

Item 17-0649

Kathy Simanek

Aug 15, 2017 4:57 PM

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

August 15, 20017

To: Los Angeles City Council

Re: Item 17-0649

This letter comes as follow-up to the continued meetings and communications on the proposed project at 5570 West Melrose Boulevard and 647 North Beechwood Drive.

At the evening meeting of the Greater Wilshire Neighborhood Council (GWHNC) regarding the Land Use Committee meeting on Tuesday, 2/28/17, the Developer had not been in contact with the neighbors within a 500' radius to discuss this plan. An undated letter from the Developer was not received until the weekend of 2/25/17 and didn't mention the upcoming Public GWNC Land Use Committee meeting on 2/28 or the GWNC Board Meeting on 3/8. The letter was only sent to occupants, not the owners of the buildings. Furthermore, the letter did not give options to Spanish speakers which is the predominant language of the residents of the North side of Melrose off Gower. At this meeting, several residents in the LVNA area were in the audience and were told by a male team member of the Developer that the City of Los Angeles doesn't recognize the LVNA association, only the GWHNC. As the basis for all future discussions, this doesn't seem a valid manner in which to continue. This subject was first addressed at the LVNA semi-annual neighborhood meeting on May 9, 2017 as a specific agenda item. It was met with much discussion where even one LVNA Board member said, "Maybe we should have had more information on this before voting."

Following these meetings, 33 letters in favor of the project were submitted stating they resided - either renting or owning - within the GWHNC and agreed to those guidelines. Twenty of those were sent from addresses clearly outside these boundaries, five were questionable and four were sent from the seller involved in the project. Letters from those opposed, came from residents primarily living in the 500 and 600 blocks on the north of Gower, Beechwood and Plymouth, definitely within the required notification distances yet they never received the initial outreach.

As to other outreach, originally only 1 or 2 members of the LVNA Board was ever contacted. The subject was addressed at 3 LVNA Board meetings; this Board voted 7-1 in March and on 3/15/17, sent a letter to City Planning asking for written assurance that residents will be prohibited from partaking in the Permit Parking District for access to the surrounding residential streets and blocks. The applicant's most recent, LOD noted "Self-Imposed" Conditions about parking and still doesn't address this important issue.

The plans show 56' high walls abutting 1 and 2 story homes, 1 of which has never been included in any survey or submitted plans. The current plans also present a distorted view; from this angle, it appears that the 3 stories currently at Paramount, loom gigantically over the intended 56' of this project.

My primary concerns involving these major upcoming construction projects are traffic and safety. Who will coordinate the Paramount project, this project and the 11 major luxury housing projects North of Melrose between Hudson and Gower? All of these will affect multitudes of vehicles and pedestrians at all times of the day as in such a relatively small and already congested area in the City of Los Angeles.

Respectfully,

Kathy Simanek 375 North Wilton Place Los Angeles, CA 90004

Kathy Simanek
650.704.6320

17-0649 development at 5570 W. Melrose Avenue and 647 N. Beachwood Drive

Clelia

Aug 15, 2017 5:29 PM

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

Dear City Clerk,

I am writing about the planned development located at 5570 W. Melrose Avenue and 647 N. Beachwood Drive, Item #17-0649. I am not an immediate neighbor, as I live in the neighborhood (527 N. Lucerne Blvd) but am opposed to the height of this building, it's effect on an already heavy traffic, lack of adequate parking, and the disregard for neighbors during the proposal process.

While housing development is needed and I welcome it to our neighborhood, this project will be significantly taller than the adjoining Paramount project, which was limited to 45 feet, after discussion with neighbors, it should be noted. Traffic will be increased due to the Paramount project, but this was not taken into account when the impact of this proposed project was considered. The developers are making promises regarding limitations on parking for this development, but enforcement of the promises isn't guaranteed.

The developers met with the LVNA, a handful of people who claim to represent Larchmont Village but who didn't inform us regarding this project. The developers claim that they made concessions to the neighbors, but it was only to this small group of people, who haven't proved to be good representatives of the larger neighborhood.

Please limit the height of this building to **45 feet** or find a suitable compromise that is not more than 50% taller than the next tallest building - as is planned now.

Provide also for adequate space between this building and it's neighbors to reduce exposure.

Require adequate parking for tenants, workers and customers.

Thank you for your time.

Clelia El Adl

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August 15, 2017

VIA E-MAIL

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Councilmember • District 4
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Re: 5570 Melrose/647 N. Beachwood - #17-0649

Dear Councilman Ryu:

Please be advised that this office represents the interest of Jane Adam, the owner of the property located at 537 N. Beachwood Drive. Ms. Adam requests that you do NOT vote to deny the Appeal for item #17-0649, due to the fact that she is most concerned about the impacts on traffic of this development in her neighborhood. Street parking is at a premium in Ms. Adam's neighborhood and she is concerned that a development of this magnitude will increase and exacerbate this problem. She requests that before the project is approved that the LOD Conditions of Approval be amended to include the developer's own self-imposed conditions that the total number of units be 76 and to restrict their tenants from obtaining street permit parking passes. We request further what the developer's offer to provide an onsite parking attendant be imposed on the project.

Please have you or your staff contact me with any questions or comments.

Very truly yours,

GILCHRIST & RUTTER
Professional Corporation



Frank Gooch III
Of the Firm

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cc: City Council Clerk (via email cityclerk@lacity.org)
Jane Adam