

June 18, 2013

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Los Angeles City Council
c/o Los Angeles City Clerk
City Hall, 3rd Floor
200 N. Spring Street
Los Angeles, CA 90012

Re: Council File 12-0967

ENV-2007-365-MND; 5241-5247 Santa Monica Blvd. & 5238-5246 Virginia Ave.

Honorable President Wesson and Council members:

Today's City Council meeting agenda includes consideration of an appeal by Ms. Seta Panosian of the City Planning Commission's April 12, 2012 approval of a Mitigated Negative Declaration for a proposed 5-story, 60-foot-tall, 49-unit, 82,041 sq. ft. development (including 15,000 sq. ft. of commercial space) at 5241-5247 Santa Monica Blvd. & 5238-5246 Virginia Ave. in East Hollywood. The appeal argues that an Environmental Impact Report is required for the project under the California Environmental Quality Act.

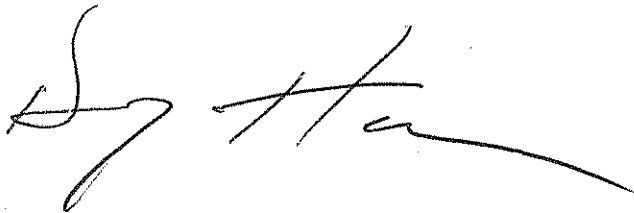
Please note that the applicant's representatives are now requesting permits from the Department of Building and Safety to construct a different project on the site with 38 residential units and an increase of commercial floor area to 44,860 square feet. The applicant is claiming that such a development is now a by-right project under the new Hollywood Community Plan.

As noted in the enclosed photo, the applicant has positioned a construction office on the subject lot, and surrounded the site with fencing.

Changes to the site's allowable floor area ratio as a result of the Hollywood Community Plan Update, however, have no relevancy to the City Planning Commission's other discretionary approvals. In 2011, owner Petros Taglyan appealed the Director of Planning's restriction of the project's allowable commercial floor area, requesting that 32,272 sq. ft. instead be permitted. The City Planning Commission rejected this appeal.

Today's City Council action, therefore, is in no manner applicable to Mr. Taglyan's "by-right" effort to proceed with his project. The City Council should listen to our community and support Ms. Panosian's appeal, sending Mr. Taglyan's proposed development back to the drawing board.

Thank you,



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Photo taken June 16, 2013, showing construction office on project site, and perimeter fencing in place, without City approvals.