



September 22, 2018

The Honorable Herb Wesson
& the Los Angeles City Council
200 N. Spring St.
Los Angeles, CA 90012

via email

**re: Council File 18-0437 – Exposition Corridor Transit Neighborhood Plan
Response to Defamatory Letter of July 2, 2018 by Steve Rogers, Westwood South of Santa
Monica Blvd Homeowners Association**

Dear Council President Wesson,

My firm recently became aware of the above referenced letter that accuses my company of creating a “deliberately misleading analysis” related to the Exposition Corridor Transit Neighborhood Plan.

Nothing could be further from the truth.

To begin, I have known Paul Koretz for over a decade. I first met him when he would visit the offices of the Engineers & Architects Association in his role with the Jewish Labor Committee. I have nothing but respect for Councilmember Koretz and have known him to be nothing but a fair and reasonable mind.

Additionally, I have known many of the Councilmembers (including yourself) for many years through my various professional, political, and civic associations. In the past, I have privately negotiated directly with you and the other members of the Executive Employee Relations Committee on behalf of nearly 5,000 City employees as well as spoken publicly countless times in City Council Chambers advocating for or against a variety of items before the Council.

My professional relationship with the City of Los Angeles has evolved from a one-time civilian employee of the Los Angeles Police Department to the present where my firm is currently participating in the City of Los Angeles’ Small Business Academy competing for various business with the Departments and Bureaus of the City of Los Angeles as a private-sector vendor.

The very allegation that my firm would deliberately attempt to mislead the Los Angeles City Council is damaging to the reputation of my firm and I am taking the extraordinary action of acknowledging this defamation in a public letter.

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In June 2018, the civic advocacy group Abundant Housing LA reached out to me asking if we had the capability to quickly analyze the changes approved by the City Council's Planning and Land Use Committee at the request of Councilmember Koretz.

I agreed to provide an analysis pro bono as I believed, and still do, that it was in the interest of the public good. No compensation of any kind was ever offered or accepted by my firm. At no time did anyone from Abundant Housing LA or my firm suggest a predetermined outcome to our analysis or insinuate anything other than an earnest quest to understand the implications of the changes lobbied by Councilmember Koretz in his letter to the Council's PLUM Committee.

I personally reviewed the Council File and prepared the analysis. The findings of that analysis are clear, concise, and unambiguous. The changes adopted by the Council's PLUM Committee and approved by the entire City Council negatively impacted the capacity of dwelling units when compared to the plan approved by the City Planning Commission and forwarded with recommendation to the Council's PLUM Committee for action. No political motives were assumed or assigned to those changes nor were any ever incorporated into my analysis.

As you know, multifamily dwelling unit capacity is determined by the size of parcel. For example, a R3-zoned parcel is only limited in its dwelling unit capacity by the ratio of 800 square feet of parcel area to each individual dwelling unit. Whereas a R2-zoned parcel is limited to a maximum of two dwelling units (i.e. a duplex) regardless of its parcel size. Neither set-backs nor height restrictions impact the dwelling unit capacity of a multifamily parcel. Transit-oriented density bonuses only increase capacity.

I remain deeply disturbed by the allegations of a "deliberately misleading analysis" levied by this homeowner's association. At no time did this association ever reach out to me or my firm to discuss our methodology or findings. It is troubling that such a defamatory statement made its way before you without so much as a phone call to myself or my firm to discuss the genesis of our analysis.

I can only hope that in the future, the actions and statements of the Westwood South of Santa Monica Boulevard Homeowners Association are given appropriate weight based upon their conduct in this matter.

Thank you and the members of the City Council for all that you do to provide a fair and robust debate on land use and zoning matters impacting the City of Los Angeles.

I look forward to our next opportunity to provide neutral, unbiased analysis that aides your deliberations.

Sincerely,

/s/BENJAMIN PEZZILLO

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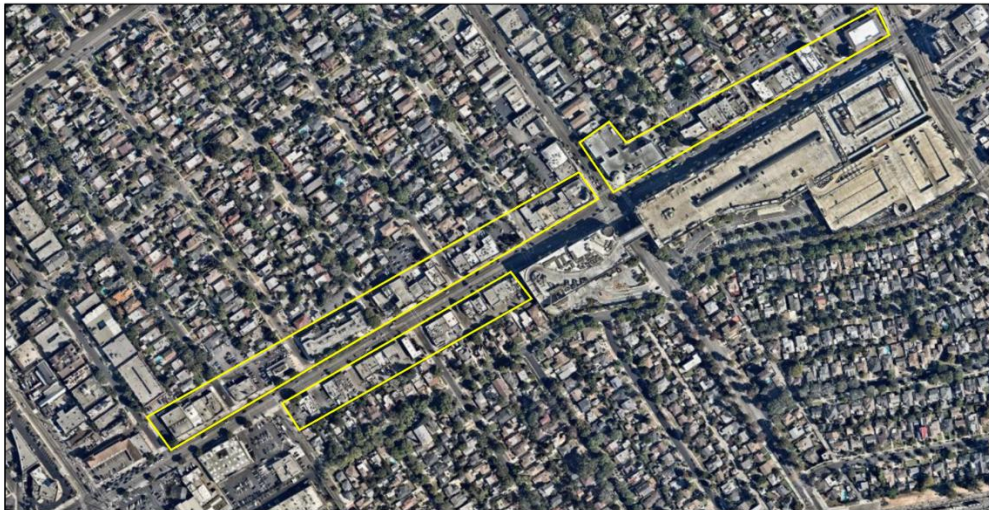
cc: Clerk of the City of Los Angeles
Chief Legislative Analyst of the City of Los Angeles
Abundant Housing LA
Westwood South of Santa Monica Boulevard Homeowners Association
Councilmember Koretz
Councilmember Huizar
Councilmember Harris-Dawson
Councilmember Englander
Councilmember Blumenfield
Councilmember Price

EXPO CORRIDOR – Exposition Boulevard Subarea



Current capacity @ R2 = 109 units @R3 w/TOC = 557 units (58 ELI units) **Pactriglo™**

EXPO CORRIDOR – Pico Boulevard Subarea



Capacity w/NMU(EC) = 771 units Capacity @ RAS4 w/TOC = 1310 units (130 ELI) **Pactriglo™**