

Communication from Public

Name: Kristina Wong

Date Submitted: 02/18/2020 12:09 PM

Council File No: 20-0087

Comments for Public Posting: I am an elected rep on the Wilshire Center Koreatown Neighborhood Council and sit on the Planning Land use Housing and Transportation Committee. The project at 738 S Normandie only presented one new revision for an exterior which still does not match the existing historic buildings around it on this historic block. This block is used in a great deal of filming which provides union film jobs and revenue for our neighborhood and city. I urge Herb Wesson to push these developers to present a better facade, more aligned to the historic look of this block.

Communication from Public

Name: Anora Lyn Schaer
Date Submitted: 02/18/2020 09:19 AM
Council File No: 20-0087

Comments for Public Posting: Honorable Members of the City of Los Angeles Planning and Land Use Management Committee I am here today to support the appeal filed against the 738 S. Normandie Avenue development project on behalf of the City of Los Angeles and the residents of my neighborhood in the Mariposa/Normandie Historic Apartment District I think there is a very important question that has been overlooked by the city regarding its history and the protection of its neighborhoods. I would like to start with the question, what does it mean to be a historic district? According to the Register definition - a historic district is: a geographically definable area possessing a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united by past events or aesthetically by plan or physical development. Normandie Avenue completely and categorically falls under the description of this criteria. The 700 block of Normandie Avenue is a street where every single building has historical significance. The proposed apartment complex would be the first new construction on this street in the last 8 decades. We need to protect this street so that what happened on other streets does not happen on Normandie Ave. I ask you to consider this and we need more time to talk to you about this. This section of Normandie Avenue is the undisputed heart of this historical district. The proposers are incorrect when they state we are simply arguing about an empty lot. The proposed structure alters the entire street. The historical continuity of all the buildings changes immediately, breaking the aesthetics of the entire Normandie Avenue. Nowhere on this street can there be found an infrastructure that wasn't built between 1924-1939. Nowhere else in the city can a street like this be found. It is an extremely unique, beautiful, and important street in the entire city of Los Angeles, because of its unaltered chain of historic buildings side by side down the entire street on both sides. **THIS PROPOSED BUILDING IS A SUBSTANTIAL ADVERSE CHANGE ON A HISTORICAL RESOURCE.** An example of the cumulative effect which shows a permanent alteration of this historic district is just a block away on Mariposa. Mariposa Ave has become an ugly, mishmash of modern, ugly boxy architecture wedged between a few historical buildings. The street has lost completely its historical identity and significance. Even trying to pass off the look of the buildings by massaging the treatments to

resemble the historical facades is awkward and crude. Fortunately, all of these mistakes have occurred on Mariposa. It is not too late to NOT make the same mistake on Normandie. For further consideration on the subject of the parking lot, let's talk about how it become a parking lot. The project site is a parking lot today because the city disallowed its historical protection. The original built in 1948 was 9 years younger than the rest of buildings on the street. In 2004, permission was thereby granted to demolish structure. Ironically, this is the simple and arbitrary reason the proposers are even in front of you today. There is simply no protection granted to this space. The city is making the mistake of upholding technical standards and applying those standards to allow the building of a modern, ugly, boxy, architecture on this street. This street is widely used in the entertainment industry for its historical continuity of buildings. Los Angeles Film Crews shoot feature films/ commercials / tv shows / music videos etc. on this street daily. This proposed building would potentially destroy the historical uniformity that contributes to the history of the street. The builders say they will respect the city's conclusions. I ask you committee respectfully, to look again at Normandie street as a significant and unified historical landmark in a very diverse and underappreciated part of the city. Koreatown has a history of disenfranchisement and marginalization because the people of Koreatown don't complain. The neighborhoods development boom is not slowing down as there are over 50 projects being slated for multi-family residential purposes. Adding this modern contemporary designed 7 story building will make it one of the tallest in the neighborhood and permanently impact our historical neighborhood for the worse. On behalf of the neighborhood we love and which I have been a part of for the last 10 years and love with all my heart, please consider its worthiness to remain as it is in all its historical romance and continuity. Please reconsider your approval of this project. Thank you.



APPLICATIONS:

APPEAL APPLICATION

This application is to be used for any appeals authorized by the Los Angeles Municipal Code (LAMC) for discretionary actions administered by the Department of City Planning.

1. APPELLANT BODY/CASE INFORMATION

Appellant Body:

- Area Planning Commission, City Planning Commission, City Council, Director of Planning

Regarding Case Number: ENV-2019-930-CE

Project Address: 738 S. Normandie Ave.

Final Date to Appeal: 01/21/2020

- Type of Appeal: Appeal by Applicant/Owner, Appeal by a person, other than the Applicant/Owner, claiming to be aggrieved, Appeal from a determination made by the Department of Building and Safety

2. APPELLANT INFORMATION

Appellant's name (print): Carolyn Zanelli

Company:

Mailing Address: 745 S. Normandie Ave. Apt. 601

City: Los Angeles State: CA Zip: 90005

Telephone: (310) 990-1628 E-mail: carolynzanelli@gmail.com

Is the appeal being filed on your behalf or on behalf of another party, organization or company?

- Self, Other: Save our Normandie Mariposa Historic District

Is the appeal being filed to support the original applicant's position? Yes No

3. REPRESENTATIVE/AGENT INFORMATION

Representative/Agent name (if applicable):

Company:

Mailing Address:

City: State: Zip:

Telephone: E-mail:

4. **JUSTIFICATION/REASON FOR APPEAL**

Is the entire decision, or only parts of it being appealed?

Entire

Part

CEQA

Are specific conditions of approval being appealed?

Yes

No

If Yes, list the condition number(s) here: _____

Attach a separate sheet providing your reasons for the appeal. Your reason must state:

- The reason for the appeal
- How you are aggrieved by the decision
- Specifically the points at issue
- Why you believe the decision-maker erred or abused their discretion

5. **APPLICANT'S AFFIDAVIT**

I certify that the statements contained in this application are complete and true:

Appellant Signature: CA Jones

Date: 01-20-2020

6. **FILING REQUIREMENTS/ADDITIONAL INFORMATION**

- Eight (8) sets of the following documents are required for each appeal filed (1 original and 7 duplicates):
 - Appeal Application (form CP-7769)
 - Justification/Reason for Appeal
 - Copies of Original Determination Letter
- A Filing Fee must be paid at the time of filing the appeal per LAMC Section 19.01 B.
 - Original applicants must provide a copy of the original application receipt(s) (required to calculate their 85% appeal filing fee).
- All appeals require noticing per the applicable LAMC section(s). Original Applicants must provide noticing per the LAMC, pay mailing fees to City Planning's mailing contractor (BTC) and submit a copy of the receipt.
- Appellants filing an appeal from a determination made by the Department of Building and Safety per LAMC 12.26 K are considered Original Applicants and must provide noticing per LAMC 12.26 K.7, pay mailing fees to City Planning's mailing contractor (BTC) and submit a copy of receipt.
- A Certified Neighborhood Council (CNC) or a person identified as a member of a CNC or as representing the CNC may not file an appeal on behalf of the Neighborhood Council; persons affiliated with a CNC may only file as an individual on behalf of self.
- Appeals of Density Bonus cases can only be filed by adjacent owners or tenants (must have documentation).
- Appeals to the City Council from a determination on a Tentative Tract (TT or VTT) by the Area or City Planning Commission must be filed within 10 days of the date of the written determination of said Commission.
- A CEQA document can only be appealed if a non-elected decision-making body (ZA, APC, CPC, etc.) makes a determination for a project that is not further appealable. [CA Public Resources Code ' 21151 (c)].

This Section for City Planning Staff Use Only		
Base Fee:	Reviewed & Accepted by (DSC Planner):	Date:
Receipt No:	Deemed Complete by (Project Planner):	Date:
<input type="checkbox"/> Determination authority notified		<input type="checkbox"/> Original receipt and BTC receipt (if original applicant)

January 20, 2020

Carolyn Zanelli, Save our Normandie Mariposa Historic District
745 S. Normandie Ave., Apt. 601
Los Angeles, CA 90005

Los Angeles City Council
200 N. Spring Street
Los Angeles, Ca 90012

Re: CEQA appeal of Case No. ENV-2019-930-CE; 738 S. Normandie Ave.

The 1994 Historical Assessment of the Normandie-Mariposa Historical Apartment District states: *"The overall design plan of these two streets displays a uniformity of mass while allowing a unique composition for each individual building. The building designs range stylistically from Art Deco to Classical Revival. As a district they maintain similar height, width and density, which help create a natural and clearly evident boundary."*

The proposed 80-foot-tall development approved by the Director of Planning conflicts with this uniformity and threatens the historical significance of the entire district. The proposed development features a faux historic facade that mixes bad architecture with brick veneer. The design is overall contemporary, ignoring the architectural consistency of surrounding buildings whose key contributing elements of window design, fire escapes, turrets and detailing displays a cohesion and symmetry which the proposed development will destroy.

As noted in the project's Historical Resource Assessment Report, *"the contributing buildings vary in size but are generally consistent in scale, massing, and setbacks..."* The proposed 7-story, 80-foot-tall project counters this consistency.

CEQA Guidelines provide that no project can be found categorically exempt where substantial evidence supports a fair argument that (1) the cumulative impact of successive projects of the same type in the same place over time would be significant (Guidelines § 15300.2(b)), or (2) the project may cause substantial adverse change in the significance of a historical resource. (Guidelines § 15300.2(f).) Here, the project would result in a radical architectural deviation from the consistency of a historic resource: the Normandie-Mariposa Historical Apartment District. In addition, the failure of the City to examine the potential mitigation of these environmental impacts violated the relevant zoning regulations.

Section 21084.1 of CEQA provides that "A project that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment." CEQA Guidelines explicitly recognizes the importance of historical resources by providing that "A categorical exemption shall not be used for a project which may cause a substantial adverse change in the significance of a historical resource." (Guidelines, § 15300.2(f).)



Photo of 715 S. Normandie Ave. (former residence of Ronald Reagan).



Photo of Project block, showing uniformity of architecture of the District.



Rendering of the proposed project, showing its contemporary windows, modern balconies, and overwhelming height that are inconsistent with the character defining features of the District.

As noted by the 1994 Historical Assessment of the Normandie-Mariposa Historical Apartment District, “The cohesion of these blocks emerges from the fact that most of the buildings were constructed in a four-year period beginning in 1924.” The design of the proposed project in no manner reflects this time period, instead, as stated in the developer’s application materials, offering a modern building that “will be differentiated from the old by its contemporary design, including large floor-to-ceiling windows.”

As noted in the developer’s report, “the project site is flanked to the north, south, and east by district contributors.” These buildings range in height from 3 to five stories, not the 7 stories proposed by the developer, topped by another level for the protruding elevator shaft and rooftop amenities. At 80 feet, the contemporary project establishes precedent that other developers will follow in the Normandie-Mariposa Historical Apartment District.

Viewed in isolation, the construction of one badly designed apartment building may not appear important. But, through the blind application of Class 32 exemptions to similarly contemporary structures, the cumulative impacts begin to take on a weightier significance. At what point does the wholesale disregard of a species of architecture emblematic of the City of Los Angeles give rise to a level of significance?



Photo showing buildings located adjacent to the project site.

The proposed project would permanently alter a significant historic resource. As noted, Public Resource Code Section 21084.1 of the California Environmental Quality Act (CEQA) states: “A

project that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment.” The design of the project will therefore cause substantial environmental damage.

For the foregoing reasons, we request that the City Council recognize the importance of retaining Koreatown’s significant cultural and architectural history by reversing the project’s approvals. To do so will preserve one of the many key architectural and cultural treasures that make Los Angeles such a unique and special place to live.



Communication from Public

Name: Elizabeth Isralowitz

Date Submitted: 02/18/2020 12:49 AM

Council File No: 20-0087

Comments for Public Posting: As a resident and representative of the Wilshire Center Koreatown Neighborhood and its Council (WCKNC), I am writing in support of the appeal Case File # 20-0087 against a new development project at 738 S. Normandie Ave, Los Angeles, CA 90005. Although Los Angeles's film industry has been in a steady decline since 2016 (FilmLA.com), there are some areas that are frequently utilized and continue to enable to film industry to create jobs and revenue for the city and citizens of LA. The Normandie/Mariposa Historic Apartment District is one of these areas. These beautiful streets lined by apartment buildings from the early 20th century are the most filmed area of Koreatown and represent a financial and historical monument worth protecting. Jamison Properties has chosen to ignore the cultural and financial significance of this area and has proposed a modern box be placed amongst the historic buildings the 700th block of Normandie in the very heart of this historic district. Jamison has ignored complaints by neighbors and requests for revisions by the WCKNC. When the plans for 738 S. Normandie Ave were presented to the WCKNC Planning, Land Use, Housing and Transportation (PLUHT) committee, a request was made that Jamison Properties revise their plan to make the architecture more consistent with the historic nature of the area. Jamison ignored this request and never returned to present revisions. In light of this, I request that judgment of the Case File # 20-0087 be delayed until Jamison Properties fulfills its obligations to WCKNC and the constitutes this body represents by presenting their updated renderings and ensure that any structure erected in this historic district is consistent with the architecture of the area.

Communication from Public

Name: Elizabeth Isralowitz

Date Submitted: 02/18/2020 12:57 AM

Council File No: 20-0087

Comments for Public Posting: Dear Honorable City Council Members, As a resident and representative of the Wilshire Center Koreatown Neighborhood and its Council (WCKNC), I am writing in support of the appeal Case File # 20-0087 against a new development project at 738 S. Normandie Ave, Los Angeles, CA 90005. Although Los Angeles's film industry has been in a steady decline since 2016 (FilmLA.com), there are some areas that are frequently utilized and continue to enable to film industry to create jobs and revenue for the city and citizens of LA. The Normandie/Mariposa Historic Apartment District is one of these areas. These beautiful streets lined by apartment buildings from the early 20th century are the most filmed area of Koreatown and represent a financial and historical monument worth protecting. Jamison Properties has chosen to ignore the cultural and financial significance of this area and has proposed a modern box be placed amongst the historic buildings the 700th block of Normandie in the very heart of this historic district. Jamison has ignored complaints by neighbors and requests for revisions by the WCKNC. When the plans for 738 S. Normandie Ave were presented to the WCKNC Planning, Land Use, Housing and Transportation (PLUHT) committee, a request was made that Jamison Properties revise their plan to make the architecture more consistent with the historic nature of the area. Jamison ignored this request and never returned to present revisions. In light of this, I request that judgment of the Case File # 20-0087 be delayed until Jamison Properties fulfills its obligations to WCKNC and the constitutes this body represents by presenting their updated renderings and ensure that any structure erected in this historic district is consistent with the architecture of the area. Sincerely, Elizabeth Isralowitz, MA BCBA WCKNC Board Member Responsible Urban Development Initiative (RUDI) LA Tenants Union