



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 10:22 AM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

Dear Planning and Land Use Management Committee (PLUM),

I would like to thank the City Planning Commissioners, the Department of City Planning, City Staff, and the members of this committee for developing the DTLA2040 proposal. As a stakeholder in the LA Fashion District, I want to express my thoughts on the impact that staff recommendations and the Director of Planning's report will have on the future of our community.

The LA Fashion District is a vital economic hub in Downtown Los Angeles, the City at large, and the region. Our neighborhood's DNA is in the fashion and flower industries. We take great pride in and never plan to divest from those identities. However, as the city continues to grow, evolve, and become a melting pot, it is clear that the Fashion District must adapt and change to meet the needs of industries and residents seeking to call our community home.

DTLA2040 has the potential to help guide this evolution in a positive direction. In particular, I am excited by the potential of easing restrictions on daycares/new schools, removing above-grade parking from FAR calculations, increasing the minimum size + removing FAR requirements for live/work units, and opening the door to flexibility for new residential in some areas.

To protect the vitality of the Fashion District, please:

Increase the base FAR to 6:1 in Form District HM1, HB1, DM1, DM3, and Use Districts CX3 and IX2/IX3. The delta between base and bonus in our district is too great, especially when DTLA2040 proposes mandatory inclusionary housing AND a production FAR requirement for new developments.

Do not exclude Creative Office as a qualifying use for the "work" portion of new Live/Work units and allow it to count toward the required FAR in Use Districts IX2/IX3/IX4 Productive Space. The Fashion Industry has been moving towards marrying production space with office. The most significant indicator is Adidas and Spark's entry into the community, bringing 800+ employees; both in what would be a CX3 area.

Remove CUP requirements and prohibitions on adaptive reuse/conversion projects (housing, live/work units, hotels, and social service facilities) in the IX2 and IX3 Use Districts. The adaptive reuse ordinance was meant to address buildings plagued by high vacancy rates that could be reused to address the needs of communities. That has never been truer than in the Fashion District! A building that has sat vacant or underutilized at a threshold of 60% for 2+ years should be allowed new life/conversion without prohibitions.

Do not impose a minimum FAR requirement for Productive Space in Use District IX2/IX3; allow the Employment Incentive Area (subarea A.5) to be an anchor for production space. The LA Fashion District has been experiencing a production exodus since the late 1990s. While industry regulations have sought rightful equity in manufacturing, this catalyzed many companies to move out of City, State, and Country. Buildings dedicated to manufacturing and wholesale currently have a vacancy rate of 18%.

Allow new residential and residential conversions across all Use Forms (IX2/IX3) in the LA Fashion District. The City is in a housing crisis and experiencing highly unfavorable market conditions. With over 65,000 individuals experiencing homelessness in the city, we cannot prohibit new housing if we are to meet State and City housing goals.

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Thank you for your work and attention to this matter.

Sincerely,

Kym North
harleynhoney@gmail.com
57011 Juarez Court
Yucca Valley, CA 92284



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LA Fashion District BID <jasmine@fashiondistrict.org>

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To: clerk.plumcommittee@lacity.org

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Sincerely,

Laurie Rosen
laurierosen@me.com
817 S Los Angeles Street
Los angeles, CA 90014



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Do not exclude any viable commercial or industrial use. Those uses made this city what it is and provide income for the employees of this community. Restrictive zoning diminishes the ability of people in the community to make a living. Both landlords and tenants should have the right to contract freely without the interference of big brother government. Remove all rent controls and allow the market to dictate how land should be used.

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Loren Naiman

LOREN NAIMAN
LNAIMAN@PACBELL.NET
13842 Davana Terrace
Sherman Oaks, CA 91423



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LA Fashion District BID <jasmine@fashiondistrict.org>

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Brian Taban
brian@jadeent.com
660 S. Figueroa Street, 7th Floor
Los Angeles, CA 90017



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Ryan Peykar

Ryan Peykar
ryan@olympusholdings.biz
425 E Pico Blvd
Los Angeles, CA 90015



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Thank you for your work and attention to this matter.

Sincerely,

Nicole Peykar

Nicole Peykar
nicole@olympusholdings.biz
1242 Santee
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 1:52 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Michael Taban
michael@jadeent.com
110 W. 11th Street
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

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LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:19 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

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Sincerely,

Ivan Villegas

Ivan Villegas
ivan@fashiondistrict.org
424 E. 15th St.
Los Angeles, CA 90015



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1 message

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Jackie Sanchez

Jaquelyn Sanchez
jackie@fashiondistrict.org
424 E. 15th Street
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1 message

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Jenessa Danyelle Brackett
jenessadevans@gmail.com
8161 Newman Avenue Apt C
Huntington Beach, CA 92647



Candy Rosales <candy.rosales@lacity.org>

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Fri, Apr 7, 2023 at 2:21 PM

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Melissa Olmos

Melissa Olmos
lafashionbid@aus.com
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1 message

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Lopez

Eduardo Lopez
eduardo.lopez@aus.com
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Thank you for your work and attention to this matter.

Sincerely,

Danny

Daniel Lazo
dlazo@centurymg.com
424 E. 15th Street
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:26 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Oscar Sosa

Oscar Sosa
ososa@centurymg.com
424 E. 15th St
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

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Sincerely,

Miguel Aquino

Miguel Aquino
miguel.aquino@aus.com
424 E. 15th St.
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:31 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Daisy

Daisy Garcia
daisy.garcia@aus.com
700 S. Floer St.
Los Angeles, CA 90014



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:32 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

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Sincerely,

GM

Guillermo Mendoza
guillermo.mendoza@aus.com
700 S. Flower St. Suite 400
Los Angeles, CA 90014



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:35 PM

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To: clerk.plumcommittee@lacity.org

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Kevin Sohn

Kevin Sohn
kevin.sohn@aus.com
424 E. 15th St. #10
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Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:37 PM

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To: clerk.plumcommittee@lacity.org

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Sincerely,

Vanessa

Vanessa Alvarez
vanessa.alvarez@aus.com
424 E. 15th St. #10
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:40 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

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Sincerely,

Sam 5

Luis Bello
luis.bello@aus.com
424 E. 15th St. #11
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 6:51 AM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Thank you for your work and attention to this matter.

Sincerely,

June Sale
Junessale@gmail.com
811. S Los Angeles street
La, CA 90025



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 2:41 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Thank you for your work and attention to this matter.

Sincerely,

Rufino

Rufino Rodriguez
rufino.rodriguez@aus.com
424 E. 15th St. #11
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 7:10 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Juliana Suarez
Suarezjulianam@gmail.com
818 S Broadway Suite 801
Los Angeles, CA 90014



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 8:14 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Meng-Yuan Wang
nelliewang0531@gmail.com
345 Glenshaw Ave.
La puente, CA 91744



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 10:43 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Michael Rodriguez
Mikefox787@gmail.com
424 E 15th st
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 10:45 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Christian Rodriguez
Chrisyy0711@gmail.com
424 E 15th st
Los Angeles, CA 90015



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)

1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Thu, Apr 6, 2023 at 9:33 PM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Sincerely,

Alexis Allen
Bookings@alexiskallen.com
16750 Sherman Way apt 216
Van Nuys, CA 91406



Candy Rosales <candy.rosales@lacity.org>

Public Comments Not Uploaded DTLA 2040 Comments (CF 22-0617)1 message

LA Fashion District BID <jasmine@fashiondistrict.org>

Fri, Apr 7, 2023 at 10:55 AM

Reply-To: clerk.plumcommittee@lacity.org

To: clerk.plumcommittee@lacity.org

April 3, 2023

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Jim Mellano
jmellano@mellano.com
766 Wall St
Los Angeles, CA 90014



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WENDY Kaplan
Bootsilike@aol.com
P.O. Box 69779
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