



James Williams <james.k.williams@lacity.org>

8150 Invite

2 messages

N2SWIMNG@aol.com <N2SWIMNG@aol.com>

Tue, Jul 19, 2016 at 2:15 PM

To: david.ryu@lacity.org

Cc: william.lamborn@lacity.org, cpc@lacity.org, Sarah.Dusseault@lacity.org, julia.duncan@lacity.org, catherine.landiers@lacity.org

Dear David,

It was VERY obvious that Townscape Partners has been going to "central casting" to obtain bodies to speak in favor of the project, in the previous meetings. Many who showed up and got free food and transport, did not live in the area, were not fully informed about the project, and a couple could barely pronounce Gehry's name. They were very embarrassed as they struggled to read their script, and so were we, for them. Transparent and embarrassing.

I am sending you one invite, out of others that have been circulated.

My friend put me in contact with her friend, who told her about a strange occurrence with a project called 8150. Since my friend knows that I am involved with this project (I oppose it), she put me in touch with this friend.

Her friend first received an invite to a wonderful evening of drinks and heavy h'ordeuvres at 8899 Beverly Blvd and an introduction to the project...well sort of. The people giving the talk were not prepared and could not answer many questions. Since it was free, and was a interesting thing to do with out of town guests, was the reason why she went.

But now, she was mailed another invite. She does not even know how they got her address. She will not be going to this. Enough is enough she said.

I think it is wrong for people to be able to sway " The Powers That Be", who... do not live in the neighborhood or do not have an invested interest in it, or who know nothing about the project or who never read the EIR or do not know the full scope of the project, and who show up simply for free food and a free ride with a small script to read. She agreed.

While this may all be P.R., lobbying and legal....it is outrageous and a very sad statement indeed. I am also attaching an accurate rendering of the project's scale. The developer's PR materials are misleading as they do not show the true height of the project.

This is just an FYI so when the hearing comes up on the 28th, you will know who the "real" folks are". It is not about singing Gehry's praises. It is about bringing this Gehry project to this F Rated intersection, which is irresponsible development and a very bad idea. The project violates city and state laws that protect the public. Please oppose 8150 Sunset's tripling its square footage, closing the southbound turn-lane at Sunset and Crescent Heights, and using public property (8118 Sunset) for free.

We all want something beautiful on our corner and whether or not it is Gehry, it must comply with city and state laws that protect the public and must respect the neighborhood scale, safety, environment and peaceful enjoyment.

Thank You,

Rory Barish

Lane 4 Real Estate-Keller Williams Beverly Hills
439 North Canon Drive #300
Beverly Hills, CA 90210
Mobile: 310 502-8797

2 attachments

The City of Los Angeles is pleased to announce that the City has approved the proposed project for the 8150 Sunset project. The project is located at the intersection of Sunset and Crescent Heights, and is a proposed development of 8150 Sunset. The project is a proposed development of 8150 Sunset, which is a proposed development of 8150 Sunset. The project is a proposed development of 8150 Sunset, which is a proposed development of 8150 Sunset.

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July 18, 2016

COPY

Mr. Vincent Bertoni, Director
 City of Los Angeles, City Planning Department
 200 N. Spring Street, Room 525
 Los Angeles, CA 90012

Re: CPC 2013-1595-DB-CU-ZAA-SPP-SPR; ENV-2013-1596-MND; "4900 Hollywood" Project

Mr. Bertoni:

It has come to the attention of the Board of Directors of the East Hollywood Neighborhood Council that the City Planning Commission is tentatively scheduled to consider the "4900 Hollywood" project at its July 28, 2016 meeting in Van Nuys. Due to the controversial nature of this proposed development, the Board requests that any hearings instead be conducted downtown at City Hall to ensure the broadest access to such meetings for our constituents.

The "4900 Hollywood" project is a 200-unit, 84-foot-tall mixed-use development proposed at the intersection of Hollywood Blvd. and Edgemont St., near historic Barnsdall Park. The Board of the East Hollywood Neighborhood Council voted unanimously at its July 21, 2014 regular meeting to strongly oppose the project, which seeks a series of entitlements that are inconsistent with the zoning restrictions of the Vermont/Western Transit Oriented District Specific Plan.

The Board's vote followed an initial hearing of the proposed development by the neighborhood council's Planning Committee, which was attended by a large number of residents and other stakeholders. The applicant's representatives have since failed to update the neighborhood council with any further information regarding the project.

Development projects located in Hollywood are traditionally heard downtown in City Hall. We respectfully request that any hearings for the "4900 Hollywood" project be conducted in the downtown area.

Thank you,

Arasele Torrez



James Williams <james.k.williams@lacity.org>

Planning Meeting, July 28, 8150 Sunset Blvd1 message

Micki Sauer <mickisauer@aol.com>

Wed, Jul 20, 2016 at 1:10 AM

To: "william.lamborn@lacity.org" <william.lamborn@lacity.org>, cpc@lacity.org, sarah.dusseault@lacity.org, julia.duncan@lacity.org, catherine.landiers@lacity.org, david.ryu@lacity.org

To All Above Mentioned,

I will be out of town the day of this important meeting and want to voice my opinion by way of this email as to how I feel about the development under discussion.

I am entirely opposed (and disgusted) by the insane amount of development going on in our town. Just the past couple of years I am feeling completely suffocated by the amount of building (and resulting traffic) going on here. I'm fine with improving old buildings, but adding SO MUCH more commercial and residential space is beyond our means. Our crime rates, our infrastructure, our utilities - just can't take anymore!!!

I also have to believe that the people desiring to over-build, to over-develop - are not living in these areas and not effected by the results other than by way of making \$\$\$\$\$.

I also do not believe for one second that the placating promise of lower cost housing being included in new construction is anything but a way of getting to make larger complexes. I think that combining lower income people in the same buildings is never going to be the answer - if anything it will create problems and ultimately somehow get loopholed out of existence.

Laws matter! This particular project violates city and state laws that protect the public. 8150 Sunset Blvd is tripling its square footage, closing a lane of traffic, and using public property for free. For all the reasons listed above, not to mention the law violations, I full-heartedly am opposed to this project.

Thank you for your attention.

Sincerely,
Micki Sauer



James Williams <james.k.williams@lacity.org>

Fwd: 4900 Hollywood Bl.

1 message

Shana Bonstin <shana.bonstin@lacity.org>

Mon, Jul 18, 2016 at 2:47 PM

To: Blake Lamb <blake.lamb@lacity.org>, James Williams <james.k.williams@lacity.org>

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

From: **Kevin Keller** <kevin.keller@lacity.org>

Date: Mon, Jul 18, 2016 at 2:19 PM

Subject: Fwd: 4900 Hollywood Bl.

To: Lisa Webber <lisa.webber@lacity.org>, "Bonstin, Shana" <shana.bonstin@lacity.org>

Cc: Vince Bertoni <vince.bertoni@lacity.org>

Lisa / Shana, FYI.

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

From: <tbwester@mac.com>

Date: Mon, Jul 18, 2016 at 1:58 PM

Subject: 4900 Hollywood Bl.

To: Chris Robertson <chris.robertson@lacity.org>

Cc: VINCE.BERTONI@lacity.org, kevin.keller@lacity.org, councilmember.ofarrell@lacity.org, amy.ablakat@lacity.org

Dear Mr. Robertson,

Hello, I am a lifelong resident of Los Angeles and have been a resident of Hollywood now for about eight years. My father was the President of the Cahuenga Pass Property Owners Association back in the 90's, and I was there for a lot of the back-and-forth the community had with Universal Studios (the preservation of Campo de Cahuenga was one of my dad's signature accomplishments). Now I have a family of my own and I'm seeing a lot of stuff around my neighborhood that deserves some added scrutiny.

It's come to my attention that a developer is asking to tear down 23 RSO housing units at 4900 Hollywood Blvd so they can build a 200 unit, 83' tall building with a 3:1 floor to area ratio.

As I understand it, the zoning for that plot calls for 80 units, 50' of height, and a FAR of 2.0 (which is still pretty high).

In exchange for this variance, the developer is offering 17 low income housing units. 17 of 200 is a scant 8.5% of the total units being requested, and still 6 units shy of the RSO units that would be demolished.

I'm all for neighborhood improvement, and we all know Hollywood needs more housing. What it doesn't need, however, are more luxury apartments that middle class people can't afford driving up the already sky-high rents in the surrounding area. What we don't need are more RSO tenants being turned out on the street for another massive development that flaunts the zoning regulations that are supposed to protect our neighborhood.

If the City goes ahead with the variance, I really hope we get a better deal. The tenants being evicted should be guaranteed first dibs on the low income housing units, of which there should be 23 VERY LOW income units to account for the RSO units being demolished. Additionally, I'd hope to see additional low income units above that number, somewhere closer to 20-25% of all units (40-50 units).

The fact that the developer has requested that the CPC hearing be held out in the Valley is a big alarm bell. I have every intention of attending this meeting, as I've watched enough of my neighborhood being handed over to large developers without seeing any reduction in homelessness, property crime, or vandalism. In fact, those things seem to have only become worse in the last few years (the LA311 smartphone app has been great for reporting the non-stop illegal dumping

I see from my balcony, and my building now feels more like a hotel than a home, thanks to Airbnb).

Thank you

one,
Travis Wester
7076 Hawthorn Ave.
310-529-7194

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Kevin Keller LOS ANGELES DEPARTMENT OF CITY PLANNING
Deputy Director 213.978.1272
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Los Angeles, CA 90012

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Shana Bonstin, Principal City Planner
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