

Communication from Public

Name:

Date Submitted: 09/06/2025 10:00 AM

Council File No: 25-0811

Comments for Public Posting: COUNCIL FILE NO: 25-0811 CASE NO: CPC-2024-914-DB-SPPC-VHCA CEQA: ENV-2024-915-CE
Plan Area: Hollywood Council District: 13 - Soto-Martinez
Project Site: 5416 - 5418, 5420, 5424-5428 and 5430 West Carlton Way Los Angeles, CA 90027
Honorable Chair Blumenfield and members of the PLUM Committee, I am writing in support of the Carlton Serrano Tenants Association Appeal. As a constituent, I oppose this development which seeks the demolition of seven rent controlled (RSO) apartment buildings and the eviction and displacement of nearly fifty vulnerable tenants. This project is noncompliant with State Bill CA SB8, noncompliant with California's "No Net Loss" law, noncompliant with Los Angeles Resident Protection Ordinance RPO, noncompliant with the Station Neighborhood Area Plan (SNAP) Subarea A, and last but not least noncompliant with CEQA. We must preserve our existing affordable housing stock. Unless decision-makers understand that we need to do both, preserve and produce, we will be doomed to a failed housing policy and our crisis will get worse. The project's proposed 15 "Very Low Income" units, while seemingly beneficial, do not adequately compensate for the demolition of 25 existing naturally-occurring low income RSO units. Currently there are only 15 units (10.8% of the apartments proposed) reserved as affordable. If new RSO units are set at market rate prices, this is not creating more affordable housing. In fact it has the opposite effect, essentially gentrifying the original residents of the neighborhood. This project results in a net loss of 10 affordable RSO units. The developer's extensive reliance on off-menu waivers - including a 176% height increase and 74% reduction in open space - reflects a clear attempt to maximize private profit by circumventing zoning and design standards intended to protect neighborhood livability. This approach undermines the fundamental purpose of density bonus laws, which are intended to encourage affordable housing, not to facilitate luxury development at the expense of established community standards and quality of life. Specific Plan Project Compliance (SPPC) Findings for this project are erroneous. Because a waiver has been granted does not mean that the proposed development is compliant. SNAP was created to prevent developments like this from intruding on our community

and low-scale residential neighborhoods. To say that this project is compliant is against the very principle of SNAP itself, particularly in the most restrictive area, Subarea A. SNAP was created to preserve our existing communities. The removal of 17 trees, including two native, protected California Oaks, violates LA's Protected Tree Ordinance and invalidates the CEQA Class 32 exemption. In a neighborhood facing severe heat exposure and high asthma rates, these trees provide vital ecosystem services: cooling, stormwater absorption, air filtration, and public health protection. Their destruction would constitute a significant environmental impact under CEQA and must trigger a full Environmental Impact Report (EIR). CEQA's mandate to consider historic resources, even if they only have "contextual" or "associative" value must be addressed. These buildings, some built between 1916–1948, have unique character and charm that is irreplaceable and unmistakably classic Hollywood. They are part of a charming historic cluster adjacent to the Edith Northman-designed Hollywood Carlton Apartments. Edith Northman is the first female registered architect in Los Angeles; demolishing these units would degrade the historic fabric of this block and potentially violate CEQA's protections for contextual historic resources. These historic apartments should be preserved. Additionally, the developers are bad actors. ROM Investments have a documented history of tenant harassment, code violations, unresponsiveness and aggressive rent hikes. There are also documented fines against Leor Maciborski for illegal campaign contributions, and his consultant Gary Benjamin for failing to report lobbying. This dubious history is a significant finding and raises serious questions about their operational integrity and commitment to fair practices. Please support the appeal of the Carlton Serrano Tenants Association and do not allow this development to move forward. I am counting on you to side with the people, not bad actor developers and their unethical consultants. Sincerely, Sarah B

Communication from Public

Name:

Date Submitted: 09/06/2025 06:14 PM

Council File No: 25-0811

Comments for Public Posting: Council File No. 25-811 Public Comment Template COUNCIL FILE NO: 25-0811 CASE NO: CPC-2024-914-DB-SPPC-VHCA CEQA: ENV-2024-915-CE Plan Area: Hollywood Council District: 13 - Soto-Martinez Project Site: 5416 - 5418, 5420, 5424-5428 and 5430 West Carlton Way Los Angeles, CA 90027 Honorable Chair Blumenfield and members of the PLUM Committee, I am writing in support of the Carlton Serrano Tenants Association Appeal. As a constituent, I oppose this development which seeks the demolition of seven rent controlled (RSO) apartment buildings and the eviction and displacement of nearly fifty vulnerable tenants. This project is noncompliant with State Bill CA SB8, noncompliant with California's "No Net Loss" law, noncompliant with Los Angeles Resident Protection Ordinance RPO, noncompliant with the Station Neighborhood Area Plan (SNAP) Subarea A, and last but not least noncompliant with CEQA. We must preserve our existing affordable housing stock. Unless decision-makers understand that we need to do both, preserve and produce, we will be doomed to a failed housing policy and our crisis will get worse. The project's proposed 15 "Very Low Income" units, while seemingly beneficial, do not adequately compensate for the demolition of 25 existing naturally-occurring low income RSO units. Currently there are only 15 units (10.8% of the apartments proposed) reserved as affordable. If new RSO units are set at market rate prices, this is not creating more affordable housing. In fact it has the opposite effect, essentially gentrifying the original residents of the neighborhood. This project results in a net loss of 10 affordable RSO units. The developer's extensive reliance on off-menu waivers - including a 176% height increase and 74% reduction in open space - reflects a clear attempt to maximize private profit by circumventing zoning and design standards intended to protect neighborhood livability. This approach undermines the fundamental purpose of density bonus laws, which are intended to encourage affordable housing, not to facilitate luxury development at the expense of established community standards and quality of life. Specific Plan Project Compliance (SPPC) Findings for this project are erroneous. Because a waiver has been granted does not mean that the proposed development is compliant. SNAP was created to prevent developments like this

from intruding on our community and low-scale residential neighborhoods. To say that this project is compliant is against the very principle of SNAP itself, particularly in the most restrictive area, Subarea A. SNAP was created to preserve our existing communities. The removal of 17 trees, including two native, protected California Oaks, violates LA's Protected Tree Ordinance and invalidates the CEQA Class 32 exemption. In a neighborhood facing severe heat exposure and high asthma rates, these trees provide vital ecosystem services: cooling, stormwater absorption, air filtration, and public health protection. Their destruction would constitute a significant environmental impact under CEQA and must trigger a full Environmental Impact Report (EIR). CEQA's mandate to consider historic resources, even if they only have "contextual" or "associative" value must be addressed. These buildings, some built between 1916–1948, have unique character and charm that is irreplaceable and unmistakably classic Hollywood. They are part of a charming historic cluster adjacent to the Edith Northman-designed Hollywood Carlton Apartments. Edith Northman is the first female registered architect in Los Angeles; demolishing these units would degrade the historic fabric of this block and potentially violate CEQA's protections for contextual historic resources. These historic apartments should be preserved. Additionally, the developers are bad actors. ROM Investments have a documented history of tenant harassment, code violations, unresponsiveness and aggressive rent hikes. There are also documented fines against Leeor Maciborski for illegal campaign contributions, and his consultant Gary Benjamin for failing to report lobbying. This dubious history is a significant finding and raises serious questions about their operational integrity and commitment to fair practices. Please support the appeal of the Carlton Serrano Tenants Association and do not allow this development to move forward. I am counting on you to side with the people, not bad actor developers and their unethical consultants. Sincerely,
Anonymous

Communication from Public

Name: Leila

Date Submitted: 09/06/2025 10:40 AM

Council File No: 25-0811

Comments for Public Posting: Honorable Chair Blumenfield and the PLUM Committee, Please allow your heart, humanity, and common sense to stand up for the people of Los Angeles against this atrocious greed grab from ROM Investments. Destroying people's homes, and LA's landmark trees, in order to build a luxury high rise not only destroys LA's charm, and character, but also people's lives. This echos through generations and never pays off for the citizens. When I travel to other countries I often comment on how comparatively apparent it is that LA city officials have little regard for it's citizens. Please start to change that narrative. Do not create more poverty gap for the people of LA. Stand up for us. Protect the people, the trees, and the rich, historic charm of our communities. In the end it's the working class people you have protected, that will reward you with peace of mind, heart and soul.

Communication from Public

Name: Hannah

Date Submitted: 09/06/2025 10:58 AM

Council File No: 25-0811

Comments for Public Posting: CASE NO: CPC-2024-914-DB-SPPC-VHCA CEQA: ENV-2024-915-CE Plan Area: Hollywood Council District: 13 - Soto-Martinez Project Site: 5416 - 5418, 5420, 5424-5428 and 5430 West Carlton Way Los Angeles, CA 90027 Honorable Chair Blumenfield and members of the PLUM Committee, I am writing in support of the Carlton Serrano Tenants Association Appeal. As a constituent, I oppose this development which seeks the demolition of seven rent controlled (RSO) apartment buildings and the eviction and displacement of nearly fifty vulnerable tenants. This project is noncompliant with State Bill CA SB8, noncompliant with California's "No Net Loss" law, noncompliant with Los Angeles Resident Protection Ordinance RPO, noncompliant with the Station Neighborhood Area Plan (SNAP) Subarea A, and last but not least noncompliant with CEQA. We must preserve our existing affordable housing stock. Unless decision-makers understand that we need to do both, preserve and produce, we will be doomed to a failed housing policy and our crisis will get worse. The project's proposed 15 "Very Low Income" units, while seemingly beneficial, do not adequately compensate for the demolition of 25 existing naturally-occurring low income RSO units. Currently there are only 15 units (10.8% of the apartments proposed) reserved as affordable. If new RSO units are set at market rate prices, this is not creating more affordable housing. In fact it has the opposite effect, essentially gentrifying the original residents of the neighborhood. This project results in a net loss of 10 affordable RSO units. The developer's extensive reliance on off-menu waivers - including a 176% height increase and 74% reduction in open space - reflects a clear attempt to maximize private profit by circumventing zoning and design standards intended to protect neighborhood livability. This approach undermines the fundamental purpose of density bonus laws, which are intended to encourage affordable housing, not to facilitate luxury development at the expense of established community standards and quality of life. Specific Plan Project Compliance (SPPC) Findings for this project are erroneous. Because a waiver has been granted does not mean that the proposed development is compliant. SNAP was created to prevent developments like this from intruding on our community and low-scale residential neighborhoods. To say that this project

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Communication from Public

Name: Dylan Meehan

Date Submitted: 09/06/2025 11:06 AM

Council File No: 25-0811

Comments for Public Posting: Honorable Chair Blumenfield and members of the PLUM Committee, I am writing in support of the Carlton Serrano Tenants Association Appeal. As a constituent, I oppose this development which seeks the demolition of seven rent controlled (RSO) apartment buildings and the eviction and displacement of nearly fifty vulnerable tenants. This project is noncompliant with State Bill CA SB8, noncompliant with California's "No Net Loss" law, noncompliant with Los Angeles Resident Protection Ordinance RPO, noncompliant with the Station Neighborhood Area Plan (SNAP) Subarea A, and last but not least noncompliant with CEQA. We must preserve our existing affordable housing stock. Unless decision-makers understand that we need to do both, preserve and produce, we will be doomed to a failed housing policy and our crisis will get worse. The project's proposed 15 "Very Low Income" units, while seemingly beneficial, do not adequately compensate for the demolition of 25 existing naturally-occurring low income RSO units. Currently there are only 15 units (10.8% of the apartments proposed) reserved as affordable. If new RSO units are set at market rate prices, this is not creating more affordable housing. In fact it has the opposite effect, essentially gentrifying the original residents of the neighborhood. This project results in a net loss of 10 affordable RSO units. The developer's extensive reliance on off-menu waivers - including a 176% height increase and 74% reduction in open space - reflects a clear attempt to maximize private profit by circumventing zoning and design standards intended to protect neighborhood livability. This approach undermines the fundamental purpose of density bonus laws, which are intended to encourage affordable housing, not to facilitate luxury development at the expense of established community standards and quality of life. Specific Plan Project Compliance (SPPC) Findings for this project are erroneous. Because a waiver has been granted does not mean that the proposed development is compliant. SNAP was created to prevent developments like this from intruding on our community and low-scale residential neighborhoods. To say that this project is compliant is against the very principle of SNAP itself, particularly in the most restrictive area, Subarea A. SNAP was created to preserve our existing communities. The removal of 17 trees, including two native,

protected California Oaks, violates LA's Protected Tree Ordinance and invalidates the CEQA Class 32 exemption. In a neighborhood facing severe heat exposure and high asthma rates, these trees provide vital ecosystem services: cooling, stormwater absorption, air filtration, and public health protection. Their destruction would constitute a significant environmental impact under CEQA and must trigger a full Environmental Impact Report (EIR). CEQA's mandate to consider historic resources, even if they only have "contextual" or "associative" value must be addressed. These buildings, some built between 1916–1948, have unique character and charm that is irreplaceable and unmistakably classic Hollywood. They are part of a charming historic cluster adjacent to the Edith Northman-designed Hollywood Carlton Apartments. Edith Northman is the first female registered architect in Los Angeles; demolishing these units would degrade the historic fabric of this block and potentially violate CEQA's protections for contextual historic resources. These historic apartments should be preserved. Additionally, the developers are bad actors. ROM Investments have a documented history of tenant harassment, code violations, unresponsiveness and aggressive rent hikes. There are also documented fines against Leeor Maciborski for illegal campaign contributions, and his consultant Gary Benjamin for failing to report lobbying. This dubious history is a significant finding and raises serious questions about their operational integrity and commitment to fair practices. Please support the appeal of the Carlton Serrano Tenants Association and do not allow this development to move forward. I am counting on you to side with the people, not bad actor developers and their unethical consultants. Sincerely, Dylan Meehan

Communication from Public

Name: Claire Borders

Date Submitted: 09/06/2025 11:40 AM

Council File No: 25-0811

Comments for Public Posting: Honorable Chair Blumenfield and members of the PLUM Committee, I am writing in support of the Carlton Serrano Tenants Association Appeal. As a constituent, I oppose this development which seeks the demolition of seven rent controlled (RSO) apartment buildings and the eviction and displacement of nearly fifty vulnerable tenants. This project is noncompliant with State Bill CA SB8, noncompliant with California's "No Net Loss" law, noncompliant with Los Angeles Resident Protection Ordinance RPO, noncompliant with the Station Neighborhood Area Plan (SNAP) Subarea A, and last but not least noncompliant with CEQA. We must preserve our existing affordable housing stock. Unless decision-makers understand that we need to do both, preserve and produce, we will be doomed to a failed housing policy and our crisis will get worse. The project's proposed 15 "Very Low Income" units, while seemingly beneficial, do not adequately compensate for the demolition of 25 existing naturally-occurring low income RSO units. Currently there are only 15 units (10.8% of the apartments proposed) reserved as affordable. If new RSO units are set at market rate prices, this is not creating more affordable housing. In fact it has the opposite effect, essentially gentrifying the original residents of the neighborhood. This project results in a net loss of 10 affordable RSO units. The developer's extensive reliance on off-menu waivers - including a 176% height increase and 74% reduction in open space - reflects a clear attempt to maximize private profit by circumventing zoning and design standards intended to protect neighborhood livability. This approach undermines the fundamental purpose of density bonus laws, which are intended to encourage affordable housing, not to facilitate luxury development at the expense of established community standards and quality of life. Specific Plan Project Compliance (SPPC) Findings for this project are erroneous. Because a waiver has been granted does not mean that the proposed development is compliant. SNAP was created to prevent developments like this from intruding on our community and low-scale residential neighborhoods. To say that this project is compliant is against the very principle of SNAP itself, particularly in the most restrictive area, Subarea A. SNAP was created to preserve our existing communities. The removal of 17 trees, including two native,

protected California Oaks, violates LA's Protected Tree Ordinance and invalidates the CEQA Class 32 exemption. In a neighborhood facing severe heat exposure and high asthma rates, these trees provide vital ecosystem services: cooling, stormwater absorption, air filtration, and public health protection. Their destruction would constitute a significant environmental impact under CEQA and must trigger a full Environmental Impact Report (EIR). CEQA's mandate to consider historic resources, even if they only have "contextual" or "associative" value must be addressed. These buildings, some built between 1916–1948, have unique character and charm that is irreplaceable and unmistakably classic Hollywood. They are part of a charming historic cluster adjacent to the Edith Northman-designed Hollywood Carlton Apartments. Edith Northman is the first female registered architect in Los Angeles; demolishing these units would degrade the historic fabric of this block and potentially violate CEQA's protections for contextual historic resources. These historic apartments should be preserved. Additionally, the developers are bad actors. ROM Investments have a documented history of tenant harassment, code violations, unresponsiveness and aggressive rent hikes. There are also documented fines against Leeor Maciborski for illegal campaign contributions, and his consultant Gary Benjamin for failing to report lobbying. This dubious history is a significant finding and raises serious questions about their operational integrity and commitment to fair practices. Please support the appeal of the Carlton Serrano Tenants Association and do not allow this development to move forward. I am counting on you to side with the people, not bad actor developers and their unethical consultants. Sincerely, Claire Borders East Hollywood Resident

Communication from Public

Name: Shane Barbera

Date Submitted: 09/06/2025 11:46 AM

Council File No: 25-0811

Comments for Public Posting: Honorable Chair Blumenfield and members of the PLUM Committee, I'm writing in support of the Carlton Serrano Tenants Association Appeal. As a constituent, I strongly oppose this development, which would demolish seven rent-controlled (RSO) buildings and displace nearly 50 tenants. The project is out of compliance with CA SB8, the "No Net Loss" law, the LA Resident Protection Ordinance, the SNAP Subarea A plan, and CEQA. Preserving existing affordable housing is just as important as building new. Replacing 25 naturally affordable RSO units with only 15 "Very Low Income" units is a net loss of 10 affordable homes. That's not progress—it's gentrification. The developer is also seeking extreme off-menu waivers (a 176% height increase, 74% reduction in open space) to boost profits while undermining zoning standards meant to protect livability. SNAP was designed to prevent projects like this from intruding on low-scale neighborhoods. Granting waivers doesn't make the project compliant—it violates the very principles of SNAP. Environmental concerns are also serious: the removal of 17 trees, including two protected California Oaks, violates LA's Protected Tree Ordinance and should require a full Environmental Impact Report. These trees are crucial for cooling, air quality, and public health in a neighborhood already vulnerable to heat and asthma. The historic value of these apartments must also be considered. Built between 1916–1948, they contribute to a classic Hollywood block next to the Edith Northman–designed Carlton Apartments. Destroying them would damage the neighborhood's historic fabric and potentially violate CEQA protections. Finally, the developers themselves have a record of tenant harassment, code violations, rent gouging, and campaign finance violations. Their track record raises serious concerns about integrity and fair dealing. Please support the tenants' appeal and reject this project. Los Angeles needs leaders who will stand with residents. Sincerely, Shane Barbera

Communication from Public

Name: Noemi Santo

Date Submitted: 09/06/2025 09:29 AM

Council File No: 25-0811

Comments for Public Posting: Dear Honorable Chair Blumenfield and members of the PLUM Committee, I am writing in support of the Carlton Serrano Tenants Association Appeal. I oppose the proposed development on Carlton Way because it is a catalyst for the erosion of affordable housing in East Hollywood. This project is noncompliant with State Bill CA SB8, noncompliant with California's "No Net Loss" law, noncompliant with Los Angeles Resident Protection Ordinance RPO, noncompliant with SNAP, the Station Neighborhood Area Plan, and also, noncompliant with CEQA, the California Environmental Quality Act. I live on Carlton Way in a rent controlled studio apartment, right near where demolition will start. I work hybrid and half the time I am working from home. Once construction starts, that will impact my ability to effectively do my job. I know many of my neighbors will also have the same issue. My apartment has been my haven. As a single woman living alone, there are not many apartments left in LA that I can afford or safely live in. If I need to move because of construction noise or any safety concerns, if the site attracts more crime and homeless people, (which it often does!) it will cause much distress. My lovely neighbors will be much more directly affected. It is senseless and cruel to demolish 7 buildings on Carlton Way, to displace its 50 long-standing tenants, many of whom are in RSO units. No amount of compensation could ever be enough. The legacy that the PLUM committee is leaving is one of systematic erasure of a community by worsening the city's housing crisis. Please rethink this decision. Thank you. Sincerely, Noemi Santo Carlton Serrano Tenants Association Cofounder