



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:28 AM

----- Forwarded message -----

From: **Lynn Lustig** <Lynn@lynnlustig.com>

Date: Mon, Jul 28, 2014 at 11:18 AM

Subject: PLEASE SUPPORT AMENDMENT TO BASELINE MANSIONIZATION ORDINANCE!!

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.english@lacity.org" &lt;councilmember.english@lacity.org&gt;

Cc: "councilmember.labonge@lacity.org" &lt;councilmember.labonge@lacity.org&gt;, "renee.weitzer@lacity.org" &lt;renee.weitzer@lacity.org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;, "shelley@wagersmail.net" &lt;shelley@wagersmail.net&gt;, "sbsierra@gmail.com" &lt;sbsierra@gmail.com&gt;

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. **Huge out-of-scale houses are being built citywide, by speculative developers at an alarming pace, including Sunset Square which neighbors historic Spaulding Square. Additionally, these out of scale houses built by speculative developers are being built at an alarming pace in the neighborhoods of Sherman Oaks, Studio City and other areas in the valley.**

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

**I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection. Please help preserve Los Angeles' Residential Architectural History.**

Thank you,

Bill and Lynn Lustig

Former Resident of Spaulding Square

Currently residing at:

15016 Marble Dr.

Sherman Oaks, CA

Council District 4

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:29 AM

----- Forwarded message -----

From: **kneedlersr** . <kneedlersr@gmail.com>

Date: Mon, Jul 28, 2014 at 10:33 AM

Subject: support to amend the BMO

To: councilmember.cedillo@lacity.org, councilmember.huizar@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, **Renee Weitzer** <renee.weitzer@lacity.org>, sharon.gin@lacity.org, shelley@wagersmail.net, **Michael & Tamara Schwartz & Bergman** <sbsierra@gmail.com>

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,  
Brooke Senior  
1515 N Ogden Dr



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:29 AM

----- Forwarded message -----

From: **lakersalex** <lakersalex@yahoo.com>

Date: Mon, Jul 28, 2014 at 10:15 AM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

Cc: "councilmember.labonge@lacity.org" <councilmember.labonge@lacity.org>, "renee.weitzer@lacity.org" <renee.weitzer@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>, "shelley@wagersmail.net" <shelley@wagersmail.net>, "sbsierra@gmail.com" <sbsierra@gmail.com>

Dear Councilmembers Huizar, Cedillo and Englander,

**RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE**

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Alex de Cordoba  
 1424 N Orange Grove Ave  
 Los Angeles, CA 90046

(323) 801-6543

Sharon Gin  
 City of Los Angeles



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:29 AM

----- Forwarded message -----

From: **M Gordon** <mkg6267@yahoo.com>

Date: Mon, Jul 28, 2014 at 9:51 AM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;

Cc: "elizabeth.carlin@lacity.org" &lt;elizabeth.carlin@lacity.org&gt;, "andrew.westall@lacity.org"

&lt;andrew.westall@lacity.org&gt;, "mayor.garcetti@lacity.org" &lt;mayor.garcetti@lacity.org&gt;,"

"councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.english@lacity.org"

&lt;councilmember.english@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.

org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;, "councilmember.wesson@lacity.org"

&lt;councilmember.wesson@lacity.org&gt;

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that

loom over our neighbors' homes.

- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,  
Maura Gordon

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

Sharon Gin &lt;sharon.gin@lacity.org&gt;

Tue, Jul 29, 2014 at 7:30 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: LC &lt;frelapub@yahoo.com&gt;

Date: Mon, Jul 28, 2014 at 9:50 AM

Subject: Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;

Cc: "councilmember.labonge@lacity.org" &lt;councilmember.labonge@lacity.org&gt;, "renee.weitzer@lacity.org" &lt;renee.weitzer@lacity.org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;, "shelley@wagersmail.net" &lt;shelley@wagersmail.net&gt;, "sbsierra@gmail.com" &lt;sbsierra@gmail.com&gt;

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

**RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE**

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

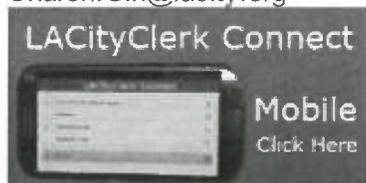
Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Lara Cody Curci  
1533 N. Orange Grove Ave.

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

↑ message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:03 AM

----- Forwarded message -----

From: **ROCHELLE VENTURA** <rdventura@aol.com>

Date: Mon, Jul 28, 2014 at 3:53 PM

Subject: Baseline Mansionation Ordinance

To: sharon.gin@lacity.org, councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org

The current Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. Mine is one of them. A huge towering house was built next door to me at 6230 West Fifth Street. For years it was rented to nine young men as a party house. It is totally out of scale for the lovely older homes in our neighborhood. We do not need such big homes in our residential beautiful residential neighborhoods.

The solution is a reasonable ordinance that allows somewhat larger houses to be built, but not the huge houses currently taking over our residential areas.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem – and fast.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Cutting houses down to sensible size does MUCH more than bamboo flooring to shrink our carbon footprint. And so-called “green building” practices are required by code anyway. Eliminate this pointless bonus.
- Exemptions for attached garages, double-height entryways, and balconies add hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.

Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz’s Motion this coming Tuesday. I urge you to give it your full support.

Thank you, Rochelle D. Ventura

ROCHELLE VENTURA  
 phone: 323.930.0217

rdventura@aol.com



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**Fwd: Support for motion to amend BMO (CF 14-0656)**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:03 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Shelley Wagers** <shelley@wagersmail.net>

Date: Mon, Jul 28, 2014 at 3:22 PM

Subject: Support for motion to amend BMO (CF 14-0656)

To: councilmember.english@lacity.org, councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org

Cc: Sharon Gin &lt;sharon.gin@lacity.org&gt;

Gentlemen,

The Baseline Mansionization Ordinance passed six years ago, but reckless development is still spoiling and disrupting single-family neighborhoods all over the city. A few samples are shown below. These McMansions degrade quality of life, and the rampant speculation damages stable long-term property values in pursuit of a quick profit.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. Even with increased staff, keeping up with that demand will be a challenge, and enforcing code across a patchwork of overlays will be a headache.

But Councilmember Koretz has proposed a simple, straightforward, effective way to address the problem: Amend the Baseline Mansionization Ordinance.

**Mr. Koretz's Motion comes before you for consideration tomorrow. I urge you to approve the Motion and refer it to the Council for prompt action.**

Thank you, Shelley Wagers



Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:04 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Cathy Roberts** <crmaison@gmail.com>

Date: Mon, Jul 28, 2014 at 3:04 PM

Subject: BMO Amendment comments from C. Roberts

To: sharon.gin@lacity.org

Cc: renee.weitzer@lacity.org, ben.seinfeld@lacity.org

Dear PLUM Committee,

Now that the economy is recovering from the 2008 downturn, we are seeing aggressive developers and speculators coming into well established neighborhoods and tearing down family size homes to build McMansions that are out of scale and style with the rest of the neighborhood. My lovely La Brea Hancock neighborhood in CD 4 is one of them.

Most of the existing homes in my neighborhood were built in the 1920's and 1930's on lots that are typically around 6,700 square feet with a house in the 1,600 to 2,600 square foot range. The detached garages are behind the house and everyone has a backyard. Our motion for an RFA has been made and is currently awaiting review by your committee.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too.

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem – and fast.

- The base floor area ratio for R-1 lots is excessive. I have been to several open houses for McMansions in my neighborhood. The real estate flyer never lists the square footage of the house, but I have overheard the agent telling people it is over 4,00 square feet. The houses are generally 5-bed with 6-7 bathrooms and multiple balconies that loom over neighbor's backyards and eliminate any sense of privacy because the house is only about 20 feet from the rear lot line.
- Cutting houses down to sensible size does MUCH more than green flooring to shrink our carbon

footprint. And so-called "green building" practices are required by code anyway. Eliminate this pointless bonus.

- Exemptions for attached garages, double-height entryways, and balconies add hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.

Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz's Motion on July 29. I urge you to give it your full support.

Thank you!

Cheers -- Cathy Roberts  
415 S. Orange Drive  
Los Angeles, CA 90036

--  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





July 25, 2014

James O'Sullivan  
907 Masselin Avenue  
Los Angeles, CA 90036  
[jamesos@aol.com](mailto:jamesos@aol.com)  
213-840-0246

Planning and Land Use Management Committee  
200 North Spring Street, LA CA 90012  
Room 350

Attention: Sharon Gin  
Legislative Assistant  
[Sharon.gin@lacity.org](mailto:Sharon.gin@lacity.org)

**RE: Council File 14-0656 (Baseline Mansionization Ordinance)**

Dear Councilmembers Huizar, Cedillo, and Englander,

The Miracle Mile is the latest neighborhood to fall victim to new over-scaled homes made possible by loopholes in the Baseline Mansionization Ordinance. Our community was stunned to see a single family residence in the 800 block of South Ridgeley torn down overnight and replaced with a "McMansion" that is currently under construction. [See photograph attached below.]

The Miracle Mile Residential Association immediately mobilized and initiated a two-pronged process to develop a HPOZ for the Miracle Mile, while also pursuing Reduced Floor Area District status. Unfortunately, we have found that due to years of budget cuts, Planning Department staffing reductions have created a backlog in processing both HPOZ and RFA applications. That is why we are requesting that you support Council File 14-0656.

We are not against large homes in the Miracle Mile; homes of 3,000-plus square feet have existed in the Miracle Mile since the 1920s – but their design, scale, and setbacks make them indistinguishable from the rest of the homes on the street. What we object to is the "maxed-out" proportions of these box shape structures and how they loom over older adjacent residences. They are out of place and erode the character and historic fabric on our neighborhood.

We find it particularly ironic – *and frustrating* – that the spread of mansionization has been accelerated by the many loopholes in an ordinance that was supposed to eliminate this threat to our community. The updated Baseline Mansionization Ordinance (10-1058–S2)

states: *“Whereas, the Baseline Mansionization Ordinance has stemmed the tide of out-of-scale development in the flatlands, and is responsible for the reasonable development in our Communities...”* This is clearly not accurate given the number of neighborhoods scrambling to seek the protections of an RFA and/or HPOZ as a means to stop what the existing BMO is unable to do.

Reform of the BMO to eliminate the many loopholes that developers freely exploit with impunity cannot be delayed. Our neighborhoods are under attack.

Sincerely:



James O'Sullivan

President, Miracle Mile Residential Association



“McMansion” under construction at 808 S. Ridgeley.

- Cc Huizar
- Cc Cedilla
- Cc Englander
- Cc Koretz
- Cc la bonge



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:04 AM

----- Forwarded message -----

From: **Carlos Medina** <carlosv98@hotmail.com>

Date: Mon, Jul 28, 2014 at 2:44 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways

and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.

- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Carlos Medina

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:04 AM

----- Forwarded message -----

From: **Laurie Crogan** <crogan@inlayfloors.com>

Date: Mon, Jul 28, 2014 at 10:08 AM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Respected Representatives of our City,

I am a native Angeleno of 58 years. I am also in the field of restoration. Most importantly The Ennis House. It dismays me to the core to see what is happening to our neighborhoods and residential history. I have resided at this address below for 15 years now and know many of my neighbors. We want you to stop this aggressive attack on the communities which we are proud to live in. The over building of lot size including height has inundated our blocks with these eyesores that have nothing to do with the architecture that surrounds them. Let alone the plummeting value of the houses which sadly are next to them. The trees are all cut down including city trees. The houses go from 1,500-2,000 sq ft spring to 4,000+. The ecological footprint is being neglected. I see a ridiculously gross mismanagement of rules where the developers are finding loop holes to benefit their pocketbooks. Please stop this as you cannot bring back the houses which they are tearing down. They are built with integrity where their replacements are not.

Thank you,

Laurie Crogan  
856 N. Genesee Ave  
90046

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The logo for CROGAN INLAY FLOORS features the company name in a large, serif, all-caps font, with 'CROGAN' on the top line, 'INLAY' in the middle, and 'FLOORS' on the bottom line.inlayfloors.com  
310.474.1821-  
Sharon Gin



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:04 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Hoshal, Keith** <Keith.Hoshal@cshs.org>

Date: Mon, Jul 28, 2014 at 2:34 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;

Cc: "councilmember.wesson@lacity.org" &lt;councilmember.wesson@lacity.org&gt;, "elizabeth.carlin@lacity.org" &lt;elizabeth.carlin@lacity.org&gt;, "andrew.westall@lacity.org" &lt;andrew.westall@lacity.org&gt;, "mayor.garcetti@lacity.org" &lt;mayor.garcetti@lacity.org&gt;

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Oversized houses continue throughout our neighborhoods and spoil the scale and character of single-family neighborhoods. Our neighborhood, Faircrest Heights (Council District 10) is one of the neighborhoods affected. The [change.org](#) petition shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion tomorrow. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Reduce it.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate driveways that provide an essential buffer between lots. Eliminate the exemption and consider adding this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Create a project approval process that is transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They

will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

**Keith W. Hoshal**  
*Faircrest Heights Resident*

*1824 Stearns Dr.*

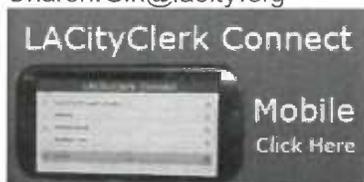
*Los Angeles, CA 90035*

*Cell (310) 435-3935*

Keith.hoshal@cshs.org

**IMPORTANT WARNING:** This message is intended for the use of the person or entity to which it is addressed and may contain information that is privileged and confidential, the disclosure of which is governed by applicable law. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this information is **STRICTLY PROHIBITED**. If you have received this message in error, please notify us immediately by calling (310) 423-6428 and destroy the related message. Thank You for your cooperation.

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:05 AM

----- Forwarded message -----

From: **Olim, Catherine (LAN-ENT)** <Catherine.Olim@pmkbnc.com>

Date: Mon, Jul 28, 2014 at 2:28 PM

Subject: Sunset Square Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;

Cc: "councilmember.labonge@lacity.org" &lt;councilmember.labonge@lacity.org&gt;, "renee.weitzer@lacity.org" &lt;renee.weitzer@lacity.org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Catherine Olim

Spaulding Square

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:06 AM

----- Forwarded message -----

From: **Jane Bersin** <jbersin@aol.com>  
Date: Mon, Jul 28, 2014 at 1:24 PM  
Subject: Fwd: Support Motion to Amend Baseline Mansionization Ordinance  
To: sharon.gin@lacity.org

—  
to:  
[sharon.gin@lacity.org](mailto:sharon.gin@lacity.org)

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. I live in Beverlywood and it's ruining our beautiful community on so many levels.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Homes are regularly torn down in my neighborhood without filing for demolition permits until after the fact -- completely avoiding asbestos surveys and removal.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem – and fast.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Cutting houses down to sensible size does MUCH more than bamboo flooring to shrink our carbon footprint. And so-called “green building” practices are required by code anyway. Eliminate this pointless bonus.
- Exemptions for attached garages, double-height entryways, and balconies add

hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.

Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

Sincerely,  
Jane Bersin

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

---

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:05 AM

----- Forwarded message -----

From: **Larry Boring** <larrydaleb1@gmail.com>

Date: Mon, Jul 28, 2014 at 1:28 PM

Subject: Mansionization in Sunset Square

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Larry D Boring  
1428 N Orange Grove Ave  
Los Angeles, Calif. 90046-3902  
323 876 0213



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:05 AM

----- Forwarded message -----

From: **Robert Eisele** <bobeisele@ca.rr.com>  
Date: Mon, Jul 28, 2014 at 2:21 PM  
Subject: Support motion to amend BMO!  
To: sharon.gin@lacity.org

Hello, PLUM Committee members and Chairman.

My wife, Diana, and I own a home in Council District 5, although our La Brea Hancock neighborhood is mostly within CD 4. Both Councilmember Koretz, who has written a Motion to amend the BMO, and Councilmember La Bonge, a supporter of RFA efforts in his district, are aware of how the character and scale of our Los Angeles neighborhoods are being eroded by the rapid demolition of historic homes and the construction of "McMansions" to replace them.

In our neighborhood, we've seen mansions recently built that exceed 4200 square feet on 6700 square foot lots... and THAT is evidence the BMO has failed. Our La Brea Hancock Homeowners Association, of which I'm Vice-President, is actively pursuing an RFA because of this. But we realize that even with recently-announced staff increases, our Motion will take considerable time before it becomes a reality.

Councilmember Koretz has offered an intelligent solution to this problem with his Motion to amend the BMO. Wisely, his Motion does not preclude ordinances such as La Brea Hancock's proposed RFA, but its amendments to the BMO will eliminate a big part of the problem – fast.

- Koretz's amendment addresses the excessive base floor area ratio for R-1 lots by shrinking it down.
  - His BMO amendment also eliminates the pointless "green building" exemption. How does bamboo flooring shrink the carbon footprint of a McMansion? Wouldn't shrinking the size of such enormous homes do a lot more to conserve energy?
  - Finally, the amendment eliminates exemptions for attached garages, double-height entryways and balconies, all of which add hundreds of square feet of uncounted bulk.

As each day passes, more McMansions are being constructed, and more damage is done to our neighborhoods and the quality of our lives. Your committee considers Councilmember Koretz's Motion tomorrow. I urge you to give it your enthusiastic support.

Sincerely,

Bob Eisele

Vice President, La Brea Hancock Homeowners Association



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:05 AM

----- Forwarded message -----

From: **Joshua Heath** <heathmusic@gmail.com>

Date: Mon, Jul 28, 2014 at 1:56 PM

Subject: Please help preserve our city and support the motion to amend the baseline mansionization ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org](#) petition shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much*

more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.

- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Faircrest Heights Resident

Joshua Heath

—



**Joshua Heath**

Business Handler

Music Maker

Dog Lover

—

Sharon Gin  
City of Los Angeles



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:27 AM

----- Forwarded message -----

From: **dana pehrson** <pixiepunum@mac.com>

Date: Mon, Jul 28, 2014 at 12:43 PM

Subject: Support the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, Liz Carlin <elizabeth.carlin@lacity.org>, andrew.westall@lacity.org, mayor.garcetti@lacity.org

July 28, 2014

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that

provide an essential buffer between lots. Eliminate the exemption and count this square footage.

- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,  
Dana E. Pehrson  
1633 Hi Point Street  
Los Angeles, CA 90035

Faircrest Heights Resident

--  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:27 AM

----- Forwarded message -----

From: **Frank Considine** <frankconsidine@me.com>

Date: Mon, Jul 28, 2014 at 11:41 AM

Subject: Please Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, shawn.bayliss@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. My neighborhood is one of them.

As an example, a [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights (in CD10), and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
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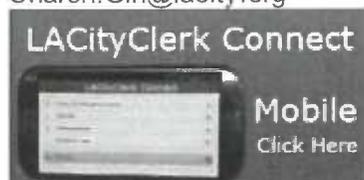
Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

**Frank Considine**

Resident of 1600 Hi Point St 90035 - Faircrest Heights

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:28 AM

----- Forwarded message -----

From: **Pam Roberts** <pamroberts1@ca.rr.com>  
Date: Mon, Jul 28, 2014 at 11:35 AM  
Subject: FW: Support Motion to Amend Baseline Mansionization Ordinance  
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>, paul.koretz@lacity.org

Please add my testimony to the official City Council file and forwarded to the three Council members who form the PLUM Committee.

Thank you,  
Pam Roberts Malay

----- Forwarded Message

**From:** Pam Roberts Malay <pam@pitchpress.com>  
**Date:** Mon, 28 Jul 2014 09:41:14 -0700  
**To:** <sharon.gin@lacity.org>  
**Conversation:** Support Motion to Amend Baseline Mansionization Ordinance  
**Subject:** Support Motion to Amend Baseline Mansionization Ordinance

Sharon,

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. I live in Beverlywood and it's ruining our beautiful community on so many levels.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Homes are regularly torn down in my neighborhood without filing for demolition permits until after the fact -- completely avoiding asbestos surveys and removal.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem – and fast.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.

- Cutting houses down to sensible size does MUCH more than bamboo flooring to shrink our carbon footprint. And so-called "green building" practices are required by code anyway. Eliminate this pointless bonus.
- Exemptions for attached garages, double-height entryways, and balconies add hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.

Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

Sincerely,  
Pam Roberts Malay  
9515 Cresta Drive  
Los Angeles, CA 90035  
310-559-8228  
----- End of Forwarded Message

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



7/29/2014

City of Los Angeles Mail - 14-0656



Etta Armstrong <etta.armstrong@lacity.org>

14-0656

1 message

Sharon Gin <sharon.gin@lacity.org>

To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:28 AM

----- Forwarded message -----

From: **Michael Ruff** <mruff@aol.com>

Date: Mon, Jul 28, 2014 at 10:30 AM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org  
Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net., sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square, a neighboring historic district, right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Michael Ruff  
1409 N. Genesee Avenue  
Los Angeles, CA 90046

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:28 AM

----- Forwarded message -----

From: **Carole Sack** <caroles57@att.net>

Date: Mon, Jul 28, 2014 at 11:18 AM

Subject: Subject: Support Motion to amend Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

Cc: "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;

I live in the Beverly Grove area of the City One only needs to drive up down the streets here to see the destruction done to our area alone by the building of the monster homes. It is so depressing to see what has transpired. It took us ten years to get the RFA for our neighborhood. The Baseline Mansionization Ordinance has failed. The greedy contractors, etc. have moved on to the rest of the city to destroy the character of those areas as well for the "fast buck". These areas all over the city are clamoring for RFA Overlays to protect themselves from reckless building.

The base floor area for R-1 lots is excessive. It needs to be cut down. "Green building" practices are already required by code. This pointless bonus should be eliminated. Exemptions for attached garages, double height entryways and balconies add undeserving square footage. Councilman Koretz has offered a smart and sensible solution via his Motion to amend the ordinance His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem..and fast.

Please give your full support tomorrow (Tuesday) and help prevent further rape of our beautiful city.

Than k you..

Carole Sackley

Sharon Gin  
 City of Los Angeles  
 Office of the City Clerk  
 213.978.1074  
 Sharon.Gin@lacity.org



P.O. Box 34055  
Granada Hills, CA 91344

July 28, 2014

Re: Council File: 14-0656

Jose Huizar, Councilmember  
Chair, Planning and Land Use Management Committee  
Board of Public Works Edward R. Hearing Room 350  
200 North Spring Street, Los Angeles, Ca 90012

Honorable Members of the Planning and Land Use Management Committee:

Even though Los Angeles passed the citywide Baseline Mansionization Ordinance (BMO) in 2008, the BMO has failed to stop mansionization in R-1-1 zones. Areas, such as Old Granada Hills (OGH) that are comprised of modestly scaled homes on fairly sizeable lots have been targeted for mansionization and overdevelopment. Within OGH, a significant number of larger lots have been subdivided with the one smaller home being replaced by two to three oversized structures that are clearly out of line with the community norm and mean residential floor area ratio. While the residents of OGH truly value the Residential Floor Area District provision within the BMO, we have been frustrated with the ongoing delays in its adoption. Since, the current BMO has not gone far enough, many neighborhoods have opted for a Residential Floor Area District (RFAD) as a means to better tailor development that is consistent with the existing character of their respective areas. Citywide, many communities would welcome clearer and more realistic stipulations that would halt the destructive process of mansionization.

The Old Granada Hills Residents' Group Board of Directors voted unanimously to support an amended Baseline Mansionization Ordinance that would:

- Create a more effective citywide ordinance.
- Use city resources efficiently.
- Set meaningful and enforceable baseline stipulations.
- Keep the RFAD provision in tact so that neighborhoods have the additional tools to further implement specifications that are better aligned with their prevailing scale and standards.
- Clarify confusing exemptions and bonuses.

We would also welcome the inclusion of Accessory Dwelling Units dimensions that factor into the calculation of the Floor Area Ratio (FAR) as an additional amendment to the BMO.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend this ordinance. His Motion does not preclude ordinances, overlays, or districts tailored to specific neighborhoods but will direct city resources to be used in a more expedient and effective manner. **Therefore, the Old Granada Hills Residents' Group strongly urges all members of this Committee to give the proposed amendments to the BMO your full support.**

Thank You,

Dave Beauvais, President  
Old Granada Hills Residents' Group

Maria Fisk, Board Member  
Old Granada Hills Residents' Group

Cc: Paul Koretz, Councilmember; Mike Bonin, Councilmember.



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:55 AM

----- Forwarded message -----

From: **Whitinsusan** <whitinsusan@gmail.com>

Date: Tue, Jul 29, 2014 at 6:32 AM

Subject: : HELP US WITH URGENT ACTION TO FIGHT MCMANSIONS

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;

Cc: "councilmember.labonge@lacity.org" &lt;councilmember.labonge@lacity.org&gt;, "renee.weitzer@lacity.org" &lt;renee.weitzer@lacity.org&gt;

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

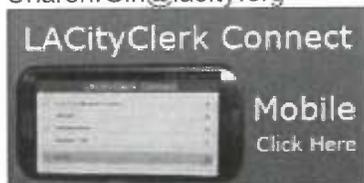
I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need

immediate protection.

Thank you,

Susan Whitin 1417 N. Orange Grove Avenue, Spaulding Square

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:57 AM

----- Forwarded message -----

From: **Nami V. Steenhagen** <namip1972@hotmail.com>

Date: Mon, Jul 28, 2014 at 11:03 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.

- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Namita Patel

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:57 AM

----- Forwarded message -----

From: &lt;GPete10589@aol.com&gt;

Date: Mon, Jul 28, 2014 at 10:16 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

to: City Council Planning &amp; Land Use Management Committee Members:

PLUM Committee Chair / CD-14, Councilmember Jose Huizar  
 (councilmember.huizar@lacity.org)

CD-1, Councilmember Gilbert Cedillo (councilmember.cedillo@lacity.org)

CD-12, Councilmember Mitchell Englander (councilmember.englander@lacity.org)

Sharon Gin, Staff (sharon.gin@lacity.org)

cc: CD 10 Councilmember and Los Angeles Council President, Herb J. Wesson, Jr  
 (councilmember.wesson@lacity.org)

Elizabeth Carlin – Deputy-West, 10th Council District (elizabeth.carlin@lacity.org)

Andrew Westall – Assistant Chief Deputy/Planning, 10th Council District  
 (andrew.westall@lacity.org)

Eric Garcetti – Mayor, City of Los Angeles (mayor.garcetti@lacity.org)

Dear Members of the Planning & Land Use Management Committee,

Please help save the unique character of our neighborhood! The new houses being built max out the lot sizes and dwarf the smaller homes around them. The out-of-scale new homes do not offer any aesthetic contribution to the area, and seriously compromises the visually appeal of a neighborhood with a historic feel that attracted home buyers to come here in the first place.

No one at the City Planning level seems to be doing anything to support us, and the endless building of oversized homes continues unchecked. A home is sold for the lot size, the plans are unknown, or signed off on when the building permit goes up. Before a neighbor can review the design plans that will impact his/her privacy, or possibly reduce their quality of living space, the ground is broken and another Mc Mansion is underway. What does it take to halt this process and have a serious design review process and restrictions placed on building size, and its impact to the surrounding homes?

Can the homes in our area be designated historic sites with limited modifications? We respectfully request you to consider our desire, and right to protect our neighborhood.

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org](#) petition shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Gretchen Petersen

Faircrest Heights Resident

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:57 AM

----- Forwarded message -----

From: **cyndy crogan** <ccrogan@sbcglobal.net>

Date: Mon, Jul 28, 2014 at 10:30 PM

Subject: Support to amend the BMO!

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.

- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

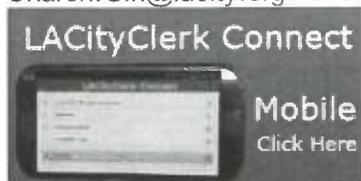
Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely, Cyndy Crogan

Faircrest Heights Resident

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:58 AM

----- Forwarded message -----

**From: Roger & Karen Curtis & Schmidt** <curtisschmidt@ca.rr.com>

Date: Mon, Jul 28, 2014 at 9:28 PM

Subject: Please restrict McMansions in our neighborhood

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. North Beverly Grove is one of them.

We have owned and lived in our house at Harper and Rosewood Avenues since 1984. We love our neighborhood. On our particular block especially the lots are only 40' wide. There's one oversized house built, one under construction, and another original single family house scheduled for demolition. It's too much. These houses are out of character of the neighborhood and just plain do not fit.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion tomorrow. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.

- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.

- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Roger Curtis and Karen Schmidt [curtisschmidt@ca.rr.com](mailto:curtisschmidt@ca.rr.com)  
501 No. Harper Ave  
Los Angeles, CA 90048

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:58 AM

----- Forwarded message -----

From: **Carol Fox** <cfox2@aol.com>

Date: Mon, Jul 28, 2014 at 9:04 PM

Subject: Support Motion to amend Baseline Mansionization Ordinance

To: "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;, "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem – and fast.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.

- Cutting houses down to sensible size does MUCH more than bamboo flooring to shrink our carbon footprint. And so-called “green building” practices are required by code anyway. Eliminate this pointless bonus.

- Exemptions for attached garages, double-height entryways, and balconies add hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.

Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz’s Motion this coming Tuesday. I urge you to give it your full support.

---

Sharon Gin



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:58 AM

----- Forwarded message -----

From: **Richard Valois** <richardvalois@me.com>

Date: Mon, Jul 28, 2014 at 8:49 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our **change.org petition** shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.

- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

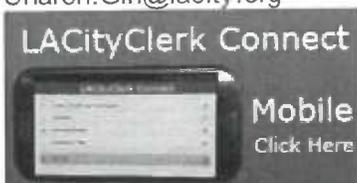
Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Faircrest Heights Resident

Richard Valois

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong <etta.armstrong@lacity.org>

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:58 AM

----- Forwarded message -----

From: **Mark Zecca** <phlaidian@gmail.com>  
Date: Mon, Jul 28, 2014 at 8:40 PM  
Subject: Support the Motion to Amend the Baseline Mansionization Ordinance  
To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org, councilmember.labonge@lacity.org  
Cc: councilmember.wesson@lacity.org, **Elizabeth Carlin** <elizabeth.carlin@lacity.org>, andrew.westall@lacity.org, shawn.bayliss@lacity.org, mayor.garcetti@lacity.org

The people want this. We want to stop the character destruction of our neighborhoods. It's absurd to allow these developers to destroy neighborhoods.

Thank-you,  
Mark Zecca  
Keller Williams Realty &  
Board Member of the Miracle Mile Residential Association

--  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:59 AM

----- Forwarded message -----

From: **Britt** <a121110@hotmail.com>

Date: Mon, Jul 28, 2014 at 7:42 PM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Benjamin Britt  
1616 N. Stanley Ave  
Los Angeles, CA 90046

Sharon Gin  
City of Los Angeles  
Office of the City Clerk



Etta Armstrong <etta.armstrong@lacity.org>

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:59 AM

----- Forwarded message -----

From: **Pehrson Leif** <anderz@ca.rr.com>

Date: Tue, Jul 29, 2014 at 6:58 AM

Subject: Mansionization

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

to: City Council Planning & Land Use Management Committee Members:  
PLUM Committee Chair / CD-14, Councilmember Jose Huizar (councilmember.huizar@lacity.org)  
CD-1, Councilmember Gilbert Cedillo (councilmember.cedillo@lacity.org)  
CD-12, Councilmember Mitchell Englander (councilmember.englander@lacity.org)  
Sharon Gin, Staff (sharon.gin@lacity.org)

cc: CD 10 Councilmember and Los Angeles Council President, Herb J. Wesson, Jr  
(councilmember.wesson@lacity.org)  
Elizabeth Carlin – Deputy-West, 10th Council District (elizabeth.carlin@lacity.org)  
Andrew Westall – Assistant Chief Deputy/Planning, 10th Council District (andrew.westall@lacity.org)  
Eric Garcetti – Mayor, City of Los Angeles (mayor.garcetti@lacity.org)

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org](#) petition shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

The base floor area ratio for R-1 lots is excessive. Ratchet it down.

- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

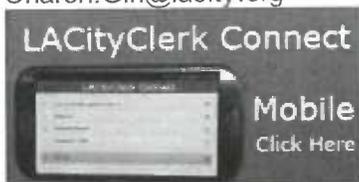
Sincerely,

Faircrest Heights Resident

Sincerely

Leif Pehrson

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



---

 **KORETZ Motion to Amend the Baseline Mansionization Ordinance.pdf**  
269K



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:59 AM

----- Forwarded message -----

From: **Bennett McCord** <bcmccord@gmail.com>  
Date: Mon, Jul 28, 2014 at 7:31 PM  
Subject: Spaulding Square Resident/Owner: Amending the Baseline Mansionization Ordinance  
To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org  
Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

**RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE**

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

—  
Bennett Cole McCord, II  
1307 N Orange Grove Ave  
Los Angeles, CA 90046  
(213) 321-7602  
bcmccord@gmail.com



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

---

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:59 AM

----- Forwarded message -----

From: **Barbara Eich** <beich@pacbell.net>

Date: Mon, Jul 28, 2014 at 6:59 PM

Subject: support and protect our precious historic neighborhoods

To: councilmember.huizar@lacity.org, councilmember.cefillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. **I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.** Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

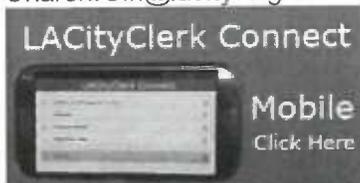
Thank you,

7/29/2014

City of Los Angeles Mail - 14-0656

Joe and Barbara Eich  
1301 N. Genesee Ave.  
Los Angeles, CA 90046

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:00 AM

----- Forwarded message -----

From: **A Leader** <avisleader@gmail.com>

Date: Mon, Jul 28, 2014 at 6:47 PM

Subject: Motion to fix the Baseline Mansionization Ordinance -- July 29 City Council's Planning &amp; Land Use Management Committee Meeting

To: sharon.gin@lacity.org

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. I live in Beverlywood and it's ruining our beautiful community on so many levels.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Homes are regularly torn down in my neighborhood without filing for demolition permits until after the fact -- completely avoiding asbestos surveys and removal.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem -- and fast.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Cutting houses down to sensible size does MUCH more than bamboo flooring to shrink our carbon footprint. And so-called "green building" practices are required by code anyway. Eliminate this pointless bonus.
- Exemptions for attached garages, double-height entryways, and balconies add hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.

Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

Sincerely,  
Avis Leader  
Beverlywood Home Owner

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



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to  
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Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

Tue, Jul 29, 2014 at 7:00 AM

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

----- Forwarded message -----

From: **Considine, Traci** <tconsidine@conet.ucla.edu>

Date: Sun, Jul 27, 2014 at 1:10 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

to: City Council Planning & Land Use Management Committee Members:

PLUM Committee Chair / CD-14, Councilmember Jose Huizar  
 (councilmember.huizar@lacity.org)

CD-1, Councilmember Gilbert Cedillo (councilmember.cedillo@lacity.org)

CD-12, Councilmember Mitchell Englander (councilmember.englander@lacity.org)

Sharon Gin, Staff (sharon.gin@lacity.org)

cc: CD 10 Councilmember and Los Angeles Council President, Herb J. Wesson, Jr  
 (councilmember.wesson@lacity.org)

Elizabeth Carlin – Deputy-West, 10th Council District (elizabeth.carlin@lacity.org)

Andrew Westall – Assistant Chief Deputy/Planning, 10th Council District  
 (andrew.westall@lacity.org)

Eric Garcetti – Mayor, City of Los Angeles (mayor.garcetti@lacity.org)

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized

houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. You might review our [change.org petition](#), to see a photograph of one of the McMansions that has blighted Faircrest Heights, and to read some of the comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Traci Considine

Faircrest Heights

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:01 AM

----- Forwarded message -----

From: **Joseph Steins** <joseph@steins.org>

Date: Mon, Jul 28, 2014 at 6:22 PM

Subject: PLUM: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: Councilman Herb Wesson &lt;councilman.wesson@lacity.org&gt;, Elizabeth Carlin &lt;elizabeth.carlin@lacity.org&gt;, mayor.garcetti@lacity.org

July 28, 2014

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed REPEATEDLY. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. One such is on Cloverdale near 8th Street. An early example in the one on Schumacher Drive in Carthay Center (which got in days before their HPOZ was put into effect). And you can drive on Drexel just east of Orlando to see numerous examples of overbuilding which has destroyed that lovely street.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays REMAINS a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Joseph C. Steins, 1052 South Sierra Bonita Avenue, Los Angeles, CA 90019  
Treasurer, Miracle Mile Residential Association

Joseph Steins  
joseph@steins.org

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:00 AM

----- Forwarded message -----

From: &lt;jrobin123@aol.com&gt;

Date: Mon, Jul 28, 2014 at 6:26 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.

- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,  
Janet Robin  
Pico/Robertson

[www.janetrobin.com](http://www.janetrobin.com)

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:01 AM

----- Forwarded message -----

From: **julie wheeler** <juliewhee@ca.rr.com>  
Date: Mon, Jul 28, 2014 at 5:52 PM  
Subject: Motion to amend the Baseline Mansionization Ordinance  
To: sharon.gin@lacity.org

Subject: Support the Motion to amend the Baseline Mansionization Ordinance

To the detriment of our communities, the Baseline Mansionization Ordinance has failed. Monster houses continue to spoil the scale and character of long-established cohesive single-family-home neighborhoods. The beautiful one- and two-story homes in my area, most constructed in the 1920's and 1930's Spanish Colonial Revival Style - for which Los Angeles is much admired - are being overtaken by blocky characterless construction piles masquerading as "houses". They are being built from lot-line to lot-line and higher than any normal 2-story house. Their height and density create a looming (and depressing) presence over whole neighborhoods.

All over the city residents are clamoring for RFA Overlays to protect themselves from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a major challenge for the City. But even more importantly, enforcing city code across a patchwork of overlays will be unmanageable.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. This Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big (and I do mean BIG) part of the problem - and fast.

- The current base floor area ratio for R-1 lots is excessive. It needs to be ratcheted down. Reducing the allowable floor area to sensible size also does MUCH more than so-called "green building" practices (already required by code anyway) to shrink our carbon footprint. Eliminate this pointless "bonus" for new construction. Exemptions for attached garages, double-height entryways, balconies, and terraces add hundreds of square feet not even counted in the permit process. Eliminate these exemptions.

Every day brings more damage to more of our treasured Los Angeles neighborhoods. Your committee will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

Thank you,

julie wheeler  
323-936-1308  
juliewhee@ca.rr.com

Sharon Gin  
City of Los Angeles



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:00 AM

----- Forwarded message -----

From: <palmy310@aol.com>  
Date: Mon, Jul 28, 2014 at 6:35 PM  
Subject: Support the Motion to Amend the Baseline Mansionization Ordinance  
To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org  
Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

John Palmerton  
Alfredo Ramirez  
8945 Beverlywood Street  
Los Angeles, CA. 90034  
(310) 625-0877

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:02 AM

----- Forwarded message -----

From: **Claire Guy** <claireguy\_is@msn.com>

Date: Mon, Jul 28, 2014 at 4:21 PM

Subject: Please support Koretz Amendment to Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

Cc: "councilmember.labonge@lacity.org" <councilmember.labonge@lacity.org>, "renee.weitzer@lacity.org" <renee.weitzer@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>, "shelley@wagersmail.net" <shelley@wagersmail.net>, "sbsierra@gmail.com" <sbsierra@gmail.com>

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need

immediate protection.

Thank you,

Claire Guy, Ph.D., J.D.

1641 N. Stanley Avenue  
Los Angeles, CA 90046

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)

The image contains two promotional banners. The top banner is titled "LACityClerk Connect" and features a smartphone displaying a mobile interface. To the right of the phone, the text reads "Mobile" and "Click Here". The bottom banner is titled "MyLA 311" and features a smartphone displaying the MyLA 311 app. To the right of the phone, the text reads "Click Here to Learn More".



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:02 AM

----- Forwarded message -----

From: **Todd Romanick** <toddromanick@gmail.com>

Date: Mon, Jul 28, 2014 at 4:03 PM

Subject: Mansionization on North Stanley Ave, 90046

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28th 2014

Dear Council members Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Council member Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

Council member Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Todd Romanick and Casey Kriley 1640 N. Stanley Ave 90046



Etta Armstrong <etta.armstrong@lacity.org>

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:03 AM

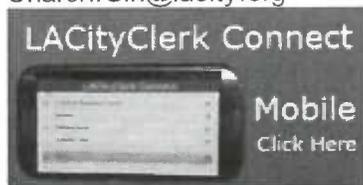
----- Forwarded message -----

From: **Toni DelliQuadri** <tdelliq@gmail.com>  
Date: Mon, Jul 28, 2014 at 4:01 PM  
Subject: Support motion to amend baseline mans ionization ordinance  
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Pass this ordinance to reduce size of monster houses and attached garage bonuses. Our neighborhoods and their character is being destroyed. This ordinance is a fair compromise. This is important to people .

Sincerely,  
Toni Padgett  
6529 w. 6 th st.  
Los Angeles, Ca. 90048

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:01 AM

----- Forwarded message -----

From: **Norbert Weinberg** <norofra@sbcglobal.net>

Date: Mon, Jul 28, 2014 at 5:32 PM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

Dear Councilmembers Huizar, Cedillo and Englander,

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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Thank you,

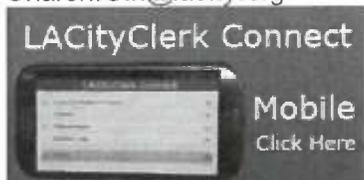
Ofra and Norbert Weinberg

1518 N. Orange Grove Avenue

Los Angeles, CA 90046

Tel 323 969 8430 email: [norofra@sbcglobal.net](mailto:norofra@sbcglobal.net)

--  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:02 AM

----- Forwarded message -----

From: **Sarah Newman** <newmanasarah@gmail.com>

Date: Mon, Jul 28, 2014 at 4:19 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,  
Sarah Newman  
1561 Carmona Ave 90019

-----  
Sarah Newman  
sarahanewman.com  
415.531.6426  
@SarahNow  
NewmanASarah@Gmail.com

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 6:57 AM

----- Forwarded message -----

From: <camiam@earthlink.net>  
 Date: Mon, Jul 28, 2014 at 10:49 PM  
 Subject: Support the Motion to Amend the Baseline Mansionization Ordinance  
 To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org  
 Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our change.org petition shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Faircrest Heights Resident

Cameron Steenhagen

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

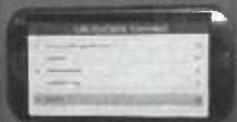
Tue, Jul 29, 2014 at 7:35 AM

----- Forwarded message -----

From: **Lenore Sachs** <lenoresachs@sbcglobal.net>  
Date: Sun, Jul 27, 2014 at 8:44 PM  
Subject: Support Motion to Amend Baseline Mansionization Ordinance  
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>  
Cc: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>

Councilman Koretz's motion needs to be passed and without delay! Our beloved neighborhood is under siege by the builders of these oversize and inappropriately designed big-box houses. Let's have some sense shown by the builders: make them understand that restraint is very much to be desired in their planning and design of future homes in Beverly Grove. Respectfully, Lenore Sachs, 6628 West 6th Street, LA CA 90048

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org

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to  
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Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:35 AM

----- Forwarded message -----

From: **Claire Knowlton** <claire.knowlton@thelifeyoucansave.org>

Date: Sun, Jul 27, 2014 at 8:42 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,  
Claire Knowlton



## THE LIFE YOU CAN SAVE

**Claire Knowlton, Board President**

[www.thelifeyoucansave.org](http://www.thelifeyoucansave.org) | [claire.knowlton@thelifeyoucansave.org](mailto:claire.knowlton@thelifeyoucansave.org)

[thelifeyoucansave.org](http://thelifeyoucansave.org) | 818-606-5752 | Skype: [claireknowlton](#) | Los Angeles, United States of America

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Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:35 AM

----- Forwarded message -----

From: **Brown Lynn** <akalynnbrown@aol.com>  
Date: Sun, Jul 27, 2014 at 7:30 PM  
Subject: shelley@wagersmail.net sbsierra@gmail.com  
To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org  
Cc: councilmember.labonge@lacity.org, **Renee Weitzer** <renee.weitzer@lacity.org>, sharon.gin@lacity.org

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

**RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE**

I recently spoke before the PLUM Committee on the issue of equestrian zoning. However, when I saw that the "small lots" issue was also on the agenda, I spoke about that as well. A huge McMansion is being built directly behind my 100 year old Craftsman home. Manisonization is a growing and cynical plague in these older, historic neighborhoods.

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Lynn Brown  
1547 N. Sierra Bonita Ave  
L.A. 90046



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:36 AM

----- Forwarded message -----

From: **Brent Beath** <bbeath@gmail.com>

Date: Sun, Jul 27, 2014 at 6:13 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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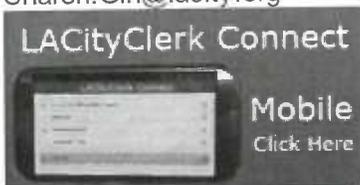
Sincerely,

—

Brent Beath  
1463 Alvirra Street  
Los Angeles, CA 90035  
323.972.2380 cell

—

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:36 AM

----- Forwarded message -----

From: **Kathryne Dora Brown** <katedora@gmail.com>

Date: Sun, Jul 27, 2014 at 4:58 PM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,  
- Kathryne Dora Brown  
1617 N. Sierra Bonita Ave.  
LA, CA 90046

<http://kathrynedorabrown.nowcasting.com/>  
<http://www.imdb.com/name/nm0113972/>



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:36 AM

----- Forwarded message -----

From: **Marika Sung** <marikasung@gmail.com>

Date: Sun, Jul 27, 2014 at 5:29 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,  
Marika Emiko Sung  
6208 Warner Drive  
Los Angeles, CA 90048  
310-892-6252

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:36 AM

----- Forwarded message -----

From: **Pamela Greene** <pammariemarie@earthlink.net>

Date: Sun, Jul 27, 2014 at 5:07 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As a homeowner in Faircrest Heights, I urge you to support Councilmember Koretz's motion this coming Tuesday.

The overdevelopment by some home owners is ruining our neighborhood. They tear down beautiful Spanish style homes and put up "mansions" that look like a pile of boxes. It changes the whole feel of the neighborhood. Please help with this "mansionization." We hate it and what it is doing to our neighborhood.

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked,

7/29/2014

City of Los Angeles Mail - 14-0656

short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,

Pamela Greene  
1535 Stearns Drive  
Los Angeles, CA 90035

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:37 AM

----- Forwarded message -----

From: **M H** <audigirl98@yahoo.com>

Date: Sun, Jul 27, 2014 at 4:53 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org](#) petition shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

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Sincerely,

Monika Hummer

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:37 AM

----- Forwarded message -----

From: **Deborah Rosenthal** <d.rosenthal@sbcglobal.net>

Date: Sun, Jul 27, 2014 at 4:55 PM

Subject: Support for the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, "shelley@wagersmail.net" &lt;shelley@wagersmail.net&gt;, Tamara Bergman &lt;sbsierra@gmail.com&gt;

July 27, 2014

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

Dear Councilmembers Huizar, Cedillo and Englander,

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,  
Deborah Rosenthal  
1531 N. Curson Avenue  
Los Angeles, 90046

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:37 AM

----- Forwarded message -----

From: **Roxann Smith** <roxann14@gmail.com>

Date: Sun, Jul 27, 2014 at 4:19 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, Elizabeth Carlin &lt;elizabeth.carlin@lacity.org&gt;, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

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Sincerely,

Roxann Smith

Faircrest Heights.

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:38 AM

----- Forwarded message -----

From: **Cheryl Holland** <hollandc@me.com>

Date: Sun, Jul 27, 2014 at 3:29 PM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>

Cc: "councilmember.labonge@lacity.org" <councilmember.labonge@lacity.org>, "renee.weitzer@lacity.org" <renee.weitzer@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>, "shelley@wagersmail.net" <shelley@wagersmail.net>, "sbsierra@gmail.com" <sbsierra@gmail.com>

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am president of the Sunset Square Neighborhood org in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Cheryl holland 1525 n. Ogden drive, Los Angeles, ca 90046

☐ "I thought of it while riding my bike." *Albert Einstein on the Theory of Relativity*



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

Tue, Jul 29, 2014 at 7:38 AM

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

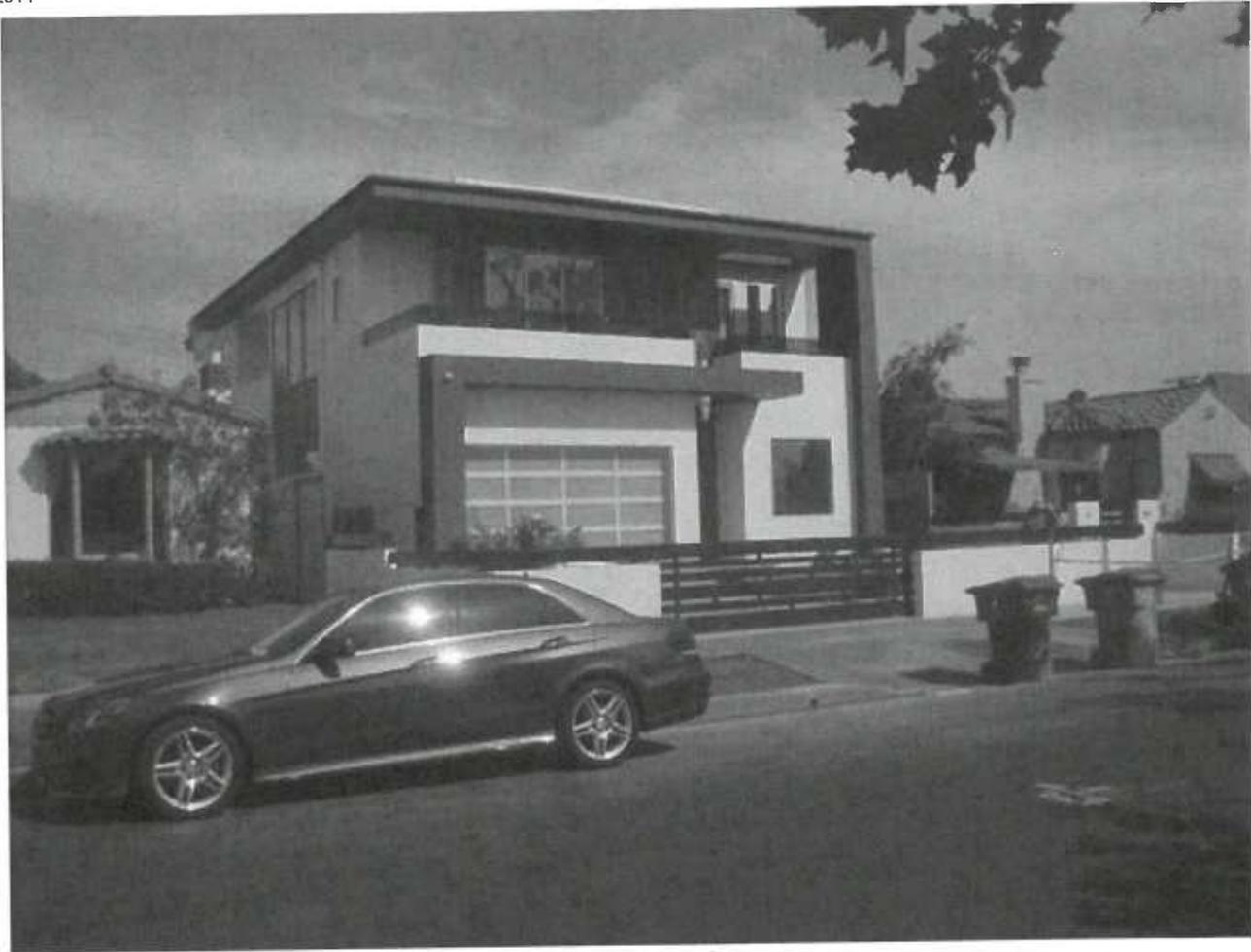
----- Forwarded message -----

From: **Peter Merlin** <plmerlin1118@gmail.com>  
Date: Sun, Jul 27, 2014 at 4:08 PM  
Subject: Baseline Mansionization Ordinance in Carthay Square  
To: sharon.gin@lacity.org  
Cc: councilmember.koretz@lacity.org, councilmember.bonin@lacity.org

Dear PLUM Committee members:

In the 1000 block of my street a developer is finishing up what the Planning Department itself refers to as a two story "Kleenex box," which fills up every cubic foot of space on its tiny lot, with Floor-to-Area ratio bonuses based on green construction tradeoffs. The developer chopped down a 50' street tree to make way for a front loading garage attached to the house. No other structure in our 347 home neighborhood of Carthay Square has a garage located in the front of the property as this one does. It was made possible by an exemption to the Baseline Mansionization Ordinance, a 400 square foot garage exemption, originally intended to reduce the visual impact of McMansions. See picture below:





We in Carthay Square have been pursuing the goal of HPOZ status for over nine years. This structure is an affront to everything we have been working for. It should never have been approved by a plan-checker at the Department of Building and Safety without having first gone to the Planning Department for discretionary review as well as being subjected to a process that allows for neighborhood comment.

We hope that your committee will approve the amendments to the BMO as set forth by Councilmembers Koretz and Bonin. We urge the removal of the two remaining design bonuses which are still up for debate. Even though these two bonuses were intended to reduce the visual impact of McMansions, it has been repeatedly observed that an articulated front facade or a recessed second story still produces a large, ugly, highly intrusive box. The picture above clearly shows the massing of the new construction as it hovers over its neighbors to the north and south.

I hope that your committee can correct the defects in the BMO.

Very truly yours,

Peter Merlin

Resident, 1118 S. Point View street

Carthay Square Neighborhood

Los Angeles, CA

--

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:38 AM

----- Forwarded message -----

From: **Ellen Pittleman** <tuckaho@gmail.com>

Date: Sun, Jul 27, 2014 at 4:07 PM

Subject: Hollywood Hills/Sunset Square

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

—  
Ellen Pittleman

1720 N. Orange Grove Ave.  
Los Angeles, CA 90046

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:38 AM

----- Forwarded message -----

From: **Debra House** <debra1house@gmail.com>

Date: Sun, Jul 27, 2014 at 3:56 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods like Crestview.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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soon.

Sincerely,

Debra House

310.560.9469

KORETZ\_Motion\_to\_Amend\_the\_Baseline\_Mansionization\_Ordinance.pdf

Sharon Gin

City of Los Angeles

Office of the City Clerk

213.978.1074

Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:39 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: lkrakow@pacbell.net &lt;lkrakow@pacbell.net&gt;

Date: Sat, Jul 26, 2014 at 5:03 PM

Subject: motion to fix the Baseline Mansionization Ordinance

To: sharon.gin@lacity.org

Cc: "paul.koretz@lacity.org" &lt;paul.koretz@lacity.org&gt;

I live in Council District 5. I have lived here since the summer of 1998. When I first moved in, I was drawn to the "small neighborhood" feel of the area. However, in the past several years, my neighborhood has gone through a remarkable -- and hideous -- transformation. As far as I can discern, nearly every single time a house is sold, it is bought by someone (or some development company) seeking to make a buck by tearing down the existing quaint and modest size house and replacing it with a grossly large so-called McMansion. These new houses are routinely built out to the very edges of the lot and literally TOWER over the adjacent houses. Consequently, anyone unfortunate enough to be adjacent or even kitty corner to one of these McMansions -- and I count myself among these poor souls -- has their personal privacy destroyed by the two-story windows staring down into their previously private backyards. But beyond the enormous impact of losing precious privacy, these new houses also create a visual nightmare: huge out of place domiciles randomly slotted down next to modest single-story houses. The character of the neighborhood is being RAPIDLY ruined. If someone feels compelled to live in a house that's a zillion square feet large, fine, but go build it in a neighborhood that has lot sizes to accommodate them. Shoving them down the throats of small-lot neighborhoods is unfair, and nothing more than a transparent cave to the profit-mongers.

The McMansion that was built near us is located diagonally behind our house. Ever since, anyone standing on the balcony of that house can see directly into my bathroom. As a result, I have not been able to use my bathroom with the blinds up in several years. My biggest anxiety though, is that someone will buy my adjacent neighbor's house and replace it with yet another McMansion. I am honestly terrified by that prospect, especially as I am hoping to live in my house for the rest of my life. I know the neighbor has received flyers (as have I) sent by developers asking if we want to sell, and advising that they have clients very eager to buy and promptly tear our houses down.

Adding insult to injury -- and revealing the orchestrated muscle behind the McMansion Invasion -- almost without exception every new McMansion is built according to a nearly identical architectural plan. By my latest perusal, it seems there are at least 2-3 of these cookie-cutter McMansions on every single block!! Soon it will feel like I live in an unimaginative gated community of identical oversized houses, or worse yet, like being in The Truman Show.

Please please please put a stop to this horror. If it carries on much longer, it will be irreversible. Entire neighborhoods will be permanently ruined. Think about that. Please.

Support the Baseline Mansionization Ordinance!!

Sincerely,

Lisa Krakow

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org

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Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:43 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Kathleen Clark** <katclarkfoto@aol.com>

Date: Sun, Jul 27, 2014 at 3:52 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

to: City Council Planning &amp; Land Use Management Committee Members:

PLUM Committee Chair / CD-14, Councilmember Jose Huizar

(councilmember.huizar@lacity.org)

CD-1, Councilmember Gilbert Cedillo (councilmember.cedillo@lacity.org)

CD-12, Councilmember Mitchell Englander (councilmember.englander@lacity.org)

Sharon Gin, Staff (sharon.gin@lacity.org)

cc: CD 10 Councilmember and Los Angeles Council President, Herb J. Wesson, Jr

(councilmember.wesson@lacity.org)

Elizabeth Carlin – Deputy-West, 10th Council District (elizabeth.carlin@lacity.org)

Andrew Westall – Assistant Chief Deputy/Planning, 10th Council District

(andrew.westall@lacity.org)

Eric Garcetti – Mayor, City of Los Angeles (mayor.garcetti@lacity.org)

Dear Members of the Planning &amp; Land Use Management Committee,

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Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly

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Sincerely,

Kathleen Clark

Faircrest Heights Resident

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:43 AM

----- Forwarded message -----

From: **Hagit Borer** <hborer@gmail.com>

Date: Sun, Jul 27, 2014 at 3:49 PM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: "councilmember.english@lacity.org" &lt;councilmember.english@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;

Cc: "councilmember.labonge@lacity.org" &lt;councilmember.labonge@lacity.org&gt;, "renee.weitzer@lacity.org" &lt;renee.weitzer@lacity.org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;, "shelley@wagersmail.net" &lt;shelley@wagersmail.net&gt;, "sbsierra@gmail.com" &lt;sbsierra@gmail.com&gt;

Dear Councilmembers Huizar, Cedillo and Englander,

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Hagit Borer  
1550 North Sierra Bonita Ave  
Los Angeles CA 90046

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:43 AM

----- Forwarded message -----

From: **Rosanne Kleiner** <artrage@sbcglobal.net>

Date: Sun, Jul 27, 2014 at 3:47 PM

Subject: PLUM Planning and Land Use Management--Motion on 7/29

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Picfair Village (Council District 10) is one of them.

I live in the humble home my parents bought in 1960 on my father's GI Bill. While we were certainly cramped in our two bedroom home, we had a wonderful backyard to plant a garden, play in, relax under our tree, and have small family BBQ's during the summer. Now my house is surrounded by two story McMansions (UGLY ones at that) that look into my yard. Besides having no privacy in the beloved garden where I grew up, there is also an awful lot of noise that settles into the basin that is my house and yard, I can only guess by all the strange structure formations around me. Why I can hear everything that goes on two houses away is just strange. Also people build guest houses in their back yards, apartments over their garages, and of course they're are still some people in our neighborhood that live in neighbors' garages. There is hardly any peace in the backyard anymore.

Long time residents of Picfair Village are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:30 AM

----- Forwarded message -----

From: **Pamela Bothwell** <pamelabothwell@gmail.com>

Date: Mon, Jul 28, 2014 at 9:29 AM

Subject: Support for the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

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Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Pamela Bothwell

1522 N. Fairfax Ave.

LA 90046



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:30 AM

----- Forwarded message -----

From: **Cynthia Mort** <annsjm@aol.com>

Date: Mon, Jul 28, 2014 at 9:00 AM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: Cm Mort &lt;annsjm@aol.com&gt;, councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process.

Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

INSERT YOUR NAME AND ADDRESS HERE

Cynthia Mort

1429 North Ogden Dr. Los Angeles, Ca. 90046

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Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)



LACityClerk Connect  
Mobile  
Click Here

This banner features a dark background with the text 'LACityClerk Connect' at the top. Below it is an image of a tablet displaying a mobile interface. To the right of the tablet, the word 'Mobile' is written in a large, white, sans-serif font, with 'Click Here' in a smaller font below it.



MyLA 311  
Click Here to Learn More

This banner has a dark background. On the left is an image of a smartphone. To its right, 'MyLA' is written in a white, sans-serif font, with '311' in a very large, bold, white font below it. To the right of '311', the text 'Click Here to Learn More' is written in a smaller white font.



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:30 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: &lt;billcohen11@ca.rr.com&gt;

Date: Mon, Jul 28, 2014 at 9:16 AM

Subject: Support Councilmember Koretz's Motion on Baseline Mansionization Ordinance

To: sharon.gin@lacity.org

Dear Councilmember Gin and Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,

Bill Cohen  
1515 South Point View Street  
Los Angeles, CA 90035

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:31 AM

----- Forwarded message -----

From: **Joan Adler** <jmadler@pacbell.net>  
Date: Mon, Jul 28, 2014 at 8:57 AM  
Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE  
To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org  
Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process.

Every day more homes and the distinct character of our neighborhoods are being destroyed. Our treasured neighborhoods need immediate protection.

Thank you,

Joan and Joel Adler

1445 N. Genesee Ave.



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:31 AM

----- Forwarded message -----

From: **Karen Klein** <kkphonehome@gmail.com>  
Date: Mon, Jul 28, 2014 at 8:51 AM  
Subject: I've sent this letter to your colleagues - No McMansions  
To: sharon.gin@lacity.org

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Karen Klein

1414 N. Orange Grove Ave.



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:31 AM

----- Forwarded message -----

From: **Allen Kieffer** <allenkieffer62@gmail.com>

Date: Mon, Jul 28, 2014 at 8:44 AM

Subject:

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Allen Kieffer  
1343 N Orange Grove Ave., Los Angeles, CA 90046

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Sharon Gin  
City of Los Angeles



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:32 AM

----- Forwarded message -----

From: **Bruce Remick** <bruce@bruceremick.com>

Date: Mon, Jul 28, 2014 at 8:34 AM

Subject: Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Spaulding Square Neighborhood, an HPOZ, in Council District 4. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz.

Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in Sunset Square a neighboring historic right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:32 AM

----- Forwarded message -----

From: **Gary Rado** <gar4usc@aol.com>

Date: Mon, Jul 28, 2014 at 7:31 AM

Subject: Support for the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org,

shelley@wagersmail.net, sbsierra@gmail.com

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Gary A. Rado  
1612 Courtney Ave.



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:33 AM

----- Forwarded message -----

From: **Halsted Sullivan** <halsted.sullivan@gmail.com>

Date: Mon, Jul 28, 2014 at 12:38 AM

Subject: Support for Motion to Amend BMO

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, **Tamara Bergman** <sbsierra@gmail.com>

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Halsted Sullivan & Daniel McManus  
1541 N Sierra Bonita Ave



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:33 AM

----- Forwarded message -----

From: **Sylvia Schveri** <sschveri@gmail.com>

Date: Sun, Jul 27, 2014 at 11:34 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much*

more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.

- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Sylvia Schweri  
PICO NC resident and council member

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:33 AM

----- Forwarded message -----

From: **Jason** <neidleman@hotmail.com>  
Date: Sun, Jul 27, 2014 at 11:24 PM  
Subject: Reforming the Baseline Mansionization Ordinance  
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>

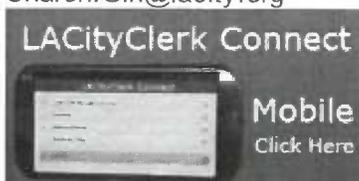
I write to encourage you to support Councilman Koretz's proposal to amend the Baseline Mansionization Ordinance. I live in Beverly Grove which now has an RFA. Other neighborhoods are now being savaged by mansionization and I have encouraged them to push for their own RFAs. The reality is that there is a much more efficient way to address this issue--amending the BMO.

Here's hoping that you can reform the BMO along lines similar to those used in the Beverly Grove RFA.

Jason Neidleman

6640 W 5th St.

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:34 AM

----- Forwarded message -----

From: &lt;Shellicruz@aol.com&gt;

Date: Sun, Jul 27, 2014 at 10:33 PM

Subject: Public Comment on Council File 14-0656

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

To the City Council Planning & Land Use Committee Members:

I reside in the city of Los Angeles and have for most of my life. I live within the boundaries of the Wilshire Community Plan (WCP), specifically within Council District 10. In recent years I have witnessed many developments being built that are completely out of scale and character for the neighborhoods in which they have been constructed.

I have to ask myself why these massive structures were allowed to pass through the City's planning department with no objections. The WCP clearly seeks to protect the scale and character of established neighborhoods.

Several years ago AB 283 (California Government Code 65860) was adopted to prevent this from happening. The City of Los Angeles spent years down zoning areas so that there was more compatibility between the Zoning and the policies set forth in the Community Plans. This was quite obviously a monumental undertaking and it is no wonder that we are still seeing fallouts from AB 283!

So here we are today.....still fighting the developers who choose to build massive structures in a neighborhood whose scale and character is in no way close to the mansions they are building.

It is time for the City of Los Angeles to take positive action to prevent these "McMansions" from spoiling the aesthetics of our established neighborhoods. Please support Councilman Koretz's motion to amend the Baseline Mansionization Ordinance.

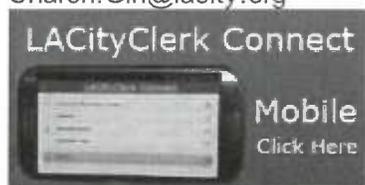
Thank you.

Rochelle Koretz (no relation)

1527 South Ogden Drive

Los Angeles, CA 90019

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

---

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:34 AM

----- Forwarded message -----

From: **Tamara Bergman & Michael Schwartz** <sbsierra@gmail.com>

Date: Sun, Jul 27, 2014 at 8:58 PM

Subject: Support for Amendment to the BMO

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: Tom LaBonge &lt;councilmember.labonge@lacity.org&gt;, Renee Weitzer &lt;renee.weitzer@lacity.org&gt;, sharon.gin@lacity.org, Shelley Wagers &lt;shelley@wagersmail.net&gt;, Tamara Bergman &lt;sbsierra@gmail.com&gt;

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

**RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE**

We are residents of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. We are writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

We strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Tamara Bergman & Michael Schwartz  
1521 N. Sierra Bonita Ave

Los Angeles 90046

Tamara Bergman, Esq.

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



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Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:34 AM

----- Forwarded message -----

From: **Casey Kriley** <casey.kriley@magicalelves.com>  
Date: Sun, Jul 27, 2014 at 8:55 PM  
Subject: Mansionization Ordinance  
To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>  
Cc: "councilmember.labonge@lacity.org" <councilmember.labonge@lacity.org>, "renee.weitzer@lacity.org" <renee.weitzer@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>, "shelley@wagersmail.net" <shelley@wagersmail.net>, "sbsierra@gmail.com" <sbsierra@gmail.com>

July 28, 2014

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approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Casey Kriley  
1640 N. Stanley Ave.  
Los Angeles, CA 90046

This e-mail and any attachment is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, re-transmission, copying, dissemination or other use of this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from any computer or handheld device. The contents of this message may contain personal views which are not the views of Magical Elves, Inc.

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:35 AM

----- Forwarded message -----

From: **Rob Scot McConnell** <rmcconne@usc.edu>

Date: Sun, Jul 27, 2014 at 6:07 PM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;

Cc: "councilmember.labonge@lacity.org" &lt;councilmember.labonge@lacity.org&gt;, "renee.weitzer@lacity.org" &lt;renee.weitzer@lacity.org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;, "shelley@wagersmail.net" &lt;shelley@wagersmail.net&gt;, Tamara Bergman &amp; Michael Schwartz &lt;sbsierra@gmail.com&gt;, "madecastro@sbcglobal.net" &lt;madecastro@sbcglobal.net&gt;

July 27, 2014

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RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

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Thank you,

Rob McConnell MD

Maria de Castro MD

1616 N Orange Grove Ave

Los Angeles, CA 90046

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:27 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Jillian Kogan** <jillian\_kogan@yahoo.com>

Date: Mon, Jul 28, 2014 at 11:44 AM

Subject: Baseline Mansionization Ordinance (BMO)

To: "councilmember.huizar@lacity.org" &lt;councilmember.huizar@lacity.org&gt;, "councilmember.cedillo@lacity.org" &lt;councilmember.cedillo@lacity.org&gt;, "councilmember.englander@lacity.org" &lt;councilmember.englander@lacity.org&gt;, "sharon.gin@lacity.org" &lt;sharon.gin@lacity.org&gt;

Cc: "councilmember.wesson@lacity.org" &lt;councilmember.wesson@lacity.org&gt;, "elizabeth.carlin@lacity.org" &lt;elizabeth.carlin@lacity.org&gt;, "andrew.westall@lacity.org" &lt;andrew.westall@lacity.org&gt;, "mayor.garcetti@lacity.org" &lt;mayor.garcetti@lacity.org&gt;

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

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- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real

estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,

Jillian Kogan Dunn & Matthew Dunn  
Faircrest Heights Residents

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:44 AM

----- Forwarded message -----

From: **David Bagley** <dgbagley@ca.rr.com>

Date: Sun, Jul 27, 2014 at 3:35 PM

Subject: URGENT ACTION RE MANSIONIZATION

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org

July 28, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

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Thank you,

David G Bagley  
1650 N Orange Grove Ave  
Los Angeles, CA 90046

---

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:44 AM

----- Forwarded message -----

From: **Alan Poul** <alan.poul@gmail.com>

Date: Sun, Jul 27, 2014 at 3:27 PM

Subject: Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org,

shelley@wagersmail.net, **Tamara Bergman** <sbsierra@gmail.com>

July 28, 2014

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Thank you,

Alan Poul

1544 N. Sierra Bonita Ave  
Los Angeles 90046

—  
**Alan Poul**

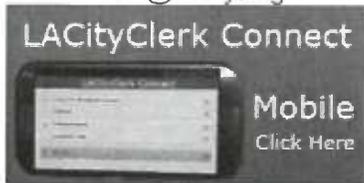
**Office: 323-860-7710**

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Box 87  
Los Angeles, CA 90028

Delivery address:  
The Newsroom  
1438 N. Gower St.  
Bldg 48, 2<sup>nd</sup> Floor  
Los Angeles, CA 90028

alan.poul@gmail.com

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:44 AM

----- Forwarded message -----

From: **Veronika Syrop** <veronikasyrop@gmail.com>

Date: Sun, Jul 27, 2014 at 3:04 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

to: City Council Planning &amp; Land Use Management Committee Members:

PLUM Committee Chair / CD-14, Councilmember Jose Huizar  
(councilmember.huizar@lacity.org)

CD-1, Councilmember Gilbert Cedillo (councilmember.cedillo@lacity.org)

CD-12, Councilmember Mitchell Englander (councilmember.englander@lacity.org)

Sharon Gin, Staff (sharon.gin@lacity.org)

cc: CD 10 Councilmember and Los Angeles Council President, Herb J. Wesson, Jr  
(councilmember.wesson@lacity.org)

Elizabeth Carlin – Deputy-West, 10th Council District (elizabeth.carlin@lacity.org)

Andrew Westall – Assistant Chief Deputy/Planning, 10th Council District  
(andrew.westall@lacity.org)

Eric Garcetti – Mayor, City of Los Angeles (mayor.garcetti@lacity.org)

Dear Members of the Planning &amp; Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest

Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the McMansions that has blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

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Sincerely,

Veronika Syrop

Faircrest Heights Resident

—

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:44 AM

----- Forwarded message -----

From: **Elise Sandiford** <elise.sandiford@gmail.com>

Date: Sun, Jul 27, 2014 at 2:53 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

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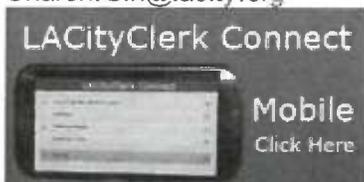
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Sincerely,

Elise Sandiford  
1847 Stearns Drive  
Los Angeles, CA 90035

--  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

---

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:44 AM

----- Forwarded message -----

From: **Lorraine Kirsten** <lorrainekirsten@gmail.com>

Date: Sun, Jul 27, 2014 at 2:28 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

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Sincerely,

Lorraine Kirsten

Faircrest Heights Resident



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:45 AM

----- Forwarded message -----

From: **dana schmalenberg** <dschmalie@me.com>

Date: Sun, Jul 27, 2014 at 2:01 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>

Dear Members of the Planning &amp; Land Use Management Committee,

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Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Faircrest Heights Resident

PLEASE save our neighborhoods!

Sincerely

Dana Schmalenberg

--  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



---

 **KORETZ Motion to Amend the Baseline Mansionization Ordinance.pdf**  
269K



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:45 AM

----- Forwarded message -----

From: **Abbey DeRocker** <aderocker@gmail.com>

Date: Sun, Jul 27, 2014 at 1:57 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

To: City Council Planning &amp; Land Use Management Committee Members:

PLUM Committee Chair / CD-14, Councilmember Jose Huizar (councilmember.huizar@lacity.org)

CD-1, Councilmember Gilbert Cedillo (councilmember.cedillo@lacity.org)

CD-12, Councilmember Mitchell Englander (councilmember.englander@lacity.org)

Sharon Gin, Staff (sharon.gin@lacity.org)

cc: CD 10 / Los Angeles Council President, Herb J. Wesson, Jr (councilmember.wesson@lacity.org)

Elizabeth Carlin – Deputy-West, 10th Council District (elizabeth.carlin@lacity.org)

Andrew Westall – Asst Chief Deputy/Planning, 10th Council District (andrew.westall@lacity.org)

Eric Garcetti – Mayor, City of Los Angeles (mayor.garcetti@lacity.org)

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Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,

Abbey DeRocker and Gregg Kawecki  
1657 Hi Point St  
Los Angeles, CA 90035

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:45 AM

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To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

To: City Council Planning &amp; Land Use Management Committee Members:

PLUM Committee Chair / CD-14, Councilmember Jose Huizar (councilmember.huizar@lacity.org)

CD-1, Councilmember Gilbert Cedillo (councilmember.cedillo@lacity.org)

CD-12, Councilmember Mitchell Englander (councilmember.englander@lacity.org)

Sharon Gin, Staff (sharon.gin@lacity.org)

cc: CD 10 / Los Angeles Council President, Herb J. Wesson, Jr (councilmember.wesson@lacity.org)

Elizabeth Carlin – Deputy-West, 10th Council District (elizabeth.carlin@lacity.org)

Andrew Westall – Asst Chief Deputy/Planning, 10th Council District (andrew.westall@lacity.org)

Eric Garcetti – Mayor, City of Los Angeles (mayor.garcetti@lacity.org)

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Sincerely,

Abbey DeRocker and Gregg Kawecki  
1657 Hi Point St  
Los Angeles, CA 90035

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:45 AM

----- Forwarded message -----

From: **Edward Lehman** <edwardlehman@yahoo.com>

Date: Sun, Jul 27, 2014 at 1:47 PM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.english@lacity.org" <councilmember.english@lacity.org>, "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Cc: "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "andrew.westall@lacity.org" <andrew.westall@lacity.org>, "mayor.garcetti@lacity.org" <mayor.garcetti@lacity.org>, "hello@davidkauha.com" <hello@davidkauha.com>

Dear Members of the Planning & Land Use Management Committee,

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Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Faircrest Heights Resident

Edward R Lehman  
1807 S. Hayworth Av.  
Los Angeles, CA 90035

310 666 2186

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:45 AM

----- Forwarded message -----

From: **sixto j sicilia** <sixtojsicilia@gmail.com>  
 Date: Sun, Jul 27, 2014 at 1:36 PM  
 Subject: Support Motion to amend Baseline Mansionization Ordinance  
 To: sharon.gin@lacity.org, tom.labonge@lacity.org  
 Cc: Barbara Savage <barbara@icheer4la.com>

To Whom It May Concern:

Why? Because to live in a Democracy, and a Democracy does not mean you have the Freedom to do anything that you want without taking into consideration those whom you are affecting.

Our sweet neighborhood has been negatively affected by this ineffective ordinance in so many ways! Now we have towering mansions overlooking our backyards, blocking and light and sunshine. And people moving in that don't understand Community, a concept that came along with our old, 20's community oriented-developed neighborhoods.

See attached pictures, from anywhere in our backyard, we are now "under surveillance," why is this height necessary nor allowed to the scope of homes in our neighborhood.

And these developers (corporations), that do not live in the area have not addressed any of the neighbors concerns, FIRST, they keep building while City Hall is too understaffed. If the latter is so in these tough economic times then WE NEED EFFECTIVE ORDINANCES TO PROTECT THE MASS OF TAX PAYING HOMEOWNERS FROM the underhandedness of thoughtless people "DESCONSTRUCTING" our neighborhoods. I used to live on Mansfield Ave, now we refer to it as McMansion Avenue.

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. Mine is one of them. I live CD4.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem – and fast.

\* The base floor area ratio for R-1 lots is excessive. Ratchet it down.

\* Cutting houses down to sensible size does MUCH more than bamboo flooring to shrink our carbon footprint. And so-called "green building" practices are required by code anyway. Eliminate this pointless bonus.

\* Exemptions for attached garages, double-height entryways, and balconies add hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.

Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

Voters will be watching.

Sixto J. SICILIA  
365 South Mansfield Ave (McMansion Avenue)  
Los Angeles, Ca 36  
CD4 - Tom LaBonge Councilmember

Sent from my T-Mobile 4G LTE Device

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org



**3 attachments**



**20140727\_133235\_resized.jpg**  
680K



**20140727\_133301\_resized.jpg**  
737K

**20140727\_133357\_resized.jpg**

7/29/2014

City of Los Angeles Mail - 14-0656



624K



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

↑ message

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**Sharon Gin** <sharon.gin@lacity.org>

Tue, Jul 29, 2014 at 7:46 AM

To: Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

----- Forwarded message -----

From: **Andrew Lichtstein** <andylaca@sbcglobal.net>

Date: Sat, Jul 26, 2014 at 11:12 PM

Subject: Support Motion to amend Baseline Mansionization Ordinance

To: sharon.gin@lacity.org

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. Mine is one of them.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too.

Councilmember Koretz has offered a smart and sensible solution with his Motion to amend the ordinance. His Motion does not preclude ordinances tailored to specific neighborhoods, but the amendments will almost certainly eliminate a big part of the problem – and fast.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
  - Cutting houses down to sensible size does MUCH more than bamboo flooring to shrink our carbon footprint. And so-called “green building” practices are required by code anyway. Eliminate this pointless bonus.
  - Exemptions for attached garages, double-height entryways, and balconies add hundreds of square feet of uncounted bulk. Eliminate these self-defeating exemptions.
- Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz’s Motion this coming Tuesday. I urge you to give it your full supper

Andrew Lichtstein  
Beverly Grove resident

---

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

---

**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:46 AM

----- Forwarded message -----

From: **Sandy Bacola** <sandrabacola@gmail.com>  
Date: Sat, Jul 26, 2014 at 9:07 PM  
Subject: Support Motion to amend Baseline Mansionization Ordinance  
To: "sharon.gin@lacity.org" <sharon.gin@lacity.org>  
Cc: "shelly@wagersmail.net" <shelly@wagersmail.net>

Dear Ms. Gin,

The Baseline Mansionization Ordinance has failed, and over built monster houses are Continuing to spoil the scale and character of single family neighborhoods. Our is one of Those neighborhoods.

Now neighborhoods throughout the City are clamoring for RFA overlays to protect them from reckless development. Recently announced staff increases, keeping up that demand will be A major challenge. Enforcing The City codes across a patchwork of overlays will be a real headache at best!

Councilman Koretz has offered a smart and sensible solution with his Motion to amend the Ordinance. His motion does not preclude ordinances tailored to specific neighborhoods, but the Amendments will almost certainly eliminate a Hugh part of the problem-and fast.

The base floor area ratio for R-1 lots is excessive. Ratchet it down!  
Reducing house sizes down to sensible sizes does MUCH more than sustainable Bamboo flooring to shrink our carbon footprints. The calling of " Green" practices are Required by the current code anyway. Eliminate this POINTLESS bonus.  
Exemptions for built in garages, double height entryways, and balconies add hundreds of square Feet of unaccounted bulk. ELIMINATE these self defeating exemptions.

Every single day is bringing much more damage to more and more Los Angeles Neighborhoods. Your committee will consider Councilmember Koretz's motion this coming Tuesday.

We urge your full support so others do not suffer further destruction purely for profit and Total disregard of adjoining property owners rights and suffer as our neighborhood has.

Sincerely,  
Simon & Sandra Bacola  
6517 Maryland Drive  
Los Angeles, CA. 90048

323-931-3985

Sent from my iPad



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:47 AM

----- Forwarded message -----

**From:** Susan <fountaindc@gmail.com>  
**Date:** Sat, Jul 26, 2014 at 6:53 PM  
**Subject:** Fwd: Support motion to amend Baseline Mansionization Ordinance  
**To:** "sharon.gin@lacity.org" <sharon.gin@lacity.org>

Sent from my iPhone

Begin forwarded message:

**From:** Susan Shurman <fountaindc@gmail.com>  
**Date:** July 26, 2014 at 4:26:36 PM PDT  
**To:** "sharon.gin@lacity.com" <sharon.gin@lacity.com>  
**Subject:** Support motion to amend Baseline Mansionization Ordinance

*Dear Sharon,*

The Baseline Mansionization Ordinance has failed, and monster houses continue to spoil the scale and character of single-family neighborhoods. Mine is one of them. In particular the huge mansion built on Point View near Olympic. I live in fear that the house north of me will be sold to a developer and the same Mansionization will be build on my block.

Neighborhoods all over the city are clamoring for RFA Overlays to protect themselves from reckless development. But even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too.

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Every day brings more damage to more treasured L.A. neighborhoods. Your committee will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

Sincerely

Susan Shurman

Carthay Square

Sent from my iPad

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 10:40 AM

----- Forwarded message -----

From: **Susan Pintar** <pintar@ca.rr.com>

Date: Tue, Jul 29, 2014 at 10:19 AM

Subject: Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.english@lacity.org

Cc: councilmember.labonge@lacity.org, renee.weitzer@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, sbsierra@gmail.com

July 29, 2014

Dear Councilmembers Huizar, Cedillo and Englander,

RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

I am a resident of the Sunset Square Neighborhood in Council District 4, which is currently a proposed HPOZ that has been surveyed by the Cultural Resources Department and found to have over 75% historic homes. I am writing in support of the motion to amend the Baseline Mansionization Ordinance introduced by Councilmember Paul Koretz. Although the Baseline Mansionization Ordinance was initially passed to protect our neighborhoods, it is clearly failing to accomplish its fundamental goals. Huge out-of-scale houses are being built citywide by speculative developers at an alarming pace, including in our our historic neighborhood right now.

Councilmember Koretz has offered a smart and sensible solution to protect our neighborhoods by reducing the maximum floor area ratio and eliminating exemptions that add hundreds of square feet of uncounted bulk. The proposed amendment does not preclude future ordinances tailored to specific neighborhoods, but will almost certainly eliminate much of the outcry over these out-of-scale homes.

I strongly encourage you to give your full support to the motion and to expedite it through approval process. Every day more homes are being demolished. Our treasured neighborhoods need immediate protection.

Thank you,

Susan K. Pintar  
1636 N. Stanley Ave  
Los Angeles, CA 90046

--

Sharon Gin  
City of Los Angeles  
Office of the City Clerk



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 10:41 AM

----- Forwarded message -----

From: **Malena Hougen** <malena.hougen@gmail.com>

Date: Tue, Jul 29, 2014 at 10:32 AM

Subject: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, renee.weitzer@lacity.org

Cc: councilmember.labonge@lacity.org, sharon.gin@lacity.org, shelley@wagersmail.net, Michael &amp; Tamara Schwartz &amp; Bergman &lt;sbsierra@gmail.com&gt;

July 29, 2014

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RE: SUPPORT FOR THE MOTION TO AMEND THE BASELINE MANSIONIZATION ORDINANCE

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Thank you,

Malena Patel

Courtney Avenue Homeowner

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Argyle Civic Association



HOLLYWOOD, CALIFORNIA

July 29, 2014

To: Planning and Land Use Management Committee

Council File: 14-0656

The Argyle Civic Association supports the reforms to the Baseline Mansionization Ordinance. Exceptions for attached structures and FAR inequities for lot size should be eliminated. The purpose of limiting building size should not be perverted to promote other policy goals. If the City wishes to promote green construction or particular design guidelines it should simply make them the law. Saying that if you do one thing right then you can do something else that is wrong is a lesson that the law should not teach. With so much wiggle room Baseline Mansionization Ordinance is essentially no law at all. CF14-0656 will close the loophole.

George Abrahams, board member



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:29 AM

----- Forwarded message -----

From: **Beth Marlis** <bethnic@me.com>

Date: Mon, Jul 28, 2014 at 10:11 AM

Subject: Support the Motion to Amend the Baseline Mansionization Ordinance

To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org

Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the 2008 Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Faircrest Heights (Council District 10) is one of them. Our [change.org petition](#) shows one of the many McMansions that have blighted Faircrest Heights, and provides comments from neighbors who are gravely concerned about mansionization.

Neighborhoods all over the city – including ours – are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio (FAR) for R-1 lots is excessive.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does *much* more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code anyway.
- Attached garages add 400 square feet of bloat and eliminate the driveways that

provide an essential buffer between lots. Eliminate the exemption and count this square footage.

- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your support desperately, and soon.

Sincerely,

Beth Marlis  
Faircrest Heights Resident

Beth Marlis | VP of Industry + Community Relations at MI | Executive Director of The Musicians Foundation  
Musicians Institute | 6752 Hollywood Blvd., Hollywood, CA 90028  
Web [mi.edu](http://mi.edu) | [themusiciansfoundation.org](http://themusiciansfoundation.org) | Email [bethm@mi.edu](mailto:bethm@mi.edu) | Tel 323.860.1161

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**KORETZ Motion to Amend the Baseline Mansionization Ordinance.pdf**

269K

14-0656

MOTION

Since its inception on May 6, 2008, the City's Baseline Mansionization Ordinance (BMO), (Ordinance No. 179883), has been the guiding land-use regulation for all single-family zoned properties located within non-hillside designated areas.

Over the past six years, we have seen where the BMO has accomplished the intended goals of maintaining and promoting communities that preserve their integrity and livability. However, the past six years have also shown us where the BMO has fallen far short of its mandate to create regulations that allow for sustainable neighborhoods and that protect the interest of all homeowners. The largest victim of these shortcomings is the city's stock of R1 (single family) zoned lots.

Of all the residential family zoned parcels within the BMO, 234,575 or 77% are zoned R1. And, of those, half are lots in the 5,000-6,000 square foot range. This means the backbone of our city's single-family neighborhoods are modest sized lots, with modest sized homes. These neighborhoods are integral to the city's history, as they have provided a consistent presence for our families and economic growth. And despite its good intentions, the BMO has shown to have vulnerabilities that threaten the cohesion and character of our single-family neighborhoods.

**I THEREFORE MOVE** that the Council instruct the Planning Department, with the assistance of the Department of Building and Safety, and in consultation with the City Attorney, to prepare and present an ordinance that will address the counterproductive provisions of the Baseline Mansionization Ordinance (No. 179883), to stabilize the conflict of out-of-scale homes that continue to proliferate in entire neighborhoods as follows:

- **Green Bonus Provisions:** The City's Green Building Program (Ordinance No. 181480), was instituted as a mandatory requirement for all new construction, which applies energy and resource conservation use. The City's inclusion of a "Tier 1" bonus of 20% increase in home size has encouraged larger, and more energy and resource consuming homes. Therefore project applicants should not be allowed to enlarge a home, by claiming a 20 percent Floor Area Ratio (FAR) bonus that encourages larger, more energy and resource consuming homes.
- **The BMO's Two Design Bonuses:** Each resulted in a 20 percent increase in the size of a house, and each appear to produce the large, boxy, suburban-style houses that the Baseline Mansionization Ordinance intended to prevent. The houses actually permitted through the Baseline Mansionization's two design bonuses need to be carefully reviewed to determine if these bonuses meet the ordinance's intended goals of stopping mansionization.
- **FAR Bonus and R1 (Single Family) Zones:** R1 lots that exceed 7,500 square feet have a by-right FAR of 45 percent of the lot area, while those below 7,500 square feet have an FAR of 50 percent of the lot area. This small difference has meant that those R1 neighborhoods with the smallest lots and the least amount of setback have the largest home to lot-size ratio of any single-family zone in the city. This provision has encouraged out-of-scale homes that loom over neighborhoods with smaller lots, and the by-right FAR for the smaller lots should be reduced to .45 to ensure that all R-1 lots are covered by the same zoning regulations.
- **Re-evaluate FAR Exemptions:** The six exemptions listed in the BMO need to be re-evaluated to determine their impact citywide on the scale and character of new houses. In particular, exemptions for attached garages, attached porches/patios/breezeways, and double-height entryways appear to result in out of scale and out of character development. They should, therefore, be removed from the Baseline Mansionization Ordinance.

PRESENTED BY:

*Paul Koretz*  
PAUL KORETZ  
Councilmember, 5<sup>th</sup> District

SECONDED BY:

*[Signature]*

ORIGINAL

rrm

MAY 16 2014  
*[Signature]*



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**14-0656**

1 message

**Sharon Gin** <sharon.gin@lacity.org>  
 To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:43 AM

----- Forwarded message -----

From: **Rosanne Kleinerman** <artrage@sbcglobal.net>  
 Date: Sun, Jul 27, 2014 at 3:47 PM  
 Subject: PLUM Planning and Land Use Management--Motion on 7/29  
 To: councilmember.huizar@lacity.org, councilmember.cedillo@lacity.org, councilmember.englander@lacity.org, sharon.gin@lacity.org  
 Cc: councilmember.wesson@lacity.org, elizabeth.carlin@lacity.org, andrew.westall@lacity.org, mayor.garcetti@lacity.org

Dear Members of the Planning & Land Use Management Committee,

As you know, the Baseline Mansionization Ordinance (BMO) has failed. Egregiously oversized houses continue to spoil the scale and character of single-family neighborhoods. Picfair Village (Council District 10) is one of them.

I live in the humble home my parents bought in 1960 on my father's GI Bill. While we were certainly cramped in our two bedroom home, we had a wonderful backyard to plant a garden, play in, relax under our tree, and have small family BBQ's during the summer. Now my house is surrounded by two story McMansions (UGLY ones at that) that look into my yard. Besides having no privacy in the beloved garden where I grew up, there is also an awful lot of noise that settles into the basin that is my house and yard, I can only guess by all the strange structure formations around me. Why I can hear everything that goes on two houses away is just strange. Also people build guest houses in their back yards, apartments over their garages, and of course they're are still some people in our neighborhood that live in neighbors' garages. There is hardly any peace in the backyard anymore.

Long time residents of Picfair Village are clamoring for relief, requesting RFA overlays to protect us from reckless development. Even with recently-announced staff increases, keeping up with that demand will be a challenge. Enforcing city code across a patchwork of overlays could be a real headache, too. Councilmember Koretz has offered a smart and sensible solution with his motion to amend the BMO. While his motion would not preclude ordinances tailored to specific neighborhoods, the amendments will almost certainly eliminate a big part of the problem – and fast.

As you know, PLUM will consider Councilmember Koretz's Motion this coming Tuesday. I urge you to give it your full support.

- The base floor area ratio for R-1 lots is excessive. Ratchet it down.
- Eliminate the pointless 'green' building bonus. Building sensibly sized homes does much more to shrink our carbon footprint than bamboo flooring and other so-called 'green' building practices, which are required by code

anyway.

- Attached garages add 400 square feet of bloat and eliminate the driveways that provide an essential buffer between lots. Eliminate the exemption and count this square footage.
- Eliminate the other self-defeating design bonuses for items like double-height entryways and balconies, which add hundreds of square feet of uncounted bulk and still leave us with McMansions that loom over our neighbors' homes.
- Make the project approval process transparent to the public.

When you cut down green space in our neighborhoods, it adds to climate change. It makes the city hotter. It disrupts the well being of birds, insects and wildlife. We need our backyards and trees not bigger houses.

Thoughtful development puts a premium on environmental and economic sustainability, neighborhood integrity, and a sense of community. These simple amendments could be prepared and adopted quickly, to protect neighborhoods being ravaged by unchecked, short-term real estate speculation and reckless development. They will allow renovations, expansions, and new construction that can accommodate modern family life while respecting the scale and character of established neighborhoods.

Every day brings more damage to more treasured L.A. neighborhoods, and we need your help desperately, and soon.

Sincerely,  
Rosanne Kleinerman

Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

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**14-0656**

1 message

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**Sharon Gin** <sharon.gin@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Tue, Jul 29, 2014 at 7:01 AM

----- Forwarded message -----

From: **Richard Platkin** <rhplatkin@gmail.com>  
Date: Mon, Jul 28, 2014 at 5:23 PM  
Subject: Testimony for Tuesday, July 29, 2014 PLUM meeting.  
To: sharon.gin@lacity.org

**July 29, 2104****TO: Los Angeles City Council Planning and Land Use Committee****FROM: Richard Platkin AICP, 6400 W. 5<sup>th</sup> Street, Los Angeles, CA 90048-4710.  
(rhplatkin@gmail.com)****SUBJECT: Council File 14-0656, Testimony in support of Paul Koretz motion to amend the Baseline Mansionization Ordinance.**

I speak in support of the Koretz-Bonin motion to amend the Baseline Mansionization Ordinance (BMO), but also propose several additional amendments to strengthen the ordinance.

First, as a professional city planner, with 20 years of experience in the City of Los Angeles, and seven subsequent years as a private land use consultant and teacher of city planning at USC, I can explain exactly how the BMO is flawed and why it must be quickly repaired.

In a nutshell, the BMO contains so many FAR bonuses and exemptions that it increases the by-right size of a house by 45 percent. As a result, the BMO permits the very McMansions it was intended to stop. This is why so many Los Angeles are being rapidly mansionized, and why these neighborhoods are requesting immediate relief through Residential Floor Area Districts and Historical Preservation Overlay Ordinances.

Second, because of the BMO's extensive loopholes, it conflicts with the city's legally adopted *General Plan* and the City Planning Commission's *Do Real Planning* policy statement. These documents clearly state that the official policy of the City of Los Angeles is to protect the character and scale of residential neighborhoods, and to do this the City must prevent mansionization.

Third, the mansionization of Los Angeles neighborhood also has grave environmental impacts. This is because these extra-large houses have extra-large carbon footprints. They have huge energy bills, and they also incentivize automobile driving with attached double garages and large double driveways in front yards. As a result, they impede the City's ability to adhere to statewide legal mandates to reduce Green House Gases.

Fourth, all three of the BMO's FAR bonuses contribute to mansionization. There is no argument that the "green bonus" must go, but the remaining two design bonuses, the articulated front façade and the stepped-back second story, also produce the large, boxy, highly intrusive houses that the Baseline Mansionization Ordinance was supposed to prevent. This is why all three .2 FAR bonuses should be stricken from the amended ordinance.

Fifth, as far as I can determine, the Baseline Mansionization Ordinance, and the companion Hillside Baseline Mansionization Ordinance, are unique zoning processes. They are the only ones in which the Los Angeles Department of Building and Safety makes a secret ministerial decision to add FAR to a project. This is why any remaining BMO exemptions and bonuses that increase the floor area of a house should become discretionary actions handled by the Department of City Planning.

Richard Platkin, AICP  
rhplatkin@gmail.com  
Tel. 213-308-6354

—  
Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1074  
Sharon.Gin@lacity.org





**July 29, 2014, PLUM testimony.doc**

26K

**July 29, 2104**

**TO: Los Angeles City Council Planning and Land Use Committee**

**FROM: Richard Platkin, 6400 W. 5<sup>th</sup> Street, Los Angeles, CA 90048-4710**

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