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All compliant submissions may be accessed as follows:

- **“Initial Submissions”**: Compliant submissions received no later than by end of day Monday of the week prior to the meeting, which are not integrated by reference or exhibit in the Staff Report, will be appended at the end of the Staff Report. The Staff Report is linked to the case number on the specific meeting agenda.
- **“Secondary Submissions”**: Submissions received after the Initial Submission deadline up to 48-hours prior to the Commission meeting are contained in this file and bookmarked by the case number.
- **“Day of Hearing Submissions”**: Submissions after the Secondary Submission deadline up to and including the day of the Commission meeting will be uploaded to this file within two business days after the Commission meeting.

Material which does not comply with the submission rules is not distributed to the Commission.

ENABLE BOOKMARS ONLINE:

**If you are using Explorer, you need will need to enable the Acrobat  toolbar to see the bookmarks on the left side of the screen.

If you are using Chrome, the bookmarks are on the upper right-side of the screen. If you do not want to use the bookmarks, simply scroll through the file.

If you have any questions, please contact the Commission Office at (213) 978-1300.

SECONDARY SUBMISSIONS

July 6, 2019

Jenna Monterrosa, City Planner
City of Los Angeles
200 N Spring St, Room 721
Los Angeles, CA 90012
jenna.monterrosa@lacity.org

To whom it may concern,

We are writing to you in support of the proposed affordable 68-unit project at 6650 Franklin Avenue, CPC-2017-1503-DB-CU-SPR/ENV-2017-1504-SCEA. We urge the city to approve the Density Bonus to permit a Senior Residential Housing Development Project with 118 existing non-conforming units and 68 new units, dedicating 99 percent of proposed units to be restricted to Low and Very Low Income Households in exchange for the following incentives:

- An On-Menu Incentive for an increase in height to permit a new building with 76 feet, 8 inches in height
- A decrease in yards to permit a 4 foot, 6 inch northerly side yard fronting Franklin Boulevard in lieu of the otherwise required 9 feet and a 10 foot rear yard in lieu of the otherwise required 18 foot rear yard

The greater Los Angeles region is facing a severe housing shortage, and this project will provide much needed affordable housing for vulnerable seniors. By creating new housing in this neighborhood, it will help to reduce issues of displacement. Abundant Housing LA believes that these housing challenges can only be addressed if everyone in the region does their part.

This project is close to many transit options. It has easy access to the 101 freeway. It is .5 miles from the Metro Red Line, which runs between North Hollywood and Downtown, and includes stops at many medical, employment, and entertainment centers. There is also frequent bus service 2 blocks away. Route 237/656 runs between Granada Hills and Hollywood, and DASH Hollywood stops in front of the building. The project is close to neighborhood amenities, including a grocery store 4 blocks away.

It is great to see the developer using Affordable Housing Incentives to bring badly needed affordable housing to the city. This project is a good project for Los Angeles and for the region. Again, we urge the city to approve the density bonus and incentives, and find the project Categorically Exempt from the provisions of CEQA.

Best Regards,



Tami Kagan-Abrams
Abundant Housing LA Projects Director



CF 18 0412: The Montecito II project

D. Stewart Farquhar <dstewartfarquhar@hotmail.com>

Sun, Jul 7, 2019 at 5:24 PM

To: "CPC@lacity.org" <CPC@lacity.org>, "CHC@lacity.org" <CHC@lacity.org>, "Jenna.Monterrosa@lacity.org" <Jenna.Monterrosa@lacity.org>

Dear Ms. Lamas, Mr. Williams:

Attached are over fifty individual letters of opposition to the above proposed project from concerned residents.

Please review the support material after **SET I, LETTER I**.

The senior writers have asked me to forward their written concerns to you because they either do not have or know how to access the internet, have no computer or if they do have a computer do not have a working printer.

I have accumulated, scanned and compiled them into one PDF file to reduce the need for you to scan them into your systems individually.

There is a cover letter that explains the reason and purpose of each of the three attached **SETS I, II, & III**.

Please make them all available to both commissions with enough lead time that they make an informed decision at the appropriate times.

Dear Ms. Monterrosa:

The enclosed letters and support material are provided as a courtesy to assist you in providing a more informed presentation to the CPC.

The support pages following **SET I, LETTER I**, have been presented in previous meetings.

They are presented again in the hopes that this time the various city entities may receive an unbiased review of the facts vs. any special interest presentation or influence.

The data and documented concerns are even more acute considering recent seismic activity as **two active faults pass under the proposed project site**. Please see details in **SET I, LETTER I**.

Very Truly Yours.

Stewart

D. Stewart Farquhar



CPC - Signed & Combined.pdf
29476K

COVER LETTER

RE: CF 18-0412 - The Montecito II Project

Attached are three sets of individual letters to assist you in making your decision on this project.

SET I –

Directly addresses City Planning Commission (CPC) issues.

(Sets II & III provide context, some of which you lack due to apparent scheduling inadequacies with the Cultural Heritage Commission (CHC). In SET II, or, in SET III, an attempt was made to share workable written ideas developed by the **MORE AFFORDABLE HOUSING COMMITTEE** of Friends of the Montecito, with the owner / developer, Thomas Safran of Thomas Safran and Associates (TSA). None of the firm's three principals was courteous enough to acknowledge receipt.

SET II –

Courtesy copies for the CPC of letters to the Cultural Heritage Commission (CHC)

This set presents issues that should have been reviewed, clarified, and decided by the CHC BEFORE you of the CPC are asked to render your decision based on any incomplete, erroneous or ambiguous information.

SET III –

A collection of letters to the principals of TSA

Ten months ago, the MORE AFFORDABLE HOUSING COMMITTEE of Friends of the Montecito made an attempt by to work with the owner / developer, TSA, on the issue of viable alternatives to the ill-conceived Montecito II Project. All efforts of communication with the firm's three principals, including express mail delivery were totally ignored. There was no acknowledgement by either **Thomas Safran, Andrew Gross, or Jordan Pynes**, to whom the written material was sent.

The Committee's aim was to assist TSA in the conservation of its resources and subsequently eliminate the unneeded cost and effort on a troublesome, small project. This would then prevent TSA from missing many new housing opportunities that have recently become available. Without the burden of the Montecito II Project, TSA could produce a greater quantity of affordable housing. On the other hand, the elderly residents of the Montecito would be spared the trauma of enduring being literally in the middle this odd project for twenty-four months or more. The Committee also considered the benefit to future generations as regards the quality of life for tomorrow's elderly as they experience the Hollywood art and history at an undiminished and uncluttered Art Deco Montecito property.

The Committee's preference was to share these ideas, including building good PR for the firm, in private conference with TSA. It is awkward to have such a public discussion, but TSA and the City of Los Angeles need to hear it for the good of truly affordable housing.

Both TSA and The City of Los Angeles are capable of doing better to address the affordable housing issue.

SET I

D. Stewart Farquhar
6650 Franklin Ave, Apt 409
Hollywood, CA., 90028

July 3, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

I am writing to voice my opposition to the proposed Montecito II Senior Housing Project. While I understand the need for senior housing, and appreciate Thomas Safran & Associates' (TSA) past efforts along those lines, there are a number of aspects of this project that are troubling. I do not believe the potential benefits proposed by this project outweigh the risks and the negative impacts.

The below facts and references codify my objections:

Hollywood Fault Line

Feffer Geological Consulting's conclusion that the segments of the Hollywood Fault, which lies beneath the site, are not active, does not concur with the unbiased conclusion reached by the California Geological Survey. In Fault Evaluation Report 253, Supplement No. 1, The Hollywood Fault, dated November 5, 2014, CGS has this to say in Discussion of Segment 2 on page 27

CGS Summation:

The Hollywood fault in segment 2 appears to include a northern and a southern trace and a number of other minor faults and folds. Some faults within this zone may not be recently active, but the two main strands are "sufficiently active and well defined" so that an official Alquist-Priolo Earthquake Fault Zone should be established to ensure that active fault strands may be identified and avoided in the course of future development.
[Underline added.]

Interestingly, in a letter from LADBS to TSA dated October 3, 2016, LADBS accepts Feffer's conclusion at face value.

The consultants identified two faults crossing the subject site, which they interpret as inactive.

CF 18-0412

Date emailed: 7/4/2019 1:38 PM

D. Stewart Farquhar
6650 Franklin Ave, Apt 409
Hollywood, CA., 90028

It is surprising that the author of the letter simply accepts Fetter's conclusion with no further discussion of the site's geology. It is even more surprising when one compares this letter to another written by LADBS less than two years before. I would like to cite the Geology and Soils Report Correction Letter from LADBS dated December 12, 2014, page 2, regarding the project at 1840 Highland.

Previous geologic investigations established that several active fault splays of the Hollywood Fault are present along the northerly edge of the site. The consultants recommend an Exclusion Zone" at the northern part of the site where no structure for human occupancy shall be constructed.

The 1840 Highland site is less than one block away from the site of the proposed Montecito II. In fact, the distance between the two appears to be about 300 feet.

When considering 1840 Highland in 2014, LADBS and LACPC accepted the consultant's conclusion that "no structure for human occupancy" should be constructed on the part of the site that runs along Franklin. How then, in 2019, can LADBS or LACPC dismiss concerns about seismic activity on a parcel less than 300 feet away, also on Franklin? Especially since Feffer's conclusions clearly conflict with those reported by CGS for this segment of the fault in FER 253?

Tree Removal

I am also concerned about the removal of 27 trees from the site. LA's tree canopy is shrinking. In part due to the drought / climate change, and in part due to the presence of the shot-hole borer beetle. But it is also due to the fact that the City has made a practice of approving increasingly large projects on small land parcels, which reduce open space and permeable surface area.

An additional contributor to this loss is the fact that Los Angeles' current system of requiring replacements for trees that are removed has been an abject failure, since the Urban Forestry Division currently has no staff to plant replacements. The net result is that scores of trees sit in storage. It is hard to believe that the proposed in-lieu replacement fee will work any better, since the City has failed to do an inventory of available sites for tree planting.

The removal of these 27 trees conflicts with the City's stated goal of maintaining and enhancing our tree canopy. This goal is painted on the side of many of the city's garbage trucks.

CF 18-0412

Date emailed: 7/4/2019 1:38 PM

D. Stewart Farquhar
6650 Franklin Ave, Apt 409
Hollywood, CA., 90028

Impacts to Historic Structure

It is worrisome that according to pages 20 - 31 of the SCEA the developer, TSA, plans to make more alterations to this historic structure. The drawings indicate six above ground and two basement levels adjacent to the west. While the developer downplays these modifications, I am concerned that they could be used in the future as justification for downgrading the Montecito's status as a historic landmark. TSA has, to date, not erected a plaque commemorating The Montecito Property HCM status.

A basement structural north south support beam close to the west wall has been installed under the pretext of and during four floors of earthquake modifications. **NO complimentary beam** was installed on the east side of the basement level. The beam location coincides with the proposed location of the connecting structure.

HCM status is contingent on preservation of a building's structural and design integrity. I oppose any structural or physical changes to this important landmark as it is entered Jul 18, 1985 in the attached National Registry of Historic Places. See page 6 item 10 & page 8 for verbal and diagramed boundary description (150'x225').

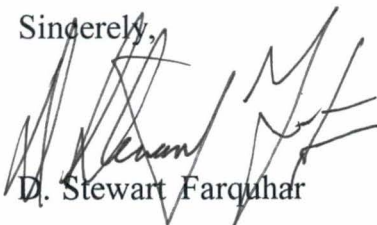
SENIORS AT RISK

No provisions have been made to accommodate 120 at risk seniors who call The Historic Montecito home. Many will have no place to park or provisions for medical or ride share drop off. According to the **ENV-2017-1504-SCEA**, page 20, all construction staging will be onsite. Also, according to TSA's referenced documents, filings and representatives at public hearings, two of the building's three exits will be in a construction zone and hence blocked. According to these representatives this will not be a problem as TSA will establish a hotline.

For these reasons, I oppose the approval of and the construction of the proposed Montecito II.

Thank you for your time and informed attention to this proposed project.
Please reject it as an ill-advised, poorly conceived health and safety risk.

Sincerely,



D. Stewart Farquhar

CF 18-0412

Date emailed: 7/4/2019 1:38 PM

David Downey
6650 Franklin Ave, Apt #907
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

It scares me how things about the Montecito II Project have been ram-rodded through. Why?

There are obvious issues that have been swept under the rug:

- small property of 150 ft. x 225 ft., which contains a 100 ft. x 100 ft. 10-story building
- health and safety of 120 elderly residents trapped during a 2 year construction
- impact on the National / State Historic Cultural Monument (HCM)
- safety of the 10-story building with deep excavation maybe 10 to 12 ft. from foundation
- two earthquake faults running diagonally through the proposed project

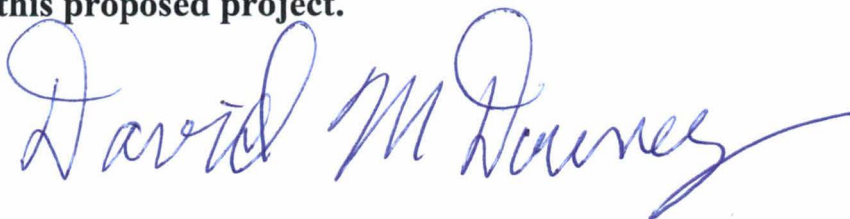
"It'll all be fine" doesn't satisfy me.

This is the WRONG PROPERTY for this project.

Please have the courage to say so.

REJECT this proposed project.

Sincerely,



David Downey

Cynthia Fuller
6650 Franklin Ave, Apt #708
Hollywood, CA 90028

July 4, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

Look, **EVERONE** is missing a serious situation. There WILL be 120 seniors, many with physical problems, trapped for 2 years in the middle of a major construction, with no on-site parking or car access.

Their drawings on the SCEA disk show that even two of the three building exits will be blocked.

It's so easy to ignore a situation, even one as serious as this, when there's no City Planning form for employees to fill out. **HINT:** make them fill out a form and put a spotlight on such questions as "Are there any existing residents living on the proposed construction site?".

NO HIDING, "Good Guy Gimmies" or councilperson favors.

Worse, the developer has demonstrated no interest in those 120 elderlies. No one seems to care about them. It took a group of concerned citizens to expose this serious issue. And then it was brushed aside as being "we can do just like what's planned for neighbors".

Specifically, in the Noise Report, there was zero mention of anything about the residents in the 10-story building. When an attorney took 12 pages to point out the omission, a 3-page rushed memo was produced, attributed to no one. Los Angeles City Council paid no attention to the attorney's concerns in their haste to approve the motion.

While affordable housing is surely needed, we don't have to trample over the elderly and disabled to get it. Further, we don't need to chew up fully functioning elderly housing, like the genuine Art Deco Montecito, that now, and in decades to come, is set up as quiet residence for 120 seniors.

Size matters. What works for 120 is not going to work for 200. Increasing stress with more people and less space is a recipe for a bleak future. Even staff will be affected with burn-out and turn over.

It is unfair to future generations to destroy the "right-sized" Montecito, and exchange it for a people warehouse. Hollywood is NOT HONG KONG.

Please **REJECT** this destructive proposal.

Sincerely,



Cynthia Fuller

Mirza Jadidi
6650 Franklin Ave, Apt #804
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear City Planning Commission:

The Montecito II is a bad plan.

Look at the 10-story on the small property.

A 6-story to be next to it is too much.

Get the right type of land to build.

Please vote AGAINST the project.

Sincerely,

Mirza Jadidi

ENGLISH: Someone I trust translated Farsi / English.

FARSI: میرزا جادی

حضرت محترم City Planning Commission سرکار خانم Cecilia Lamas

ماضیان Montecito ٹاؤن ۲ انوی کی خوبی نسبت در حال حاضر این زمین
بسیار گود دارای ۱۰ طبقه ساختمان برار ساختمان دارد. جای دیگری برای ساختمان
جدید وجود ندارد. کم زمین بزرگتر و بهتر در جای مناسب دیگری برای این
پروژه انتخاب کنند. لکناً اگر نمی به این پروژه جدید بدهند.

م. ج
کر شخص قابل اعتماد از فارسی افغانستان
ترجمه کرده است.

ایمان مرادان
عزیز احمدی

Dennis Luna
6650 Franklin Ave, Apt #808
Hollywood, CA 90028

July 4, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

The Montecito is more than an Art Deco apartment building from the 1930's. It's an iconic landmark, highlighted by a stylish oasis, and is an Historic Cultural Monument (HCM).

It's also a hardworking property, functioning at full capacity for its 120 elderly residents. The layout serves today's baby boomers plus, and is well prepared for future millennials.

The future is what I'm worried about. Because of a short-sighted overdevelopment plan known as the proposed Montecito II Project, 120 seniors will have to suffer through a 24-month hardship. All this to add a measly 68 small units.

The above proposal will squish in a 6 plus-story tower, less than 25 ft. from the 10-story HCM. It distorts the property's 360-degree image. The developer's own advertising for the current configuration of the regal 10-stories, emphasizes the quiet garden as a selling point. Taken as a whole, the property, with its amenities, meets the needs of the 120.

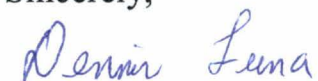
The entire property is only 150 ft. x 225 ft. where a 100 ft. x 100 ft. is required for the existing 10 story building.

The proposed project would have almost 200 people with only 1/6 of its current open space. The ill-conceived proposal will conscript space from needed amenities.

There are numerous defects with this proposed project: construction issues, earthquake faults, HCM encroachment, health and safety for the disabled are just a few.

Please DENY the Montecito II Project.

Sincerely,



Dennis Luna

Suzanne Harte
6650 Franklin Ave, Apt #411
Hollywood, CA 90028

June 29, 2019
City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear City Planning Commission:

As a teenage usher in the late 1950's at the famous Carthay Circle Theatre, San Vicente near Crescent Heights (Carrillo Dr., Mc Carthy Vista), I learned to appreciate fine architecture's association with the glamour of Hollywood. Detail and artistry transformed the mundane. (See Wikipedia.)

I find the Montecito, and my association with it, to have that same transformative experience. It's also why I'm worried that its beauty will be sacrificed to get more rent from a box.

While the Carthay Circle Theatre was crushed and hauled away to be replaced by unimaginative boxy office buildings, the Montecito is threatened by an "addition" 2/3 its size, clinging tight to it.

Some have said: "Be happy. At least you still have the building." They have lectured: "We have a housing crisis. We must build new housing, especially low-income housing."

I say: "There's plenty of SUITABLE places for housing. Look for it! Don't be lazy or cheap."

I do my own lecturing: "How stupid is it to use a small piece of land on a hill that's only 150 ft. x 225 ft. AND already has a 10-story building on it that takes up 100 ft. x 100 ft.?"

"Who, in his right mind, would go out and acquire such a property to develop?" NO ONE!

"What if he happened to own it?" Unsuitable is unsuitable, no matter whose name is on the deed.

DUMP this preposterous proposed project.

Please **DENY** the proposed Montecito II monstrosity. It should not see the light of day!

Sincerely,

A handwritten signature in black ink that reads "Suzanne Harte". The signature is written in a cursive, flowing style.

Suzanne Harte

Parvin Nouri
6650 Franklin Ave, Apt #103
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

This project is a bad idea.

The property is too small.

There is already a big 10-story here.

Go build where there is room.

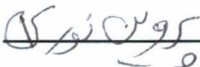
Can't you see there's no space for a new building?

Please say "NO" to the project.

Sincerely,

Parvin Nouri

ENGLISH: Someone I trust translated Farsi / English.

FARSI:  _____

حضرت محترم Cecilia Iamas سرکار خانم،
پروژه ساختمانی شماره ۲ Montecito اینبار بسیار بزرگتر می باشد چرا که این زمین کوچک
است و در محل حاضر ساختمان ۱۵ طبقه ساختماند در این محله کوچک وجود دارد.
جائی برای ساختمان جدید وجود ندارد.
لذا به این پروژه رسمی نه بدیدید و این ساختمان جدید را تأیید نکنند.

م. ج. این گزارش قابل اعتماد است و ارزش ارزیابی به انگلیسی
ترجمه کرده است.

با نهایت احترام
پروین نوری
Parvin Nouri

Michael Barnes
6650 Franklin Ave, Apt #503
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

It'd be a lot simpler for everybody if the developer would just withdraw this sad project.

This small slice of land is **UNSUITABLE**.

The finished project, if it is built, would look cheap and reflect poorly on the developer. After all, it's a National Monument and on the Hollywood tours route. There'd be almost 200 stressed elderly crammed together with far less open space than now. After 40 years in the business, the developer should realize the folly of the Montecito II Project and not do it.

The developer recently got a sole contract to build 1,200 units on the Veterans Administration (VA) campus in Westwood. Plans are also moving forward for a mixed-use development of a whole block of Hollywood Blvd. The developer also owns and manages 58 properties with over 6,000 units.

Why bother with a measly 68 units? The project is a tough job and above all it is **WRONG FOR THE HISTORIC MONTECITO PROPERTY?**

The over-riding impression is, "Why worry about 120 elderly, with their disabilities, living in the middle of an active construction site for 2 years?"

Be logical. The proposed Montecito II Project is not worth the time, effort, and risk.

Give the developer an easy out.

Please REJECT this project.



Sincerely,

Michael Barnes

Serg Shak
6650 Franklin Ave, Apt #603
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 -- The Montecito II Project

Dear City Planning Commission:

I worry about the plan to add ANOTHER big building next to the 10-story Montecito on such little property.

Everything would be too crowded.

It's not necessary to do this project here where there is no space for it.

Don't let that happen.

Recommend AGAINST this plan.

Sincerely,

Serg Shak

ENGLISH: Someone I trust translated Russian / English.

RUSSIAN: I. S.

Сергей Цмак
6650 Франклин, кв. 603
Голливуд, Калифорния 90028

Июль 2, 2019
Комитет городского планирования.

Сессия Ламас

SPC@lacity.org

Re: CF 18-0412 - Монтесито II проект.

Дорогой комитет городского планирования!

Я обеспокоен планом добавить ещё одно
большое здание рядом с 10-этажным
Монтесито на такой маленькой территории.

Всё будет слишком переполнено.

Нет необходимости делать этот проект
здесь, где нет для этого места.

Не дайте этому случиться, пожалуйста.

Проголосуйте против этого плана.

Искренне

Сергей Цмак —

Перевёл на русский язык тот, кому
я доверяю.

I. S.

William Wirth
6650 Franklin Ave, Apt #208
Hollywood, CA 90028

July 4, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

It's the Fourth of July and there's a big party in the adjacent Courtyard Garden. We have 27 trees, numerous walkways, a shaded gazebo, and several "private quiet areas" for friends to meet and chat. Some trees are almost five stories high. What a calmativ resource. What a tragedy if they are wiped out by a crazy, short-sighted project built on at least two documented earthquake faults.

The Montecito is "Old Hollywood", spiced with environmental awareness. It's Art Deco on a grand scale, and the quiet joy of somebody's grandmother taking a stroll in the garden with her trusty walker.

Good independent senior housing is more than a bed and a kitchen / bathroom. Community is important. Neighborhood counts. Opportunities for social interaction, as desired, are meaningful.

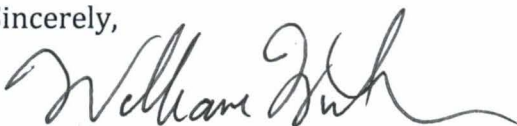
That's why I, and so many of my fellow residents, are up in arms about the proposed insane Montecito II Project. Optimum density is today's 120 residents in the one building. That's enough!
Quality of life is important.

Too many people, almost 200, is a strain on the property, residents' nerves, and on-site management's endurance. The whole property is a mere 150 ft. x 225 ft. That includes a 100 ft. x 100 ft. tower of 10 stories.

Poor decisions today spoil such a wonderful resource for future generations. **Face it, the Montecito property is UNSUITABLE for further development.** Attempting to do so is pure folly.

Please convey that message as you **REJECT** the proposed Montecito II Project.

Sincerely,

A handwritten signature in black ink, appearing to read "William Wirth", with a stylized, flowing script.

William Wirth

Inna Shvartsur
6650 Franklin Ave, Apt #602
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear City Planning Commission:

Sunday morning I was walking in the Montecito garden while talking on Skype with a friend in Ukraine. She was impressed with its beauty, which she could see as I walked and talked.

It was evening there, but morning here. I didn't have the heart to tell her that the peaceful mornings of the historic Montecito are threatened to be **FOREVER shattered** by an unwise housing project.

The property is too small for additional units. It's only 150 ft. x 225 ft., containing a 100 ft. x 100 ft. magnificent Art Deco building from the 1930's. The garden, about 100 ft. by 125 ft., has meandering paths, lovely mature trees, some 5 stories high, clearly seen by all in the neighborhood.

The target for destruction is the 100 ft. x 125 ft. garden, with its 27 trees.

The ENTIRE property is an Historic Cultural Monument (HCM). Yet, the City and the developer seem to treat it like a nuisance to be overcome; an honor to be minimized and hidden for the sake of 68 units.

Other problems have been minimized:

- danger of undermining the 10-story with really close and deep excavation
- two earthquake faults running diagonally through the proposed project
- 120 elderly residents trapped for 2 years in the middle of a construction site

I am proud of the Montecito and its beautiful garden. The developer, who has owned the property for almost 25 years, should also be proud, even more proud because of his care for the property and the way people cherish its peace and beauty.

Save the peace and beauty.

Please recommend AGAINST the Montecito II Project.

Sincerely,

Inna Shvartsur



Kevin Kelly
6650 Franklin Ave, Apt #305
Hollywood, CA 90028

June 25, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear City Planning Commission:

In the long-run, the proposed Montecito II Project **ADDS TO the big picture housing crisis** by unfairly burdening a good developer trying to do the expensive impossible on an unsuitable, small slice of heavily-occupied land.

That doesn't make sense. Giving proper attention to the complexity of the proposed Montecito II will either detract from other more lucrative projects now on-line or cause embarrassing and costly liabilities to arise on the property. Both consequences are probable, given 120 elderly **reside on-site**.

How is the property "unsuitable"? On the 150 ft. x 225 ft. there's already a 100 ft. x 100 ft. building that's 10-stories high. Trapped in the middle of this construction site will be 120 vulnerable seniors, many with disabilities. Two of their three building exits will be affected by construction. All 70 of their cars will be forced off-site for two years. Pick up / drop off, bus, and emergency vehicles access will be problematic.

Two earthquake faults run diagonally through the proposed project. The property is on a hill at the corner of busy Franklin and narrow Cherokee. A pre-school and Senior Center adjoin the property.

The Montecito property is a National / State Historic Cultural Monument (HCM). Since 1985, the **ENTIRE** property, all land and building has been so recognized. Six months ago, the City gave HCM recognition, but limited it to the building and its footprint, as directed by the developer through Council District 13.

The monetary and cultural cost is too high for too little benefit.

Please DENY the Proposed Montecito II.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Kelly', with a stylized, cursive script.

Kevin Kelly

Valentina Kurchenko
6650 Franklin Ave, Apt #702
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

The way to get housing is to build where there is enough property.

The Montecito property already has a 10-story building.

The property is too small to squeeze everything together.

Come, look for yourself.

Then, **REJECT this bad plan.**

Sincerely,

Valentina Kurchenko

ENGLISH: Someone I trust translated Russian / English.

RUSSIAN: I. S.

Валентина Курченко
6650 Франклин, кв. 702
Толливуд, Калифорния 90028

Июль 2, 2019

Комитет городского планирования.

Сессия Ламас

спс@lacity.org

Re: СФ 18-0412 - Монтесито II - проект.

Дорогой комитет городского планирования
Чтобы улучшить жизнь, надо не строить
там, где есть достаточно места
для строительства.

Монтесито уже имеет 10-этажное
здание на своей территории.

Эта собственность слишком мала,
чтобы нагромождать одно здание
на другое.

Приходите, посмотрите сами.

И тогда, пожалуйста, отклоните
этот плохой проект.

С уважением

Валентина Курченко -

Перевёл на русский язык тот, кому
я доверяю. I.S.

Steven Sambol
6650 Franklin Ave, Apt #402
Hollywood, CA 90028

July 4, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear City Planning Commission:

How do we solve the housing crisis without abandoning common sense? What can be learned from an informed discussion of the proposed Montecito II Project?

"Wait," you say, "big housing crisis, but small Montecito property. "

The City of Los Angeles is 469.1 sq. mi. The Montecito property is 150 ft. x 225 ft., containing a 10-story, 100 ft. x 100 ft. building.

According to the World Almanac, 2011: in LA there are 8,169 people per sq. mi., which equals 640 acres. So, that's 12.76 people per acre.

The Montecito is .77 acre. In LA the average would be 9.82 people, but the Montecito has 120. The proposed project would expand it to almost 200 people.

That means our classic Art Deco supports over 12 times the number of people from LA's average. The proposed project would push that support to over 20 times LA's average.

This 90-year-old property, with its residents just a little younger, is already over-performing at 12 times what LA's average is. It's already doing much more than its share.

The proposed Montecito II Project is such a **BAD IDEA** that it's hard to imagine how it's gotten this far. Put it out of its misery so everybody can relax.

Please recommend against this ill-conceived project.

Sincerely,



Steven Sambol

Irina Pronina
6650 Franklin Ave, Apt #601
Hollywood, CA 90028

July 2, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear City Planning Commission:

The City of Los Angeles needs housing, but in the right place.

The Montecito is the **WRONG PLACE** because it is already filled with a big, beautiful 10-story Art Deco building. Tall green trees provide a natural peace in a busy city.

There is no space left for anything else.

Please REJECT this plan.

Sincerely,

Irina Pronina

ENGLISH: Someone I trust translated Russian / English.

RUSSIAN: И. С.

Ирина Трошина
6650 Франклин, кв. 601
Толливуд, Калифорния 90028

Июль 2, 2019

Комитет городского планирования.
Сессия Ламас
спс @ lacity.org

Re: CF 18-0412: Монтесито II проект.

Уважаемый комитет по городскому плани-
рованию!

Городу Лос Анджелес нужно жилье, но в
подходящем месте. Монтесито - это не про-
вильное место, так как оно уже занято
большими, красивыми 10-этажными

Арт Деко зданиями. Высокие зеленые
деревья создают природный оазис в
шумном загруженном городе.

Здесь не осталось места для
чего-либо еще.

Пожалуйста, отклоните этот проект.

Искренне,

Ирина Трошина - I. S.

Перевел на русский язык тот, кому
я доверяю.

David Kearse
6650 Franklin Ave, Apt # 205
Hollywood, CA 90028

June 29, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

Now is the time to **STOP** a disaster in the making: the proposed Montecito II Project.

It's a nice thought, but it's on the **WRONG PROPERTY**. The land is **UNSUITABLE** for development.

The neighborhood is becoming a mass of undistinguished people warehouses. Everything jammed together, just like New York City. As one coming from NYC, I say: "We don't want to be New York."

New York has to go vertical. It's an island. Los Angeles is NOT an island. It doesn't have to squeeze in so many human habitats that it appears to be "overbooked", reducing the quality of life for all.

Look at the Majestic Montecito. (I do hope you get a chance to see it for yourself.) See the calming effect of its Art Deco lines all around. Enjoy nature right in the heart of a sea of concrete and glass. It looks like a postcard of glamorous Hollywood, untouched by overcrowded stress.

We can't let the current housing crisis strip us of in-place resources needed to meet future needs.

Aging baby boomers will be replaced by post 9/11 vets and technology saturated millennials. The Montecito's sole 10-story, augmented with its therapeutic garden oasis, is a remedy for stress, now and 30 years from now. Not just for the 120 residents, but for the neighborhood and those who pass through, including those under the care of tour guides.

Don't choke the future with "overbooking".

Please DENY the proposed Montecito II Project.

Sincerely,

A handwritten signature in dark ink, appearing to read "David Kearse", written in a cursive, flowing style.

David Kearse

City Planning Commission
Cecilia Lamas
CPC@lacity.org

June 26, 2019

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

There are many things terribly wrong about the proposed Montecito II Project. That's why so many people are against it. Its 68 tiny 400 sq. ft units that won't really address the affordable housing crisis.

The developer, Thomas Safran and Associates (TSA), could build two or three times as many units, sizeable units, on a more SUITABLE piece of property for less money (including acquisition costs).

TSA thinks big. A few months ago, it won the responsibility to be the sole developer of 1,200 units for the Veterans Administration (VA) on underutilized land in Westwood. TSA is in the midst of planning for mixed-use development of a whole block of Hollywood Blvd.

Executives at TSA tout the organization's ownership of 58 properties, with over 6,000 rental units.

On the other hand, the Montecito property is small, complex, and loaded with time-consuming issues.

Consider the joint liability of 120 seniors, many with physical challenges, navigating life in the middle of a 150 ft. x 225 ft. active construction site, which includes their homes, a 100 ft. x 100 ft. 10 story tower.

Think of the UNADDRESSED issues of dealing with a National / State Historic Cultural Monument (HCM) that recognizes the entire property (land, as well as building) since tax credits were granted in 1985. Just 6 months ago, City HCM was granted, but, at TSA's hasty direction to CD-13, it was given only to the building and its footprint. Everything was rushed through Jose Huizar's last Plum committee meeting.

NOW, it appears that the Cultural Heritage Commission (CHC) is blocked from a timely review.

Within a 2-block radius, there are over 500 apartments under construction. The area is not underdeveloped. If anything, it will soon become a dense, overdeveloped traffic nightmare.

Please free this developer to do bigger things, verses destroy a National and State HCM and recognized Hollywood landmark, endanger the health and safety of seniors, and diminish TSA's reputation.

Please REJECT this project.

Sincerely,



Richard Havens

Kathleen Law
6650 Franklin Ave, Apt #704
Hollywood, CA 90028

July 4, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear City Planning Commission:

I'm shocked that a basic question has been missed in the approval process for the proposed Montecito II Project: What about the health and safety of the PEOPLE who live at the Montecito? For 2 years?

It is as if they didn't exist. Or, as if the construction site were in a people-proof bubble.

Some would like us to believe that the Montecito people are merely "adjacent" to the construction site and that happens all the time and is nothing extraordinary.

That is NOT the case. The Montecito people will be "inside" the construction site, not "next to" it.

Some say that because individual apartments aren't being invaded, that construction has no more effect on the Montecito people than it has on their next-door neighbors. **WRONG** again. I say that when two of the three building exit doors will be blocked with construction, that the Montecito people are affected. They have an increased safety risk, especially the mobility-impaired.

It is useless to wait until all construction has been approved to ask these questions. By then, it really is too late to say: "This project should not go forward because it is a danger to human life."

There are some things that can't be mitigated. The Planning Commission should have that determination before making their recommendation.

With the above in mind, please REJECT the project.

Sincerely,

A handwritten signature in cursive script that reads "Kathleen Law".

Kathleen Law

Kathleen Larsen
P.O. Box 74458
Los Angeles, CA 90004-0458

July 3, 2019

City Planning Commission
Cecilia Lamas
CPC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear City Planning Commission:

It should be noted that a developer isn't obligated to lose its firm's reputation just to do a particular nice-sounding project nor to spend an inordinate amount of financial and human resources to attempt to accomplish an impossible task. These thoughts apply to the proposed Montecito II Project and its proponent, Thomas Safran and Associates (TSA).

Consider the risk / reward for TSA, concentrating on the risks. What has a firm with 58 properties and over 6,000 units got to lose by doing this small 68 unit project? PLENTY! The firm could be lost.

Count the potential liabilities: 120 elderly, with disabilities, living in the middle of an active construction site for 2 years, without on-site parking, and with obstacles for even pick-up / drop-off, including emergency vehicles. Think of the health issues for the home-bound on such a site. TSA has no plans.

Factor in Mother Nature and the laws of physics, with two earthquake faults running diagonally through the proposed project and potential for undermining the 10-story building by deep excavation 10 to 12 feet from its foundation and protruding "stabilizers". Be aware of compromising a beloved and highly visible Historic Cultural Monument (HCM), a unique piece of Hollywood lore.

What should TSA do? Do what it does best, but on a SUITABLE site, which is certainly NOT what would be the overworked 150 ft. x 225 ft. Montecito property that already has a 100 ft. x 100 ft. building on it.

How should TSA withdraw from the Montecito II Project? Gracefully, using the good PR to hype its more recent fruitful endeavors: 1,200 units to be built at the Veterans Administration (VA) in Westwood, its mixed-use development of an entire block of Hollywood Blvd., and its search for new ventures.

How can the Planning Commission do its assigned job and help with ensuring more housing stock?

REJECT the proposed Montecito II Project. (See REASONS TO REJECT attached.)

Sincerely,



Kathleen Larsen

REASONS TO REJECT PROPOSED MONTECITO II PROJECT

1. Lack of documentation to assess the safety of elderly residents in the middle of a construction site, produced BEFORE the City has approved the project. Now, since there is no form to fill out, it is assumed that there is no problem. It is handled as a customary minor detail, such as a haul route. Since such an insurmountable problem would be a deal-breaker for a project, a judgment should be made as early in the process as possible to save time and effort. Otherwise, there may be too much pressure to O.K. a “done deal”.
2. An example of the developer disregarding the 120 elderly to be on the construction site was the Noise Report, which detailed effects on neighbors and completely ignored 120 residents.
3. The Planning Commission judges on the big picture, while the City Planners have a narrow focus. The effect on the neighborhood and the long-term effect on housing diversity can be assessed by the Planning Commission. With the Montecito this means that its contribution to stress-free senior housing in the one building would have more value than two buildings jammed together in too small a space.
4. There has been no input from the Cultural Heritage Commission (CHC) on the project. Such a decision on the effect on an Historic Cultural Monument (HCM), in existence for 34 years, seems reasonable before permanent damage is done to it. (Yes, having a stand-alone bold tower from the 1930's be smothered by another building is doing permanent damage to the HCM, however it is defined.
5. Remember, the recent City definition doesn't change the National / State designation. Los Angeles Municipal Code (LAMC) requires CHC review of the project.)

SET II

6650 Franklin Avenue, 409
Los Angeles, Ca, 90028

July 3, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

Thank you for your unbiased interest and review of **The Historic Montecito Property**.

Last year's City designation of Historical Cultural Monument (HCM) for the Montecito overturned your recommendation of the ENTIRE property, which is the National / State designation. Instead, the PLUM Committee accepted an amendment by Council District 13 (Mitch O'Farrell), at the developer's direction, for only the building and its footprint. The City Council later agreed to the new definition.

In the light of recent and ongoing FBI investigations into influence on city council practices, it seems prudent to re-evaluate the impact, if any, on the effect of the proposed project on the HCM.

While the evidence before the above bodies was directly extracted from previously available material, see attached, their short-sighted and biased recommendation is not. In fact, their conclusion is in direct opposition to what has been vetted and in existence since mid-1985. **The Historic Montecito Property**, not just a building, is designated as an Historic Monument by responsible agencies at both the State and Federal level.

As part of the property owner's previous presentation to the Cultural Historic Commission (CHC), their representative, Mr. Fred Gaines, made a concerted effort to muddy the waters in his ill prepared effort to identify what the property designation should be.

However, I agree, in part, with his assertions despite the many incorrect or unsupported statements.

I reference the commission meeting recording of July 5, 2018.

Cultural Commission Meeting Recording Cultural 07 CHC-2018-3233-HCM.mp3.

From minute 15.00 forward Mr. Fred Gaines, representing Thomas Safran and Associates, (TSA) discusses the various reviews, reports and meetings that the proposed project has gone through.

At minute 15.45 he posits:

"So, the real reason for this designation is to delay or stop this project being built on the garden. The garden was not part of the national or state designations." "Why?" "Because the garden did not exist." "In fact, the property the garden is on was not part of the original Montecito project."

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Los Angeles, Ca, 90028**

The above is opinion and not supported by any referenced documents. True, it was not the garden it is today, however this has no bearing on the property identification as clearly outlined in the United States Department of the Interior National Parks Service, National Registry of Historic Places Inventory-Nomination Form referenced below.

At minute 17.55 Mr. Gaines goes on to state:

"My clients already have a property that's Nationally and State designated."

He further states at minute 18.48:

"So, we ask that if you are going to move forward to take this under consideration, that you make clear that the consideration matches the designation of the National and State. And, does not bootstrap in this garden which would be in direct, a direct problem with regard to this project that's been in the works for many years; has gone through extensive analysis; in hearing has garnered tremendous community support."

By his closing statement, Mr. Gaines does, in fact, support the previous Art Deco Society's petition to the CHC. Other than his false assertion from above, "...in hearing has garnered tremendous community support", this is the section of his presentation with which I agree. However, the local community is in no way providing "tremendous support".

The designation he is referencing is found on pages 53-60 of **CHC-2018-3233-HCM-2**.

It is also on the original Inventory-Nomination form, attached.

The State and Federal designation elucidated, in great detail, **The Montecito Property**.

**United States Department of the Interior
National Parks Service, National Registry of Historic Places
Inventory--Nomination Form**

On Page 6 (noted in bottom R corner), Section 10, **Verbal boundary description and justification**, the preservation officer specifies the Montecito property in three ways.

1. *Lot 11 and the north half of Lot 12, Block 2 of the Hollywood Ocean View Tract, City of Los Angeles, County of Los Angeles.*
2. *Property is a 150' x 225' parcel at the southwest corner of Franklin and Cherokee Avenues.*
3. *Boundaries are drawn to include the building **and its historic lot**.* (emphasis added)

There is nothing on the nomination form that specifies how the property may have been used in the past. Nor, at what period of time it may have been used. The description, for what is now the garden area, on the nomination form states "PAVEMENT".

Moreover, what It does provide is a clear and detailed description of what received the historic designation. Please note the faint but readable dimensions on page 60 of **CHC-2018-3233-HCM-2**. It

**6650 Franklin Avenue, 409
Los Angeles, Ca, 90028**

identifies item 2 above as, 225' (on the property boundary above the "g" in 10 Story Building) and 150' (on the property boundary east of "THE EAST 105 FEET OF LOT 11). Also, see attached National Registry Form 10-900 for details.

Also attached is section 4.9 Cultural Resources of City of LA EIR No. 2005-2158 (EIR). Table 4.9-1 on page 4.9-2 Lists The Montecito Apartments as an ***Identified Historic Resource in the Hollywood Community Plan Area***

Just as the Hollywoodland sign has gone through multiple incarnations and repairs with various construction materials, so too has The Montecito Property. They and their environs are both an integral part of our Hollywood heritage. Neither of them should be piecemealed for some developer's convenience. You would not think about approving the removal of letters from the classic Hollywood sign. Neither should you detract from the Historic Majesty of the Montecito by stripping it from its environs.

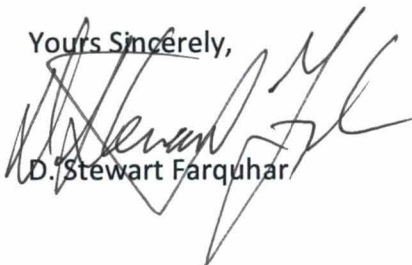
It is important for the image of Los Angeles that you reject the biased, incomplete and inaccurate recommendation of the obviously distracted PLUM and City Council designations. They are NOT based on supportable facts.

Think about the long-term implications of your decision to agree with Councilmember O'Farrell's last-minute gratuitous dissection of The Montecito Property.

Please defend the HCM against the unwarranted intrusion of the proposed Montecito II Project.

Your recommendation to the Planning Commission to **REJECT** the proposed project would be appreciated.

Yours Sincerely,



D. Stewart Farquhar

Attachments:

National Registry Inventory - Nomination Form 10-900. See P6 - Item 10
Cultural Resources EIR 2005-2158 P4.9-3. See Table 4.9-1 – P4.9-3

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination FormSee instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

For NPS use only

received JUN 20 1985
date entered JUL 18 1985

1. Name

historic The Montecito Apartments
and/or common The Montecito Apartments

RECEIVED

JAN 2 1985

OHP

2. Location

street & number 6650 Franklin Avenue N/A not for publication
city, town Los Angeles N/A vicinity of
state California code 06 county Los Angeles code 037

3. Classification

Category	Ownership	Status	Present Use
☐ district	☐ public	☐ occupied	☐ agriculture
☒ building(s)	☒ private	☒ unoccupied	☐ commercial
☐ structure	☐ both	☐ work in progress	☐ educational
☐ site	Public Acquisition	Accessible	☐ entertainment
☐ object	☐ in process	☒ yes: restricted	☐ government
	☐ being considered	☐ yes: unrestricted	☐ industrial
	☒ N/A	☐ no	☐ military
			☒ other: Vacant

4. Owner of Property

name The Montecito Apartments, The General Partnership
street & number 9454 Wilshire Boulevard, Suite M-7
city, town Beverly Hills N/A vicinity of state CA 90212

5. Location of Legal Description

courthouse, registry of deeds, etc. Los Angeles County Hall of Records

street & number 320 West Temple Street

city, town Los Angeles state CA

6. Representation in Existing Surveys

(Tax Certification, Part 1, August 8, 1984)
title NONE has this property been determined eligible? ☒ yes ☐ nodate ☐ federal ☐ state ☐ county ☐ local

depository for survey records

city, town state

7. Description

Condition		Check one	Check one	
☐ excellent	☐ deteriorated	☒ unaltered	☒ original site	
☐ good	☐ ruins	☐ altered	☐ moved	date <u>N/A</u>
☒ fair	☐ unexposed			

Describe the present and original (if known) physical appearance

The Montecito Apartments, 1861 Cherokee Avenue/ 6650 Franklin Avenue, is a ten story and two basement reinforced concrete structure. It is built in an essentially square building plan with two shallow light courts on the east and west facades, and is designed in a manner influenced by the Art Deco/ Zig Zag Moderne style with applied Deco and Mayan decorative detailing. It is built on a corner downslope lot from Franklin south along Cherokee. This lot provides a high degree of visibility for this virtually unaltered structure.

The main or entrance facade is located on Franklin Avenue. It has a double inset bronze doorway with a decorative cast iron, rusticated concrete and marble and black glass surround. A highly decorative cast iron canopy with lamps is located directly above the entrance and is anchored to the facade by bars with turnbuckles. The remainder of the Franklin street level frontage is relatively austere, consisting of rusticated concrete panels set between vertically incised piers and flat metal casement windows. Directly above the street level windows there are decorative cast Deco panels set as partial spandrels. Above these are heavy Mayan pendants cast in concrete and anchored to each pier at the second story level and extending to the third story level. The facade from the third story to the attic level is relatively unadorned with the exception of chevrons in the spandrel areas at each floor level. All windows are flat metal casements in each of the nine window bays which flank a centrally located inset fire stairwell. The attic area consists of cast decorative concrete utilizing a pattern similar to that of the first floor level.

The east elevation continues the decorative detailing of the north from the first story level to the attic area. The downslope lot exposes, however, the wall surface of the basement area which consists of rusticated cast concrete. This side has a centrally located shallow light well flanked by four window bays on each side. Again, the windows are of the flat metal casement type.

The south elevation carries the decorative Mayan detailing of the north and east only to the easternmost window bay. The window articulation and decorative detailing from the first story level to the attic area is, however, similar to that of the north elevation. The two basement levels are fully exposed on this facade and they consist of a flat wall surface articulated by irregularly placed window openings. A sloping driveway runs from Cherokee down to the lower basement level where a large garage doorway provides access to interior parking.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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received
date entered

Continuation sheet

Item number 7

Page 1

The west elevation is similar in mass to the east elevation, but there are only three window bays located in the principal wall segments as opposed to the four in the eastern elevation. The wall surfaces are flat and are devoid of decorative detailing from the first floor to the attic area where cast decorative panels are utilized in a manner similar to each of the other three elevations. The basement wall surface is exposed and is rusticated only in the area directly below the northernmost wall segment.

The roof area consists of a centrally located machinery penthouse of concrete construction. It is rectangular in shape with four window openings on the east and west elevations and two window bays on the north and south. Elaborate cast Deco panels are carried above the window openings on all elevations and the penthouse is capped by a hipped copper and concrete roof. Large neon "Montecito" signs are located in the roof parapets on the east and south elevations. A similar sign is located on the machinery penthouse directly below the roofline on the northern elevation.

The interior of the structure is relatively unaltered. The principal areas of interest are the lobby, reception room and corridors. Access to the lobby is provided from the Franklin Avenue entrance. It consists of a relatively small area adorned by cast concrete moldings, Deco columns with both flat and fluted surfaces and marble baseboards. The reception room is located to the east of the lobby. It is rectangular in configuration with a splendid Deco fireplace set into the west wall. The windows have decorative surrounds consisting of fluted side moldings with scalloped incised molding above. The corridors are decorated by simple cast plaster moldings at the ceiling level. Numerous light fixtures are located throughout the building. The apartments are also relatively unaltered with the exception of minor modifications to the bathroom and kitchen areas.

The building grounds consist simply of a pool and parking area. The pool, a 1950's addition, is the only major alteration to the building complex. Located in the southwest corner of the lot it is presently unmaintained and is in poor condition.

In summary, the Montecito is an excellent example of the Deco style as utilized in apartment house design in Southern California. Furthermore, its unaltered condition and high visibility serve to make this building a landmark in the Hollywood area.

8. Significance

Period	Areas of Significance—Check and justify below			
☐ prehistoric	☐ archeology-prehistoric	☐ community planning	☐ landscape architecture	☐ religion
☐ 1400-1499	☐ archeology-historic	☐ conservation	☐ law	☐ science
☐ 1500-1599	☐ agriculture	☐ economics	☐ literature	☐ sculpture
☐ 1600-1699	☒ architecture	☐ education	☐ military	☐ social/
☐ 1700-1799	☐ art	☐ engineering	☐ music	☐ humanitarian
☐ 1800-1899	☐ commerce	☐ exploration/settlement	☐ philosophy	☐ theater
☒ 1900-	☐ communications	☐ industry	☐ politics/government	☐ transportation
		☐ invention		☐ other (specify)

Specific dates 1930-1931 Builder/Architect Baruch/ Miller

Statement of Significance (in one paragraph)

The Montecito Apartments is one of the finest examples of Art Deco styling with Mayan detailing in the Hollywood area. It is significant for its architectural quality and integrity, and remains virtually unaltered. The structure is prominently situated on a hillside two blocks north of Hollywood Boulevard, and is highly visible from this well traveled thoroughfare. The Montecito Apartments has long served the Hollywood community as a visually pleasing local landmark, and is compatible in period, style and scale with nearby commercial structures on Hollywood Boulevard. The edifice, with its overscaled signage, is an integral component of the Hollywood skyline.

The Montecito Apartments is the finest extant work designed by the notable Los Angeles architect Marcus P. Miller. The structure was one of only a few apartment buildings in the Los Angeles area which reached the height limit imposed for earthquake safety. The Montecito Apartments has been regarded as one of Hollywood's finest apartment buildings since construction was completed in 1931. It was the illustrated subject of an article in the Arrowhead Magazine in June 1934 which stated that "Towering above the trees at the foothills the Montecito Apartments furnish an example of the fineness of Hollywood's living accommodations."¹ It served the motion picture industry during its peak production years by providing accommodations for the vast influx of workers and artists associated with film making.

The Montecito Apartments was built as a commercial venture by The Cherokee Properties, Ltd. The Los Angeles architect Marcus P. Miller was commissioned to design the structure. Architect Miller is best known for his design of the Darkroom Camera Shop storefront; the unique entrance area is constructed in the shape of a giant camera. The H.M. Baruch Corporation was contracted to erect the edifice at an estimated cost of \$275,000. This was a substantial sum for an apartment building in Los Angeles during this period. Herbert M. Baruch was one of Los Angeles' most prominent builders in the late 1920's and early 1930's. A high level of craftsmanship can be seen in his other works determined to be eligible to the National Register, including: the Garfield Building, the William Fox Building, and the Sun Realty Building.

¹ "Glamorous Hollywood" The Arrowhead Magazine, (June 1934), p. 25.

9. Major Bibliographical References

See Continuation Sheet, Item 9.

10. Geographical Data

Acreage of nominated property 0.77 acre

Quadrangle name Hollywood

Quadrangle scale 1:24000

UTM References

A 11 376950 3774420
Zone Easting Northing

B
Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification

Lot 11 and the north half of Lot 12, Block 2 of the Hollywood Ocean View Tract, City of Los Angeles, County of Los Angeles. Property is a 150' x 225' parcel at the southwest corner of Franklin and Cherokee Avenues. Boundaries are drawn to encompass the building and its historic lot.

List all states and counties for properties overlapping state or county boundaries

state N/A code county N/A code

state code county code

11. Form Prepared By

name/title Roger G. Hatheway and Richard Starzak

organization Roger G. Hatheway & Assoc. date December 7, 1984

street & number 25283 Cabot Road #218 telephone (714) 472-8648

city or town Laguna Hills state California 92653

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

 national state X local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature Kathryn Gualtieri

title State Historic Preservation Officer date May 24, 1985

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the
National Register

date 7-18-85

Keeper of the National Register

Attest:

Chief of Registration

United States Department of the Interior
National Park Service

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation sheet

Item number 8

Page 1

Construction was begun on November 26, 1930 and was completed the following year.² Exterior and interior wall construction is reinforced concrete throughout. "Exterior ornament (is) cast integrally with the walls through the use of waste moulds."³ Interior construction also incorporates tile partitions and plaster walls and ceilings. Cement flooring was incorporated throughout, and in addition, the bathroom floors were covered with decorative tile. Composition roofing was applied to the concrete roof, and the concrete penthouse roof was sheathed in copper. A semi-public swimming pool was constructed in 1956 to the southwest of the main structure. Construction of the pool cost \$3,900.

In summary, the Montecito Apartments is architecturally significant as one of the finest examples of the Deco style with Mayan influence detailing in the Hollywood area. Furthermore, it is significant for its architectural quality and integrity, as one of the finest extant works of the architect, Marcus P. Miller. The edifice of the Montecito is an integral component of the Hollywood skyline, and has long served the Hollywood community as a local landmark, contributing to the unique sense of time and place of the surrounding area.

² Los Angeles City Dept. of Building and Safety. Building permit #28346, issued November 26, 1930.

³ "Portland Cement Association (advertisement)," The Architect and Engineer, Vol. CXIV No. 3 (September 1933).

United States Department of the Interior
National Park Service

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet

Item number 9

Page 1

"Glamorous Hollywood" The Arrowhead Magazine, (June 1934), p. 25.

Los Angeles City Dept. of Building and Safety. Building permit
#28346, issued November 26, 1930.

Los Angeles City Dept. of Building and Safety. Building permit
#459 issued January 8, 1931.

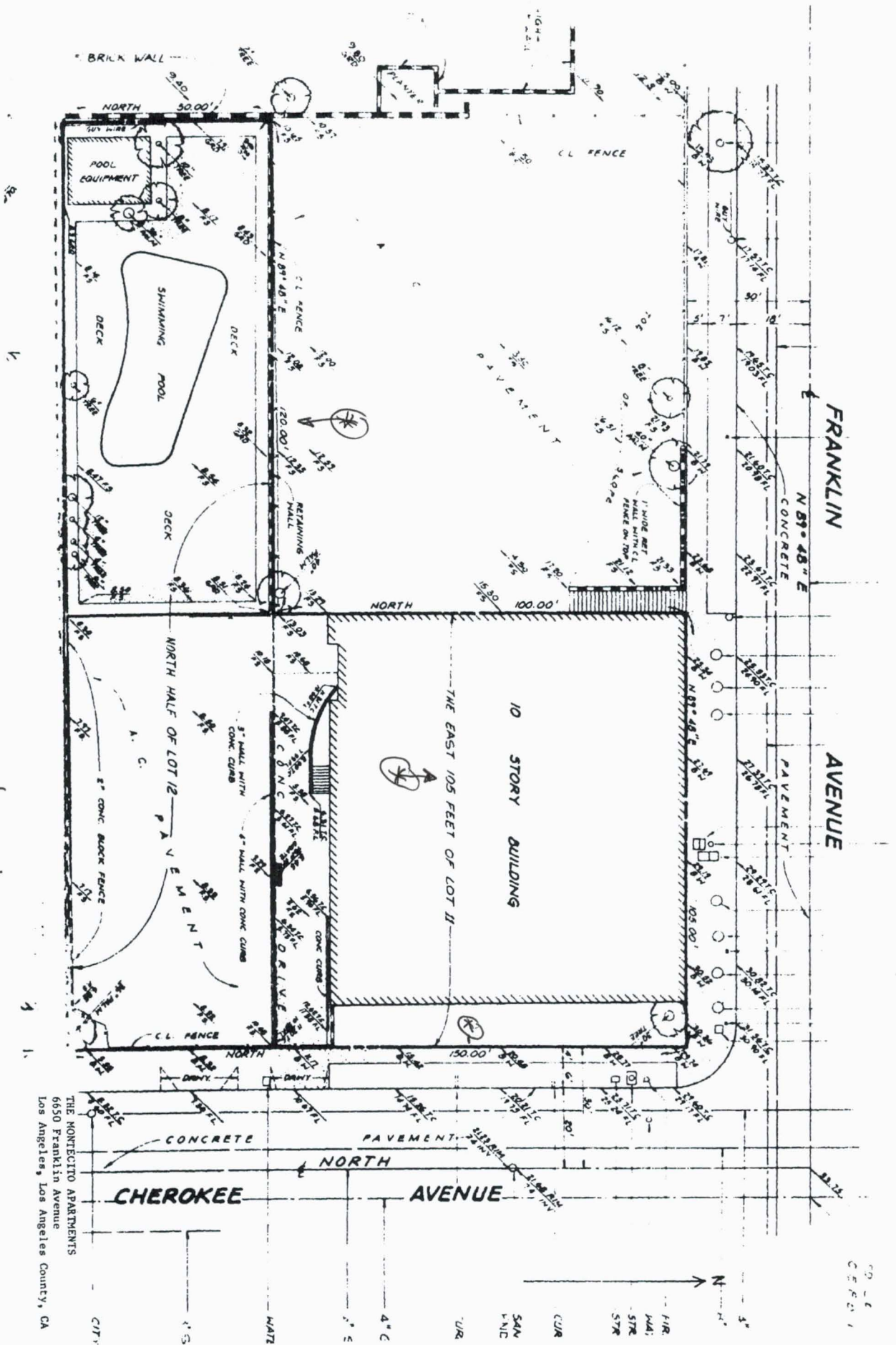
Los Angeles City Dept. of Building and Safety. Building permit
#42192 issued April 19, 1956.

"Portland Cement Association (advertisement)," The Architect and
Engineer, Vol. CXIV No. 3 (September 1933).

$$120 + 105 = 225$$

$$150 = 150$$

225' x 150' PROPERTY



4.9 CULTURAL RESOURCES

Cultural resources can be in the form of historical/architectural, archaeological or paleontological resources. Cultural resources can include buildings and other structures, monuments, places, human, vegetative and animal artifacts.

Historical/Architectural resources are defined as those monuments, buildings and various types of structures, including churches, bridges, and courthouses, used in the past and are famous/notable in history.

Archaeological resources are defined as the material remains of an area's prehistorical (Aboriginal/Native American) or historical (European and Euro-American) activity. Remains that are 45 years of age or older are of cultural concern, although they are not necessarily of cultural significance as defined by the California Environmental Quality Act (CEQA).

Archaeological resources are recognized as non-renewable resources significant to our culture and are afforded protection by federal and state laws that include the CEQA and the Federal Antiquities Act of 1906.

Paleontological resources are fossils or assemblages of fossils which are unique, unusual, rare, uncommon, diagnostically important, and those that add to an existing body of knowledge in specific areas, or regionally.

EXISTING CONDITIONS

Historical/Architectural

The historic resources listed in **Table 4.9-1** are based on the California State Historic Resources Inventory maintained by the California State Office of Historic Preservation and the Historic-Cultural Monument list maintained by the Office of Historic Resources, Department of City Planning, City of Los Angeles.

Because the inventories shown in **Table 4.9-1** are constantly updated by the inclusion of new historic resources every year, **Table 4.9-1** is subject to change in the future and should not be viewed as the single definitive register of historic resources in the Hollywood Community Plan area.

Table 4.9-1: Identified Historic Resources in the Hollywood Community Plan Area	
<i>National Register of Historic Places</i>	
<i>Districts</i>	
National Register District Name	Status Code
Whitley Heights Historic District (1982)	1D
Hollywood Boulevard Commercial and Entertainment District (1985)	1D

Table 4.9-1: Identified Historic Resources in the Hollywood Community Plan Area

Individually Listed

Resource Name	Address	Status Code
John Sowden House	5121 Franklin Avenue	1S
Pantages Theater	6233 Hollywood Boulevard	1D
Hollywood Equitable Building	6253 Hollywood Boulevard	1D
	6264 Hollywood Boulevard	1D
Broadway Department Store and Sign	6300 Hollywood Boulevard	1D
Regency Building	6324 Hollywood Boulevard	1D
Guaranty Building	6331 Hollywood Boulevard	1D
Equitable Building	6349-6353 Hollywood Boulevard	1D
Leed's	6352 Hollywood Boulevard	1D
Palmer Building	6362 Hollywood Boulevard	1D
Owl Drug Company	6380 Hollywood Boulevard	1D
Security Trust and Savings Building	6381 Hollywood Boulevard	1D
JP Creque Building	6400 Hollywood Boulevard	1D
Warner Brothers Hollywood Theater Building	6423 Hollywood Boulevard	1D
Attie Building	6436 Hollywood Boulevard	1D
	6523 Hollywood Boulevard	1D
Hillview Apartments	6531 Hollywood Boulevard	1D
	6542 Hollywood Boulevard	1D
	6553 Hollywood Boulevard	1D
	6554 Hollywood Boulevard	1D
	6600 Hollywood Boulevard	1D
Baine Building	6601 Hollywood Boulevard	1D
Kress Building	6606 Hollywood Boulevard	1D
	6626 Hollywood Boulevard	1D
Cherokee Building	6630 Hollywood Boulevard	1D
Shane Building	6652 Hollywood Boulevard	1D
Musso and Frank Grill	6663 Hollywood Boulevard	1D
	6679 Hollywood Boulevard	1D
Outpost Building	6701 Hollywood Boulevard	1D
Egyptian Theater	6708 Hollywood Boulevard	1D
Pig N Whistle	6718 Hollywood Boulevard	1D
Christie Hotel	6724 Hollywood Boulevard	1D
	6740 Hollywood Boulevard	1D
	6743 Hollywood Boulevard	1D
Montmartre	6755 Hollywood Boulevard	1D
	6765 Hollywood Boulevard	1D
Hollywood Theater	6766 Hollywood Boulevard	1D
Security First National Bank	6777 Hollywood Boulevard	1D
Bank of America Building	6780 Hollywood Boulevard	1D
Rexall Drug Store	6800 Hollywood Boulevard	1D
	6806 Hollywood Boulevard	1D
Seven Seas	6904 Hollywood Boulevard	1D
	7001 Hollywood Boulevard	1D
Arthur Murray	7024 Hollywood Boulevard	1D
Hollywood Professional Building	7046 Hollywood Boulevard	1D
	7051 Hollywood Boulevard	1D
	7055 Hollywood Boulevard	1D
	7065 Hollywood Boulevard	1D

Table 4.9-1: Identified Historic Resources in the Hollywood Community Plan Area

Knickerbocker Hotel	1714 N. Ivar Avenue	1D
Hollywood Plaza Hotel	1633 Vine Street	1D
Taft Building	1680 Vine Street	1D
Hollywood Playhouse	1735 N. Vine Street	1D
Montecito Apartments	6650 Franklin Avenue	1D
Hollywood Station (US Post Office)	1615 N. Wilcox Avenue	1D
Barnsdall Art Park	4800 Hollywood Boulevard	1D
Cahuenga Branch Library	4591 Santa Monica Boulevard	1D
El Greco Apartment	817 N. Hayworth Avenue	1D
Fire Station No. 27	1355 N. Cahuenga Boulevard	1D
Ennis - Brown House	2607 Glendower Avenue	1D
Samuel Freeman House	1962 Glencoe Way	1D
John C. Fremont Branch Library	6121 Melrose Avenue	1D
Jardinette Apartments	5128 Marathon Street	1D
Lovell House	4616 Dundee Drive	1D
Storer House	8161 Hollywood Boulevard	1D
Hollywood Masonic Temple	6840 Hollywood Boulevard	1D
La Belle Tour	6200 Franklin Avenue	1D
Villa Bonita	1817 Hillcrest Road	1D
YWCA Hollywood Studio Club	1215 Lodi Place	1D
Crossroads of the World	6671 Sunset Boulevard	1D
I. Magnin & Company	6336-6340 Hollywood Boulevard	1D
St. Andrews Bungalow Court	1514-1544 N. St. Andrews Place	1S
Hollywood Cemetery	6000 W. Santa Monica Boulevard	1D

California Register of Historic Places

Districts

Resource Name	Status Code
Afton Square District (1995)	2D2
East Hollywood Blvd. District (1995)	2D2
Hollywood Reservoir Complex	2D2
Selma-LaBaig District (1994)	2D2
Serrano District (1994)	2D2
Toberman Storage Company	2D3
Vista del Mar/Carlos District (1994)	2D2

Individual Listings

Resource Name	Address	Status Code
Dunning House	1606-1616 Saint Andrews Pl	2S2
Griffith Observatory	2800 Observatory Ave	2B
Franklin Avenue Bridge (Shakespeare Bridge)	Franklin Avenue	
Franklin Townhouses	5640 Franklin Avenue	2S2
	7357 Franklin Avenue	2S2
Hollywood Walk of Fame	Various	2S2
French-American Building	4949 Hollywood Blvd	2S2
Hollywood Western Building	5500-5510 Hollywood Boulevard	2S2
	5611 Hollywood Blvd	2S2
	5618 Hollywood Blvd	2S2
	5701 Hollywood Blvd	
Hollywood Sports Car	5766 Hollywood Blvd	2S2

Emil Sztucinski
6650 Franklin Ave, #506
Hollywood, CA., 90028

The trees shown in this photo are those that would be preserved in place as existing, as indicated in the site plan.



June 18, 2019

Page 11 of 11
Franklin and Los Feliz Streets

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear Cultural Heritage Commission:

For your convenience, I've provided above two pictures of the Montecito property.

On the left, is how it appears today in the heart of Hollywood, featuring the area targeted for "development".

On the right, is developer rendering of how it will appear afterwards, **IF** the work is done. Note the reference.

The Montecito, an outstanding 1930's Art Deco masterpiece with a legendary Hollywood past, is an Historical Cultural Monument (HCM). At 10-stories and on a hill, it is highly visible. A landmark. A tourist visited HCM.

The proposed project aims to add a 6 plus-story edifice parallel to the 10-story, tying both the classic and the addition together with a 25 ft. long narrow structure the developer calls a "hyphen". Such a physical intrusion into an HCM seems to be permissible under guidelines from the U.S. Secretary of the Interior.

What appears to be permissible, in general, may not be prudent, in practice, on this specific HCM.

To an ordinary person, like me, such an intrusion looks funny and impractical. Maybe that's why I've never seen such a thing as a "hyphen" on an HCM out there in the real world. Have you?

Even if the "hyphen" is removed, does this project fit this HCM and the Hollywood Community of tomorrow?

I say: NO.

Good affordable housing is NOT achieved by desecrating an HCM and destroying COMMUNITY quality of life.
Please REJECT this project.

Sincerely,

Emil Sztucinski

June 7, 2019

Dennis Luna
6650 Franklin Ave, Apt #808
Hollywood, CA 90028

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

The Montecito is much more than an apartment building. Whether it's a glimpse from the 101 Freeway of the tasteful neon "Montecito" sign atop the unobstructed tower or the view open to all getting off the subway several blocks away, this iconic landmark offers a stylish urban oasis.

Those who pass on foot, by the vine-covered fence, enjoy a sensory treat, with birds chirping, squirrels scampering, and tree leaves gently fluttering. Those who enter are in for a treat. A lobby straight from Hollywood's heyday.

This scene gives visual and psychological relief much like what down town office workers experience on the south lawn of Los Angeles City Hall, another well-known Historical Cultural Monument (HCM).

In a hypothetical, what if we re-purposed that "unused south lawn" area in order to help solve the housing crisis by constructing some affordable housing. It would follow guidelines from the Secretary of the Interior. At 15 stories, it would be just 2/3 the height of City Hall, so as not to compete with the HCM. No problem.

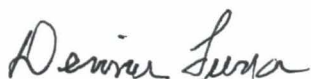
Really? REALLY? The vision is galling. Heads would roll if such a monstrosity were approved.

What's the difference between what that hypothetical does to iconic City Hall and what is actually in the process of happening to another HCM icon, the Montecito?

Let us firmly hope that the Cultural Heritage Commission (CHC) would be the saving difference. In both cases, the CHC would be the voice of reason, pointing out that context, as previously defined, is essential for the HCM.

Save the HCM of the Montecito. It is time to please **DENY** the Montecito II Project.

Sincerely,



Dennis Luna

Parvin Nouri
6650 Franklin Ave, Apt #103
Hollywood, CA 90028

June 14, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear Cultural Heritage Commission:

Don't put things where they don't belong.

This property is too small to add a 6-story to the 10-story already here. It doesn't belong.

Such a plan will never come out right.

Please say **"NO"** to the project.

Sincerely,

Parvin Nouri

ENGLISH: Someone I trust translated Farsi / English.

FARSI: Parvin Nouri' ډروڼ نوري

عضو محترم Cultural Heritage Commission

خواهشمندم این ساختمان جدید را در این فضای کوچک حمایت کنید. این عقیده‌ای
خوبی نیست. این ساختمان تعلق به این مکان کوچک ندارد. این زمین برای
ساختمان ۶ تا ۱۰ طبقه بسیار کوچک است. چنین نقشه‌ای ارزش قیمتی
خوبی نخواهد داشت. لطفاً به این پروژه رأی منفی بدهید.

با احترام

پروین نوری
Parvin Nohri

این شخص قابل اعتماد از طایفه انگلیسی ترجمه کرده است.

Kevin Kelly
6650 Franklin Ave, Apt #305
Hollywood, CA 90028

June 6, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

"It gets noticed." That's what you can say about the iconic Hollywood landmark called the Montecito. Witnessed by all of Hollywood and shared by its community of admirers.

It attracts attention. It's a compelling presence. Why? Because it makes a bold impression. It stands alone, visible from all angles. And, its history is a vital piece of the fabric that is Hollywood. It's all in the record.

Now the Montecito needs your help so that it's not pushed aside in its own home. The Montecito was made to be seen from all sides. It never would have achieved its Historic Cultural Monument (HCM) status if it had been just a part of a "concrete mess".

There's an intruder trying to muscle-in: the proposed 6 plus - story Montecito II for a mere 68 units. Solving the "housing crisis" is the excuse. But this intruder is like a wild drum solo in the middle of a soothing waltz. It just doesn't belong. It doesn't fit. It permanently saps the majesty of an icon.

In the long-run, it ADDS TO the big picture housing crisis by unfairly burdening a good developer trying to do the expensive impossible on an unsuitable, small slice of occupied land. That doesn't make sense. Further, giving proper attention to the complexity of the proposed Montecito II will either detract from other more lucrative projects now on-line or cause embarrassing and costly liabilities to arise on the property.

Especially troubling is the disregard for the HCM and the community, including tourists. Now, the HCM is consistent with the proper context to feature what Art Deco architectural design was all about. Why permit permanent damage to yield just 68 miniscule units that average 450 sq. ft.? It's not worth it.

The monetary and cultural cost is too high for too little benefit. Please **DENY** the Montecito II.

Sincerely,



Kevin Kelly

Suzanne Harte
6650 Franklin Ave, Apt #411
Hollywood, CA 90028

June 8, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

The **PROPOSED** Montecito II Project: the whole idea is preposterous.

You wouldn't put an apartment tower right behind the Hollywood Bowl. You wouldn't allow an apartment complex by the Hollywood Sign. Why would you even think of allowing an apartment tower to crowd out Hollywood's Historic Montecito?

But, you say: "We need affordable housing". And, I say: "There's plenty of SUITABLE places for affordable, even luxury, housing. Don't be lazy or cheap. Look for it".

It's idiotic to wreck an Historical Cultural Monument (HCM) by destroying its proper context. You wouldn't do that to the Bowl or the Sign. You certainly shouldn't do that to the Montecito.

That proposed 6-story tower would be nothing but a "scene-stealer" from the classic 10-story, even if it's not attached. It doesn't belong.

Don't bury Hollywood's Art Deco star amid a clutter of stucco.

Don't bury the Montecito; celebrate it.

Just DUMP the preposterous proposed Montecito II Project.

The time is now to please **DENY** the project.

Sincerely,



Suzanne Harte

David Kears
6650 Franklin Ave, Apt #205 Hollywood, CA 90028

June 7, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear Cultural Heritage Commission:

The proposed Montecito II is a nice thought, on the **WRONG PROPERTY**.

Who doesn't want affordable housing? The problem is you don't put affordable housing or Mc Mansions or tire stores on the site of an Historical Cultural Monument (HCM).

Further, you don't attempt to push out the HCM by wrapping its major attraction in a cloak of invading layers of concrete boxes.

What's put on an HCM site **DOES** affect the presentation of the HCM. The Montecito site is relatively small. So, the addition of the 6-story is literally right on top of the 10-story. It's going to look like it's been shoe-horned in because it has been. With no room to spare.

Reminds me of what happened some 40 years ago at 51st and Park Avenue in Manhattan with property attached to St. Bartholomew's Episcopal Church. Similar to Hollywood's Montecito, the owner wanted a nice thought of an office building on the **WRONG PROPERTY** seriously encroaching on an HCM.

It took the foresight of Jackie Kennedy Onassis to stop that disaster before it was built.

For Hollywood's icon of the Montecito, it will take the foresight of the Cultural Heritage Commission (CHC) to stop this disaster before it gets built,

Please DENY the Montecito II Project.

Sincerely,



David Kears

Irina Pronina
6650 Franklin Ave, Apt #601
Hollywood, CA 90028

June 14, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear Cultural Heritage Commission:

The Montecito needs help to protect it as an Historical Cultural Monument (HCM).

To appreciate the Art Deco design, it's necessary to see the building. Don't smother it with another building.

To get housing in the huge City of Los Angeles, it's not necessary to rip apart an HCM. There is plenty of appropriate space elsewhere.

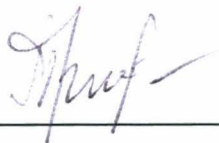
Please **DO NOT VOTE IN FAVOR** of this plan.

Sincerely,

Irina Pronina

ENGLISH: Someone I trust translated Russian / English.

RUSSIAN: _____



Ирина Тронина
6650 Франклин #601
Голливуд, Кал. 90028

Июнь, 2019

Комитет культурного наследия
Джеймс К. Вилльямс
jnc@lacity.org

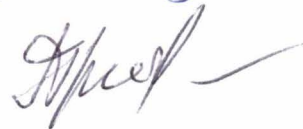
Re: CF 18-0412: Монтесито II проект.

Уважаемый комитет по культурному наследию
Монтесито нужна помощь, чтобы защитить
его, как исторический памятник. (И.К.П.)
Чтобы оценить искусство Деко дизайна,
необходимо увидеть здание. Не подавляйте,
не закрывайте его другим зданием.

Чтобы научить живые в огромном
Лос Анджелесе не обязательно разрушать
исторический культурный памятник.
Есть достаточно подходящих мест повсюду.
Пожалуйста, не голосуйте за этот проект.

Искренне,

Ирина Тронина



Тот, кому я доверяю, перевёл на русский
язык

Valentina Kurchenko
6650 Franklin Ave, Apt #702
Hollywood, CA 90028

June 14, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear Cultural Heritage Commission:

I don't understand why this plan is being considered.

The Montecito is an Historical Cultural Monument (HCM).

It doesn't make sense to hide it with another building. The property is too small to squeeze everything together.

Instead, build where there's enough property. That's the way to get housing without spoiling an HCM.

The plan should be REJECTED.

Sincerely,

Valentina Kurchenko

ENGLISH: Someone I trust translated Russian / English.

RUSSIAN: _____

A handwritten signature in blue ink, appearing to be 'V.K.', is written over a horizontal line.

Валентина Курченко
6650 Франклин, кв. 702
Голливуд, Кал. 90028

Июнь 14, 2019

Комитет культурного наследия

Джеймс К. Вильямс

chc@lacity.org

Re: CF 18-0412 - Монтеcito II проект

Уважаемый комитет по культурному
наследию!

Я не понимаю, почему этот проект даже
рассматривается. Монтеcito - это культурно
исторический памятник. Не имеет смысла
прикрывать и прятать его другим зданием.
Эта площадь слишком мала, чтобы стиски-
вать всё вместе. Вместо этого, стройте там,
где есть достаточно места.

Таким образом, можно получить жильё
без того, чтобы испортить И.К.П.

Этот план должен быть отклонён.

с уважением Валентина Курченко.



Steven Sambol
6650 Franklin Ave, Apt #402
Hollywood, CA 90028

June 10, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

Assume that you are old enough or have sophisticated musical tastes and that you enjoy the unique artistry of Frank Sinatra styling a song. Now, imagine that his back-up band played Heavy Metal.

Jarring, isn't it?

Well, a similar experience is actually being **PLANNED** for Hollywood's famed Historical Cultural Monument (HCM), The Montecito.

The proposed Montecito II Project would plop a 6-story within shouting distance, less than 25 ft., of the 10-story Art Deco on the historic property.

Similar to a Master of Ceremonies (MC) trying to convince an audience of Sinatra fans that a Heavy Metal band is compatible with a romantic ballad by "Old Blue Eyes", the developer would like all to believe that the 6-story is so compatible that it wouldn't take away from the 10-story.

For evidence, the developer cites that just what faces the parking lot, on the south, and the west, supposedly less ornate, would be affected. Of course, omitted is that when one views the building from Franklin or Las Palmas, or Highland, the Art Deco has become just part of a clump of buildings.

The question is: Why do permanent damage to an HCM that's a cherished Hollywood landmark? This nettlesome project doesn't fit the Montecito property, no matter how it's sugar-coated.

"I think I can; I think I can" is good for Thomas the Train, but this mantra doesn't fit Thomas Safran and Associates.

Please recommend **AGAINST** the Montecito II Project.

Sincerely,

A handwritten signature in cursive script that reads "Steven Sambol".

Steven Sambol

Mirza Jadidi
6650 Franklin Ave, Apt #804
Hollywood, CA 90028

June 14, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 -- The Montecito II Project

Dear Cultural Heritage Commission:

The plan to put a 6-story building on the Montecito property is a bad idea.

The Montecito is an Historical Cultural Monument (HCM).

You don't put a rose in a cabbage patch. You shouldn't make an HCM disappear by bundling it with a 6-story building.

Build affordable housing where it's not going to wreck an HCM.

Get the right type of land. It's that simple.

So, please REJECT the bad plan they call Montecito II.

Sincerely,

Mirza Jadidi

ENGLISH: Someone I trust translated Farsi / English.

FARSI:
 میرزا جادی JA
 میرزا

حضرت محترم Cultural Heritage Commission

پروژه ۶ طبقه ساختمان جدید این ای بسیار بزرگ برای ساختمان Montecito می باشد.

ساختمان جدید جلوی ساختمان تاریخی زیبای Montecito را می گیرد.

اگر می خواهید ساختمان برای افراد کم درآمد را بندان با زمین لطفاً زمین دیگری را
در نظر بگیرید. هر زمین مناسب در نزد در محل دیگری نه حاشی که ساختمان پر درخت
زندگی می کنند. لطفاً این پروژه ساختمانی را تأیید نکنید.

با احترام فراوان

کریستین مورد اعتماد ترجمه ناپس ای به انگلیسی کرده است. M.J.
سرزاد جدوی

Inna Shvartsur
6650 Franklin Ave, Apt #602
Hollywood, CA 90028

June 12, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

It is good that people care about the special places in their cities.

The Montecito is such a special place. It is what you call an Historical Cultural Monument (HCM).

I am glad that you of the Cultural Heritage Commission (CHC) watch out for the welfare of our Montecito.

Sadly, there is a dangerous plan to add a 6-story apartment tower just 15 ft. away, at the basement level, from our 10-story home. I am afraid for the safety of our home.

Trees and greenery complement the HCM. Squeeze in another building, and it destroys the HCM's artistic balance. It's the WRONG place for that other building.

Don't let this plan ruin an oasis in Hollywood.

Please recommend AGAINST this plan.

Sincerely,

Inna Shvartsur



Kathleen Law

6650 Franklin Ave, Apt 704, Hollywood, CA 90028

May 31, 2019

Cultural Heritage Commission
James K Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

The simple answer to the proposed Montecito II Project is to **DENY** the project because there is NO LAND TO BUILD ON.

The Historic Cultural Monument (HCM) for over a third of a century has been the ENTIRE property. That's all 150 ft. x 225 ft. of it. The land is already "spoken for". (The documents are in the record)

Unfortunately, the owner, Thomas Safran and Associates (TSA), appears to want to reverse the care and concern for this historic property that the 74-year-old man and the company that bears his name have had for the 24 years of combined Montecito Property ownership.

The owner doesn't allow screens on any of the windows because that would change the look of the original historic property. Yet, the owner appears to want to destroy the integrity of the HCM by crowding in a 6-plus story tower?

Why? Selective reading is the answer. This, combined with "consultants" that are "helpful" and / or lazy.

The property was designated a National / State HCM in 1985, before the "housing crisis". Even though it's clearly stated in the State and Federal Historic Designation: "the ENTIRE property", it seems that those who should know better are trying to ignore this inconvenient truth.

Just six months ago, when the City tried to catch up by bestowing City HCM status, a rushed amendment from Council District 13, literally dictated by the owner's representative during the meeting (ref meeting recording), overturned the unanimous Cultural Heritage Commission (CHC) vote that the HCM was the ENTIRE property. The cobbled amendment claimed only the building and its footprint as the HCM.

Even if this sleight of hand would work to shove the existing National / State "total designation" out of the way, the City's "partial" still causes huge problems for the developer.

Beyond the physical damage to the HCM's building, where 2 or 3 apartments and their outer wall are to be demolished, to accommodate a 25 ft. long building permanently connecting the historical with the proposed interloper, there's the irreversible destruction of the HCM's integrity. A tourist attraction.

Some of the consultants have opined that it's just the west-facing side of the building and the south-facing into the parking lot so it's not really a problem. Those sides of the building aren't that important.

Kathleen Law

6650 Franklin Ave, Apt 704, Hollywood, CA 90028

Note that the owner doesn't use that type of reasoning when screens are prohibited on windows on all sides of the building.

The point of connecting the historical with the interloper is so that after the project is completed, the bigger lump of buildings will be called "The Montecito" and the transitional name of Montecito II will disappear. (Would that the Montecito II never gets built and it would really disappear.) There will probably be a new office in that space, so that it'll mutually inconvenient for both buildings.

What if there is a re-design so that the connecting building is eliminated? This would save gouging out the 2 or 3 apartments and leave the outer wall intact.

Further, what if the City decides that, for developer convenience, that just the building and its footprint is the HCM?

There would still be a serious degradation of the HCM. It would be visually out of balance. Even without the connecting building, the break in the integrity of the HCM, the Montecito's 360-degree presence would be buried by the 6-plus story tower just 25 ft. away at the ground level.

Of concern is what's to happen underground. At the finished double basement level, there's only 15 ft. between the historical and the interloper. Excavation would be even closer and could undermine the 10-story historical during construction or years later.

There are two earthquake faults that run diagonally through the interloper. The entire property is in a liquefaction zone, on a hillside, surrounded by narrow, busy streets. Health and safety issues abound for the 120 vulnerable seniors of the 10-story in the middle of a small, active construction site.

TSA has demonstrated in its presentations that it has not considered the needs of what would be 120 imprisoned seniors as it tries to shoe-horn in 68 units and 34 net new parking spaces. The future looks bleak for such consideration. Several months ago TSA was named sole developer of 1,200 units for the Veterans Administration (VA) property in Westwood. There's also a whole block of Hollywood Blvd. to be developed by TSA.

The cumulative effect on TSA is that being DENIED THE Montecito II Project would be a blessing.

Sincerely,

A handwritten signature in black ink that reads "Kathleen Law". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.

Kathleen Law

Michael Barnes
6650 Franklin Ave, Apt #503
Hollywood, CA 90028

June 10, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

The proposed Montecito II Project would steal something irreplaceable.

The poor classic Montecito would get lost in the clutter of that 6-story add-on. You'd never again really see its full Art Deco design. What a loss!

It just wouldn't look right. The placement would seem off-balanced and strained. IF you could find it.

Beyond the upset of distorting the art and historical value of the real Montecito, the proposed project has plenty of unaddressed issues. Taken together, the result should be: **DON'T BUILD IT HERE.** The property is unsuitable.

You care about preserving the architecture and history in what's on special properties. Please care about Hollywood's Montecito. We, the 120 low income elderly who call it home, sure do.

Please vote AGAINST this project.

Sincerely,

A handwritten signature in black ink that reads "Michael Barnes". The signature is fluid and cursive, with the first name "Michael" and last name "Barnes" clearly legible.

Michael Barnes

Gail Coviello
6650 Franklin Ave, Apt # 607
Hollywood, CA 90028

June 4, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

People are impressed with the Montecito. They're curious about its stately elegance. At 10 stories, looking taller because it is on a hill, it draws attention from all sides and from a gamut of admirers. Some peer in the windows at the piano room as they pass by. Others are entranced by tour guides.

No one who cherishes the Montecito would be satisfied calling it merely a well-designed Art Deco relic of Hollywood's Golden Age. Its own Wikipedia references adds to its Hollywood's mystique.

The Montecito is truly more than a building, both literally and figuratively.

The above image brings us to the problem of the proposed Montecito II Project. The classic Montecito property, NOT just the building, has been a National and State Historic Cultural Monument (HCM) since 1985. Source documents in your files that grant that status clearly identify the entire 150 ft. x 225 ft. property as the HCM, not just the mere 100 ft. x 100 ft. building.

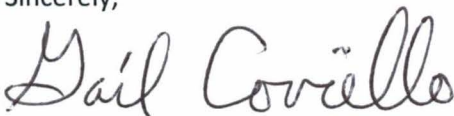
The proposed Montecito II Project will add a 6-story building that will drastically obscure the west-facing side and a significant part of the south-facing side of the HCM's dramatic 10-story tower.

Making the situation worse is the addition of a 25 ft. long building to connect the two towers, physically removing what is termed "a small part" of the first story. Even if this connecting building were to be eliminated, the jarring effect on the HCM property remains. It'd be like a Ferrari towing a U-Haul.

This vision shouts: "It doesn't fit." Neither does trying to solve the housing crisis by raping an HCM. The developer could do so much more on a suitable property and at a greater profit. We, the 120 elderly residents of the 10-story, are endangered by this unworthy project.

Please **DENY** the PROPOSED Montecito II.

Sincerely,


Gail Coviello

Cynthia Fuller
6650 Franklin Ave, Apt #708
Hollywood, CA 90028

June 17, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

There are more ways to destroy than just tearing down a Historical Cultural Monument (HCM). You could smother it.

Take Hollywood's Montecito as an example. The HCM property already has a 10-story Art Deco tower. The developer wants to add a 6 plus-story. Is that destroying an HCM?

The HCM now could easily pass for the 1930's gem that it is. Stately and uncluttered. Then, look at the "after" drawings. Hemmed in and hidden in buildings so close they appear to merge together.

Look at the plans. Use your eyes and your common sense.

If this rendering isn't a picture of destruction, I don't know what is.

Yes, affordable housing is needed. But that doesn't mean we need to destroy the essence of a unique HCM to get it.

Please **REJECT** this wasteful project.

Sincerely,



Cynthia Fuller

Serg Shak
6650 Franklin Ave, Apt #603
Hollywood, CA 90028

June 14, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412: The Montecito II Project

Dear Cultural Heritage Commission:

I appreciate living in the beautiful Montecito. It is an Historical Cultural Monument (HCM). The USA, California, and the City of Los Angeles have honored it.

I am very concerned about the plan to add another big building. Everything would be too crowded. This HCM needs that OPEN SPACE around it to show what it's supposed to look like.

It's not necessary to ruin this HCM. Don't let that happen.

Please protect the Montecito. Recommend AGAINST this plan

Sincerely,

Serg Shlak

ENGLISH: Someone I trust translated Russian / English.

RUSSIAN: _____



Свргж Шлак

6650 Франклин #603

Голмбур, Кал. 90028

Июнь 14, 2019

Комитет культурного наследия

Джеймс К. Вильямс

CHS@city.org

Re: CF 18-0412: Монтесито II проект.

Дорогой Комитет по культурному наследию,
Мне очень нравится жить в Монтесито.

Это исторический культурный памятник.

США, Калифорния и город Лос Анджелес
признали его культурным наследием.

Я очень обеспокоен этим планом добавить
ещё одно большое здание. Всё будет слишком
переполнено. Этот памятник требует открытого
пространства вокруг, чтобы показать его величие
и красоту. Нет необходимости разрушать
этот памятник. Не дайте этому случиться.

Пожалуйста, защитите Монтесито.

Голосуйте против этого плана.

Искренне, Сергей Шлак

Тот, кому я доверяю, перевеи на русский
язык



Kathleen Larsen
P.O. BOX 74458
Los Angeles, CA 90004-0458

June 6, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 - The Montecito II Project

Dear Cultural Heritage Commission:

The heart of the matter on the proposed Montecito II Project is: How much denigration is too much for a beloved Historical Cultural Monument (HCM) to endure?

Forget the clever end-runs by attorneys and consultants.

Yes, the owner / developer's attorneys did craft a last-minute precise amendment for the City Council's Planned Use Management (PLUM) Committee. That amendment accepted the Montecito as a City of Los Angeles HCM, but deviated from the logical National / State definition. It reversed the unanimous intent of the Cultural Heritage Commission (CHC) and created a deplorable City developer-friendly HCM giveaway.

NOTE: The City's "the building and its footprint" definition does not and cannot change the National / State's long standing "**ENTIRE property of 150 ft. x 225 ft.**" definition of 1985.

Yes, both attorneys and consultants have bent over backwards to deflect attention from the implications of the Montecito's historical pedigrees. It is on all small tour bus routes for its historic significance.

Don't get side-tracked by the distraction of the "minor surgery in the supposedly less important sides of the 10-story tower". Think big. Really BIG. As in a 6-story tower to be shoe-horned in, parallel to the 10-story and a mere 25 ft. between the two towers at ground-level. (Reduced to 15 ft. at both underground levels.)

For all the finagling, it can be easy to lose sight of the impending loss to posterity of the essence of the Montecito. Hemmed in by an unwise "development" on too little land. The majestic HCM obscured by a concrete box.

The proposed Montecito II Project has many other insurmountable issues beyond a CHC review.

Please, keep the Historic Montecito Property intact for today and for future generations.

Please DENY the proposed project.

Sincerely,



Kathleen Larsen

June 10, 2019

Cultural Heritage Commission
James K. Williams
CHC@lacity.org

RE: CF 18-0412 The Montecito II Project

Dear Cultural Heritage Commission:

Just because affordable housing is needed, it doesn't mean that 6650 Franklin Avenue, Hollywood, CA 90028 is the place for it.

That address isn't just any old apartment building. It's a recognized Historical Cultural Monument (HCM). Recognized by Nation, State and City. The classic Art Deco property even has its own detailed entry in Wikipedia. It's a landmark in the neighborhood, highly visible from both the 101 Freeway and surrounding streets, including Hollywood Blvd.

The Montecito is big and bold. It stands out. Nothing competes with it. Nothing **SHOULD** compete.

I hope the proposed Montecito II Project gets killed. That 6-story "addition" upsets the balance that gives the **GENUINE** Montecito its character. Why **PLAN** to do that to an HCM? What's next?

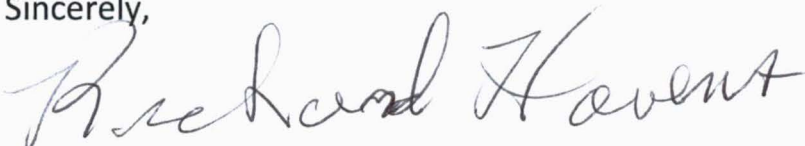
People are riled up about this illogical Montecito II Project proposal.

There's new construction all around the immediate neighborhood. Maybe 6 or 8 projects in a 2-block radius. I've heard 500 apartments are already being jackhammered together under our noses.

Why deface a classic piece of recognized Hollywood history like the Montecito property? Yes, jamming an HCM into a concrete maze is defacing it.

Please **reject** this project.

Sincerely,

A handwritten signature in black ink that reads "Richard Havens". The signature is fluid and cursive, with the first name "Richard" and last name "Havens" clearly legible.

Richard Havens

Richard Havens, 6650 Franklin Ave, Apt #405, Hollywood, CA 90028

SET III

“We appreciate the majority of you who support our plans to create additional (and much needed) affordable housing in our area.”

Tyler Monroe
Vice President

(excerpt from page one of Mr. Monroe’s notice to residents July 16, 2018)

Enclosed is just a small opinion sample, from those who have not been subjected to **“*alternate facts*”**, about the proposed project. This sample more accurately reflects the true sentiment of the residents in The Montecito and how they feel.

As a point of fact; No-one in the building received a copy of the flyer Mr. Munroe referenced until he had it distributed to all residents. It was apparently a community-initiated distribution to various other buildings in the neighborhood.

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, CA., 90049

RE: MONTECITO II - CF: 18-0412

Dear Mr. Safran:

There's something really wrong with the Montecito II Project. It just doesn't fit this property and it really doesn't fit you. The sooner you terminate it, the better off for all concerned.

I felt disturbed about the project since you first proposed it at that dinner you gave for residents. I didn't want to embarrass you by bringing up problems at the dinner. I thought you and your advisors would discover the obstacles yourselves and call off the project. For a long time we residents didn't hear anything and I thought it would be cancelled. Then things began to hit us.

The property is NOT suitable for further development. The project is NOT worthy of you and your company. It's NOT good for providing affordable housing. It's really just the opposite.

Look how much trouble there is with the property:

- Over 100 sick seniors living right on the property through years of construction
- Not enough space for everybody, all squeezed together. Almost 200 on less than 0.77 acres
- Making a truly outstanding well-known landmark look like just another big box
- Engineering problems: hillsides, earthquake faults, possible undermining the 10-story building

Those tiny 68 units are just not worth it. This project will make you and your company look terrible. Please terminate the Montecito II Project so you can find suitable property for affordable housing.

Sincerely



Richard Havens

CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, CA., 90049

RE: MONTECITO II - CF: 18-0412

Dear Mr. Safran:

Do you really want to help destroy the neighborhood by eliminating the open-space gardens many can see and enjoy?

Do you really want to obstruct your own comings and goings, and that of your staff, in the traffic that could only increase and make the quality of life worse with the congestion and horn-honking that already has reached crisis levels?

Will you be willing to spend two or more years in the middle of this nightmare?

Do we need Affordable Housing? Yes, but in an open space that can accommodate many units, provide ample parking and not contribute to noise and air pollution. You as owner / Landlord have the resources to find such an appropriate space for your new building(s).

I challenge you to examine your conscience and answer these questions with a personal note on letterhead to all the residents here at the Montecito. Own it. Please don't delegate to your minions.

- Is this the way I would treat my parents?
- Is this the quality of life I would subject them to for two or more years?

This project is not the **COMPASIONATE YOU** I came to know several years ago. What happened?

Why would you rape the asset you once described as your flagship property? Is it for the \$68,000 plus a month income from the government guaranteed rents? Or to solve an affordable housing crisis?

There's something wrong with the Montecito II Project. It's beneath you and your company. It's NOT good for providing affordable housing. It's just the opposite. It's placing seniors in boxes.

What happened to the man I knew? Landlord, "Be Woke".

Yours Truly,



David Kearse
CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, Ca, 90049

RE: MONTECITO II CF 18-0412

Dear Mr. Safran:

You and I have been connected by the Montecito since you first came into the picture. I was here before you were. I know that you really like the building. It's a feather in your cap. Always has been.

I'm sure you know that the Montecito is under potential attack in a misplaced drive for "affordable housing" in what's called a 'transit-rich' area. Why should you and your company waste money and talent trying to extend development on a classic property that's been at maximum production level for years? Why unnecessarily sacrifice such a beauty for 68 boxy units?

Why pay unnecessary premiums to compensate for all the extra work trying to do the impossible? It doesn't make sense.

Better that you get a property that doesn't have over 100 seniors living on the construction site that's also on the National and State Registry of Historic Places. Acquire something that doesn't have to waste tons of money because the property is too small to adequately accommodate living space. Get a property that doesn't already have an oversized building on it. Try to avoid hilly terrain.

You could really contribute to affordable housing if you said:

In order to create affordable housing, while considering the needs of our current residents, we have decided to terminate the Montecito II project in its entirety.

Sincerely,



Kevin Kelly

CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

6650 Franklin Ave, #602
Los Angeles, CA 90028

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, CA 90049

RE: MONTECITO II – CF: 18-0412

Dear Mr. Safran:

You have a beautiful, historic property in the Montecito. The garden is an inspiration with the trees and birds. However, many of us are worried and afraid of what all the construction will do to your property and our homes. Please consider ending the new construction project.

Residents are worried for the safety of our building. The new building would be only 25 ft. from it. At the double basement levels, it would be just 15 ft. away. That's too close to our building.

Have you thought about how hard two years of mess would be on us older people? We'd be trapped in our apartments, couldn't open our windows, or go anywhere. Parking would be awful for our children who come to visit us.

If the addition gets built on this small property, it would be so crowded, with people on top of each other.

Think how happy you could make everybody. Tenants, your managers, the neighborhood would all be happy if you abandon this idea of an additional building. In our opinion, we ask you please abandon the Montecito II Project.

Yours Respectfully,

Inna Shvartsur



CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

Kathleen Law
6650 Franklin Ave, #704
Los Angeles, Ca, 90028

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, Ca, 90049

RE: MONTECITO II - CF: 18-0412

Dear Mr. Safran:

As a 14-year resident, I am joining with fellow residents and community members in recommending that Thomas Safran and Associates (TSA) abandons the unsuitable Montecito II Project.

TSA, which has a good reputation, has done significant due diligence in exploring the possibility of adding to the historic Montecito property. Various problem areas have surfaced. Multiple variances, exclusions, exceptions have been requested to try to fit the 68 postage stamp units into a 150' x 225' small parcel of land that already has a 10-story building on it.

The impact of such additional construction on the 1985 declared National / State Historic property has been discussed with many, including with the Los Angeles City Cultural Historic Commission. As was pointed out to the five Commissioners by supporters of including City honors for the Montecito, the registry form from 33 years ago said in part on page 6, part 10:

"Property is a 150' x 225' parcel at the southwest corner of Franklin and Cherokee Avenues. Boundaries are drawn to encompass the building and its historic lot."

The Montecito is not a sterile, cold monument. It is fully occupied by 120 at-risk seniors, living independently on their low incomes. The building is alive with creativity. Actors, writers, musicians, artists, all over a certain age, give the building vibrancy. These people go for auditions and gigs. They volunteer and find ways to continue their creative endeavors. Coming and going is very important, including for their mental well-being. Two years of construction, literally blocking normal exits and on-site parking, would be a depressing disaster.

Peace to concentrate and quiet to produce are vital to their pursuit of the arts. What a perfect place in Hollywood for them. They continue the spirit of the Montecito built for artists of an earlier age, home to true Hollywood stars, Marilyn Monroe, Clark Gable, Ronald Reagan, and Mickey Rooney.

More recent residents appreciating the peace and quiet are U.S. Military veterans, some living with PTSD. The Montecito and its garden provide an atmosphere conducive to a friendly mix of arts and the real world.

If the Montecito II is built, the resulting overcrowding lowers the quality of life for what would become almost 200 residents squeezed on a 150' x 225' lot. It's not only the number of people, but their forced proximity that present problems. Almost the entire west side of the genuine Montecito will be crammed less than 25 ft. from the new 6-story building. Worse, at the double basement level, there'll be only 15 ft. between the two structures. Residents fear the undermining of the 10-story building, either during construction or years later.

The mantra that TSA presents to the neighborhood, business and political community is laudable.

TSA's GOAL: *to enhance the world in which we live and enrich the lives of the people who reside in our buildings.*

However, The Montecito II Project is not consistent with TSA's goals and fine reputation. We need to face it, the 150' x 225' property at Franklin and Cherokee is **UNSUITABLE** for TSA's efforts.

How to proceed?

I suggest the project, and its associated actual and hidden liabilities, be abandoned with a communication that says, in essence:

"We have been reconsidering the viability of the Montecito II Project, which has numerous development issues. After conferring with our consultants, we have concluded that TSA's talents would be better utilized at other locations rather than the Historic Montecito property." – **TSA Management**

Sincerely,

A handwritten signature in black ink, appearing to read 'Kathleen Law', written in a cursive style.

Kathleen Law

CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

6650 Franklin Ave, #708
Los Angeles, CA., 90028

Dear Mr. Safran:

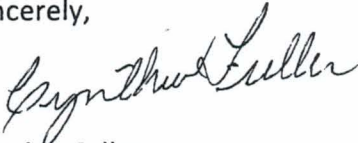
Have you forgotten what a gem the Montecito is? It's a classic Art Deco beauty of national renown. Plus, it's loaded with Hollywood history. You've cared for it for years. Why turn your back on it now?

The Montecito doesn't deserve what Thomas Safran and Associates (TSA) plans to do to it. We residents certainly don't deserve what TSA plans to do to us. If there ever are Montecito II occupants, those poor souls don't deserve the cramped life that TSA would inflict on them and us.

In the concrete jungle that Hollywood has become, can't you protect the oasis of nature that surrounds the Montecito? Trees gently swaying, birds on their way to Panama lighten the psychological load of a senior pushing her walker along the garden pathways. Even passersby outside the locked gates can enjoy the respite provided by the stately trees.

This is Hollywood. Be a hero. Cancel the Montecito II Project and we'll all live happily ever after.

Sincerely,

A handwritten signature in cursive script, appearing to read "Cynthia Fuller".

Cynthia Fuller

CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

6650 Franklin Ave, #808
Los Angeles, Ca, 90028

Thomas Safran, Chairman
Thomas Safran and Associates
11812 San Vicente Blvd., Suite 600
Los Angeles, Ca, 90049

RE: MONTECITO II CF: 18-0412

Dear Mr. Safran:

I'm happy that you respect historical properties like the Montecito, while providing affordable housing for seniors. With some of the things that are going on in your name, I wonder if you are still doing that.

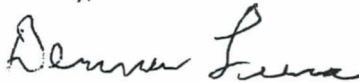
If you ruin the beauty of the Montecito, what will people think of you? If you'll rip up older residents' lives, like you'll rip up their peaceful garden, where's your compassion? There are so many big problems with this poorly thought out project, where's your good business sense?

Don't you see that you need suitable property for development? Why don't you realize that the Montecito property is NOT suitable for further development? Why would you throw away your fine reputation to get 68 little apartments?

Whoever is behind this ridiculous project, needs to get you and your company out of it as quickly as is possible. Why throw any more time and money into such a useless money pit as Montecito II?

Please, for everybody's good, just cancel the Montecito II project. You'll be glad you did.

Sincerely,



Dennis Luna

CC:

J. Pyne
A. Gross
M. O'Farrell
D. Rhu
J. Huizar
H. Wesson
E. Garcetti
B. Pete
V. Bertoni

Tom Zimmerman Photography
10350 Ilona Ave.
Los Angeles, Calif. 90064

City Planning Commission,

I was the photographer whose work was used for the 1985 National/State Registration of the Montecito property in the Hollywood Hills as an Historic Cultural Monument. I have become aware that many Montecito residents are actively working against a proposed project to add a six-story addition to their historic building. Such a project should certainly face a proper review by the City Cultural Heritage Commission prior to a City Planning Commission decision concerning the new, invasive construction. Besides the impact on the presence of this historically significant building, the impact on the people currently living in the structure should certainly be a consideration. For both the continued beauty of the building and the lack of serious disruption to the lives of the tenants, I urge you to reject the proposed addition to the Montecito.

Sincerely,



Tom Zimmerman

July 8, 2019

DAY OF HEARING SUBMISSIONS