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13-1499

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jan 14, 2014 at 8:41 AM

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From: **Yvonne Fok-Gundersen** <fok-gundersen@earthlink.net>
Date: Tue, Jan 14, 2014 at 8:39 AM
Subject: Re 7407 La Tijera Apartments project
To: Sharon.Gin@lacity.org
Cc: Nate Kaplan <nate.kaplan@lacity.org>, Mike Bonin <mike.bonin@lacity.org>, Sibyl Buchanan <Sibyl.Buchanan@brookfieldrp.com>

Sharon Gin, Legislative Assistant
Los Angeles Planning and Land Use Management Committee
200 North Spring Street,
Los Angeles, CA 90012

Dear Ms. Gin,

I am writing to convey my strong support for the La Tijera Apartments project at 74th Street and La Tijera Boulevard. As a Westchester resident, I am extremely excited about the project and the positive effects it will have on my neighborhood. The intersection of La Tijera upon which the project is proposed has fallen into disrepair, and needs a project that will serve as an impetus for growth and investment in the area.

74th Street at La Tijera is the opening gateway to Westchester, and this project provides an opportunity to make this corner visually beautiful and symbolically important for our community. The project will bring numerous benefits to the neighborhoods. It will attract an active residential population that will stimulate pedestrian activity and bring positive change to the community.

The ground floor, storefront retail opportunities, (i.e. a corner convenient store similar to what is there now) provided by the project will attract business and investment, as well as pedestrian activity, to a part of the community that has failed to attract such attention and activity in recent memory. It will provide multi-family housing in a part of the community that currently lacks adequate housing opportunities beyond traditional single-family home ownership.

The project will improve the visual appeal of the block and the surrounding area, and will encourage similar improvement in the surrounding neighborhood. I have met with the developer to discuss the design of the project and am satisfied that the project's design will bring positive visual elements to a section of La Tijera that is in real need of such design upgrades:

- the use of 3-4 colors, i.e. beige at the corner of the entry facade, light to medium yellow ochres, and light red brown tones will give a much needed residential feel to the overall design.
- the articulation and landscaping proposed for the project along La Tijera will soften the look of the project and provide much needed greenery to an otherwise drab section of the street.

For the above reasons, I strongly urge the City Council to approve the project. Our neighborhood has been in need of projects like this for some time, and this is an excellent opportunity to address housing needs in our community while also improving the aesthetics of the neighborhood.

Sincerely yours,

Gundersen, 8620 Belford Avenue, Unit 502, L.A. 90045

Community Board of Director V.P.

Neighbors Association Board of Director

Yvonne Fok-

Alicante Townhomes

Westchester

—
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