

Dr. Theodore T. Alexander, Jr., Science Center School (ASCS)  
School Site Council  
3737 South Figueroa Street,  
Los Angeles, CA 90000

January 27, 2014

The Honorable Jose Huizar, Chair  
Planning and Land Use Management Committee  
Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

**Re: MyFigueroa Streetscape Project**

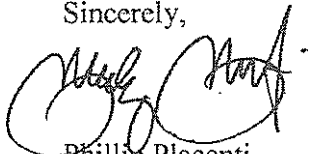
Dear Chairman Huizar and members of the PLUM Committee:

We, members of the Dr. Theodore T. Alexander Jr. Science Center School Site Council, strongly and unanimously support the MyFigueroa Streetscape Project. Our elementary school, the result of a partnership between the California Science Center and LAUSD, serves more than 600 students from neighborhoods along the Figueroa Corridor, many of whom walk and ride bikes to school every day.

The protected bike lanes, pedestrian lighting, widened sidewalks, and enhanced bus shelters will significantly enhance safety for our students and their families on the way to and from school. The MyFigueroa complete streets project will transform an intimidating auto-dominated corridor into a more beautiful and balanced pedestrian and bike-friendly environment.

Figueroa St. is particularly important because it connects our families to a constellation of LA's great institutions including: Exposition Park, the Coliseum, the California Science Center, USC, Staples Center and LA Live. We are incredibly excited that our students and the broader South LA community will be among the first to benefit from cycle tracks. Facilitating active transportation to school and to these destinations is critical to the health and safety of our students and their families. Therefore we urge you to implement the MyFigueroa Streetscape Project without delay.

Sincerely,



Phillip Placenti  
Chair

cc: The Honorable Gilbert A Cedillo  
The Honorable Mitchell Englander  
The Honorable Curren Price



03/05/2014

Council Member Jose Huizar  
Los Angeles City Council District 14  
200 N. Spring Street, Room 420  
Los Angeles, CA 90012  
councilmember.huizar@lacity.org

Council Member Huizar,  
RTKL Associate Inc. is writing to express our full support of the My Figueroa project as planned and urging you to grant approval of the project. As an employer of over 200 creative individuals in the Downtown area, mobility improvements to the Figueroa Corridor are the exact type of initiatives needed to retain a talented business force in Downtown Los Angeles.

Located at 333 S. Hope Street Los Angeles CA, our firm is concerned about recent efforts to weaken the multimodal nature of the My Figueroa project, specifically in elimination of southbound bicycle lanes. These adjustments will reduce the effectiveness in creating a safe and healthy street, and the likelihood of encouraging mode shifts in workers in the region. Adjustments at this late phase also put the My Figueroa project's funding in jeopardy; unnecessarily delaying much needed improvements to the area.

Los Angeles has an opportunity to make a critical investment in maintaining Downtown as a competitive market for creative industries. We request that Los Angeles City Council expeditiously approve the My Figueroa project as currently designed, with ample pedestrian areas and enhanced bicycle infrastructure serving both North and South directions of travel along Figueroa Street.

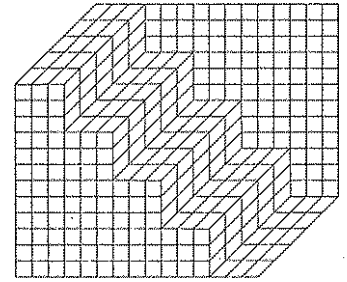
Sincerely,

*Nathan Cherry FAIA  
VICE President, Planning + Urban Design*

cc: Council Member Curren Price, councilmember.price@lacity.org  
Council Member Gil Cedillo, councilmember.cedillo@lacity.org  
Council Member Mitch Englander, councilmember.englander@lacity.org  
Mayor Eric Garcetti, mayor.garcetti@lacity.org

March 13, 2014

Council Member Jose Huizar  
Los Angeles City Council District 14  
200 N. Spring Street, Room 420  
Los Angeles, CA 90012  
councilmember.huizar@lacity.org



**Buro Happold**

Council Member Huizar,

On behalf of Buro Happold Consulting Engineers Inc., I am writing to express our full support of the My Figueroa project as planned and urging you to grant approval of the project. We have recently relocated from Culver City to downtown LA. As an employer of over 60 skilled professionals, infrastructural and mobility improvements to the Figueroa Corridor are the exact type of initiatives needed to both attract and retain a talented business force in Downtown Los Angeles.

Located at 800 Wilshire, our firm is concerned about recent efforts to weaken the multimodal nature of the My Figueroa project, specifically in elimination of southbound bicycle lanes. Approximately 20% of our employee's cycle to work and we actively encourage pedestrian/cycling/public transport solutions for getting to the office. These adjustments will reduce the effectiveness in creating a safe and healthy street, and the likelihood of encouraging mode shifts in workers in the region. Adjustments at this late phase also put the My Figueroa project's funding in jeopardy; unnecessarily delaying much needed improvements to the area.

Los Angeles has an opportunity to make a critical investment in maintaining Downtown as a competitive market for engineering industries. We request that Los Angeles City Council expeditiously approve the My Figueroa project as currently designed, with ample pedestrian areas and enhanced bicycle infrastructure serving both North and South directions of travel along Figueroa Street.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Herd', with a stylized flourish at the end.

David Herd  
Managing Partner

cc: Council Member Curren Price, councilmember.price@lacity.org  
Council Member Gil Cedillo, councilmember.cedillo@lacity.org  
Council Member Mitch Englander,  
councilmember.english@lacity.org  
Mayor Eric Garcetti, mayor.garcetti@lacity.org

**Buro Happold California Inc.**  
800 Wilshire Blvd. 16<sup>th</sup> Floor  
Los Angeles, CA 90017  
USA  
Telephone: +1 310 945 4800  
Facsimile: +1 310 558 9697

# COMMUNITY SERVICES UNLIMITED, INC.

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PO BOX 62696      LOS ANGELES, CA 90062  
phone/fax: 213-746-1216      www.csuinc.org

March 13, 2014

Council Member Jose Huizar  
Los Angeles City Council District 14  
200 N. Spring Street, Room 420  
Los Angeles, CA 90012

Dear Council Member Huizar,

Community Services Unlimited Inc. is writing to express our full support of the My Figueroa project as planned and urging the PLUM Committee to grant approval of the project.

As a non-profit organization located in South Los Angeles, we recognize how infrastructural improvements to the Figueroa Corridor can work not only to benefit the mobility of our staff, but also towards our greater goals as an institution interested in bettering the world around us.

Figueroa Street's current layout doesn't only underserve area workers and residents, but also Los Angeles as a whole. Acting as an extension to the 110 Freeway, the current configuration of Figueroa Street helps to encourage unsustainable modes of transportation, while projecting a negative and outdated image of Los Angeles as a serial polluter to the rest of the world. The My Figueroa project would be a strong and significant challenge to this trope: showing Los Angeles as a vibrant, pedestrian-friendly, and environmentally conscious location.

Located at 817 W. 34<sup>th</sup> Street, our business is concerned about recent efforts to eliminate southbound bicycle lanes, which would reduce the effectiveness in creating a safe and healthy street. Adjustments at this late phase also put the My Figueroa project's funding in jeopardy; unnecessarily delaying much needed improvements that our business may benefit from.

**We request that Los Angeles City Council expeditiously approve the My Figueroa project as currently designed, with ample pedestrian areas and enhanced bicycle infrastructure serving both North and South directions of travel along Figueroa Street.**

Sincerely,

A handwritten signature in black ink, appearing to read 'Neelam Sharma'.

Neelam Sharma, Executive Director

cc: Council Member Curren Price, [councilmember.price@lacity.org](mailto:councilmember.price@lacity.org)  
Council Member Gil Cedillo, [councilmember.cedillo@lacity.org](mailto:councilmember.cedillo@lacity.org)  
Council Member Mitch Englander, [councilmember.englander@lacity.org](mailto:councilmember.englander@lacity.org)  
Mayor Eric Garcetti, [mayor.garcetti@lacity.org](mailto:mayor.garcetti@lacity.org)

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*SERVING THE PEOPLE BODY AND SOUL!*

March 18, 2014

Council Member Jose Huizar  
Los Angeles City Council District 14  
200 N. Spring Street, Room 420  
Los Angeles, CA 90012  
councilmember.huizar@lacity.org

Council Member Huizar,

I write on behalf of Young Peace Makers Club to express our full support of the My Figueroa project as planned and urging the PLUM Committee to grant approval of the project.

As a organization located in the South L.A. area, we recognize how investments in the Figueroa Corridor can work to benefit the safety and mobility of our community members most in need. The current layout of Figueroa Street under serves our community. Rather than acting as a street to benefit our residents, Figueroa acts primarily for the use of others passing through to avoid traffic on the 110 Freeway. The My Figueroa project would help to rectify this situation by creating a livable street that promotes the health and safety of our area youth, and accommodates the travel of our community members without access to a car.

Based at 1327 E, 21<sup>st</sup> Street, our organization is concerned about recent efforts to eliminate southbound bicycle lanes, which would reduce the effectiveness in creating a safe and healthy street. Adjustments at this late phase also put the My Figueroa project's funding in jeopardy; unnecessarily delaying much needed improvements that our community may benefit from.

**We request that Los Angeles City Council expeditiously approve the My Figueroa project as currently designed, with ample pedestrian areas and enhanced bicycle infrastructure serving both North and South directions of travel along Figueroa Street.**

Sincerely,

Sergio Juarez  
Programs Coordinator

cc: Council Member Curren Price, councilmember.price@lacity.org  
Council Member Gil Cedillo, councilmember.cedillo@lacity.org  
Council Member Mitch Englander, councilmember.english@lacity.org  
Mayor Eric Garcetti, mayor.garcetti@lacity.org



## Esperanza Community Housing Corporation

2337 South Figueroa Street • Los Angeles, California 90007

tel: (213) 748-7285

fax: (213) 748-9630

www.esperanzachc.org

March 20, 2014

Council Member Jose Huizar  
Los Angeles City Council District 14  
200 N. Spring Street, Room 420  
Los Angeles, CA 90012  
councilmember.huizar@lacity.org

Dear Council Member Huizar,

I write on behalf of Esperanza Community Housing Corporation (Esperanza) to express our enthusiastic support of the My Figueroa project as planned, and to urge the Planning and Land Use Management (PLUM) Committee to grant approval of the project without undue delay.

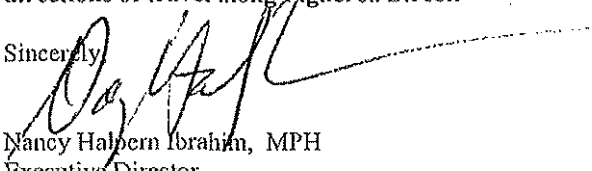
Established in 1989 from community organizing roots, Esperanza works to provide affordable housing, health education and leadership development, arts and cultural events, environmental justice, and economic development to residents along the Figueroa Corridor. In February of 2001 Esperanza opened the Mercado La Paloma, a fixture of South Los Angeles, housing sixteen hard working families in small businesses, and six community serving non-profit organizations. More than two hundred employees and thousands of visitors and local vendors visit Mercado la Paloma every day. In addition to the Mercado being a prime example of neighborhood revitalization WITHOUT displacement, we have become a successful economic development venue, as well as a culinary and cultural hub. We welcome the infrastructural investment to the community that the My Figueroa project represents, and the way in which this project will help to better serve the community's needs for mobility options.

Figueroa Street currently serves as a de facto freeway. During rush hours, the street is jammed by traffic, most of which can be characterized as unsustainable single-occupant vehicles passing through the community, while limiting the residents' access to and from local businesses. In off-peak hours, drivers frequently speed past the corridor, causing a nuisance rather than acting as a healthy street. The My Figueroa project would help to balance this situation, settling vehicle speeds to those more conducive to promoting the businesses along the corridor, while increasing access at all times to the community by drivers, people on bicycles, pedestrians, and those taking public transit.

Esperanza is proud of the increasing number of bicycle riders among our staff and Mercado la Paloma customers. This is a positive development in our neighborhood which is already widely considered a community overburdened by automobile emissions. Our organization is very concerned about recent efforts to eliminate southbound bicycle lanes, which would reduce the effectiveness in creating a safe, healthy, and sustainable street to serve the community, and be of benefit to all local stakeholders. Adjustments at this late phase has also put the My Figueroa project's funding in jeopardy; unnecessarily delaying much needed improvements that our community residents require, and that businesses will benefit from.

**We request that Los Angeles City Council expeditiously approve the My Figueroa project as currently designed, with ample pedestrian areas and enhanced bicycle infrastructure serving both North and South directions of travel along Figueroa Street.**

Sincerely,

  
Nancy Halpern Ibrahim, MPH  
Executive Director  
Esperanza Community Housing  
3655 South Grand Avenue, Suite 280  
Los Angeles, California 90007

cc: Council Member Curren Price, [councilmember.price@lacity.org](mailto:councilmember.price@lacity.org)  
Council Member Gil Cedillo, [councilmember.cedillo@lacity.org](mailto:councilmember.cedillo@lacity.org)  
Council Member Mitch Englander, [councilmember.english@lacity.org](mailto:councilmember.english@lacity.org)  
Mayor Eric Garcetti, [mayor.garcetti@lacity.org](mailto:mayor.garcetti@lacity.org)  
City Clerk, Sharon Gin, [Sharon.gin@lacity.org](mailto:Sharon.gin@lacity.org)