access to numerous apartment parking garages that open directly into alley with lift up garage gates. There is hardly enough space for the residents to access the garage if there is another car or service truck in the alley. My business parking lot also exits into the alley within 3-4 feet of the proposed development underground exit. They do not take into consideration the danger of my local pedestrian business only 3' feet from the planned to build entrance/ exit of the proposed parking structure with heavy traffic speed and blind corners. My current pick up and delivery workers loading customers furniture would be steeping backwards directly into oncoming valet drivers traffic. Extremely dangerous and poorly planed while not considering or supporting the function existing business's.

The small alley was never meant to be used as a service exit & entrance to support a large luxury hotel and shopping complex. The added traffic spilling out and congesting the alley will have a devastating effect to the function of all local business's besides my own. We pay a great deal for property tax and my family and lively hood depend on my business being able to continue to function.

The neighborhood is also very concerned with ability for emergency vehicles to access the alley with he proposed traffic that will also back up out on to 6th street and that intersection.

There must be a full environmental impact study done as the flow of traffic planned is clearly dysfunctional and does not fully make use of what should be the obvious choice for traffic to be directed back out to the commercial streets of La Brea or Wilshire as would be expected. Instead the project that space for there own square footage money making benefit and instead push's the traffic congestion back on to the neighborhood and business's next door and to the north.

Please insist on a FULL EIR before final approval and oppose the current poorly planned traffic and parking structure plans.

Thank you for hearing our comments and we trust you will help and support our community as a whole.

Alyssa Ashton Shah
Design MIX Furniture Inc.
[611 S. La Brea Ave.](#)

Alyssa Shah
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[Los Angeles, California 90036](#)

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

From: mark poirier <markpoirier@earthlink.net>
To: clerk.cps@lacity.org
At: Wed, Sep 16, 2020 at 9:11 PM

PLUM Committee Members,

[639 S. La Brea Ave](#)

We need to know that we can count on you to oppose granting CGI Strategies an exemption from doing a full environmental impact study.

The Environmental study must be done ! Developers should not be able to make deals behind closed doors and begin building without showing the projected impact to those already living and working in the area.

I am one of the owners of MIX Furniture that is right next door to the proposed new construction. The alley behind our building at [611 South La Brea](#) hardly has room for one delivery truck at a time. The apartment tenants parking garage has automatic lift gates that other trucks would hit as they pass each other. This small alley was never meant to be used as a service entrance to a large luxury hotel / shopping complex. The added traffic will lead to accidents and major issues to all who live and work here.

How will Emergency vehicles get to the alley with all of this proposed traffic?

mark poirier
markpoirier@earthlink.net
348 S Mccadden Place
[Los Angeles, California 90020](#)

Rejection of Mirabel: 19-1533 / ZA-2019-1744

1 message

Kelly Kaufman <info@email.actionnetwork.org>
Reply-To: kellykaufman12@gmail.com
To: clerk.cps@lacity.org

Thu, Sep 17, 2020 at 5:26 PM

PLUM Committee Members,

Dear City Council PLUM,

My name is Kelly Kaufman and I live on [318 S. Detroit St.](#) I am 28 years old, and am very passionate about the preservation of my neighborhood. I grew up in New York City, and have always had a visceral connection with Mom&Pop establishments, and old buildings. I have lived in them my whole life.

I have always been aware that a neighborhood is a physical manifestation of a community and culture. It devastates me that a developer is trying to tarnish our Miracle Mile culture, art, and community by attempting to build a residential/hotel conglomerate.

I am familiar with the aesthetic, vibe, and people these high rises/hotels attract. It will starkly stand out of place, which will only ensue a toxic, corporate domino effect in our neighborhood. This neighborhood does not promote that kind of atmosphere. This is a family, mom&pop driven neighborhood with homes and apartments built in the 1920s-1980s. Our architecture, which is our aesthetic represents our community and culture. Mom&Pop Shops and old buildings are already suffering due to COVID and the recent riots. Therefore, allowing this new establishment would further cement a permanent death for many of these homes and shops.

I please ask that you see the legitimacy of what I have stated, being a young person this must carry some sort of significance. I am standing up for the culture and small businesses of this world. In other countries like Afghanistan, people cherish the buildings and establishments around them, because it is an outer representation of their culture, and values. It is a major devastation to these communities when their buildings have been destroyed in war. The corporate developers of America is a different kind of war on the same precious communities. I ask that you please allow yourself to feel the same sentiment, or at least respect the sentiment of your residents by allowing us to keep our neighborhood intact, and not welcome these developers.

Thank you in advance for taking the time to read this message.

Take Care,
Kelly

Kelly Kaufman
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