

CF 18-0412

Proposed Montecito II Project

***Not an ordinary project**

What could you lose if you chose to support this haphazard project?
Does Thomas Safran and Associates (TSA) recognize the cost of all the bad PR?
Montecito II will drag you down with it. Do you see that?
Are you willing to risk your reputation for 68 TSA apartments?

***Why worry?**

Consider These Issues:

- 120 at-risk seniors forced on a construction site for 2 years
- Historic Hollywood landmark Montecito to be smothered
- On 150 ft. x 225 ft. lot, 1931's 10-story gem
- Squeezed by 6-story plus addition of 68 units
- Unsuitable property is NOT "affordable housing"

***Guard yourself with unvarnished facts, not glib fiction.**

Let us help you understand the real situation, presented to TSA.
Attached are seven separate analyses / recommendations.
If you have any questions, please contact us.
We are **FRIENDS OF THE MONTECITO**. kalertfin@yahoo.com

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, CA., 90049

RE: MONTECITO II - CF: 18-0412

Dear Mr. Safran:

There's something really wrong with the Montecito II Project. It just doesn't fit this property and it really doesn't fit you. The sooner you terminate it, the better off for all concerned.

I felt disturbed about the project since you first proposed it at that dinner you gave for residents. I didn't want to embarrass you by bringing up problems at the dinner. I thought you and your advisors would discover the obstacles yourselves and call off the project. For a long time we residents didn't hear anything and I thought it would be cancelled. Then things began to hit us.

The property is NOT suitable for further development. The project is NOT worthy of you and your company. It's NOT good for providing affordable housing. It's really just the opposite.

Look how much trouble there is with the property:

- Over 100 sick seniors living right on the property through years of construction
- Not enough space for everybody, all squeezed together. Almost 200 on less than 0.77 acres
- Making a truly outstanding well-known landmark look like just another big box
- Engineering problems: hillsides, earthquake faults, possible undermining the 10-story building

Those tiny 68 units are just not worth it. This project will make you and your company look terrible. Please terminate the Montecito II Project so you can find suitable property for affordable housing.

Sincerely



Richard Havens

CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, CA., 90049

RE: MONTECITO II - CF: 18-0412

Dear Mr. Safran:

Do you really want to help destroy the neighborhood by eliminating the open-space gardens many can see and enjoy?

Do you really want to obstruct your own comings and goings, and that of your staff, in the traffic that could only increase and make the quality of life worse with the congestion and horn-honking that already has reached crisis levels?

Will you be willing to spend two or more years in the middle of this nightmare?

Do we need Affordable Housing? Yes, but in an open space that can accommodate many units, provide ample parking and not contribute to noise and air pollution. You as owner / Landlord have the resources to find such an appropriate space for your new building(s).

I challenge you to examine your conscience and answer these questions with a personal note on letterhead to all the residents here at the Montecito. Own it. Please don't delegate to your minions.

- Is this the way I would treat my parents?
- Is this the quality of life I would subject them to for two or more years?


This project is not the **COMPASIONATE YOU** I came to know several years ago. What happened?

Why would you rape the asset you once described as your flagship property? Is it for the \$68,000 plus a month income from the government guaranteed rents? Or to solve an affordable housing crisis?

There's something wrong with the Montecito II Project. It's beneath you and your company. It's NOT good for providing affordable housing. It's just the opposite. It's placing seniors in boxes.

What happened to the man I knew? Landlord, "Be Woke".

Yours Truly,



David Kearse

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Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, Ca, 90049

RE: MONTECITO II CF 18-0412

Dear Mr. Safran:

You and I have been connected by the Montecito since you first came into the picture. I was here before you were. I know that you really like the building. It's a feather in your cap. Always has been.

I'm sure you know that the Montecito is under potential attack in a misplaced drive for "affordable housing" in what's called a 'transit-rich' area. Why should you and your company waste money and talent trying to extend development on a classic property that's been at maximum production level for years? Why unnecessarily sacrifice such a beauty for 68 boxy units?

Why pay unnecessary premiums to compensate for all the extra work trying to do the impossible? It doesn't make sense.

Better that you get a property that doesn't have over 100 seniors living on the construction site that's also on the National and State Registry of Historic Places. Acquire something that doesn't have to waste tons of money because the property is too small to adequately accommodate living space. Get a property that doesn't already have an oversized building on it. Try to avoid hilly terrain.

You could really contribute to affordable housing if you said:

In order to create affordable housing, while considering the needs of our current residents, we have decided to terminate the Montecito II project in its entirety.

Sincerely,



Kevin Kelly

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6650 Franklin Ave, #602
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Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, CA 90049

RE: MONTECITO II – CF: 18-0412

Dear Mr. Safran:

You have a beautiful, historic property in the Montecito. The garden is an inspiration with the trees and birds. However, many of us are worried and afraid of what all the construction will do to your property and our homes. Please consider ending the new construction project.

Residents are worried for the safety of our building. The new building would be only 25 ft. from it. At the double basement levels, it would be just 15 ft. away. That's too close to our building.

Have you thought about how hard two years of mess would be on us older people? We'd be trapped in our apartments, couldn't open our windows, or go anywhere. Parking would be awful for our children who come to visit us.

If the addition gets built on this small property, it would be so crowded, with people on top of each other.

Think how happy you could make everybody. Tenants, your managers, the neighborhood would all be happy if you abandon this idea of an additional building. In our opinion, we ask you please abandon the Montecito II Project.

Yours Respectfully,

Inna Shvartsur



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Kathleen Law
6650 Franklin Ave, #704
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Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, Ca, 90049

RE: MONTECITO II - CF: 18-0412

Dear Mr. Safran:

As a 14-year resident, I am joining with fellow residents and community members in recommending that Thomas Safran and Associates (TSA) abandons the unsuitable Montecito II Project.

TSA, which has a good reputation, has done significant due diligence in exploring the possibility of adding to the historic Montecito property. Various problem areas have surfaced. Multiple variances, exclusions, exceptions have been requested to try to fit the 68 postage stamp units into a 150' x 225' small parcel of land that already has a 10-story building on it.

The impact of such additional construction on the 1985 declared National / State Historic property has been discussed with many, including with the Los Angeles City Cultural Historic Commission. As was pointed out to the five Commissioners by supporters of including City honors for the Montecito, the registry form from 33 years ago said in part on page 6, part 10:

"Property is a 150' x 225' parcel at the southwest corner of Franklin and Cherokee Avenues. Boundaries are drawn to encompass the building and its historic lot."

The Montecito is not a sterile, cold monument. It is fully occupied by 120 at-risk seniors, living independently on their low incomes. The building is alive with creativity. Actors, writers, musicians, artists, all over a certain age, give the building vibrancy. These people go for auditions and gigs. They volunteer and find ways to continue their creative endeavors. Coming and going is very important, including for their mental well-being. Two years of construction, literally blocking normal exits and on-site parking, would be a depressing disaster.

Peace to concentrate and quiet to produce are vital to their pursuit of the arts. What a perfect place in Hollywood for them. They continue the spirit of the Montecito built for artists of an earlier age, home to true Hollywood stars, Marilyn Monroe, Clark Gable, Ronald Reagan, and Mickey Rooney.

More recent residents appreciating the peace and quiet are U.S. Military veterans, some living with PTSD. The Montecito and its garden provide an atmosphere conducive to a friendly mix of arts and the real world.

If the Montecito II is built, the resulting overcrowding lowers the quality of life for what would become almost 200 residents squeezed on a 150' x 225' lot. It's not only the number of people, but their forced proximity that present problems. Almost the entire west side of the genuine Montecito will be crammed less than 25 ft. from the new 6-story building. Worse, at the double basement level, there'll be only 15 ft. between the two structures. Residents fear the undermining of the 10-story building, either during construction or years later.

The mantra that TSA presents to the neighborhood, business and political community is laudable.

TSA's GOAL: *to enhance the world in which we live and enrich the lives of the people who reside in our buildings.*

However, The Montecito II Project is not consistent with TSA's goals and fine reputation. We need to face it, the 150' x 225' property at Franklin and Cherokee is **UNSUITABLE** for TSA's efforts.

How to proceed?

I suggest the project, and its associated actual and hidden liabilities, be abandoned with a communication that says, in essence:

"We have been reconsidering the viability of the Montecito II Project, which has numerous development issues. After conferring with our consultants, we have concluded that TSA's talents would be better utilized at other locations rather than the Historic Montecito property." – **TSA Management**

Sincerely,



Kathleen Law

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6650 Franklin Ave, #708
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Dear Mr. Safran:

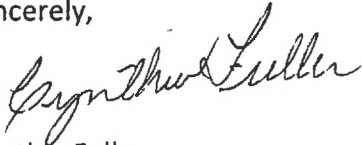
Have you forgotten what a gem the Montecito is? It's a classic Art Deco beauty of national renown. Plus, it's loaded with Hollywood history. You've cared for it for years. Why turn your back on it now?

The Montecito doesn't deserve what Thomas Safran and Associates (TSA) plans to do to it. We residents certainly don't deserve what TSA plans to do to us. If there ever are Montecito II occupants, those poor souls don't deserve the cramped life that TSA would inflict on them and us.

In the concrete jungle that Hollywood has become, can't you protect the oasis of nature that surrounds the Montecito? Trees gently swaying, birds on their way to Panama lighten the psychological load of a senior pushing her walker along the garden pathways. Even passersby outside the locked gates can enjoy the respite provided by the stately trees.

This is Hollywood. Be a hero. Cancel the Montecito II Project and we'll all live happily ever after.

Sincerely,



Cynthia Fuller

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Thomas Safran, Chairman
Thomas Safran and Associates
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RE: MONTECITO II CF: 18-0412

Dear Mr. Safran:

I'm happy that you respect historical properties like the Montecito, while providing affordable housing for seniors. With some of the things that are going on in your name, I wonder if you are still doing that.

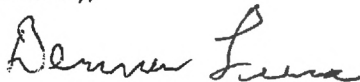
If you ruin the beauty of the Montecito, what will people think of you? If you'll rip up older residents' lives, like you'll rip up their peaceful garden, where's your compassion? There are so many big problems with this poorly thought out project, where's your good business sense?

Don't you see that you need suitable property for development? Why don't you realize that the Montecito property is NOT suitable for further development? Why would you throw away your fine reputation to get 68 little apartments?

Whoever is behind this ridiculous project, needs to get you and your company out of it as quickly as is possible. Why throw any more time and money into such a useless money pit as Montecito II?

Please, for everybody's good, just cancel the Montecito II project. You'll be glad you did.

Sincerely,



Dennis Luna

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