

Communication from Public

Name:

Date Submitted: 01/27/2020 06:06 PM

Council File No: 19-1533

Comments for Public Posting: Attention : PLUM Committee Members January 20, 2020
Honorable David Ryu Leyla Campos, Legislative Assistant
Michelle Carter, Planner Los Angeles City Planning Department
200 N. Spring Street, Room 763 Los Angeles, CA 90012
michelle.carter@lacity.org clerk.plumcommittee@lacity.org I am writing as a concerned adjacent property owner (shared wall) to the proposed development Hotel / Residential project at 639 S. La Brea Ave. (Wilshire & La Brea) I must protest this project as it is currently proposed. The project's environmental review is being rushed ahead of approvals for the actual project, denying our community the ability to ensure the project will really be sustainable and mitigate its effects on traffic negatively effecting the surrounding business's as well as its energy and water use. Additionally, the project misuses the TOC program that was intended to create more affordable housing. I urge that the PLUM Committee halt ANY approval of environmental clearances until the City has reviewed this underlying project and has ordered a " full and accurate" Environmental Impact Report " This is very important for the community as a whole. Home owners, community living , local business and adjacent property owners should be protected and considered in this process ! The alley behind this CGI strategies proposed project was built over 100 years ago and can not handle the additional 200 plus cars flowing into the 20' wide alley day and night. The proposed current flow of traffic exiting the project to the small alley and residential neighborhood should be redesigned and /or adjusted to exit onto the more appropriate commercial La Brea Ave. towards the metro station. Thank you , Alyssa Ashton Shah



January 20, 2020

Design MIX Furniture Inc.
611 S. La Brea Ave.
Los Angeles CA 90036
323-939-7500
www.mixfurniture.com

Council File Number: 19-1533

Attention :

PLUM Committee Members
Honorable David Ryu
Leyla Campos, Legislative Assistant Michelle Carter, Planner
Los Angeles City Planning Department 200 N. Spring Street, Room 763
Los Angeles, CA 90012 michelle.carter@lacity.org clerk.plumcommittee@lacity.org

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I urge that the PLUM Committee halt ANY approval of environmental clearances until the City has reviewed this underlying project and has ordered a " full and accurate" **Environmental Impact Report** " This is very important for the community as a whole. Home owners, community living , local business and adjacent property owners should be protected and considered in this process ! The alley behind this CGI strategies proposed project was built over 100 years ago and can not handle the additional 200 plus cars flowing into the 20' wide alley day and night.

The proposed *current flow of traffic exiting the project* to the small alley and residential neighborhood should be redesigned and /or adjusted to exit onto the more appropriate commercial La Brea Ave. towards the metro station.

Thank you ,
Alyssa Ashton Shah

Communication from Public

Name: Janet Eckholm

Date Submitted: 01/27/2020 07:24 PM

Council File No: 19-1533

Comments for Public Posting: I urge the City to oppose the Wilshire / La Brea Project's environmental review. During a climate crisis caused by rising greenhouse gas (GHG) emissions, the City should ensure projects are doing everything feasible to ensure projects are as water/energy/GHG-efficient as possible. We deserve a more thorough environmental review.

Communication from Public

Name: Coalition for Economic Survival
Date Submitted: 01/27/2020 11:49 AM
Council File No: 19-1533
Comments for Public Posting: Coalition for Economic Survival opposition to 639 S. La Brea (CF #19-1533/ZA-2019-1744)



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Email: contactces@earthlink.net ★ Website: www.CESinAction.org

January 27, 2020

Councilmember David Ryu
LA City Hall
200 N Spring St
Los Angeles, CA 90012

Subject: Coalition for Economic Survival Opposes 639 S. La Brea Ave Project/SCPE (CF #19-1533/(ZA-2019-1744))

Dear Councilmember Ryu:

I am writing to express the Coalition for Economic Survival's strong oppositions to the use of our Transit Oriented Communities (TOC) program to build the proposed hotel/housing development at 639 S. La Brea Ave and urges you to oppose the Sustainable Communities Project Exemption (SCPE) set for next Tuesday's PLUM hearing.

It is important that our affordable housing programs be used for the purpose they were intended, to create affordable units, not shoehorn in commercial development. This project would be the first TOC proposal including a hotel and it would set a terrible precedent for use of the program. The Code makes clear that hotel rooms and dwelling units must be tied to its lot area (see LAMC § 12.21.C.1(j)). Here, the project is using the TOC incentives to build more hotel rooms at the expense of housing, double counts lot area already designated for housing, and allocates lot area entirely untethered to the project's site plan.

The plan's environmental document is insufficient and should be opposed. The City should ensure projects are as water / energy / GHG efficient as possible. There are also several outstanding questions SCAG should answer on whether the significant hotel component means the project is too large to qualify for its SCPE exemption at all.

Additionally, a hotel is uniquely unsuited to this site and would negatively affect the tenants on Detroit as nearly all circulation from the hotel is supposed to use the adjacent alley and everyone is supposed to be valeted. Hotels and restaurants not only generate more trips by visitors and employees than similarly sized apartment buildings. They also generate truck trips that will backup that alley and valets that will speed through it.

Please oppose the project and urge your PLUM to vote against its SCPE environmental review document on Tuesday.

Sincerely,

Larry Gross
Executive Director

Communication from Public

Name: Suzan Fellman

Date Submitted: 01/27/2020 09:19 AM

Council File No: 19-1533

Comments for Public Posting: I am a resident of the La Brea Hancock area. I was at the presentation (or lack there of) last Tuesday hosted by CGI of the proposed project at 639 S. La Brea. I strongly oppose this project. Further environmental review is requested before I or my neighbors will agree to this project. Further, the design, (art deco inspired) needs additional review. I imagine that CGI is getting low income funding for this project. Another egregious claim and a fleecing of Los Angeles tax payer money.

Communication from Public

Name: Steven Luftman
Date Submitted: 01/27/2020 10:20 AM
Council File No: 19-1533

Comments for Public Posting: Dear Councilmembers, I find this project deeply troubling. CGI Strategies, developer of this project, is using the TOC program to build a luxury hotel. The TOC program's full name is the "Transit Oriented Communities Affordable Housing Incentive Program" not the "Luxury Hotel Incentive Program". I urge the members of the PLUM committee to oppose this clear misuse of the TOC program. Thank you, Steven Luftman

Communication from Public

Name: Alfred Bie

Date Submitted: 01/27/2020 03:19 PM

Council File No: 19-1533

Comments for Public Posting: RE: Wilshire / La Brea Project Comments ((CF #19-1533, ZA-2019-1744, VTT-82618, ENV-2019-1736) Honorable PLUM Committee Members, Council Member Ryu, City Planner Michelle Carter, Council District 4 Team and Planning Deputy Emma Howard, I write deeply concerned about the luxury hotel and condo project proposed for 639 S. La Brea Ave. The Transit Oriented Communities (TOC) program was intended to create housing, especially affordable housing. So too, the Code makes clear that hotel rooms and dwelling units must be tied to its lot area (see LAMC § 12.21.C.1(j)). Here, the project is using the TOC incentives to build more hotel rooms at the expense of housing, double counts lot area already designated for housing, and allocates lot area entirely untethered to the project's site plans. Please stop this misuse of our affordable housing law and consider looking beyond financial gain and current trends that place profit over humanity. Stand by the true intention of the citizens of Los Angeles who voted to help raise everyone and leave no one behind and do more than serve the wealthy by sharing dignity and equality with all of Los Angeles.