

Google Groups

Fwd: BMO letter received in mail.

Sharon Dickinson

Mar 15, 2017 7:37 AM

Posted in group: **Clerk-PLUM-Committee**

NOTE TO LA CITY STAFF

***Please Cc zina,cheng@lacity.org on all emails related to PLUM Committee.**

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Sharon Dickinson, Legislative Assistant
Planning and Land Use Management Committee

City of Los Angeles, Office of the City Clerk
Council and Public Services
Ph. (213) 978-1074
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----- Forwarded message -----

From: **Robert Silverman** <robert@magnorealtygroup.com>

Date: Tue, Mar 14, 2017 at 11:05 PM

Subject: BMO letter received in mail.

To: bbroide@hotmail.com

Cc: paul koretz <paul.koretz@lacity.org>, shawn bayliss <shawn.bayliss@lacity.org>, zina cheng <zina.cheng@lacity.org>, Sharon Dickinson <sharon.dickinson@lacity.org>, joan pelico <joan.pelico@lacity.org>

Dear Ms. Broide,

Myself and hundreds of homeowners are furious about the letter you have mailed out. Scaring people into thinking that your solution is the only way and if you dont support it then McMansions will be built all over the neighborhood. (letter attached)

Your wording of the flyer is outright deceptive and does not state the true facts.

I have asked you numerous times to stop saying you represent the homeowners in the area!!!

You have not done any outreach, held any town hall meetings, conducted any surveys.. You are just PUSHING YOUR OWN AGENDA!

Barbara, This is becoming a serious issue, I am speaking with the Department of neighborhood Empowerment about you and the WNC and the WSSM HOA. There are so many improprieties going on its not even funny.

This is a FORMAL DEMAND TO CEASE AND DESIST with your representations.

Thank you,

-Robert Silverman

Resist Mansionization of Our Westwood South Area!

Don't Let Developers, Speculators & Other Special Interests Overbuild in Our Neighborhood



McMANSIONS ARE A BIG PROBLEM

Several years ago, the City of L.A. passed the Baseline Mansionization Ordinance (BMO) as a safeguard against McMansions. But by March of 2015, the City Council realized that the BMO wasn't working. There were too many loopholes that still allowed construction of bloated, bulky homes like the one being built in this photo. The hallmarks of a McMansion:

- Too big and too tall for the lot
- Out of scale with surrounding homes
- Out of character with the neighborhood
- Rob neighboring properties of light and privacy, while reducing their value

THE NEW AND IMPROVED BMO IS THE SOLUTION

Recently, the Council went to work to fix the BMO - a decisive action to stop the further erosion of L.A. neighborhoods by McMansions. This effort was spearheaded by District 5 Councilmember Koretz, who came up with a package of common-sense reforms that closed the loopholes, while still allowing homeowners the flexibility to make improvements to - or rebuild - their homes. For example, the BMO would allow a house of 3,037 square feet to be built on a typical 6,750 square foot lot.

On March 1, 2017, City Council approved the new and improved BMO, providing our area and others much-needed protection from the blight of mansionization.

We support the protections of the new BMO; nowhere are these protections needed more than in our Westwood South area.

BUT WAIT... SPECIAL INTERESTS ARE ALREADY ATTACKING THE NEW BMO!

A handful of developers and real estate entrepreneurs who operate in our area oppose the new BMO and are already pushing back hard against it. Apparently motivated by a desire to drive their own short term business opportunities rather than what's best for our neighborhood, this group wants to deny Westwood South area homeowners the new protections from mansionization that almost all of the city will now get.

They are soliciting local residents to sign a petition in support of their "bigger-home-is-always-better" view through misleading - at times downright deceptive - messaging and scare tactics. The group's ultimate aim is to pressure Councilmember Koretz into downgrading the zoning in our area from the BMO to an alternative zoning package known as R1V2. Under this much looser set of rules, developers would be allowed to build homes of up to 55% of lot size, instead of the 45% limit that applies under the BMO. R1V2 zoning in our Westwood South area would mean building rules here that are much less restrictive than in almost any other part of the city, making our neighborhood a target for would-be mansionizers from far and wide.

The R1V2 rules would allow construction of a house of the same square footage as the house in the photo above (albeit subject to encroachment plane requirements).

Do we really need any more oversized, out-of-scale houses like that in our neighborhood?!

And let's not kid ourselves - most of the large homes we see being built on our streets are "spec" houses, with FOR SALE signs that appear shortly before construction is complete. (We've all seen them.) These are not houses being built by our neighbors to accommodate a growing family, nor do they address any other kind of housing shortage. "Spec" houses are built for one reason only - to generate profit for those involved.

WHAT YOU CAN DO TO HELP STOP THE ZONING DOWNGRADE?

If you are concerned about the damage that downgraded building regulations would do to our neighborhood, please speak out in support of the newly-adopted BMO protections for our Westwood South area and oppose a change to R1V2 zoning - by taking all three of these simple steps:

- 1** SEND AN EMAIL (or letter*) to Councilman Koretz, copying Planning Director Shawn Bayliss, the City Clerk, Sharon Gin and WSSM HOA. Addresses and suggested wording are provided below.
- 2** CALL Shawn Bayliss at (213) 473-7005 to let him know that you support the new BMO and oppose the suggested change to R1V2 zoning.
- 3** Take the Council District 5 online SURVEY at www.surveymonkey.com/r/SBWGKSN, enter your street address and zip code and then select the BMO (45% of lot size regardless of lot size) option.

THIS IS URGENT, SO PLEASE DON'T PUT IT OFF. TAKE ACTION NOW!

Email details:

TO: councilmember.koretz@lacity.org

CC: shawn.bayliss@lacity.org; sharon.gin@lacity.org; wssm@wssmhoa.com

RE: Council File 14-0656: I SUPPORT THE BMO FOR WESTWOOD SOUTH AREA AND OPPOSE R1V2!

[SAMPLE TEXT]:

Dear Councilmember Koretz,

I am a homeowner in the Westwood South of Santa Monica (WSSM) portion of Lower CD5 and strongly support the new BMO and the valuable protections it will provide for our neighborhood. Thank you for your leadership on this important issue.

I oppose a recent push for the much looser R1V2 zoning package. R1V2 zoning would be toxic for our neighborhood and would deny us badly-needed protection against oversize homes.

[YOUR NAME]

[YOUR ADDRESS]

* If you prefer to mail a letter, it should be addressed to: Shawn Bayliss, CD5 Director of Planning
200 N. Spring Street, Suite 440
Los Angeles, CA 90012

For further information about the BMO and Variation Zones, go to the Council Files on the City Clerk's website:

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=14-0656>

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=16-1460>

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=16-1470>

Westwood South of Santa Monica Blvd Homeowner's Association
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