



13-1499

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

Tue, Jan 14, 2014 at 8:41 AM

----- Forwarded message -----

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.

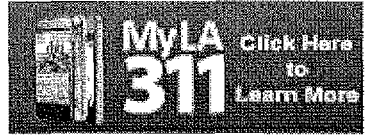
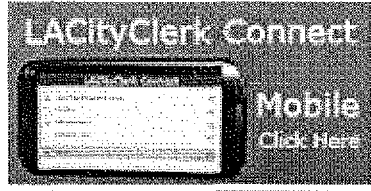
For the above reasons, I strongly urge the City Council to approve the project. Our neighborhood has been in need of projects like this for some time, and this is an excellent opportunity to address housing needs in our community while also improving the aesthetics of the neighborhood.

Sincerely yours,

Yvonne Fok-
Alicante Townhomes
Westchester

Gundersen, 8620 Belford Avenue, Unit 502, L.A. 90045
Community Board of Director V.P.
Neighbors Association Board of Director

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Sharon Gin
City of Los Angeles
Office of the City Clerk
213.978.1074
Sharon.Gin@lacity.org



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

Tue, Jan 14, 2014 at 1:23 PM

----- Forwarded message -----
From: Jenna Monterrosa <jenna.monterrosa@lacity.org>
Date: Tue, Jan 14, 2014 at 1:20 PM
Subject: Fwd: TriCal
To: Sharon Gin <sharon.gin@lacity.org>

Hi Sharon,

I just received this from a resident regarding the La Tijera Project (CF 13-1499).

Jenna Monterrosa
City of Los Angeles - Department of City Planning
Expedited Processing Section | Office of Zoning Administration
200 N. Spring Street, Room 721
Los Angeles, CA 90012

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(e) jenna.monterrosa@lacity.org



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From: Leigh Hill <quichasa@sbcglobal.net>

Date: Tue, Jan 14, 2014 at 1:05 PM

Subject: TriCal

To: "jenna.monterrosa@lacity.org" <jenna.monterrosa@lacity.org>, Tricia Keane <tricia.keane@lacity.org>

January 14, 2014

PLUM Committee

The residents of our neighborhood are grateful that you're taking the time to hear their concerns, which are detailed in the folders you've received. That shows the data broken down regarding the issues we'll have to deal with should you approve this project as is. We have spoken many times, and to date the developer has chosen to address none of them. There is absolutely nothing BENEFICIAL to our community with this. We have taken hits over the years regarding traffic. The widening of the 405 freeway, where some senior homeowners had to move due to construction damage. People who had lived there for decades. Then we've had Playa vista, the Howard Hughes center, and the ever increasing Airport traffic. This has surrounded us. This project, as is will be inflicted into US. What has made this neighborhood desirable is the pride of ownership the homeowners have worked hard to sustain. There are seniors who have lived here almost half a century, and they are concerned that the character of a community they have sought to preserve is now being destroyed. (their words, not mine) They've asked me how can the city lawmakers allow this to happen when EVERYONE on 74th street does not want it. Do they count for nothing. They tell me this because I knock on their doors and talk to them, something the developer never bothered to do, nor the neighborhood council. The fact that the mile long 74th street has 152 residences on it, and that 140 units are being compacted onto the space at the corner along with retail is, frankly, crazy. One of the explanations given to us was that our street can handle this traffic increase because it's a "feeder street" doesn't pass muster because we've also been told that in order for a street to be considered a "feeder street" is has to be 44 feet wide. At the corner where the proposed project will be the width is 36 feet, narrowing down to 30 feet. Are definitions of laws waived along with the height and density restrictions?

The number one reason people choose not to buy a home is traffic, according to Realtor.com. A long-time resident and realtor in our area has had potential buyers walk away when she's disclosed the proposed project.

The people who have basically built this community have expressed the fact they would support a project on the corner. More retail, perhaps a "Fresh and Easy" type market where they could get good food, especially with a section that has prepared food, since the households that are not occupied with seniors have two people, both working in them and they don't have much time. A place where seniors could get items they need as well would be nice. Mixed use is alright, provided it stays within the character of what so many have worked so hard to maintain. Traffic and lower property values should not be the reward for decades of

proud ownership. This would be a travesty.

Leigh Hill
5819 W 74th St
Los Angeles, 90045

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