

Real Food Daily

ORGANIC VEGAN CUISINE

414 N. La Cienega Blvd, Los Angeles, CA 90048

June 21, 2013

Honorable PLUM Committee

200 North Spring Street, Room 440
Los Angeles, CA 90012

cc: Councilmembers: Koretz, Reyes, Huizar, Englander, Shawn Bayliss

Dear PLUM Committee,

We have operated a business, Real Food Daily at 414 N. La Cienega Blvd since 1998. It is refreshing to see developers make an effort to improve the neighborhood. As a merchant and resident of the neighborhood we are constantly struggling with issues of urban blight, homelessness, graffiti, litter and more. Our company is involved in various efforts to clean and beautify the street. New developments such as the one proposed by Mr. Ayreh will help our efforts to improve the retail neighborhood.

While we empathize with the concerns of some neighboring residents (many of whom are our valued patrons) about the height of the building, the developer has lowered the back of the building to the 45' height limit and the front is consistent with other buildings on La Cienega Boulevard. Mr. Ayreh is already participating in efforts to form a Business Improvement District. We feel this new development will be a great asset to our neighborhood and Mr. Ayreh will be helpful in making much needed improvements to the neighborhood.

Please feel free to contact us if I can be of further assistance to your process, and please visit our restaurant and enjoy a delicious lunch or dinner.

In Good health,
Rob Jacobs

President, Co-Founder
Real Food Daily

Solomon Aryeh

From: CDI Concept
Sent: Tuesday, June 25, 2013 11:25 AM
To: paul.koretz@lacity.org; shawn.bayliss@lacity.org; councilmember.reyes@lacity.org;
councilmember.huizar@lacity.org; councilmember.englander@lacity.org
Cc: Solomon Aryeh; philips@therien.com; Rob Jacobs
Subject: FW: 320 La Cienega development

Dear Council Members,

I am Judith Hoffman, owner of the showroom Szalon at 910 N. La Cienega Blvd., also the building located at that address and treasurer and board member of the La Cienega Design Quarter board.

As during several of my personal appearances on behalf of this project, I would like to voice my support of this mix use building. I believe that this development will bring a much needed uplift and safety to that part of La Cienega Blvd.

Best regards,

Judith Hoffman
Szalon
La Cienega Properties, LLC
La Cienega Design Quarter

THERIEN & CO.

INCORPORATED

June 24, 2013

320 La Cienega Development

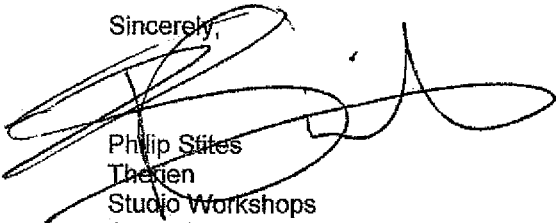
Hello, my name is Philip Stites. I am a Principal of Therien, Studio Workshops and Quatrain located since 1989 at 714-722 N. La Cienega. I also serve on the seven member board of the La Cienega Design Quarter (LCDQ) and the Business Improvement District with Councilman Koretz, currently being applied for with the City of Los Angeles.

For over half a century La Cienega Design Quarter has been the destination for stylish shoppers of top quality design for the home. This legendary district primarily based on La Cienega between Beverly and Santa Monica Blvd., with its romantic courtyards, alluring windows and treasure troves of antiques, furniture, rugs, accessories and art is known as shopping "heart" and workplace of the interior design profession. Side by side with some of LA's most glamorous restaurants, bistros, and fashion boutiques, the LCDQ is west coast style destination for all.

With great enthusiasm, the sixty plus members of the La Cienega Design Quarter (LCDQ) endorse the development planned for 320 N. La Cienega. As the South "face" of the Quarter, we see this project as a "win-win" for the neighborhood and the Quarter.

The continuing concessions of the developer to work with the neighborhood to address their concerns and create a positive impact for everyone should be recognized and we encourage the planning commission to approve the development.

Sincerely,



Philip Stites
Therien
Studio Workshops
Quatrain