

GENERAL INFORMATION ABOUT THE CONTENTS OF THIS FILE

Submissions by the public in compliance with the Commission Rules and Operating Procedures (ROPs), Rule 4.3, are distributed to the Commission and uploaded online. Please note that “compliance” means that the submission complies with deadline, delivery method (hard copy and/or electronic) AND the number of copies. Please review the Commission ROPs to ensure that you meet the submission requirements. The ROPs can be accessed at <http://planning.lacity.org>, by selecting “Commissions & Hearings” and selecting the specific Commission.

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



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Carolyn Cook <carolynjuanitacook@gmail.com>

Wed, Jan 5, 2022 at 3:38 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern:

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. This area is already almost impossible to navigate because of traffic, and is impossible during Hollywood Bowl season. The overwhelming unhoused population, as well as pedestrians navigating already awful traffic lights & signage, would also make a 7/11 contribute to an already dangerous situation.

While there are businesses this neighborhood needs, a convenience store is not not one of them at all. I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,
Carolyn Cook

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Christina Binkley <christinabinkley@gmail.com>

Wed, Jan 5, 2022 at 5:10 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,

Christina Binkley



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Cristina Morganti <cristina.morganti@gmail.com>

Wed, Jan 5, 2022 at 2:13 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Good afternoon,

In 2021, the proposal to build a 7-Eleven at [6201 Franklin Avenue](#) was formally submitted to the Hollywood United Neighborhood Council for review. Following a presentation by 7-Eleven that was lacking in both concrete data and compassion for community concerns, the council opened the floor to hear comments from residents. After nearly an hour and a half of hearing objections, the council called for a vote from those in attendance to gauge public interest in the project. The community voted overwhelmingly 65-3 against allowing a 24-hour 7-Eleven to be developed in our neighborhood (with the only votes in favor coming from those planning the project).

After reviewing more public concerns, considering the multiple letters of opposition submitted by area homeowners and civic associations, and hearing from the owners of local businesses on Franklin Avenue expressing their concerns about the project, the neighborhood council formally voted to deny 7-Eleven's request to build a 24 hour location at [6201 Franklin Ave](#), and agreed to send this recommendation to LA City Planning. The residents of our community firmly support our Neighborhood Council's decision and feel compelled to express our continued opposition to this dangerous project.

Despite our united opposition & universal concern regarding this project's impacts on already dangerous traffic congestion as well as its untold environmental implications, City Planning approved 7-Eleven's fraudulently requested CEQA exemptions & allowed for extended hours without requiring the developers provide any traffic or environmental reports to support their absurd position that such a business would have no negative impact on the community. City Planning also failed to address the multiple lies in 7-Eleven's submitted materials, including claiming they are not in a Freeway Adjacent Zone which anyone with Google maps can disprove. While City Planning failed us, the residents of Franklin Village remain steadfast in their refusal to allow this project to move forward in any shape or form. Today, we are appealing City Planning's clearly erroneous decisions and once again asking that our valid concerns be taken seriously and addressed before any project is allowed to continue. 7-Eleven MUST provide a traffic study to examine their impacts on the heavily congested Franklin Ave 101 Freeway on-ramp. They likewise MUST provide an environmental study which lays out how they will safely transform a car repair garage with open CalEPA violations into a safe and healthy area to sell food.

Over the last three months, a majority of Franklin Avenue between Franklin/Western and Franklin/Argyle was closed or detoured in order to make repairs to parts of an underground electrical system. This included sectioning off entire blocks and limiting traffic on an already congested two-lane street to one lane from Franklin/Gower to Franklin/Argyle. The chaos this caused alone should be enough to demonstrate that having to navigate Franklin Avenue with the added traffic created by a major chain (one which relies on frequent in-and-out customers) would be extremely dangerous. The danger, however, is already well known, as it is outlined in a November 2020 Traffic Control memo which encourages the insertion of a traffic diversion at Franklin ave and Vista Del Mar ave to address that deadly intersection. How this memo exists and 7-Eleven has still been allowed to proceed without, at minimum, a traffic study is almost incomprehensible.

The LA City Planning mission statement claims it exists to "create and implement plans, policies, and

programs that realize a vision of Los Angeles as a collection of healthy and sustainable neighborhoods — each with a distinct sense of place, based on a foundation of mobility, economic vitality, and improved quality of life for all residents.” With all due respect, allowing a 24 hour 7-Eleven to invade into our neighborhood, destroy existing locally own businesses offering identical services, and turn our walkable community into a dangerous health hazard without even the pretense of study to inform decisions on these issues, goes directly against every single word in that mission statement.

This is a quiet residential area that has, through the Hollywood Community Plan and the ongoing efforts of our neighborhood council and civic associations, thus far resisted mass corporatization of the North of Franklin Ave. There is absolutely no need for a 24 hour convenience store of any kind in this area. If a resident wishes to patronize a 7-Eleven there are 15 within a 2 mile radius for them to choose from. In fact, 7-Eleven operates more than 70,000 stores in 17 countries, including 11,800 in North America alone. Denying them the opportunity to commercialize our residential area, poison our environment, & congest our streets, will have zero impact on their bottom line, but will make all the difference for this community, its habitability, & its safety. This our home. Please don't let a 24 hour 7-Eleven destroy it.

I sincerely hope the Area Planning Commission will see this project for the dangerous haphazard cash-grab it is and reject it whole cloth.

Sincerely,
Cristina Morganti

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

ZA-2020-7462-CU-1A; ENV-2020-7463

3 messages

Hollywoodland Homeowners Association <HHA@hollywoodland.org>

Thu, Jan 6, 2022 at 9:02 AM

To: apccentral@lacity.org, etta.armstrong@lacity.org, danalyn.dominquez@lacity.org



Dear APC,

Hollywoodland , tract 6450 is a historic hillside residential community consisting of 580 homes, a small commercial village at the base and a historic riding stable to the north (accessed through an easement road). Since 1923 our residential community has been surrounded by 444 acres of open-space given to the city in 1944. Three sides of our fragile community are bordered by open-space, designated in a SEA (Significant Ecological Area) and a VHFHSZ (Very High Fire Hazard Severity Zone). The Hollywoodland Homeowners Association (HHA, effective since 1942) advocates safety and quality of life issues affecting our private properties. Our community is situated above the subject project.

We are opposed to the above project for numerous reasons. First and foremost is the traffic implications. Hollywoodland's unique location and substandard infrastructure dictate that the main emergency egress for all residents and visitors is via Beachwood Dr that dead-ends into Franklin. Current issues with impeded traffic flow on Franklin and Hollywood Sign tourism already jeopardizes our safety. The added traffic drawn to our neighborhood by this project would further exacerbate this issue. The proximity to the 101 Freeway ramps is also a concern due to the additional congestion. Without a full EIR and traffic safety study the true safety impacts to our community cannot be known

Secondly, residents currently enjoy retail services of several commercial entities including Hollywood Super Mart, Gelsons and the Beachwood Market. Allowing an enterprise such as 7-Eleven especially with a 24 hour conditional use permit would put the existing small business at risk. Also, a 24 hour venue is not compatible with the huge residential area north of Franklin.

Finally nearby 7-Eleven locations just blocks away at [1810 Cahuenga](#) and [6051 Hollywood Blvd](#) make the 6201 Franklin location redundant and unnecessary.

We believe strongly in upholding the property rights of all owners. However, with those rights come responsibilities to both neighbors and the community at large. A project that has so many negative impacts cannot be considered especially without full environmental and traffic impact studies. Hollywoodland Homeowners Association respectfully urges you deny approval of the proposed 7-Eleven at 6201 Franklin.

Thank you,
Christine O'Brien
President
Hollywoodland Homeowners A

Etta Armstrong <etta.armstrong@lacity.org>

Thu, Jan 6, 2022 at 9:22 AM

To: Hollywoodland Homeowners Association <HHA@hollywoodland.org>

Cc: Planning APC Central <apccentral@lacity.org>, danalyn.dominquez@lacity.org

Received, thank you.



LOS ANGELES
CITY PLANNING

Etta Armstrong

Commission Executive Assistant I

Central Los Angeles Area Planning

Commission / South Los Angeles Area

Planning Commission / South Valley Area

Planning Commission

City Planning/ Commission Office

200 N. Spring St., Room 272

Los Angeles, CA 90012

T: (213) 978-1300 | Planning4LA.org

Direct: (213) 978-1128



[Quoted text hidden]

Mail Delivery Subsystem <mailer-daemon@googlemail.com>

Thu, Jan 6, 2022 at 9:22 AM

To: etta.armstrong@lacity.org



Address not found

Your message wasn't delivered to **danalyn.dominquez@lacity.org** because the address couldn't be found, or is unable to receive mail.

[LEARN MORE](#)

The response was:

The email account that you tried to reach does not exist. Please try double-checking the recipient's email address for typos or unnecessary spaces. Learn more at <https://support.google.com/mail/answer/6596>

Final-Recipient: rfc822; danalyn.dominquez@lacity.org

Action: failed

Status: 5.0.0

Diagnostic-Code: smtp; The email account that you tried to reach does not exist. Please try double-checking the recipient's email address for typos or unnecessary spaces. Learn more at <https://support.google.com/mail/answer/6596>

Last-Attempt-Date: Thu, 06 Jan 2022 09:22:34 -0800 (PST)

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

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

To: Hollywoodland Homeowners Association <HHA@hollywoodland.org>

Cc: Planning APC Central <apccentral@lacity.org>, danalyn.dominquez@lacity.org

Bcc:

Date: Thu, 6 Jan 2022 09:22:19 -0800

Subject: Re: ZA-2020-7462-CU-1A; ENV-2020-7463

----- Message truncated -----



Etta Armstrong <etta.armstrong@lacity.org>

No to 7-Eleven at 6201 Franklin Ave (Case # ZA-2020-7462-CU-1A and ENV-2020-7463)

1 message

Christopher Gwinn <cgwinn@gmail.com>

Wed, Jan 5, 2022 at 6:33 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

Dear planning commissioners and other concerned parties,

Re: Case # ZA-2020-7462-CU-1A and ENV-2020-7463.

I am writing to you to strongly urge that you deny a permit for the construction of a 7-Eleven store at [6201 Franklin Ave](#).

A 7-Eleven would be the death of the Hollywood Supermart, the One Stop Eat restaurant and the Kettle Glazed cafe situated right next door to this property - all small businesses and beloved institutions in our neighborhood.

There is already a 7-Eleven only a few blocks away at Cahuenga and Yucca and another close by at Gower and Hollywood - we do not need a third one here - no less one that could end up shuttering small, family-run businesses.

Please do not bow to the pressure of soulless corporations such as 7-Eleven and help us preserve REAL Hollywood businesses!

Thank you,

Chris Gwinn
[2017 Argyle Ave](#)
[Apt 416](#)
[Los Angeles, CA 90068](#)
[718.683.7977](#)



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Dan Etheridge <danetheridge@me.com>

Wed, Jan 5, 2022 at 7:29 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom It May Concern:

I write to protest the proposal to build a 7-11 at [6201 Franklin Ave](#). My neighbors and I are vehemently against the 7-11.

I live up the street from the proposed site, and have lived in the neighborhood for 20 years. It is a wonderful neighborhood — and one that welcomes local businesses with open arms. I stress that because this is not your normal “Not In My Backyard” situation.

However appropriate the zoning might have been decades ago, it is no longer appropriate for a high-traffic, environmentally-unsound, security-challenged 7-11 to be built at 6201 Franklin, especially one seeking to operate at irregular hours.

Anyone who would spend even a moment on-site would see that the traffic problems at this intersection — where Franklin, Argyle, Vine, Vista Del Mar and the 101 Freeway meet. It is already a nightmare for residents, commuters and business patrons alike.

Anyone who would spend a moment on-site would see that the area already has several small mom-and-pop convenience stores that already fulfill all community needs for convenient shopping.

Anyone who would spend a moment on-site would see that the proposed site immediately borders several neighborhoods, and the added security issues of a 7-11 there would only aggravate an already thorny problem in the area.

The community has turned out robustly again and again — at the initial HUNC meeting, then the follow-up meeting, then the Planning Commission hearing — in landslide opposition to this proposal. We will turn out again on the 11th.

Particularly galling during this process has been the brazen deceptions that the 7-11 folks have tried to put forward about the site. Apparently, a few decades ago, the site was a Chevron (gas station)... but it was long ago converted to an auto mechanic shop. This is a critical deception on their part. They try to say, well, it's zoned for a gas station and it's been a gas station, so the traffic for a 7-11 will be roughly the same.

This is a *false* statement. The site currently is an auto mechanic shop with very little in-and-out traffic. It's been that way for decades; it hasn't had gas station traffic in decades. They're comparing apples to oranges. And the simple fact is this intersection in the year 2021 cannot handle the traffic that a 7-11 would generate.

That is why it is particularly offensive to the community that no new traffic study was commissioned. Again, if you'd spend five minutes on site, pure common sense would lead you to say, there ought to be a traffic study before putting a 7-11 in *there*.

Please do not let a 7-11 destroy this neighborhood, like it has so many other neighborhoods. Nobody wants it there. Residents and businesses alike don't want it there. The Neighborhood Council doesn't want it there. The only one who wants it there is a greedy developer looking to take advantage of a dated zoning plan for a now-wildly inappropriate site.

Thank you.

Dan Etheridge
[2034 Vista Del Mar St](#)
[Los Angeles, CA 90068](#)
323-493-6322
danetheridge@me.com



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Diane Weiss <weiss.dianel@gmail.com>

Tue, Jan 4, 2022 at 3:00 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Regarding

ZA-2020-7462-CU-1A and ENV-2020-7463

Dear Area Planning Commission,

The proposed 7-11 at Franklin and Vista Del Mar Ave. is a horrible idea for numerous reasons.

It is unnecessary. There are already **15** 7-11's in a 2-mile radius! Plus numerous other convenience stores. The greed of the land owner does not necessitate a redundant, corporate business.

It degrades the neighborhood. An over-lit, tacky store that is universally notorious for attracting vagrants, crime and noise is an insult to our neighborhood. What is wanted by everyone except the greedy land owner is a locally owned business which would add to the richness of the neighborhood and put money into the pockets of small business owners, not careless greedy corporations.

It harms local small business owners. Just 2 doors down is a convenience store which is owned and operated by a local woman of color — the exact type of business local leaders claim to support but, judging by this issue, apparently in fact do not support whatsoever.

The application for this proposed development contains numerous false claims and should therefore be disqualified for consideration. The application claims there is no need for a traffic study even though in reality it is only about 300 feet from a freeway on-ramp. The application claims there would not be more than 50 additional customers a day even though the exact nature of 7-11 is to draw hundreds or thousands of customers a day. The application claims there are no similar businesses within 1.5 miles. The application claims the store would be under 2,000 square feet when in fact it plans to be 2,800. The application claims that the new use would be similar to the current business, which is auto repair. The greedy land owner is trying to gaslight those approving the development with lies.

The traffic increase on Franklin would be horrific for local residents and anyone who is coming or going from the freeway or traveling West or East on Franklin. At some point the city needs to care about the traffic congestion in our neighborhoods! The greedy land owner does not live nearby and does not care what kind of mess he leaves behind as long as he never has to work another day in his life.

PLEASE SAY NO TO 7-11. We deserve better city planning!

Thank you,
Diane Weiss
90068



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

Track Pizza <trackpizza@gmail.com>

Tue, Jan 4, 2022 at 1:33 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Hello - I've been resident in the Argyle Franklin area for over 10 years. It's a great area with the small shops and local businesses. The grocery has been a staple to the area for years . Putting a 711 In the area will destroy that small business and will destroy the small business atmosphere that we all enjoy. Please stop the 711. Thank you

Eric Monsanty
Argyle Ave 102
Los Angeles, CA



Etta Armstrong <etta.armstrong@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Jacqui Jordan <cheekyjji@yahoo.com>

Thu, Jan 6, 2022 at 2:13 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>

Cc: "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>, "danalynn.dominguez@lacity.org"

<danalynn.dominguez@lacity.org>

"It was recently brought to the attention of our Franklin Village neighborhood that the car garage near Franklin ave and Vista Del Mar is seeking to lease their property to a 7-11. The entire community strongly opposes this move.

Our neighborhood already has a wonderful, family owned convenience store, Hollywood Super Mart, located adjacent to the car garage site in question on Franklin Avenue. Hollywood Super Mart has been an institution for our neighborhood for several years—providing snacks, produce, and even organic/health items not found at most convenience stores. During the pandemic, they have also been able to provide hard-to-find PPE items, including masks, sanitary wipes, cleaners, paper towels, and other items not readily found at other larger local stores. The owners, Paul and Lara, work day and night to find these items and provide them for their neighbors, going the extra mile to even make personal runs to suppliers. They are beloved by the neighborhood and routinely frequented by its inhabitants.

Adding a 7-11 next to them seems counter-intuitive and deliberately destructive. Several other local businesses/restaurants operate in Hollywood Super Mart's plaza, including Kettle Glazed, Thai Pepper, and Papilles (a Michelin starred restaurant), all of whom share in the neighborhood desire to support local businesses, run by our fellow Angelenos.

This year has reinforced the importance of community. Whether it's volunteer work with community pantries or giving extra masks to my neighbors next door, I have loved seeing the residents of Franklin Village come together as a community to support one another. Hollywood Super Mart is an institution and a monument to that energy, and the entire neighborhood demands the city and neighborhood councils not allow a major outside corporate chain to inflict further financial strain and hardship on our local, family-run businesses during an already difficult year compounded by an ongoing pandemic."



Etta Armstrong <etta.armstrong@lacity.org>

ZA-2020-7462-CU-1A; ENV-2020-7463

1 message

Jeanne Clark <jmclark628@gmail.com>

Thu, Jan 6, 2022 at 9:18 AM

To: apccentral@lacity.org, Etta Armstrong <etta.armstrong@lacity.org>, danalyn.dominguez@lacity.org

Dear APC,

We oppose the approval of a 7 Eleven at 6201 Franklin. We live in Beachwood Canyon and would be directly impacted by the traffic and clientele a 24 hr convenience store would bring to our residential community. Beachwood Dr dead ends at both ends into Franklin and into Griffith Park. We are located in a high fire severity area. As Franklin is our only egress, the safety of our neighborhood will be negatively impacted with the additional traffic this installation will create. We cannot find that a traffic study or EIR addressing these issues has been done. If not, surely the City would require this type of information prior to approving such a project.

Also, a 24 hour venue would negatively impact the large residential areas above Franklin, creating a draw for late hour, out of area customers that potentially infiltrate the community.

With the current 7-Eleven location quite literally blocks away, another location would be redundant.

The current property owners are within their rights to sell but to open the community to additional safety concerns is irresponsible. We hope you agree deny approval of this project.

Thank you Jeanne & George Clark



Etta Armstrong <etta.armstrong@lacity.org>

NO 7-11 ON FRANKLIN!! ZA-2020-7462-CU-1A ENV-2020-7463

1 message

Jordan Silver <jordansethsilver@gmail.com>

Tue, Jan 4, 2022 at 1:04 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

To whom it may concern,

I am a local resident, residing on Argyle Ave near the corner of Franklin.

I am writing to express my EXTREME opposition to any and all plans for a 7-11 in this area.

for one, there are already multiple 7-11's in the area; one on Gower & Hollywood and another on Cahuenga and Franklin.

For another, we already have a local Hollywood grocery on this corner, beloved by the community and nullifying any additional need we'd have for a grotesque, dirty and unkempt corporate 7-11.

7-11's attract riff raff and homeless and crime, as can be seen clearly by the one on Melrose and Fuller.

Bottom line, nobody is asking for it, nobody wants it and there are a million better and more productive uses for the real estate space.

Thank you,
-Jordan Silver



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Julian Rubel <julian.rubel@gmail.com>

Wed, Jan 5, 2022 at 8:16 PM

To: apccentral@lacity.org

Cc: danalynn.dominguez@lacity.org, etta.armstrong@lacity.org, nofranklin711@gmail.com

Hello,

In 2021, the proposal to build a 7-Eleven at [6201 Franklin Avenue](#) was formally submitted to the Hollywood United Neighborhood Council for review. Following a presentation by 7-Eleven that was lacking in both concrete data and compassion for community concerns, the council opened the floor to hear comments from residents. After nearly an hour and a half of hearing objections, the council called for a vote from those in attendance to gauge public interest in the project. The community voted overwhelmingly 65-3 against allowing a 24-hour 7-Eleven to be developed in our neighborhood (with the only votes in favor coming from those planning the project).

After reviewing more public concerns, considering the multiple letters of opposition submitted by area homeowners and civic associations, and hearing from the owners of local businesses on Franklin Avenue expressing their concerns about the project, the neighborhood council formally voted to deny 7-Eleven's request to build a 24 hour location at [6201 Franklin Ave](#), and agreed to send this recommendation to LA City Planning. The residents of our community firmly support our Neighborhood Council's decision and feel compelled to express our continued opposition to this dangerous project.

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Over the last three months, a majority of Franklin Avenue between Franklin/Western and Franklin/Argyle was closed or detoured in order to make repairs to parts of an underground electrical system. This included sectioning off entire blocks and limiting traffic on an already congested two-lane street to one lane from Franklin/Gower to Franklin/Argyle. The chaos this caused alone should be enough to demonstrate that having to navigate Franklin Avenue with the added traffic created by a major chain (one which relies on frequent in-and-out customers) would be extremely dangerous. The danger, however, is already well known, as it is outlined in a November 2020 Traffic Control memo which encourages the insertion of a traffic diversion at Franklin ave and Vista Del Mar ave to address that deadly intersection. How this memo exists and 7-Eleven has still been allowed to proceed without, at minimum, a traffic study is almost incomprehensible.

The LA City Planning mission statement claims it exists to "create and implement plans, policies, and

programs that realize a vision of Los Angeles as a collection of healthy and sustainable neighborhoods — each with a distinct sense of place, based on a foundation of mobility, economic vitality, and improved quality of life for all residents.” With all due respect, allowing a 24 hour 7-Eleven to invade into our neighborhood, destroy existing locally own businesses offering identical services, and turn our walkable community into a dangerous health hazard without even the pretense of study to inform decisions on these issues, goes directly against every single word in that mission statement.

This is a quiet residential area that has, through the Hollywood Community Plan and the ongoing efforts of our neighborhood council and civic associations, thus far resisted mass corporatization of the North of Franklin Ave. There is absolutely no need for a 24 hour convenience store of any kind in this area. If a resident wishes to patronize a 7-Eleven there are 15 within a 2 mile radius for them to choose from. In fact, 7-Eleven operates more than 70,000 stores in 17 countries, including 11,800 in North America alone. Denying them the opportunity to commercialize our residential area, poison our environment, & congest our streets, will have zero impact on their bottom line, but will make all the difference for this community, its habitability, & its safety. This our home. Please don't let a 24 hour 7-Eleven destroy it.

I sincerely hope the Area Planning Commission will see this project for the dangerous haphazard cash-grab it is and reject it whole cloth.

Thank you,--
Julian Rubel

He / Him / His



Etta Armstrong <etta.armstrong@lacity.org>

Please no 711 ENV-2020-7463 ZA-2020-7462-CU

1 message

kelly m <kellymartin1001@gmail.com>

Tue, Jan 4, 2022 at 4:03 PM

To: apccentral@lacity.org, danalynn.domingues@lacity.org, etta.armstrong@lacity.org

Hello,

I just saw that a 711 is going to be built at [6201 Franklin Ave.](#), but that's the location of Cesar's Auto Repair. Our neighborhood *needs* Cesar's so much more than yet another 711.

We already have a 711 on Cahuenga between Yucca and Franklin. Oh Lord, please don't do this to us!!! 🙏

Thank you!

Kelly Martin
Hollywood Dell



Etta Armstrong <etta.armstrong@lacity.org>

Concerning ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Kim Sudhalter <kim@urbanlegendpr.com>

Thu, Jan 6, 2022 at 2:46 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org

Dear Area Planning Commission:

I am writing to vehemently oppose approving the 7-11 application on Franklin at the 101 freeway (ZA-2020-7462-CU-1A and ENV-2020-7463).

I moved into the Franklin Village area five years ago and used to be able to walk anywhere, day and night, and felt totally safe. Today, the entire tone of the area has changed drastically. Between the homeless encampment under the freeway underpass, the transients coming up from Hollywood, the release of criminals from jails during Covid, the removal of the cash bail system and the unwillingness of the city to prosecute crimes, we are inundated with dangerous people and situations every day. As a single woman, if I walk anywhere now, I have to carry pepper spray and a taser to feel even vaguely secure.

If you follow the Citizen app, you'll know how many robberies take place on a daily basis at 7-11s in and around Hollywood. The stores serve as a hangout for the criminal element and attract an unprecedented amount of crime. As an example, a cursory search on the app shows 8 robberies and incidents at nearby 7-11s since 12/31/2021 (see attached screen shot). Not only are 7-11s dangerous, the store is completely unnecessary to this area. We have a family market, the Hollywood Super Mart, in that same strip, along with three gas stations that sell the same items as a 7-11. What on earth are the positives to bringing 7-11 to this area?

Thank you for taking my point of view into consideration.

Best,

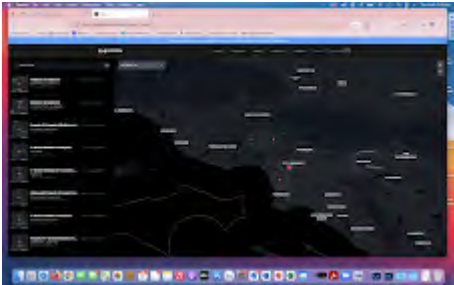
Kim

Kim Sudhalter

Urban Legend PR

213.369.6062

Screen Shot 2022-01-06 at 2.39.49 PM.png
3232K





Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Kriss Turner Towner <krissturnertowner@gmail.com>

Wed, Jan 5, 2022 at 2:33 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Hello!

I live in Beachwood Canyon. Please, we do not need a 7-11 on Franklin. Please. No!!!

Kriss



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

백라현 <labaik237@gmail.com>

Wed, Jan 5, 2022 at 3:14 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,



Etta Armstrong <etta.armstrong@lacity.org>

ENV-2020-7463 and ZA-2020-7462-CU

1 message

Lara Harb <laraharb76@gmail.com>

Thu, Jan 6, 2022 at 1:12 PM

To: Planning Central <apccentral@lacity.org>

Cc: Etta Armstrong <etta.armstrong@lacity.org>, Danalynn Dominguez <danalynn.dominguez@lacity.org>, No Eleven <nofranklin711@gmail.com>

RE: [6201 Franklin Ave](#) Proposed Conversion to 7-Eleven - **OPPOSE**

ENV-2020-7463-CE

ZA-2020-7462-CU

Please see the enclosed materials for additional information.

Dear City Planning,

I am Lara Harb, one of the owners of Hollywood Super Mart at [6213 Franklin Ave](#). We have owned this local store since March of 2016, when we took over a sparsely stocked convenience store and transformed it into a vibrant small business carrying a wide variety of specialty brands and a majority of local California based labels. I firmly believe in supporting other California businesses whenever I can, and seek to stock a majority of locally owned companies. On the other hand, one of 7-Eleven's Restaurant Development managers, Michael Anderer, recently announced they had surpassed one BILLION in sales of their proprietary brand. These sales do not support local California businesses in any way and only further line the pockets of an international corporation.

The proposed development of a heavily trafficked commercial retail chain at 6201 Franklin ave would be devastating to our business, and will be devastating to the community we have come to love. What is most upsetting to me is that there are a multitude of strikingly similar businesses in the immediate vicinity, including three gas stations, two donut shops, our own convenience store, Gelson's market, and a CVS. There are also more than a dozen 7-11 locations within a two mile radius, including seven within a single mile. I cannot see what value this proposed development brings to the community.

Our own shop is approved for operating hours of 8:00am to 2:00am. What is the community benefit of adding an identical 24 hour establishment? Nearby gas stations: the Mobil at Argyle/Franklin, the Aarco at Gower/Franklin, and the 76 at Beachwood/Franklin are all open 24 hours. What is the need for an additional identical business that requires a high volume of additional traffic to operate and is located less than 500 feet from a freeway on-ramp?

I fail to see the benefits of this proposed development, but I can certainly see many negatives. Looking at the Crime Mapping website, as recommended Brian White, the officer in charge of this area, between the two 7-Eleven locations closest to us, both within a half mile, there have been nearly half a dozen thefts, including an instance of grand theft, multiple car break-ins, and a robbery all within August 2020 to February 2021 (just 6 months). In a 4 day period just a few weeks ago, our closest 7-Eleven location at Gower & Hollywood Blvd, had a shooting, a stabbing, & an assault. The increased crime surrounding these stores is notorious, a quick Google News search returns 981,000 results.

This neighborhood already struggles with vagrancy, petty theft, vandalism, and car break-ins on a regular basis. The former manger of the storage facility catty-corner to our location underneath the 101 overpass, can attest to recent fires being set by vagrants which required the intervention of the fire department. Across the street, the Mobile gas station has had windows broken, repeated vandalism, and fires all linked to the vagrancy problem of this area. LAFD records show that between February 2020 and September 2020 firefighters were dispatched to the Argyle Ave 101 underpass five times for rubbish fires and twelve additional times for other 911 emergencies. These incidents always increase in the early morning hours—of the five aforementioned trash fires, four happened between 2:00am and 6:00am—the exact same timeframe this high traffic convenience store is proposing to operate.

I cannot overstate how these existing issues will be exacerbated by the proposed addition of a store well-known for its attractiveness to violent crime. This issue will also only get worse with the introduction of liquor, which is the obvious next step in the permitting process for this development.

The unchecked increase in both crime and traffic will effectively eliminate the walkability of one of LA's last close-knit communities. The increased traffic from a nearly 3000 square foot corporate chain will negatively impact the health of our neighbors, and further endanger children, seniors, and other pedestrians seeking to utilize their neighborhood. The proposed location is within half mile of

both multiple churches, assisted living facilities, and an elementary school. This area is already heavily congested, as is obvious from LADOT traffic reports. One such report on the volume of traffic at the intersection of Franklin ave and Vista Del Mar (the location of the proposed development) made on 12/18/2019 by National Data and Surveying Services (Project #CA19_5514_080) shows nearly 34,000 cars in a single day. Located less than 500 feet from a heavily trafficked 101 freeway on-ramp that is already gridlocked on most week days, the addition of a high traffic commercial business is a disaster waiting to happen. A local area 7-Eleven franchise owner has stated that he requires a minimum of 5000 cars per day to meet his sales quotas. The addition of 5000 *more* cars to this already congested area is nothing short of madness. A pedestrian report from 11/28/2012 (the latest report available for the area, collected by National Data and Surveying Services project #CA12_5476_002) shows daily pedestrian totals at Argyle ave and Franklin ave at nearly 1000 per day, including 326 school-aged children. In the last nine years these numbers have undoubtedly only increased with the increase in the community population. 7-Eleven has thus far refused to do a traffic survey to examine their impact on the congestion of this area.

Environmentally, I am concerned about the impact of construction to a land site that was previously a gas station and which still possibly has its original underground storage tanks. What are the impacts to the health of the community of excavating these toxic chemicals? How will this development interact with the multiple currently open CalEPA violations on record for the existing business? Will development at this site release toxic materials and cause respiratory issues to residents during a pandemic that also causes respiratory distress? I am likewise extremely concerned about 7-Eleven's request for an exemption of CEAQ environmental quality guidelines. 7-Eleven has completely failed to do any due diligence regarding the environmental impact of construction at this location & its existing CalEPA violations. The fact that they are attempting to exempt themselves from guidelines which are in place to keep the community safe is very disturbing to me. The grounds for their request for exemption are also fabricated. Per their application they are requesting said exemption based on CEQA guidelines section 15302 (Class 2) which states that the "replacement or reconstruction of existing structures and facilities where the new structure will be located on the same site as the structure replaced and will have substantially the same purpose and capacity as the structure replaced". This standard clearly does not apply when converting a car garage to a convenience store which will be selling food & other consumables. The second part of their exemption request is pursuant to CEQA Guidelines section 15303 (Class 3) which covers "the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure". The current plan, as presented to the Hollywood United Neighborhood Council (who unanimously voted to deny 7-Eleven's permit request) requires the existing structure to be completely torn down & replaced by a new, 2744 square foot store. They are even intending to move the location of the parking lot from the Franklin ave side to the Dix street side. They very obviously do not qualify for these exemptions & are more interested in endangering an entire community than in developing responsibly.

Throughout the Covid-19 pandemic we have sought to provide the community with the things they need to stay safe. Expanding our selection of food and snacks to meet the needs and requests of our neighbors, and stocking PPE and cleaning supplies even when they were out of stock at larger chains. Knowing how the neighborhood relies on us, when our suppliers de-prioritized us because of our small size, we left our own small children with relatives and went across Los Angeles on our own to pick up the items our community needed. At a time when a global health crisis is devastating small business across California and the United States, to see a corporate chain swooping in to deal a death blow to family businesses is deeply upsetting.

We have worked tirelessly over the past five years to create more than just a faceless shop, but a thriving community business that is present and involved in the neighborhood where it resides. A corporate chain using the uncertainty of a pandemic to insert itself into an area to that area's detriment is simply devastating.

We urge you to support the safety, walkability, and health of this special area and reject 7-11's attempt at corporate invasion by rejecting their permit requests completely.

Thank you
Lara Harb-owner
Hollywood Super Mart

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Lisa Linke <itslinke@gmail.com>

Wed, Jan 5, 2022 at 8:28 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To whom it may concern:

I am writing in opposition to the proposed 7-11 store at Franklin & Argyle.

As a community member of Beachwood canyon for the last 9 years, I see no need for an additional 7-11 within a half-mile of the existing location at Cahuenga & Yucca.

My concerns are as follows:

1) a small convenience store currently exists in the plaza at Franklin and Argyle. It is beloved in our community and supports the economic welfare of individuals, not corporations.

2) the traffic at Franklin/Argyle/101 on-ramps is already challenging throughout the day, and the small plaza has few parking spaces to begin with. Navigating the increase in cars entering/exiting the plaza because of a national chain would be near impossible.

3) National statistics show increased crime next to 7-11 stores, and car break-ins are already a huge concern in our community. We work hard to keep the walkability score up for homeowners, landlords and potential renters.

The impact of all three of these: the existing beloved business, the traffic concerns and the expected increase in crime are all reasons to consider the neighborhood's well-being and desires ahead of a corporation.

Thank you for your time.

Lisa

Lisa Linke

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

Case #'s ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Mark Atherlay <matherlay@gmail.com>

Wed, Jan 5, 2022 at 2:13 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear A.P.C.,

As a resident of the lower Hollywood Dell, we ask that you PLEASE DO NOT ALLOW 7-ELEVEN to take root at its proposed location on Franklin Ave & Vista Del Mar. Currently, there are already SIX 7-Elevens located within less than a mile or two of this location.

As we ALL know, 7-Elevens tend to attract an abundance of trash, an influx of crime and loiterers who wait outside all hours of the day & night either passed out or scouring the area for handouts or dropped food and alcohol. This area is already inundated with an out of control homeless population beneath the Gower bridge under the 101 less than a block away.

Let me ask you this, would you like a 7-Eleven set-up half a block from YOUR private residence???

I've not even BEGUN to mention the incessant TRAFFIC issues & street congestion that already occurs at the intersections of Franklin & Argyle/Franklin & the 101 on/off ramps, Franklin & Vista del Mar and Franklin & Gower. Daily, traffic backs-up on Franklin BEYOND Beachwood during the late afternoon/early evening hours. Dropping a 7-Eleven directly in the middle of that ongoing maelstrom would create further traffic congestion HAVOC each & every day!

We are more than content with the current Mom-&-Pop convenience stores & gas stations we have within walking distance. We have personal relationships with those owners who I KNOW are up in arms against this proposal. As if their businesses weren't fatally wounded from the covid situation alone! A 7-Eleven would only add insult to injury to these store owners and our close-knit community.

As a result, we ask that you reconsider approving this corporate invasion of our neighborhood.

Thank you.

Mark Atherlay
1900 Vine St.
L.A., CA. 90068



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Marpa Franzoni <bofranzoni@gmail.com>

Wed, Jan 5, 2022 at 3:08 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To whom it may concern,

My name is Marpa, I'm a lifelong resident of the city of Los Angeles (grew up on Fairfax Avenue and Lindenhurst), I've lived in this quiet little spot on Argyle, north of Franklin for the last seven years and it's been a gem of little community here, north of HWY 101!

please help us keep our quiet little corner of Hollywood North and please we beg of you:

Help us preserve the hard work and investment of our local small business owners and particularly that of our ***ALREADY EXISTING* FAMILY OWNED CORNER GROCERY/LIQUOR STORE** that's ***LITERALLY NEXT DOOR*** to the proposed new 7-Eleven. We already have at least two existing 7-Eleven locations within just a few blocks of here... but they are below the fwy and near the commercial centers; where 24 hour convenience stores (and the late night clientele they attract) belong: in well-lit and well-monitored areas that are less residential in tone and noise level and where the roads are more equipped to handle that kind of traffic as well! if you've ever been caught in the already congested DeadLock that is Franklin Ave at the wrong time, you already know what the edition of a 7-Eleven would do to traffic ***RIGHT AT THE MOUTH* OF THE HOLLYWOOD FREEWAY!**

Please help us keep the quiet character of our little alcove intact.

Thank you for hearing our case!

B. Marpa Franzoni

213.281.8036

1961 Argyle Ave, Apt 14,
Los Angeles, CA 90068



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

mary gent <mclare39@gmail.com>

Tue, Jan 4, 2022 at 12:27 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

I also strongly oppose a 7-11 in our neighborhood in general. We have a locally owned convenient store right there as well as 8 locations of 7-11's within a 2 mile radius. It is incomprehensible and would be an incredible detriment to the neighborhoods as we are all community based and care about the safety and support of each other.

We are all aware of the extreme violent nature of this city right now and 7-11 is and always has attracted that element. There is a children's school two blocks away as well as two gas stations and Gelsons. We also know that the traffic westbound on Franklin is one of the most congested at most times of the day.

The last thing this special neighborhood needs is a corporate run convenience store.

Thank you,
Mary Gent
2122 Vista Del Mar
90068



Etta Armstrong <etta.armstrong@lacity.org>

ZA-2020-7462-CU-1A / ENV-2020-7463

1 message

Nancy Moreno <nfareed@mac.com>

Thu, Jan 6, 2022 at 12:08 PM

To: etta.armstrong@lacity.org

Cc: Meg.Healy@lacity.org, Craig.Bullock@lacity.org

Hello Etta,

I am writing in support of the appeal of LA City Planning's decision to allow 7-Eleven to go forward at 6201 Franklin without a traffic study or environmental review.

I live at 3060 Belden so mid-way up Beachwood Canyon and the area where the 7-Eleven would be is absolute mayhem already with so much traffic and the limited space in and leading up to the intersection of Vine and Franklin. With the entrance to the 101 North Freeway right near the potential location of the 7-Eleven, you will add to and create complete gridlock.

We have a 76 gas station which has a mini mart which is more than sufficient for the tourists and residents in the area. We have grocery stores within a couple blocks east and south as well.

COVID has already strained the mental health of our LA residents, please consider a small restaurant or other small business that could serve the community and tourists that fill up this part of town.

Thanks for your time and consideration.

Regards,
Nancy

Nancy Fareed Moreno
+1 213.448.7804
nfareed@mac.com

Breathe. Play. Live.



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Natalie Raymond <nataliemraymond@gmail.com>

Thu, Jan 6, 2022 at 1:23 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

To whom it may concern,

I am a resident of Argyle Ave and I am writing to voice my STRONG opposition to the proposed 7-Eleven at 6201 Franklin ave.

There are a multitude of issues regarding this development. Firstly, the heavy increase in traffic on an already congested street in a Freeway Adjacent Zone, at an intersection which was already deemed dangerous enough (in a 2020 traffic memo) to warrant a traffic diversion. Developing a high volume commercial business at this location without any kind of traffic study to factually & comprehensively investigate its impacts on the area is wildly irresponsible & illegal.

Secondly, the environmental impacts of development on a piece of property which stores hazardous materials & currently has multiple CalEPA violations open, not to mention the impacts of construction on a site formerly home to underground gasoline tanks with zero environmental review. Residents of this area deserve careful attention to be paid to the possible of longterm health & environmental quality effects of this development.

Thirdly, extended hours of operation when none are necessary & which put the community in danger. 7-Eleven's documented corporate policy of not ejecting loiters from their properties puts area residents at risk at all hours, but especially so during the nighttime hours when this business wants to operate, while 7-Eleven has no intention of providing security to protect residents. At a previous hearing, with the Hollywood United Neighborhood Council, 7-Eleven's representative made it clear they considered basic security measures to be a "luxury" which they would not guarantee community members. There are a multitude of other choices for 24 hour businesses already in the area, & nearly identical businesses adjacent to the proposed location were not granted extended hours. There is absolutely no reason for 7-Eleven to receive them.

Finally, the myriad of falsehoods & outright lies in 7-Eleven's application regarding this property make a mockery of our city government & the processes put in place to protect Los Angeles city residents. This international corporation couldn't be bothered to show even the smallest amount of respect to the community it wants to invade by being truthful on their application materials. Instead they submitted canned & formulaic documents which deliberately misrepresent their proposed location, their intentions, their environmental concern, & their role in a community. In addition to outright lying about being in a Freeway Adjacent Zone, 7-Eleven claimed in their application materials that extended hours were required due to the lack of similar businesses in the area. There are 15 7-Eleven locations within a 2 mile radius. There are also dozens of other markets, convenience stores, grocery stores, & pharmacies in the surrounding area, including one less than 200 feet away. When pressed on this falsehood at the Neighborhood Council meeting 7-Eleven's representative pivoted to say they needed the extended hours to compete with these existing businesses. Lying to & gaslighting the community as well as City Government is unacceptable & should be rewarded with comprehensive rejection.

I join in with my neighbors & fellow community members to demand that the A.P.C. further restrict 7-Eleven's hours of operation, require a comprehensive traffic study, & overrule the previously fraudulently obtained CEQA exemptions. We expect this multi-national corporation to be honest & accountable to the communities it wants to infiltrate, & we expect our local governments to hold our community's best interests above the whims of an uncaring corporate chain.

Thank you,
Natalie Raymond
Resident

--

Natalie Raymond, MFA
poet | photographer | filmmaker
natalieraymond.com

Instagram: @natalie_raymond

1/6/22, 2:02 PM

City of Los Angeles Mail - Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

Twitter: @natalieraymond

n@natalieraymond.com

she/her



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Nicholas Tester <nicholastester@gmail.com>

Tue, Jan 4, 2022 at 12:14 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven at 6201 Franklin ave. This project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,
Nicholas Tester



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Nick Townsend <nickt8819@gmail.com>

Tue, Jan 4, 2022 at 3:35 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear Area Planning Commission,

In 2021, the proposal to build a 7-Eleven at [6201 Franklin Avenue](#) was formally submitted to the Hollywood United Neighborhood Council for review. Following a presentation by 7-Eleven that was lacking in both concrete data and compassion for community concerns, the council opened the floor to hear comments from residents. After nearly an hour and a half of hearing objections, the council called for a vote from those in attendance to gauge public interest in the project. The community voted overwhelmingly 65-3 against allowing a 24-hour 7-Eleven to be developed in our neighborhood (with the only votes in favor coming from those planning the project).

After reviewing more public concerns, considering the multiple letters of opposition submitted by area homeowners and civic associations, and hearing from the owners of local businesses on Franklin Avenue expressing their concerns about the project, the neighborhood council formally voted to deny 7-Eleven's request to build a 24 hour location at [6201 Franklin Ave](#), and agreed to send this recommendation to LA City Planning. The residents of our community firmly support our Neighborhood Council's decision and feel compelled to express our continued opposition to this dangerous project.

Despite our united opposition & universal concern regarding this project's impacts on already dangerous traffic congestion as well as its untold environmental implications, City Planning approved 7-Eleven's fraudulently requested CEQA exemptions & allowed for extended hours without requiring the developers provide any traffic or environmental reports to support their absurd position that such a business would have no negative impact on the community. City Planning also failed to address the multiple lies in 7-Eleven's submitted materials, including claiming they are not in a Freeway Adjacent Zone which anyone with Google maps can disprove. While City Planning failed us, the residents of Franklin Village remain steadfast in their refusal to allow this project to move forward in any shape or form. Today, we are appealing City Planning's clearly erroneous decisions and once again asking that our valid concerns be taken seriously and addressed before any project is allowed to continue. 7-Eleven MUST provide a traffic study to examine their impacts on the heavily congested Franklin Ave 101 Freeway on-ramp. They likewise MUST provide an environmental study which lays out how they will safely transform a car repair garage with open CalEPA violations into a safe and healthy area to sell food.

Over the last three months, a majority of Franklin Avenue between Franklin/Western and Franklin/Argyle was closed or detoured in order to make repairs to parts of an underground electrical system. This included sectioning off entire blocks and limiting traffic on an already congested two-lane street to one lane from Franklin/Gower to Franklin/Argyle. The chaos this caused alone should be enough to demonstrate that having to navigate Franklin Avenue with the added traffic created by a major chain (one which relies on frequent in-and-out customers) would be extremely dangerous. The danger, however, is already well known, as it is outlined in a November 2020 Traffic Control memo which encourages the insertion of a traffic diversion at Franklin ave and Vista Del Mar ave to address that deadly intersection. How this memo exists and 7-Eleven has still been allowed to proceed without, at minimum, a traffic study is almost incomprehensible.

The LA City Planning mission statement claims it exists to "create and implement plans, policies, and

programs that realize a vision of Los Angeles as a collection of healthy and sustainable neighborhoods — each with a distinct sense of place, based on a foundation of mobility, economic vitality, and improved quality of life for all residents.” With all due respect, allowing a 24 hour 7-Eleven to invade into our neighborhood, destroy existing locally own businesses offering identical services, and turn our walkable community into a dangerous health hazard without even the pretense of study to inform decisions on these issues, goes directly against every single word in that mission statement.

This is a quiet residential area that has, through the Hollywood Community Plan and the ongoing efforts of our neighborhood council and civic associations, thus far resisted mass corporatization of the North of Franklin Ave. There is absolutely no need for a 24 hour convenience store of any kind in this area. If a resident wishes to patronize a 7-Eleven there are 15 within a 2 mile radius for them to choose from. In fact, 7-Eleven operates more than 70,000 stores in 17 countries, including 11,800 in North America alone. Denying them the opportunity to commercialize our residential area, poison our environment, & congest our streets, will have zero impact on their bottom line, but will make all the difference for this community, its habitability, & its safety. This our home. Please don't let a 24 hour 7-Eleven destroy it.

I sincerely hope the Area Planning Commission will see this project for the dangerous haphazard cash-grab it is and reject it whole cloth.

Thank you,
Nicholas Townsend

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

important : Letter of STRONG Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Rana Joy Glickman ("deejay") <rana.joy.glickman@shakrahfilms.com>

Tue, Jan 4, 2022 at 5:28 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, Danalynn Dominguez <danalynn.dominguez@lacity.org>, nofranklin711@gmail.com

Re: NO 7/11 - ZA-2020-7462-CU-1A and ENV-2020-7463

To Whom it May Concern,

Happy New Year !

Hope this finds you and your families Healthy and safe !

I have lived 10 houses up from the proposed new 7/11 location on Franklin for the past 25 years.

I love my neighborhood and community and have been a active participant in neighborhood groups.

We are unilaterally opposed to the idea of 7/11 (there are several other 7/11's within blocks of us fyi) for SAFETY REASONS.

The traffic at that corner is outrageously complex , as well the small businesses in the mini mall adjacent have worked so hard through out the pandemic to take good care of us with healthy provisions, dignity and kindness. But, the most important thing to consider, aside from the crime that 7/11's in Hollywood tend to magnetize is **the extreme danger of the road hazards that it would inevitable create.**

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I emphatically encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you for your consideration.

Sincerely

Rana Joy Glickman

rana.joy.glickman@shakrahfilms.com

Mobile 323.972.3754



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Robert Burgin Trust <burgintrust@gmail.com>

Wed, Jan 5, 2022 at 11:13 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear Area Planning Commission,

As property owner of three apartment buildings on Argyle and Holly Mont, I am opposed to the addition of a 24-hour 7-Eleven at 6201 Franklin Avenue. I stand with my neighbors and with my neighbor council in opposition.

Despite united opposition and universal concern regarding this project's impacts on already dangerous traffic congestion as well as its untold environmental implications, City Planning approved 7-Eleven's fraudulently requested CEQA exemptions & allowed for extended hours without requiring the developers provide any traffic or environmental reports to support their absurd position that such a business would have no negative impact on the community. City Planning also failed to address the multiple lies in 7-Eleven's submitted materials, including claiming they are not in a Freeway Adjacent Zone which anyone with Google maps can disprove.

While City Planning failed us, we remain steadfast in refusal to allow this project to move forward in any shape or form. Today, we are appealing City Planning's clearly erroneous decisions and once again asking that our valid concerns be taken seriously and addressed before any project is allowed to continue. 7-Eleven MUST provide a traffic study to examine their impacts on the heavily congested Franklin Ave 101 Freeway on-ramp. They likewise MUST provide an environmental study which lays out how they will safely transform a car repair garage with open CalEPA violations into a safe and healthy area to sell food.

The LA City Planning mission statement claims it exists to "create and implement plans, policies, and programs that realize a vision of Los Angeles as a collection of healthy and sustainable neighborhoods — each with a distinct sense of place, based on a foundation of mobility, economic vitality, and improved quality of life for all residents." With all due respect, allowing a 24 hour 7-Eleven to invade our neighborhood, destroy existing locally owned-businesses offering identical services, and turn our walkable community into a dangerous health hazard without even the pretense of study to inform decisions on these issues, goes directly against every single word in that mission statement.

This is a quiet residential area that has, through the Hollywood Community Plan and the ongoing efforts of our neighborhood council and civic associations, thus far resisted mass corporatization of the North of Franklin Ave. There is absolutely no need for a 24 hour convenience store of any kind in this area. If a resident wishes to patronize a 7-Eleven there are 15 within two miles.

I sincerely hope the Area Planning Commission will see this project for the dangerous haphazard cash-grab it is and reject it whole cloth.

Thank you,
The Robert Burgin Trust



Etta Armstrong <etta.armstrong@lacity.org>

7-Eleven 6201 Franklin

1 message

Rod Borders <rodb323@icloud.com>

Wed, Jan 5, 2022 at 10:38 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

Good Evening,

I strongly oppose the proposed development of a 7-Eleven store at 6201 Franklin. I live at 1900 Vine Street and almost nightly deal with a barrage of people consuming alcohol or partaking of drugs (legal and illegal drugs) at the Vine overlook. Every morning there are left over beer bottles and empty hard alcohol containers. The unhoused scour the area for remnants of marijuana joints and cigarettes. A 7-Eleven would only exacerbate this problem. There are already several 7-Eleven stores within the immediate area. I am scared to walk into most of them due to all the criminal activity that happens around them. Please do not put this additional burden at our doorstep.



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

Sekhar Padmanabhan <bareygoodmaul@icloud.com>

Wed, Jan 5, 2022 at 1:17 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Shawn Martinez <shawnsmartinez@gmail.com>

Tue, Jan 4, 2022 at 12:29 PM

Reply-To: shawnsmartinez@gmail.com

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

My name is Shawn Martinez and I am contacting you in regards to case number ZA-2020-7462-CU / ENV-2020-7643-CE . It was recently brought to the attention of our Franklin Village neighborhood that the car garage near Franklin and Vista Del Mar is seeking to lease their property to a 7-Eleven. I, along with dozens of my neighbors who live nearby would like to let you know that we strongly oppose this move.

Our neighborhood already has a wonderful, locally owned convenience store, Hollywood Super Mart, located adjacent to the car garage site in question on Franklin Avenue. Hollywood Super Mart has been an institution for our neighborhood for a number of years, providing snacks, produce, and even organic/health items not found at most convenience stores. During the pandemic, they were also able to provide hard-to-find PPE items, including masks, sanitary wipes, cleaners, paper towels and other items not able to be found at local stores. The owners work day and night to find these items and provide them for their neighbors, even if it meant not waiting for deliveries and making personal runs to suppliers. They are beloved by the neighborhood and routinely frequented by its inhabitants.

Adding a 7-Eleven next to them seems counterintuitive. Several other local businesses/restaurants operate in the nearby plaza, including Kettle Glazed, Thai Pepper, and Papilles, all of whom share in our desire to support local businesses run by our fellow Angelenos. The strike to our small business community would be bad enough, but the demonstrated increase in crime, traffic, & vandalism connected to 7-Eleven stores nationally is unacceptable to our small community.

This year has reinforced the importance of community. Whether it's volunteer work with community pantries or giving extra masks to my neighbors next door, I have loved seeing the residents of Argyle Avenue come together as a community to support one another, I hope you will not allow a major outside chain inflict further financial strain and hardship on our local businesses during an already difficult year compounded by an ongoing pandemic.

I am extremely opposed to the store operating 24/7.

Thank You,

Shawn Martinez
[1938 Argyle Ave #109](#)
[Los Angeles, CA 90068](#)



Etta Armstrong <etta.armstrong@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

sydney davina <sydneydavina@gmail.com>

Wed, Jan 5, 2022 at 7:36 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

To whom it may concern~

I would like to express my deep concern and opposition towards 7/11 on Franklin. The Franklin community is majorly composed of young women in their 20's-mid 30's that already struggle to feel somewhat safe in broad daylight as of lately let alone if there was a 7/11 entity. I personally use the citizen app to keep myself up to date on the latest crime going on in the area to assess the level of safety or lack thereof I am going to decide to venture out towards that day.

Almost, if not every day there is a crime related to one of the 7/11 locations in our area, (Cahuenga and Hollywood). As the pandemic has progressed over the past 21 months, I have lived in several areas of LA but Franklin is one of the only communities left where I've felt supported by the small businesses and their owners. Personally, I frequent the Hollywood Supermart on the corner of Franklin and Argyle. The staff and owner have saved me from weird men lingering, threatening, etc. on several occasions in the last 11 months I've resided in the Franklin community. That being said I couldn't fathom what a 7/11 would do for our community other than burning it down, quite literally.

Without a doubt, we can all acknowledge that 7/11 attracts heavy energy of the homeless population, drug abuse, robberies, violence, and in worse cases sex trafficking incidents. Prior to living in the Franklin area, I lived a block from the 7/11 in Studio City off of Ventura Boulevard, also a pretty safe area originally. However, there were several occasions towards the end of my time in the area when my safety was in constant jeopardy.

Though I could share endless stories of how the establishments have put me in harm's way constantly the real question is...why would we want to potentially destroy the only safe haven in our community for a big business to attract more chaos. Please consider if you have any children in their early 20's, that are barely scraping by and working till sometimes 3 am just to support themselves, especially during these times. Would you put a 7/11 next store to their homes? Their places of safety? I'd hope not.

Lastly, I genuinely ask for your empathy and consideration in making this decision on a basis of considering your own children or loved ones and what challenges they could potentially face assuming 7/11 is opened next to their front doors.

Thank you so much for your time and consideration.

Genuinely,
Sydney from the Franklin Community
(23 yr old female)

Channel Law Group, LLP

8383 Wilshire Blvd.
Suite 750
Beverly Hills, CA 90211

Phone: (310) 347-0050
Fax: (323) 723-3960

JULIAN K. QUATTLEBAUM, III
JAMIE T. HALL *
CHARLES J. McLURKIN

Writer's Direct Line: (310) 982-1760
jamie.hall@channellawgroup.com

*ALSO Admitted in Texas

January 6, 2021

VIA ELECTRONIC MAIL

Central Area Planning Commission
200 N. Spring Street
Los Angeles, CA 90012
apccentral@lacity.org

Re: Case No. ZA-2020-7462-CU; ENV-2020-7 463-CE; 6201 West Franklin Avenue

Honorable Members of the Area Planning Commission:

This firm represents No Franklin Village Seven Eleven ("Appellant"). On or about June 23, 2021, the Zoning Administrator ("ZA") issued a Letter of Determination for the proposed development project located at 6201 West Franklin Avenue ("Project"). The ZA approved a 7-Eleven Convenience store at 6201 West Franklin Avenue with operating hours from 6 am to 2 am. The ZA also approved an environmental clearance for the Project under the California Environmental Quality Act ("CEQA"). Appellant has appealed the Conditional Use Permit ("CUP") as well as the environmental clearance approved for the Project. This letter supplements the bases for appeal that have been submitted thus far.

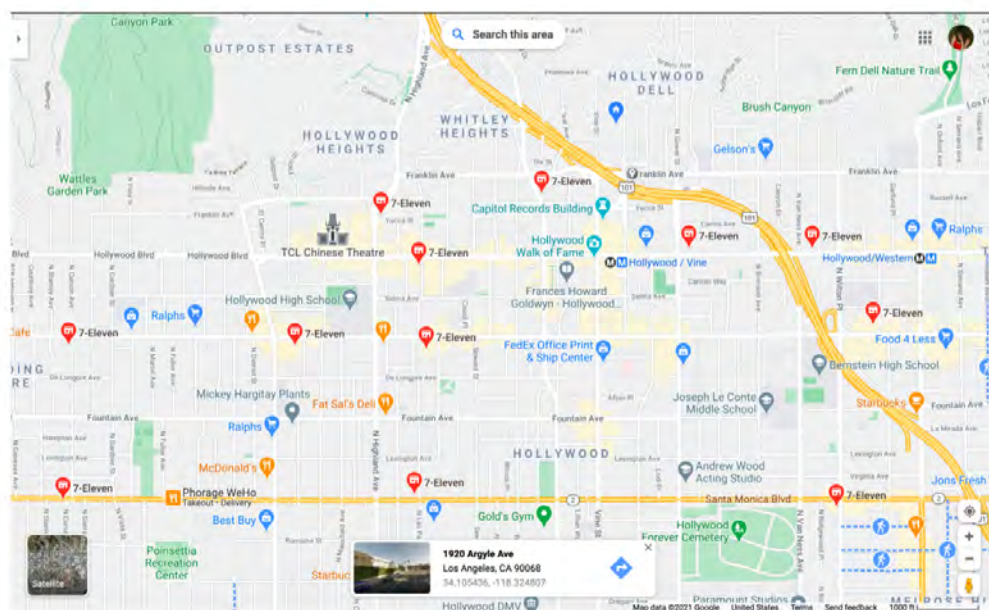
I. THE REQUIRED FINDINGS FOR THE PROJECT CANNOT BE MADE

As explained the Letter of Determination issued by the City, the Project is subject to commercial corner development limitations. The applicant sought conditional use approval to authorize 24-hour daily operation, in lieu of the maximum operating hours of 7:00 am to 11 :00 pm otherwise permitted by Los Angeles Municipal Code Section 12.22A.23.

The Los Angeles Municipal Code ("LAMC") Section requires that five specific findings be made in order for a CUP to be approved. LAMC Section 12.24 W.27. As explained below, the Zoning Administrator erred by concluding that the required findings for the Project could be made.

1. That the project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential to the community, city, or region.

The Project will neither “enhance the built environment in the surrounding neighborhood” or “perform a function or provide a service that is essential or beneficial to the community, city or region.” An existing convenience store is less than 200 feet away at 6213 West Franklin Avenue (Hollywood Super Mart). Also, there are three gas stations located at (1) Mobil at Argyle/Franklin, (2) Aarco at Gower/Franklin, and (3) 76 at Beachwood/Franklin. All of these gas stations are open 24 hours per day. Further, there are two 7-Elevens located within an approximately 1,500-foot radius of the property: near the northeast corner of the intersection of Cahuenga Boulevard and Yucca Street (1810 Cahuenga Boulevard) and near the northeastern corner of the intersection of Gower Street and Hollywood Boulevard. Beyond 1500 feet, there are 10 other 7-Elevens located not too far away in Hollywood. See screenshot below.



Google Maps indicating the closest twelve 7-Eleven locations.

The function or service provided by the proposed 7-Eleven is not “essential” to the community in light of the fact that there are already a sufficient number of convenient stores in the area. The ZA’s findings concluded that “the service area of the convenience store [at 6213 West Franklin Avenue] is either quite small or the demand for their services is relatively high; both circumstances allow for operation in close proximity to each other.” However, the ZA misconstrued the evidence in this case. The documentation submitted by those in opposition to the Project does not demonstrate that an additional convenience store is needed or desirable. In fact, they specifically urge the City to reject the Project. These communications should not be repurposed to somehow demonstrate that the required findings for the Project can be made. That clearly was not the intent or purpose of the authors.

The best evidence the fact that the Project will not enhance the built environment in the surrounding community or perform a function or provide a service that is essential or beneficial to the community is the fact that the Project has been vocally opposed by almost every

neighborhood and homeowner association including: Argyle Civic Association¹, Hollywood United Neighborhood Council², The Oaks Homeowners Association³, and Beachwood Canyon Homeowners Association.⁴ In fact, the community circulated a petition opposing the project which garnered 1774 signatures. Several hundred residents submitted letters of opposition to both the neighborhood council and hearing conducted by the ZA. Many were present to speak at both the neighborhood council meeting as well as the ZA hearing. Several of the local businesses also submitted letters of opposition including the adjacent hotel.

Below is a summary of the comments received by the ZA in opposition to the Project:

Over 120 communications in opposition to the project:

- Do not allow a faceless corporation push out smaller businesses in the community.
- The 7-Eleven will harm local businesses.
- The neighborhood supports Hollywood Super Mart.
- There should be a locally-owned business here.
- 7-Eleven is a crime magnet.
- 7-Eleven is a magnet for those experiencing homelessness.
- The project is not pedestrian-friendly due to the people it attracts.
- The need for security cameras and security guards proves that 7-Eleven has a problem with attracting criminal and nuisance activity.
- The 7-Eleven will result in unwanted noise at all hours, litter, vandalism.
- 7-Eleven is located on an impacted intersection, with a history of accidents.
- The intersection of Vista del Mar and Franklin is dangerous, with barriers installed to prevent southbound Vista del Mar vehicle traffic from making a left onto Franklin Ave.
- There is a freeway onramp very close by.
- 7-Eleven generates huge traffic volumes.

¹ In an email dated February 9, 2021, the Association states their opposition to a 7-Eleven at this location, citing it as an inappropriate use within a historic neighborhood; its close proximity to other existing 7-Elevens; the being a magnet for transients, crime, and blight; the negative impact on traffic it would have; and the competitive threat it poses to existing family-owned businesses.

² In a letter dated February 19, 2021, the Neighborhood Council stated their opposition to project request, citing increased crime and traffic, the threat this business poses to existing small business in the area, its proximity of other existing 7-Elevens, and a lack of local need for the proposed business.

³ In a letter dated March 22, 2021, the Association stated their opposition to the proposed 7-Eleven, citing its location adjacent to the traffic congested intersections of Franklin Avenue, Argyle Street, and 101 freeway; the location of the proposed store at this location would exacerbate an existing high-accident potential at the intersection of Franklin Avenue and Vista del Mar Avenue; the project's proximity to other existing 7-Elevens and similar convenience stores; and the lack of need for this type of use in the area.

⁴ In a letter dated January 11, 2021, the Association stated their opposition to a 7-Eleven, citing it as an intrusion of commercial interests into a residential community; proximity in location to other existing 7-Elevens; its attraction of vagrants and there are other existing businesses that provide the same kinds of goods that the 7-Eleven would.

- 7-Eleven will result in a substantial traffic impact here.
- Traffic impacts need to be analyzed.
- There is no public convenience or benefit to having a 7-Eleven at this location.
- There are other 7-Elevens within the immediate vicinity.
- The 7-Eleven will intensify the concentration of commercial corner development in the area.
- The 7-Eleven will require more parking spaces than it is providing; the neighborhood is already negatively impacted by a shortage of parking.
- There are other liquor stores in the immediate vicinity.
- 7-Eleven will destroy home values.
- There are multiple open CalEPA violations associated with the site.
- The CEQA exemptions are inappropriate.

As noted above, many of the people that submitted written comments testified at the public hearing conducted by the Zoning Administrator on May 18, 2021 including residents, business owners, neighborhood associations and the Hollywood United Neighborhood Council⁵ in opposition to the Project. A representative from Council District 4, Sarah Tanberg, spoke at the ZA hearing and indicated that the Councilmember had “not taken a position on this matter.” However, Ms. Tanberg acknowledged the traffic concerns raised by the community, the existence of other 7-Elevens in close proximity to the site and the opposition of neighborhood associations. The Letter of Determination indicates the following testimony received at the hearing:

Testimony in Opposition to Project at ZA Hearing

- I oppose both the new 7-Eleven and the requested hours of operation.
- The community needs to be protected.
- The 7-Eleven is not compatible with the community's vision and desires.
- The project was misrepresented to the community.
- Project is not useful or beneficial to the community.
- There has been no community participation by the applicant.
- The community has transformed for the better; the project will not contribute to this.
- This is a well-developed community; the 7-Eleven would be disruptive and incompatible to the village feel. Aesthetically, the project is not compatible with the neighborhood.
- The project will be a blight.
- Don't want 24-hour use adjacent to residential uses.
- Best use of the site would be for public parking.
- We do not need another convenience store; there are multiple convenience stores in the area.

⁵ George Skarpelos, a representative from the Hollywood United Neighborhood Council, spoke at the ZA hearing in opposition to the Project. The ZA summarized his testimony as follows: “We have received many letters in opposition to this project; we are opposed. This is a redundant use, there are other convenience store uses in the area. The proposed CEQA Exemption is not appropriate; there is a freeway onramp 250 feet away that is impacted; there are toxic substances on the property related to the existing automobile repair use that are of concern. We appreciate the property owner's contribution to the community, would like to help find a more appropriate use for the property.”

- There are other 24-hour convenience stores in the area; 15 7-Elevens within 2-mile radius.
- Proposed CEQA Exemption does not apply.
- There are environmental hazardous materials issues that need to be resolved.
- The applicant did not disclose that it was a gasoline station.
- There isn't a traffic study – the project is less than 300 feet from a freeway onramp.
- This is a pedestrian-oriented area; the project will result in pedestrian harassment from patrons and loiterers, late night noise.
- I walk around the community; on-site security is a joke; we cannot count on the police; as a single woman, walking around alone is dangerous.
- The project will result in an increase in crime and decrease neighborhood safety.
- There is more crime today than 5 years ago; I have to call the police weekly.
- The 7-Eleven would increase the need for police services.
- The project will result in a danger to women; we need policing resources in the neighborhood, not a 7-Eleven.
- Will result in loiterers.
- Security patrols do nothing to secure the neighborhood.
- CCTV and security won't help.
- I work in 7-Elevens – I don't feel safe.
- Walking by 7-Eleven late at night is unsafe.
- I have children, the 7-Eleven would prevent a safe pedestrian access.
- There are children in the area that would be negatively affected by the patrons of the store.
- A nearby 7-Eleven uses loud music to deter loitering; this would not be acceptable here.
- The applicant should have to prove that the 7-Eleven isn't a crime magnet.
- Traffic is of serious concern.
- There are 33,000 vehicles that pass through Franklin Avenue daily.
- Traffic is already a nightmare and will be made worse by the project.
- 7-Eleven increases vehicle traffic to the site.
- Additional traffic generated by the project will be impactful and detrimental.
- 7-Eleven internal customer traffic data should be made available.
- The adjacent alleyway is of concern for safety; there are traffic concerns with its intersection with Franklin Avenue, and pass-through traffic onto Dix Street.
- Cross-traffic from Franklin Avenue into the project property is of concerning, considering the traffic congestion on this street.
- Patrons of the 7-Eleven will drive through the neighborhood to avoid traffic along Franklin Avenue. Have witness many traffic accidents at the intersection of Franklin Avenue and Vista Del Mar Avenue.
- A post-pandemic traffic study should be conducted.
- Have worked with LADOT, CAL TRANS, and Council Office regarding the traffic along Franklin Avenue; working to another signal installed at Gelson's.
- The project will negatively affect existing businesses, possible put some out of business.
- Hollywood Super Mart has been a community lifeline during the pandemic.
- The project is directly across the street from a hotel; this will negatively impact is visitors.
- Small businesses need support.

- Don't want corporate chain store in the community.
- A corporation doesn't have the community at heart.

No testimony in support of the project was received at the hearing. Only 24 communications in support of the Project were received after the close of the public hearing (as opposed to 120 communications in opposition to the Project).

The ZA's findings indicate that community support was received "citing the need for convenience items at very late or very early hours." However, only 24 communications in support of the Project were received – which occurred *after* the close of the public hearing. This pales in comparison to the volume of testimony – both oral and written – that was received in opposition to the Project. The overwhelming majority of the community opposed the Project indicating that the Project would neither "enhance the built environment in the surrounding neighborhood" or "perform a function or provide a service that is essential or beneficial to the community, city or region." The ZA's finding otherwise is not supported by substantial evidence.

The ZA's finding also stated that community support was received regarding "the increased security/surveillance the project would bring, and the overall redevelopment of the property from the current automotive repair use to the convenience store use." However, as noted above, the overwhelming majority of people that participated in the entitlement process indicated clearly that the negatives of the project outweighed any positives. Again, the ZA finding was not supported by substantial evidence.

The ZA also stated that the Los Angeles Police Department ("LAPD") had "no opposition to the request, nor did they believe that the use would impact homelessness in the area." However, the Letter of Determination provides conflicting evidence on this point. At page 13 of the Letter of Determination, it states that Officer Brian White "does not object to the proposed request." However, the LOD also states that "LAPD is neutral concerning the request." The LOD also states that the "Los Angeles Department of Transportation determined that the redevelopment of the site from an automotive repair use to a convenience store use would not result in significant traffic impacts." However, as explained below, Appellant disputes this finding by the Los Angeles Department of Transportation ("LADOT"). In any event, even if LADOT was correct, that would in and of itself justify the finding required for the Project in light of the evidence in the record regarding the Project's impacts.

Additionally, the fact that the Hollywood Super Mart was granted operating hours from 6 am to 2 am does not justify identical operating hours for the proposed 7-Eleven. There are significant differences between two establishments (one local and one corporate) as indicated by the evidence in the administrative record. Those differences translate into markedly different impacts on the community. Moreover, the need for additional operating hours is satisfied by the Hollywood Super Mart.

In summary, the volume of the evidence received indicates that the CUP for the additional operating hours should not have been granted. Substantial evidence in the record exists that the additional operating hours will neither "enhance the built environment in the surrounding neighborhood" nor "perform a function or provide a service that is essential or beneficial to the community, city or region."

2. That the project's location, size, height, operations and other significant feature will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or public health, welfare, and safety.

The Project's location, operations and other significant features will adversely affect and further degrade the surrounding neighborhood and the public health, welfare and safety. The ZA erred in concluding otherwise. The Letter of Determination acknowledges the testimony – both written and oral – that was received regarding the undesirable impacts of the proposed Project. LOD at p. 20. Among the stated concerns are “that the use is a source of crime and nuisance activity; is attractive to those persons experiencing homelessness; is a significant traffic generator that needs further analysis and consideration; would result in unwanted competition with locally owned businesses; and that the proposed tenant does not provide an essential or beneficial service because there are others located in close proximity.” LOD at p. 20. However, the ZA nonetheless concluded that the required finding could be made for the Project due to the incorporation of a variety of Conditions of Approval designed to mitigate the impacts of the Project and reduce the concerns of interested parties. LOD at p. 20-21. While laudable, many of these conditions will be extremely difficult to enforce. The City Planning Department has a poor track record of ensuring that such conditions are actually implemented – especially over the passage of time. There are many examples of this throughout the City including permits issued for Oil Drilling decades ago that have gone almost completely unenforced. This is compounded by the fact that only the City can enforce such conditions. There is no private right of action. Further, many of these conditions of approval are actually mitigation measures masked as conditions of approval. The City cannot deem a project exempt from the California Environmental Quality Act (“CEQA”) by way of a mitigation measure. *Salmon Protection & Watershed Network v. County of Marin* (2004) 125 Cal.App.4th 1098. Additionally, some of these conditions require formulation at a later date, which as the adoption of a Security Plan in consultation with the Police Department. This is a violation of CEQA. *Sundstrom v. Cnty. of Mendocino* (1988) 202 Cal.App.3d 296.

The ZA also stated in the finding that the LADOT determined that no significant traffic impacts would result as a result of the approval of the Project. However, as explained below, there is substantial evidence in the record that ingress to and egress from the project will create a traffic hazard as a result of left turns onto Franklin. These impacts will occur both within and outside the additional hours of operation requested by the applicant. Moreover, as explained above, there is conflicting evidence in the record as to LAPD's position with regard to the Project. Finally, the fact that there was not testimony or communication regarding increased crime or nuisance activity for the establishment at 6213 West Franklin Avenue is not very relevant. That establishment (Hollywood Super Mart) is a locally-owned business as opposed to a large corporate brand such as 7-Eleven that has proven to be associated with increase crime and nuisance activity. A letter from Lara Harb⁶ was submitted to the Zoning Administrator substantiating this fact. In sum, the record demonstrates that the project's location, operations and other significant features will not be compatible with and will adversely affect or further degrade adjacent properties, the surrounding neighborhood, and the public health, welfare and safety.

⁶ This letter is available at <https://www.dropbox.com/s/v32kzddpwaebfpx/Laras%20Opposition%20Letter%20with%20Enclosures.pdf?dl=0>.

3. That the project substantially conforms with the purpose, intent, and provisions of the General Plan, the applicable community plan, and any applicable specific plan.

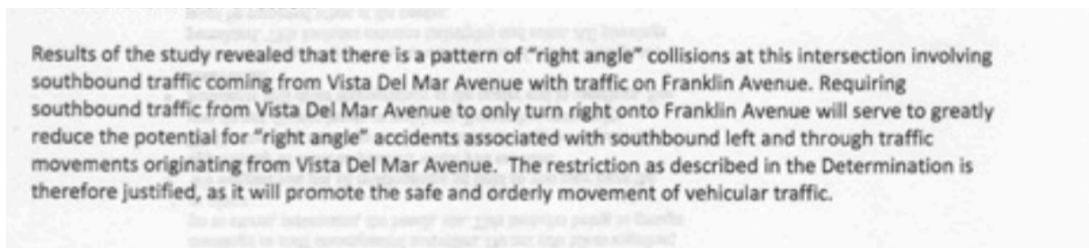
The Project is not consistent with the Hollywood Community Plan⁷ (“Plan”). As noted in the Letter of Determination, one of the “objectives” of the Plan is to promote economic well-being and public convenience through “[a]llocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.” The ZA concluded that the “proposed hours of operations are considered through the instant conditional use request, which, as modified, are supported by the required findings.” The ZA erred in making this finding. In fact, the evidence in the record demonstrates that deviating from the by-right hours permitted is inconsistent with the Plan. The additional hours will not promote economic well-being and public convenience by distributing retail services in quantities and patterns based on accepted planning principles and standards. There is not a current need for an additional convenience store with hours from 6 am to 2 am. Moreover, this particular convenience store - largely due to its location and corporate nature – will have unique negative impacts on the community.

4. That based on data provided by the City Department of Transportation or by a licensed traffic engineer, that ingress to and egress from the project will not create a traffic hazard or cause significant traffic congestion or disruption of vehicular circulation on adjacent streets.

The ZA erred by finding “that ingress to and egress from the project will not create a traffic hazard or cause significant traffic congestion or disruption of vehicular circulation on adjacent streets.” The ZA misconstrued the information provided by the Los Angeles Department of Transportation. According to the Letter of Determination, the LADOT Transportation Study Assessment dated February 17, 2021 acknowledged that the Project would “result in a net increase in daily trips” (90 trips) but concluded that it would “not result in such an increase that would warrant further study or analysis.” The ZA then concluded that “the approved extended hours of operation are well after any peak traffic hours, and would have no impact resulting in a traffic hazard or cause significant traffic congestion or disruption to vehicular circulation.” First of all, the ZA conflated what LADOT analyzed in the Transportation Study Assessment (to determine whether a Transportation Assessment is needed based on new trips associated with a Project) with the finding that must be made for the CUP. Again, the finding that the ZA must make is whether ingress to and egress from the project will create a traffic hazard or cause significant traffic congestion or disruption of vehicular circulation on adjacent streets. This is not the same as whether or not a Transportation Assessment is required due to the increase in Vehicle Miles Traveled (“VMT”) caused by a Project. It is entirely possible for a Project not to need a Transportation Assessment due to VMT increases but nonetheless cause a “traffic hazard” or cause “significant traffic congestion or disruption of vehicular circulation on adjacent streets.” Indeed, this is the case here. The LADOT has previously determined on November 10, 2020 that a “right turn only” restriction should be authorized for controlling southbound traffic on Vista Del Mar Avenue at Franklin Avenue. See **Exhibit A**. This was the byproduct of a “comprehensive traffic engineering study” which

⁷ The Plan is accessible at https://planning.lacity.org/odocument/78322462-6303-410a-ae8d-8435483c3b41/Hollywood_Community_Plan.pdf.

included an investigation of the physical conditions, existing traffic controls, and analysis of Police Department records of reported collisions. Below is a screenshot from the determination:



The Project will result in 43 more daily trips than the existing auto repair facility. Left-turns from the Project site onto Franklin will clearly have the same potential for collisions/accidents. Yet, the ZA failed to take this fact into determination and relied solely on the LADOT Transportation Study Assessment in determining that the Project that ingress to and egress from the project would not create a traffic hazard or cause significant traffic congestion or disruption of vehicular circulation on adjacent streets. **Regardless of whether or not a full Transportation Assessment was required due to an increase in VMT, the Project clearly will create a traffic hazard without a right turn restriction.** Further, the ZA cannot merely look at the extended hours of operation due assess whether or not such a traffic hazard will occur. That would amount of piecemealing, which is clearly prohibited. All aspects of the Project must be considered when determining whether or not a required finding can be made. In any event, the LADOT Memo does not limit the right-turn restrictions to only certain times of the day.

II. THE CITY FAILED TO CONDUCT THE REQUIRED ENVIRONMENTAL REVIEW

The Zoning Administrator erroneously concluded that the Project was exempt from environmental review under the California Environmental Quality Act ("CEQA"). Specifically, the ZA concluded that the project was exempt from CEQA pursuant to State CEQA Guidelines Section 15303 (Class 3) and 15305 (Class 5). However, as explained above, there is substantial evidence demonstrating that an exception to a categorical exemption exists pursuant to CEQA Guidelines Section 15300.2. As explained above, substantial evidence exists that the Project will create a traffic hazard as a result of left-turns onto Franklin from the Project site. The proposed development is a serious intensification of use on an already dangerous corner as demonstrated by LADOT's own internal documents. Moreover, there are toxic substances on the property related to the existing automobile repair use that are of concern. Additionally, there are CALEPA violations on record for the subject property. Both of these contentions have been authenticated by the submittal of various supporting documents to the ZA. Finally, the City has adopted mitigation measures masked as conditions of approval. This is a violation of CEQA.

III. CONCLUSION

Appellant respectfully request that the Area Planning Commission ("APC"), revoke and set-aside the project approvals and rescind the environmental clearances for the Project.

Sincerely,

A handwritten signature in black ink, appearing to read "J. A. Hill". The signature is fluid and cursive, with a large, stylized "H" and "I".

Exhibit A

FORM GEN. 180 (Rev. 6-80)

EXHIBIT E - 18

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

TRAFFIC
CONTROL
REPORT

November 10, 2020
4 - Hwd/Wilsh #143973
Vista Del Mar Ave and Franklin Ave

RIGHT TURN RESTRICTION

DETERMINATION

That a "Right Turn Only" restriction with appropriate signage and pavement markings be authorized for controlling southbound traffic on Vista Del Mar Avenue at Franklin Avenue (Section 80.14 L.A.M.C.).

DISCUSSION

The Department of Transportation recently compiled a list of multiple locations within the City of Los Angeles which should be evaluated for safety improvements.

A comprehensive traffic engineering study has been completed at this location. The study included an investigation of the physical conditions, existing traffic controls, and analysis of Police Department records of reported collisions. Franklin Avenue is designated as a Modified Avenue II in the City's Mobility Plan 2035 and it has two approach lanes in each direction. Vista Del Mar Avenue is designated as a Local Street with one lane in each direction.

Results of the study revealed that there is a pattern of "right angle" collisions at this intersection involving southbound traffic coming from Vista Del Mar Avenue with traffic on Franklin Avenue. Requiring southbound traffic from Vista Del Mar Avenue to only turn right onto Franklin Avenue will serve to greatly reduce the potential for "right angle" accidents associated with southbound left and through traffic movements originating from Vista Del Mar Avenue. The restriction as described in the Determination is therefore justified, as it will promote the safe and orderly movement of vehicular traffic.

Approved By:

Bhuvan Bajaj
BHUVAN BAJAJ, P.E.
Transportation Engineer
Hollywood/Wilshire District Office

OH:TCR - Vista Del Mar and Franklin Right Turn Only SB

c: Brian Gallagher, LADOT
West Traffic Division, LAPD

Los Angeles City Planning.

RE: 6201 Franklin Ave Proposed Conversion to 7-Eleven - **OPPOSE**

ENV-2020-7463-CE

ZA-2020-7462-CU

Please see the enclosed materials for additional information.

Dear City Planning,

I am Lara Harb, the owner of Hollywood Super Mart at 6213 Franklin Ave. I have owned this local store since March of 2016, when I and my husband took over a sparsely stocked convenience store and transformed it into a vibrant small business by directly catering to the needs of the community and carrying a wide variety of specialty brands and a majority of local California based labels. I firmly believe in supporting other California businesses whenever I can, and especially during a global pandemic which has devastated many small business owners. I always seek to stock a majority of local California owned companies to support the great entrepreneurs of this state. On the other hand, one of 7-Eleven's Restaurant Development managers, Michael Anderer, recently gleefully announced they had surpassed one BILLION in sales of their proprietary brand. These sales do not support local California businesses in any way and only further line the pockets of an international corporation.

The proposed development of a heavily trafficked commercial retail chain at 6201 Franklin ave would be devastating to our business, and will be devastating to the community we have come to love. What is most upsetting to me is that there are a multitude of strikingly similar businesses in the immediate vicinity, including three gas stations, two donut shops, our own convenience store, Gelson's market, and a CVS. There are also more than a dozen 7-11 locations within a two mile radius, including seven within a single mile. I cannot see what value this proposed development brings to the community.

Our own shop is approved for operating hours of 6:00am to 2:00am. What is the community benefit of adding an identical 24 hour establishment? Nearby gas stations: the Mobil at Argyle/Franklin, the Aarco at Gower/Franklin, and the 76 at Beachwood/Franklin are all open 24 hours. What is the need for an additional identical business that requires a high volume of additional traffic to operate and is located less than 500 feet from a freeway on-ramp? The small businesses in this area have already suffered under Covid-19 restrictions, which reduced our operating ours and cut deeply into our operating budgets. We were happy to do whatever we could to support the health and safety of this community, but now find ourselves being attacked by an international chain with money to spare.

I fail to see the benefits of this proposed development, but I can certainly see many negatives. Looking at the Crime Mapping website, as recommended by Brian White, the LAPD officer in charge of this area, between the two 7-Eleven locations closest to us (both within a half mile)

there have been nearly half a dozen thefts, including an instance of grand theft, multiple car break-ins, and a robbery all within August 2020 to February 2021 (just 6 months). In a 4 day period just a few weeks ago, our closest 7-Eleven location at Gower & Hollywood Blvd, had a shooting, a stabbing, & an assault. The increased crime surrounding these stores is notorious, a quick Google News search returns 981,000 results.

This neighborhood already struggles with vagrancy, petty theft, vandalism, and car break-ins on a regular basis. The former manager of the storage facility catty-corner to our location underneath the 101 overpass, can attest to recent fires being set by vagrants which required the intervention of the fire department. Across the street, the Mobile gas station has had windows broken, repeated vandalism, and fires all linked to the vagrancy problem of this area. LAFD records show that between February 2020 and September 2020 firefighters were dispatched to the Argyle Ave 101 underpass five times for rubbish fires and twelve additional times for other 911 emergencies. These incidents always increase in the early morning hours—of the five aforementioned trash fires, four happened between 2:00am and 6:00am—the exact same timeframe this high traffic convenience store is proposing to operate.

I cannot overstate how these existing issues will be exacerbated by the proposed addition of a store well-known for its attractiveness to violent crime. This issue will also only get worse with the introduction of liquor, which is the obvious next step in the permitting process for this development.

The unchecked increase in both crime and traffic will effectively eliminate the walkability of one of LA's last close-knit communities. The increased traffic from a nearly 3000 square foot corporate chain will negatively impact the health of our neighbors, and further endanger children, seniors, and other pedestrians seeking to utilize their neighborhood. The proposed location is within half mile of both multiple churches, assisted living facilities, and an elementary school. This area is already heavily congested, as is obvious from LADOT traffic reports. One such report on the volume of traffic at the intersection of Franklin ave and Vista Del Mar (the location of the proposed development) made on 12/18/2019 by National Data and Surveying Services (Project #CA19_5514_080) shows nearly 34,000 cars in a single day. Located less than 500 feet from a heavily trafficked 101 freeway on-ramp that is already gridlocked on most week days, the addition of a high traffic commercial business is a disaster waiting to happen. A local area 7-Eleven franchise owner has stated that he requires a minimum of 5000 cars per day to meet his sales quotas. The addition of 5000 *more* cars to this already congested area is nothing short of madness. A pedestrian report from 11/28/2012 (the latest report available for the area, collected by National Data and Surveying Services project #CA12_5476_002) shows daily pedestrian totals at Argyle ave and Franklin ave at nearly 1000 per day, including 326 school-aged children. In the last nine years these numbers have undoubtedly only increased with the increase in the community population. 7-Eleven has thus far refused to do a traffic survey to examine their impact on the congestion of this area.

Environmentally, I am concerned about the impact of construction to a land site that was previously a gas station and which still possibly has its original underground storage tanks. What are the impacts to the health of the community of excavating these toxic chemicals? How will this development interact with the multiple currently open CalEPA violations on record for the existing business? Will development at this site release toxic materials and cause respiratory issues to residents in the midst of a pandemic that also causes respiratory distress?

I am likewise extremely concerned about the request for an exemption of CEQA environmental quality guidelines. 7-Eleven has completely failed to do any due diligence regarding the environmental impact of construction at this location & its existing CalEPA violations. The fact that they are attempting to exempt themselves from guidelines which are in place to keep the community safe is very disturbing to me. The grounds for their request for exemption are also fabricated. Per their application they are requesting said exemption based on CEQA guidelines section 15302 (Class 2) which states that the "replacement or reconstruction of existing structures and facilities where the new structure will be located on the same site as the structure replaced and will have substantially the same purpose and capacity as the structure replaced". This standard clearly does not apply when converting a car garage to a convenience store which will be selling food & other consumables. The second part of their exemption request is pursuant to CEQA Guidelines section 15303 (Class 3) which covers "the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure". The current plan, as presented to the Hollywood United Neighborhood Council (who unanimously voted to deny 7-Eleven's permit request) requires the existing structure to be completely torn down & replaced by a new, 2744 square foot store. They are even intending to move the location of the parking lot from the Franklin ave side to the Dix street side. They very obviously do not qualify for these exemptions & are more interested in endangering an entire community than in developing responsibly.

Throughout the Covid-19 pandemic we have sought to provide the community with the things they need to stay safe. Expanding our selection of food and snacks to meet the needs and requests of our neighbors, and stocking PPE and cleaning supplies even when they were out of stock at larger chains. Knowing how the neighborhood relies on us, when our suppliers deprioritized us because of our small size, we left our own small children with relatives and went across Los Angeles on our own to pick up the items our community needed. At a time when a global health crisis has devastated small business across California and the United States, including many much loved community staples in our neighborhood, to see an international corporate chain swoop in to deal a death blow to family businesses is deeply upsetting.

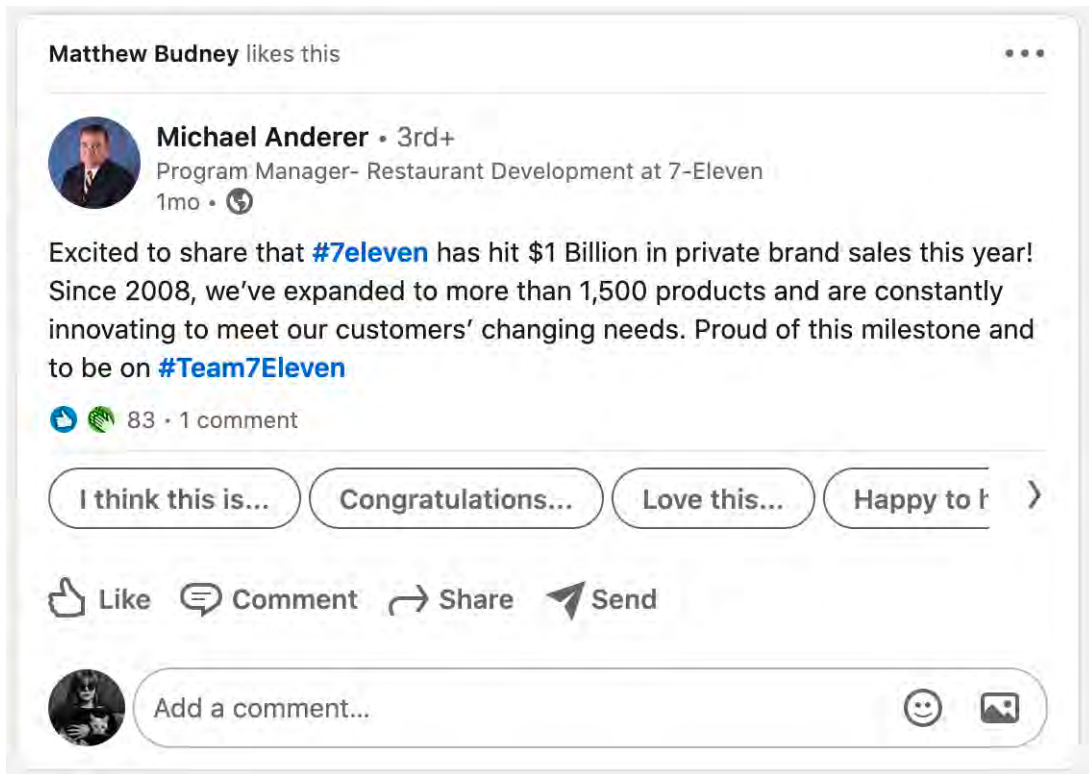
We have worked tirelessly over the past five years to create more than just a faceless shop, but a thriving community business that is present and involved in the neighborhood where it resides. A corporate chain using the uncertainty of a pandemic to insert itself into an area to that area's detriment is simply devastating.

We urge you to support the safety, walkability, and health of this special area and reject the attempt at corporate invasion by denying these permit requests outright.

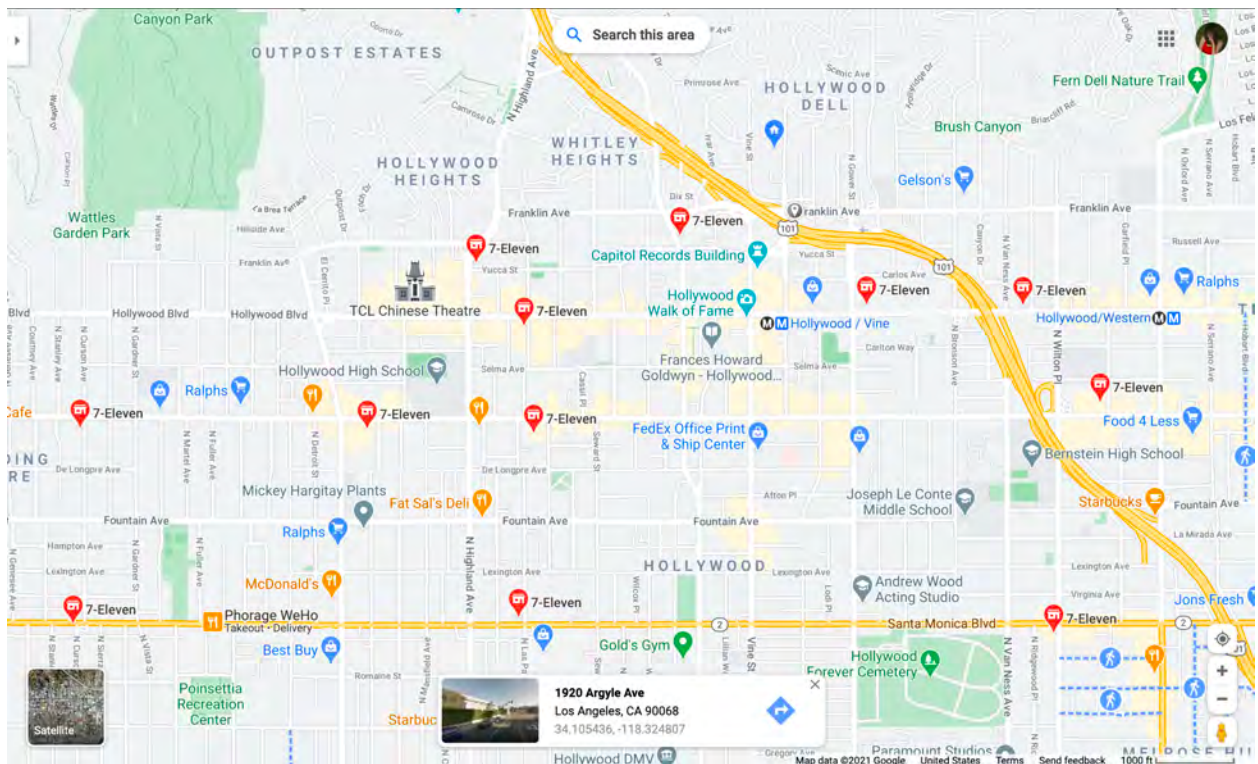
Thank you.

Lara Harb, Business Owner
Hollywood Super Mart
6213 Franklin Ave
Los Angeles, CA 90028
Business Line: 323-455-3908
Direct Cell: 714-658-9536
hollywoodsupermart@gmail.com
[instagram.com/hollywoodsupermart](https://www.instagram.com/hollywoodsupermart)

Enclosures included below.



7-Eleven Restaurant Development Program Manager Michael Anderer announcing via LinkedIn over one billion dollars in sales of 7-Eleven's proprietary brand. Screen captured 02/01/2021.



Google Maps indicating the closest twelve 7-Eleven locations.

0494		1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	1033 09/20/2020	05:03
0513		1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	0952 09/06/2020	04:21
0835		1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	1547 05/02/2020	04:54
0936		1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	1605 09/11/2020	05:24
0922		1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	1546 09/12/2020	04:38
0782		1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	1253 07/09/2020	00:03
1553	RF	1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	2236 07/07/2020	04:26
1427	RF	1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	2212 07/14/2020	04:19
0198	RF	1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	0602 10/19/2020	05:12
0979	RF	1830 N ARGYLE AV X HOLLYWOOD FY	MET	82	1632 01/27/2021	04:13
1135		1818 N ARGYLE AV X HOLLYWOOD FY	MET	82	1715 09/08/2020	07:15
0525		1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	1035 06/11/2020	10:10
1422		1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	2159 09/10/2020	09:20
1109		1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	1446 02/10/2020	07:37
1207		1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	1925 06/06/2020	06:16
0358	AA	1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	0843 10/08/2020	00:00
0966		1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	1615 02/09/2020	06:48
0626	AA	1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	1220 09/30/2020	00:00
0033	AA	1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	0045 03/04/2020	00:00
1754	AA	1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	2322 03/03/2020	00:00
0837	AA	1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	1407 10/21/2020	00:00
0238	RF	1800 N ARGYLE AV X HOLLYWOOD FY	MET	82	0518 02/07/2020	00:00

Records obtained from a LAFD records request documenting all firefighters dispatched to the Argyle Ave 101 Freeway underpass between September 2020-February 2021. Records obtained 02/03/2021, records request #21-754.

KEY: RF - Rubbish fire. AA - Accidental alarm.

Some identifying information has been redacted by LAFD.

Make special note of the times of each rubbish fire dispatch.

CalEPA Regulated Site Portal CalEPA Regulated Site Portal

6213 franklin ave

12 sites found

Did you mean: 6213 Franklin Ave, Los Angeles, CA 90028

CAPITAL RECORDS INC.
1750 N VINE ST
LOS ANGELES CA 90028

Verizon Wireless: Capitol Records
1860 VINE STREET
HOLLYWOOD CA 90028

DISTRIBUTING STATION 52
1821 ARGYLE AVE
LOS ANGELES CA 90028

FRANKLIN ARGYLE INC
6230 FRANKLIN AVE

CESAR'S AUTO REPAIR
6201 W FRANKLIN AVE
LOS ANGELES CA 90028

PROFILE MAP REGULATORY PROGRAMS COMPLIANCE CHEMICALS

Evaluations

Evaluations With Violations	5
Evaluations Without Violations	3

Violations

Open	4
Resolved	27

Compliance

Total	0
-------	---

Open (4)

Determination Date	Program
11/04/2019	HMRRP - Hazardous Materials Release Response Plans (HMRRP) - Failure to establish and electronically submit an adequate emergency response plan and procedures for a release or threatened release of a hazardous material.
11/04/2019	HMRRP - Hazardous Materials Release Response Plans (HMRRP) - Failure to complete and electronically submit a site map with all required content.
11/04/2019	HMRRP - Hazardous Materials Release Response Plans (HMRRP) - Failure to complete and electronically submit hazardous material inventory information for all reportable hazardous materials on site at or above reportable quantities.
08/11/2016	HMRRP - Hazardous Materials Release Response Plans (HMRRP) - Failure to report a release or threatened release of a hazardous material to the unified program agency and to OES.

Records pulled from CalEPA indicating existing hazardous materials violations at 6201 Franklin Ave. Captured 02/01/2021.

Walk Score® Get Scores Find Apartments My Favorites Add to Your Site

Type an address, neighborhood or city Go

6213 Franklin Avenue Add scores to your site

Hollywood United, Los Angeles, 90028

Commute to Downtown West Hollywood

1 min 6 min 2 min 8 min View Routes

Favorite Map Nearby Apartments

Looking for a home for sale in Los Angeles?

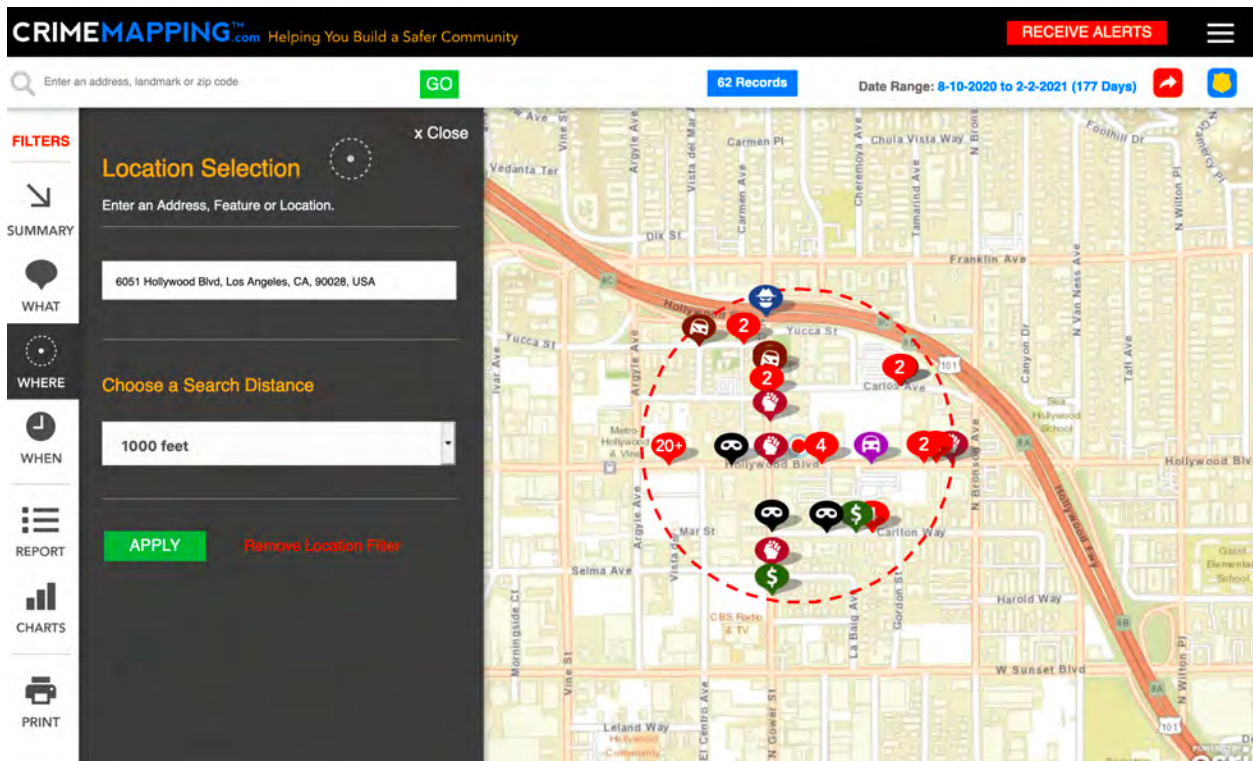
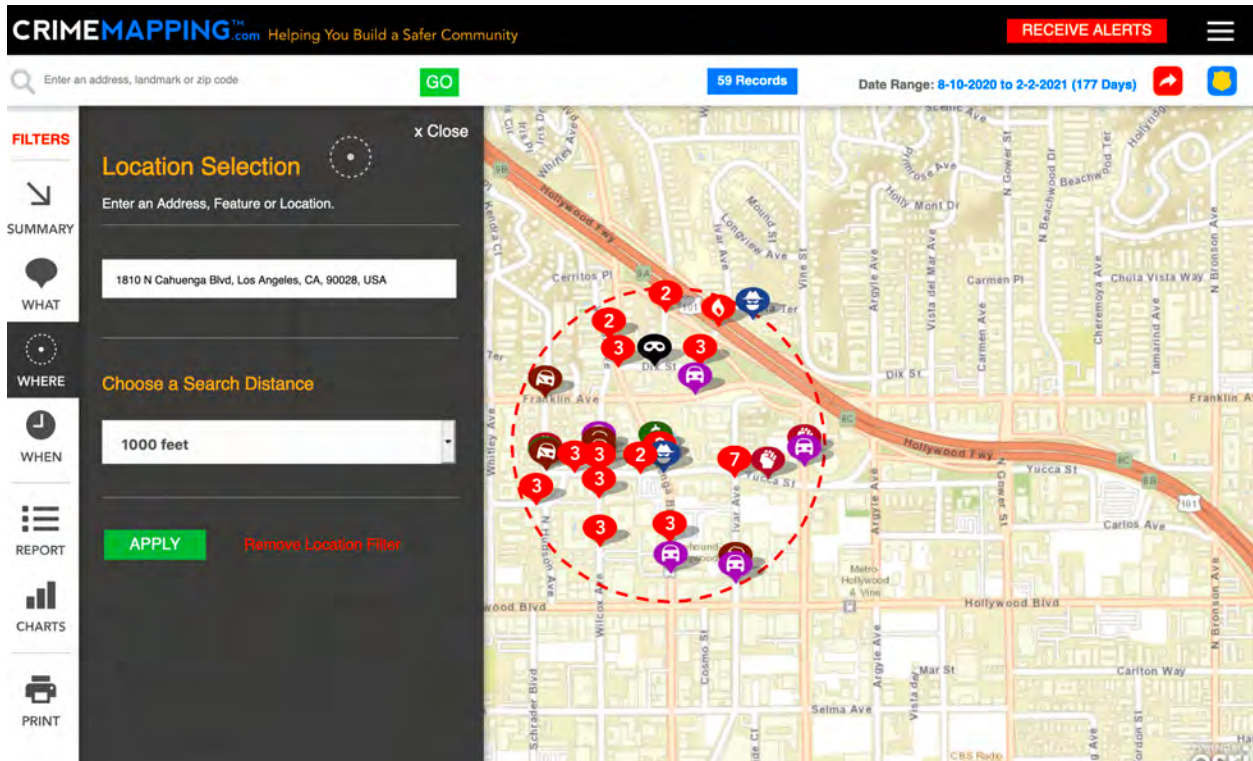
Walker's Paradise
Walk Score 90
Daily errands do not require a car.

Good Transit
Transit Score 68
Many nearby public transportation options.

Bikeable
Bike Score 62
Some bike infrastructure.

About your score

Walk Score for the area as is. One of the few extremely walkable areas left in LA. Captured 02/03/2021.



Screen captures from Crime Mapping showing crime reports at the two closest 7-Eleven locations, each less than half a mile away, between August 2020 - February 2021. Note multiple crime reports within 1000 feet of each of the 7-Eleven addresses. Captured 02/03/2021.

Additional Resources:

A brief selection of news coverage of crime at 7-Eleven's in the Southern California area. All links are clickable.

<https://www.nbclosangeles.com/news/california-news/man-refuses-to-wear-face-mask-inside-oakland-hills-7-eleven-gets-violent/2361456/>

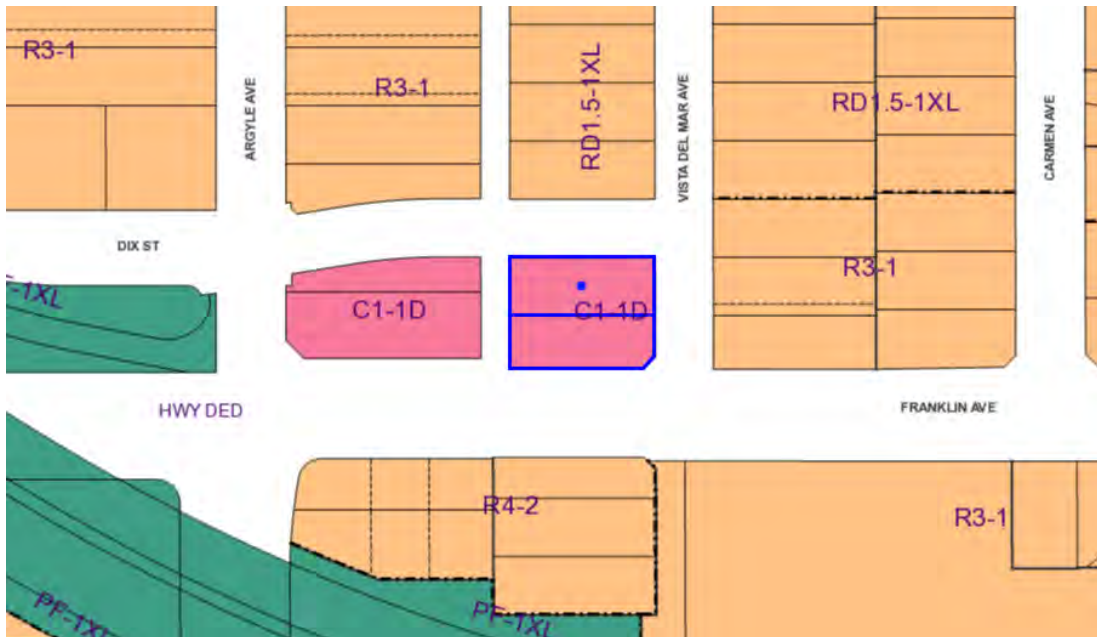
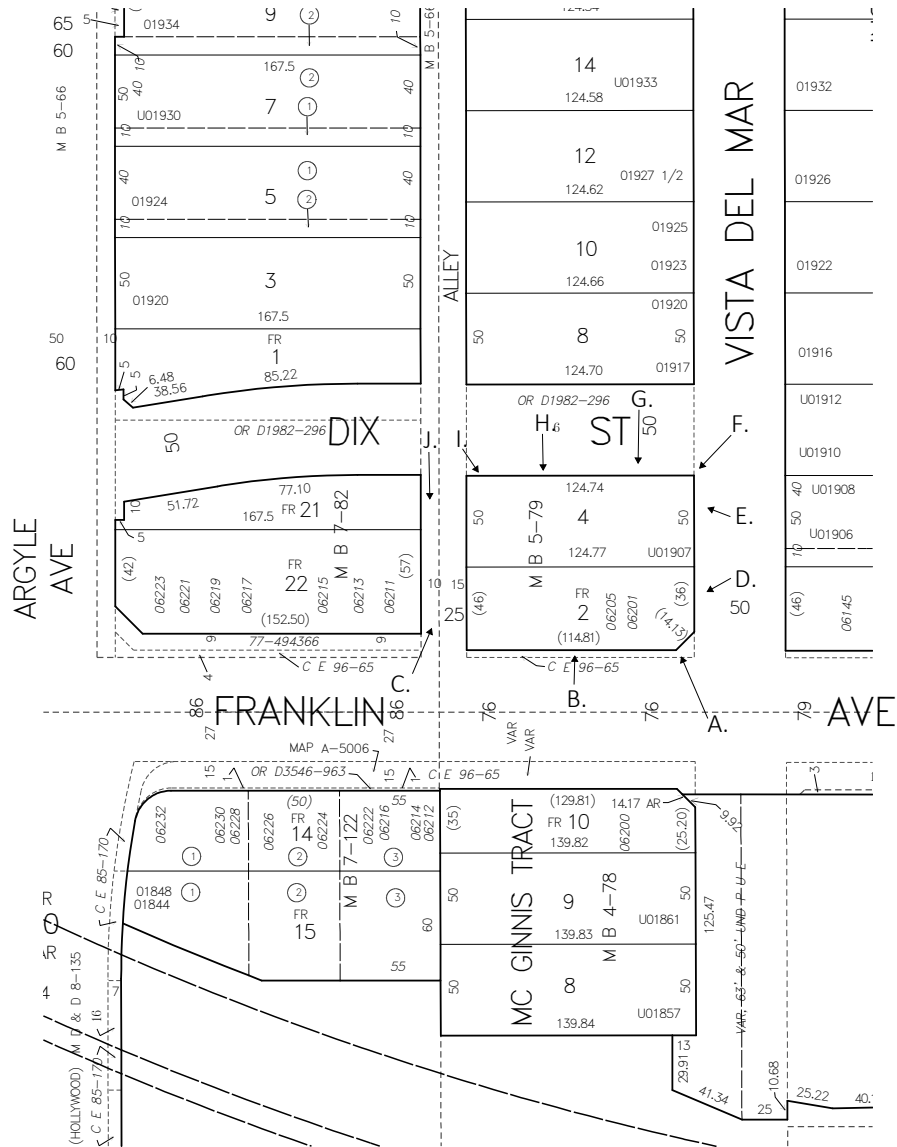
<https://www.nbclosangeles.com/news/local/riverside-three-accused-killing-convenience-store-clerk/2324811/>

<https://www.nbclosangeles.com/news/local/7-eleven-clerk-killed-during-robbery-in-whittier/2314060/>

<https://www.nbclosangeles.com/news/local/after-7-eleven-attack-using-beer-bottles-in-torrance-worker-remains-in-critical-condition/2291129/>

<https://abc7.com/footage-captures-brazen-robbery-at-hollywood-convenience-store/5923330/>

PHOTO BROCHURE



A.



B.



C.



D.



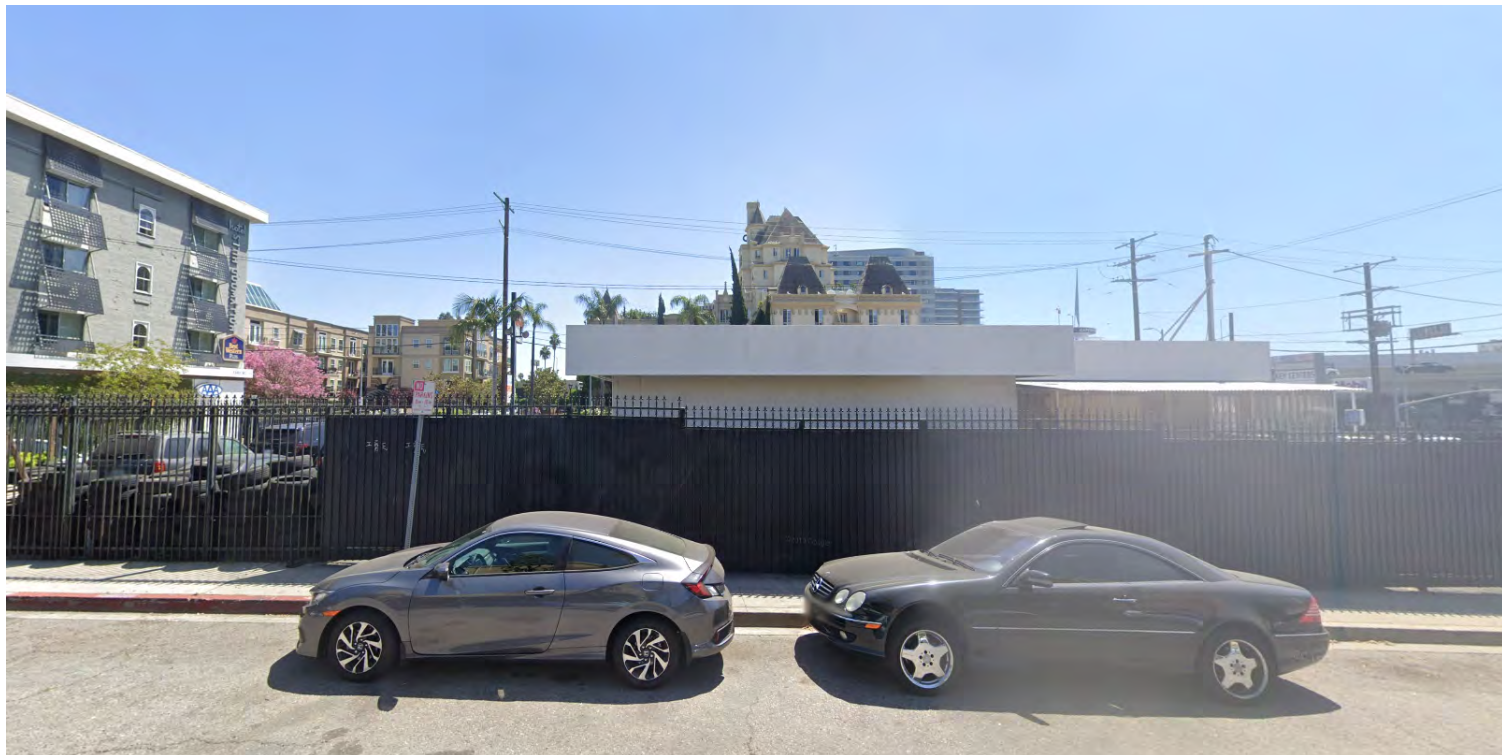
E.



F.



G.



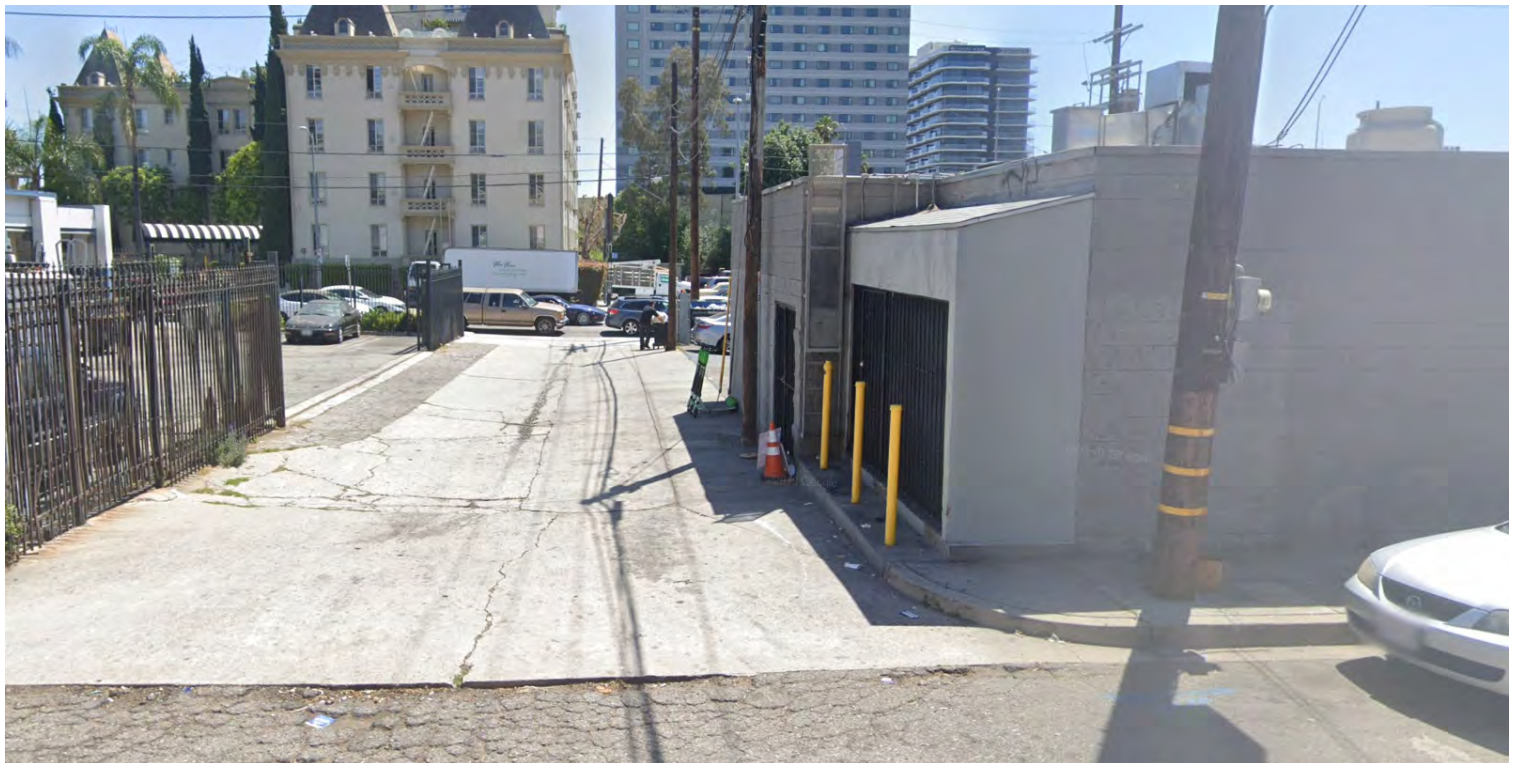
H.



I.

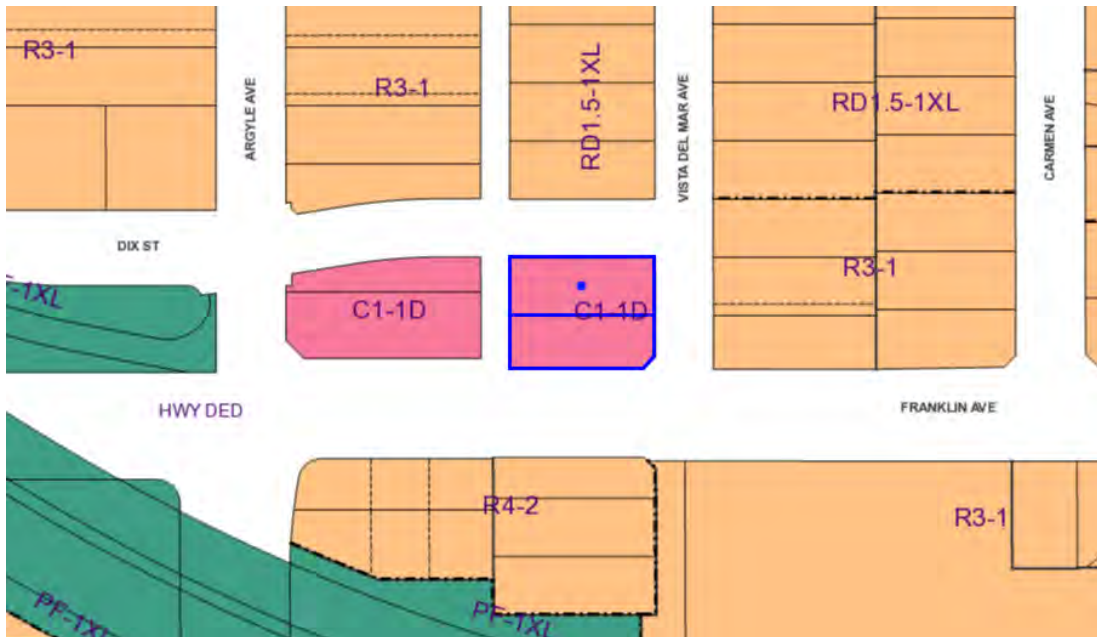
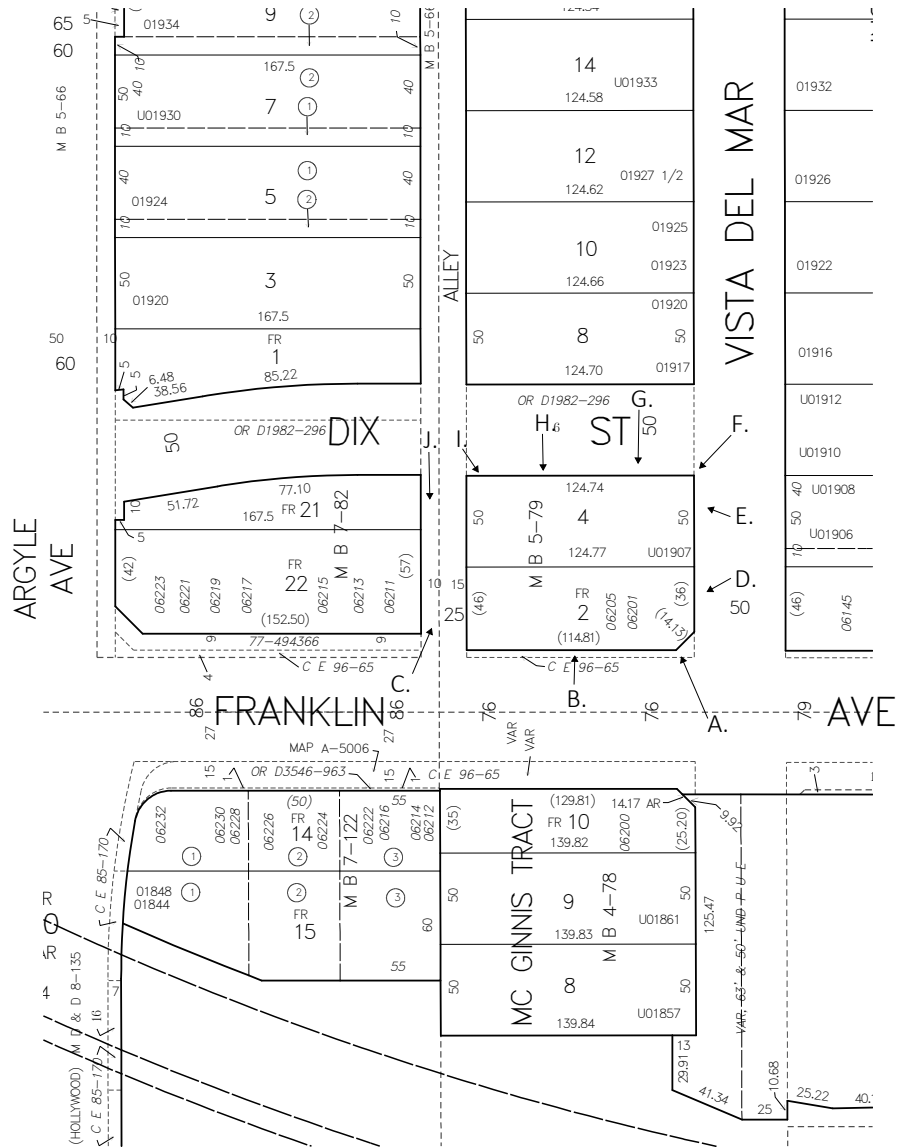


J.



6201 W. FRANKLIN AVE., LOS ANGELES, CA. 90028

PHOTO BROCHURE



A.



B.



C.



D.



E.



F.



G.



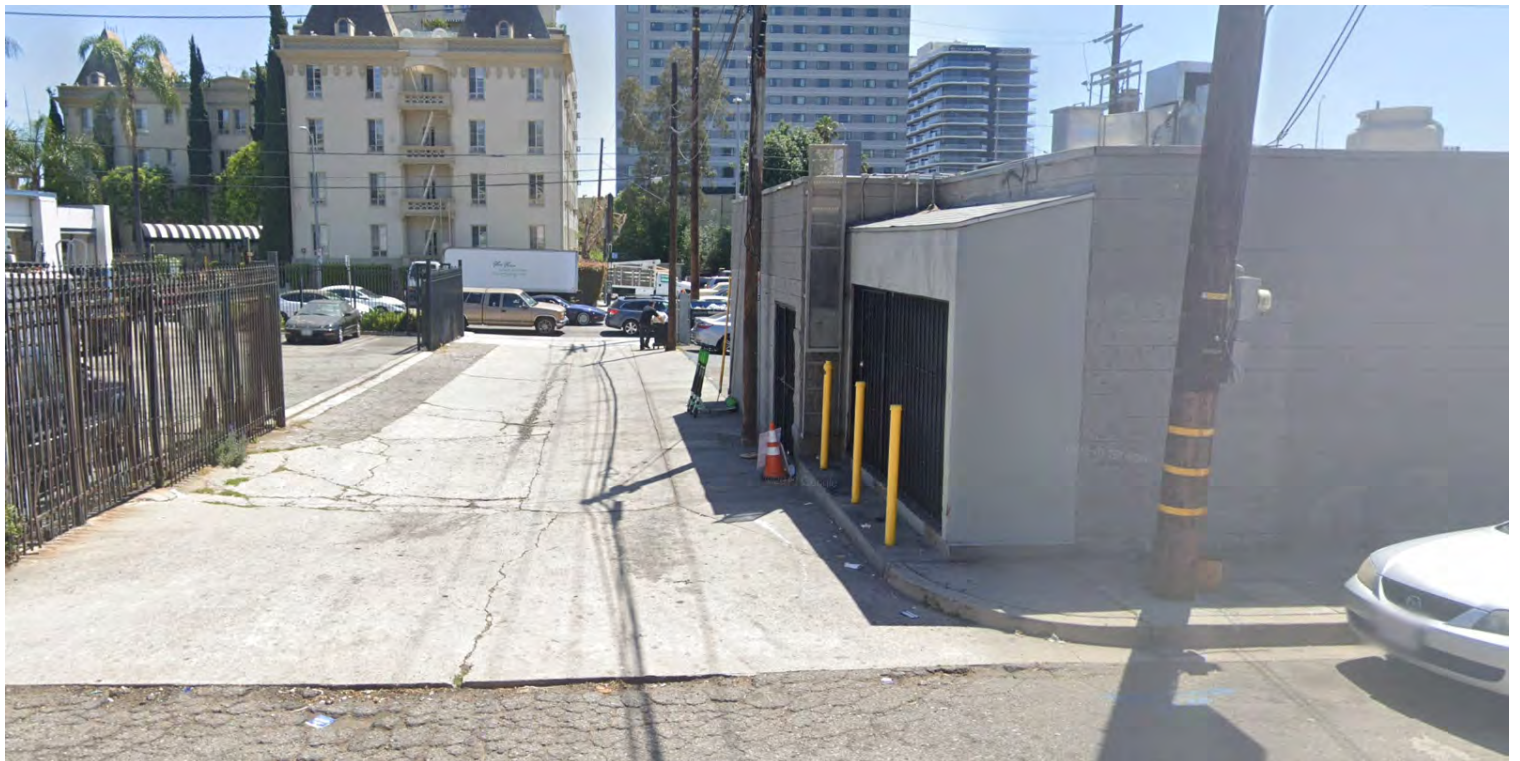
H.



I.



J.



DAY OF HEARING SUBMISSIONS



Planning APC Central <apccentral@lacity.org>

case # ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Britt Hoogervorst <brittney.hoogervorst@gmail.com>

Fri, Jan 7, 2022 at 3:15 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

Dear Etta & Dana Lynn-

I have been a resident of Franklin Village for 8 years and I strongly oppose the idea of a 7-11 coming to Franklin & Argyle. Our community already has a convenience store option in Hollywood Mart. Hollywood Mart is a small business with owners & workers who take pride in servicing our community. As a young woman, I specifically feel safe walking down Argyle Ave to go to Hollywood Mart because the owners of Hollywood Mart keep the corner safe and look out for our community. Hollywood Mart has always asked for feedback from the community on what goods we would like to see stocked, during the pandemic they began carrying pantry staples and became a place many of us could count on when grocery stores were empty or simply too busy.

There is no value a 7-11 could offer our community, it would only bring down the value and safety of the neighborhood. There are many services and stores that our neighborhood could benefit from instead. For example, a laundromat would be of great service to the many apartments buildings. The products and services a 7-11 provide are already available through Hollywood Mart and the Chevron across the street. I am curious why there has been such a push for this 7-11 to open, the community does not want it and I am concerned about the level of traffic a 7-11 would impose on an already congested intersection.

I am asking as someone who deeply loves my neighborhood to listen to the residents you represent and do not allow this 7-11. The neighborhood could benefit from so many other services.



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Chase Wilson <CWilson@thepeopleconcern.org>

Fri, Jan 7, 2022 at 3:36 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>

Cc: "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>, "danalynn.dominguez@lacity.org" <danalynn.dominguez@lacity.org>

To Whom It May Concern:

My name is Chase Wilson and I am writing to express my opposition to the possible 7-11 at 6201 Franklin Avenue. As both a resident of the neighborhood, and public health professional, I emphatically believe that the 7-11 would be a detriment to local small businesses and the health of our vibrant neighborhood.

The built environment is a powerful determinant of public health, and yet another convenience store would not contribute to solving our city's tragic homeless problem. People experiencing homelessness need access to case management resources, health care and affordable housing, not another 7-11 to gather outside of and stay sick.

As a resident, I am also concerned about the 7-11 interfering with the livelihood of the local businesses that I have come to rely upon and love. Also, the parking and traffic issue would make living here unbearable. The influx of cars would do a number on my little street. I beg of you to close the book on this matter. No 7-11! Thank you for your time.

Best,

Chase

2034 Argyle Ave. Apt. 209

Los Angeles, CA 90068

**Chase Wilson**

Pronouns: he/him/his

Hospital Liaison, Health & Wellness

THE PEOPLE CONCERN | OPCC & LAMP COMMUNITY UNITED

p: (323) 388-7703

a: 1447 16th St., Santa Monica, CA 90404

www.thepeopleconcern.org

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Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Chelsea <chillc7@gmail.com>

Fri, Jan 7, 2022 at 11:38 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear Area Planning Commission,

I have lived in the neighborhood and seen first hand the rise in crime and homelessness that surrounds almost all of LA. To think you want to add to that by adding an unnecessary 7-Eleven is both upsetting and quite frankly dangerous. There is not a single person that will benefit from this store. We have our savored our neighborhood corner store and the lack of "chains" makes the neighborhood even more inviting. Especially those chains that are only worried about money and could care less about the community.

In 2021, the proposal to build a 7-Eleven at [6201 Franklin Avenue](#) was formally submitted to the Hollywood United Neighborhood Council for review. Following a presentation by 7-Eleven that was lacking in both concrete data and compassion for community concerns, the council opened the floor to hear comments from residents. After nearly an hour and a half of hearing objections, the council called for a vote from those in attendance to gauge public interest in the project. The community voted overwhelmingly 65-3 against allowing a 24-hour 7-Eleven to be developed in our neighborhood (with the only votes in favor coming from those planning the project).

After reviewing more public concerns, considering the multiple letters of opposition submitted by area homeowners and civic associations, and hearing from the owners of local businesses on Franklin Avenue expressing their concerns about the project, the neighborhood council formally voted to deny 7-Eleven's request to build a 24 hour location at [6201 Franklin Ave](#), and agreed to send this recommendation to LA City Planning. The residents of our community firmly support our Neighborhood Council's decision and feel compelled to express our continued opposition to this dangerous project.

Despite our united opposition & universal concern regarding this project's impacts on already dangerous traffic congestion as well as its untold environmental implications, City Planning approved 7-Eleven's fraudulently requested CEQA exemptions & allowed for extended hours without requiring the developers provide any traffic or environmental reports to support their absurd position that such a business would have no negative impact on the community. City Planning also failed to address the multiple lies in 7-Eleven's submitted materials, including claiming they are not in a Freeway Adjacent Zone which anyone with Google maps can disprove. While City Planning failed us, the residents of Franklin Village remain steadfast in their refusal to allow this project to move forward in any shape or form. Today, we are appealing City Planning's clearly erroneous decisions and once again asking that our valid concerns be taken seriously and addressed before any project is allowed to continue. 7-Eleven MUST provide a traffic study to examine their impacts on the heavily congested Franklin Ave 101 Freeway on-ramp. They likewise MUST provide an environmental study which lays out how they will safely transform a car repair garage with open CalEPA violations into a safe and healthy area to sell food.

Over the last three months, a majority of Franklin Avenue between Franklin/Western and Franklin/Argyle was closed or detoured in order to make repairs to parts of an underground electrical system. This included sectioning off entire blocks and limiting traffic on an already congested two-lane street to one lane from Franklin/Gower to Franklin/Argyle. The chaos this caused alone should be enough to demonstrate that having to navigate Franklin Avenue with the added traffic created by a major chain (one which relies on frequent in-and-out customers) would be extremely dangerous. The danger, however, is already well known, as it is outlined in a November 2020 Traffic Control memo which encourages the insertion of a traffic

diversion at Franklin ave and Vista Del Mar ave to address that deadly intersection. How this memo exists and 7-Eleven has still been allowed to proceed without, at minimum, a traffic study is almost incomprehensible.

The LA City Planning mission statement claims it exists to “create and implement plans, policies, and programs that realize a vision of Los Angeles as a collection of healthy and sustainable neighborhoods — each with a distinct sense of place, based on a foundation of mobility, economic vitality, and improved quality of life for all residents.” With all due respect, allowing a 24 hour 7-Eleven to invade into our neighborhood, destroy existing locally own businesses offering identical services, and turn our walkable community into a dangerous health hazard without even the pretense of study to inform decisions on these issues, goes directly against every single word in that mission statement.

This is a quiet residential area that has, through the Hollywood Community Plan and the ongoing efforts of our neighborhood council and civic associations, thus far resisted mass corporatization of the North of Franklin Ave. There is absolutely no need for a 24 hour convenience store of any kind in this area. If a resident wishes to patronize a 7-Eleven there are 15 within a 2 mile radius for them to choose from. In fact, 7-Eleven operates more than 70,000 stores in 17 countries, including 11,800 in North America alone. Denying them the opportunity to commercialize our residential area, poison our environment, & congest our streets, will have zero impact on their bottom line, but will make all the difference for this community, its habitability, & its safety. This our home. Please don't let a 24 hour 7-Eleven destroy it.

I sincerely hope the Area Planning Commission will see this project for the dangerous haphazard cash-grab it is and reject it whole cloth.

Thank you,

Chelsea Staebell



Etta Armstrong <etta.armstrong@lacity.org>

ENV-2020-7463 and ZA-2020-7462-CU

1 message

cindy design studio <cindydesignstudio3@gmail.com>

Thu, Jan 6, 2022 at 4:53 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>

Cc: danalynn.dominguez@lacity.org, "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>, nofranklin711@gmail.com

Dear Los Angeles City Planning & Council District 4,

I am a long time resident of District 4. One of the reasons why I have decided to reside in this area is the lovely family owned small businesses. They add a sense of community to the local neighborhood which makes it a pleasure to live in this part of Hollywood.

Small businesses have already unfortunately been badly effected by the Covid epidemic. I have sadly seen so many of the local businesses that have been here for years close over the past year.

Having a chain establishment like 711 on Franklin Avenue so close to these lovely family owned small businesses that have been here for years will most likely unfortunately result in more small businesses closing. This would be a shame and add to the damage that has already been caused by the Covid epidemic. Having a 711 would also increase the amount of traffic in this already congested area. Not to mention the increase in the amount of crime in the area since so many people from outside of the neighborhood will be going there.

Please don't build this 711!

From a concerned resident,
Cindy



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

E Arias <4someone@gmail.com>

Fri, Jan 7, 2022 at 8:07 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a [6201 Franklin ave](#). The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,
E. Arias
[1930 Holly Dr](#)
[L.A. 90068](#)



Planning APC Central <apccentral@lacity.org>

ENV-2020-7463 & ZA-2020-7462-CU

1 message

Brynda Mattox <blackwatercircus@gmail.com>
To: apccentral@lacity.org

Fri, Jan 7, 2022 at 4:05 PM

TO WHOM IT MAY CONCERN:

I have been a resident of the Beachwood Canyon/FranklinVillage area off and on for over 40 years and am presently on the Board of Directors of the Argyle Civic Association. I know that there are two 24 hour places open if someone needed something in the middle of the night as *did*. I often could not sleep and required a sleeping aid while my late husband was in hospice at home. Of course, there are many other things that can be purchased at the Mobile station at Argyle and Franklin and the 76 station at Beachwood and Franklin. There is absolutely no reason to ever consider another late night facility in this neighborhood. We do not need to attract anyone to use this area as a hangout, and as far as 7-11's go there are 3 within 2 miles from here.

Respectfully submitted,
Brenda Mattox
1919



Etta Armstrong <etta.armstrong@lacity.org>

Regarding ZA-2020-7462-CU-1A // ENV-2020-7463

1 message

Loretta Donelan <loretta.donelan@gmail.com>

Thu, Jan 6, 2022 at 5:13 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear Area Planning Commission,

I live at Franklin and Gower, and I do not want a 7-Eleven in my neighborhood. We are already well serviced by the incredible Hollywood Super Mart, which is well stocked, convenient, and is a quirky neighborhood institution. I also worry about the increased amount of traffic it would cause; I am frequently a pedestrian in that area, and it's tough enough to walk safely around already, especially with the recent construction.

I and many of my neighbors sincerely hope the Area Planning Commission will reject this project.

Thank you,
Loretta Donelan
(franklin and gower)



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

Peter Chaikin <peterchaikin@gmail.com>

Sat, Jan 8, 2022 at 9:46 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a [6201 Franklin ave](#). The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,
Peter Chaikin
Beachwood Canyon Resident

Peter Chaikin
Communication Devices LLC
p: [\(323\) 493-9788](tel:3234939788)
e: peterchaikin@gmail.com
a: Los Angeles, CA, USA 90068



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Phil Voss <VossP@unitedtalent.com>

Fri, Jan 7, 2022 at 4:46 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>

Cc: "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>, "danalynn.dominguez@lacity.org" <danalynn.dominguez@lacity.org>, "nofranklin711@gmail.com" <nofranklin711@gmail.com>

Dear Area Planning Commission,

I write as a Hollywood Dell homeowner of 5 years asking you to please reject 7-11 from developing on Franklin. There are enough 7-11's in our neighborhood as it is, but as a small business killers, and a magnet for crime and blight I feel this project would be a massive stain on the neighborhood as a whole (this coming from someone who would have happily welcomed a Starbucks, etc.).

Thank you,

Phil

Philip Voss

Associate General Counsel

9336 Civic Center Drive | Beverly Hills, CA 90210

P: 310.860.3767

voss@unitedtalent.com

United Talent Agency

9336 Civic Center Dr. Beverly Hills, CA 90210

888 7th Ave 9th Floor New York, NY 10106 (DCA#2029434-DCA).

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Planning APC Central <apccentral@lacity.org>

Re: ENV-2020-7463-CE and ZA-2020-7462-CU

1 message

Solomon Blaylock <solomonblaylock@gmail.com>

Fri, Jan 7, 2022 at 10:24 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

I write you respectfully as a neighbor in the Hollywood Dell and ask you to please block the effort to utterly change the character and culture of our neighborhood for the worse by allowing a 7-11 to be constructed at Argyle and Franklin.

I am originally from the east coast, so I use the word 'bodega' to refer to corner stores. We have perfect bodega on the block in question: The Hollywood Super Mart. It is THE bodega for us in the Hollywood Dell, run by Eddy--Armenian, Liverpool F.C. booster, prog-rock aficionado, outrageously hardworking, ceaselessly kind. I hand delivered a Christmas card to this man and bought him a drink on his birthday. Anything any of my guests may have eaten or drunk at my apartment (apartments, actually--both the Argyle and Vista Del Mar addresses) in my years in the Dell most likely came from the Hollywood Super Mart. This man once gave me the only pack of American Spirit yellows he had in his store, which were in his POCKET. He also keeps me in groceries and sparkling water and toilet paper and tooth brushes and phone chargers, etc. I am in his store every day.

A 7-11 on the block would murder this man's business, not to mention transform the block in a culturally negative way. This part of Hollywood is still old and gorgeous and just the right amount of quaint.

I realize this may feel like a small, petty concern, but I've been looking my whole life for this place. This is my home. There is a real sense of history and community here. This neighborhood is diverse and interesting and lovely and a little crazy and the LAST thing we need is a 7-11.

Thank you for your time and consideration.

Solomon Blaylock
2028 Argyle Ave
Los Angeles, CA 90068
585.957.6251



Planning APC Central <apccentral@lacity.org>

ENV-2020-7463-CE and ZA-2020-7462-CU

1 message

Stephanie James <stephaniemakes@gmail.com>

Sat, Jan 8, 2022 at 5:08 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

I am writing in regards to the throposed 7-11 on the corner of Argyle and Franklin. Although I only moved to Argyle Ave. this last fall from North Hollywood I have become familiar with the Hollywood Dells neighborhood over the past two years through visiting my partner in the area.

I moved from a neighborhood with two 7-11's within three blocks of each other and I have not missed having them in my reach. I find the stores in the area ample and do not think a 7-11 would be fulfilling any unmet needs. Further the introduction of a 7-11 would put a strain on the much loved local businesses such as the Hollywood Super Mart. We stop into the market on a very regular basis and absolutely appreciate the pride that Eddy places in his business. We also are struck by the caring attitudes and considerate service of himself and his workers. It is a wonderful thing to have a little market that you know the owners of and that you wish to support.

Not only would a 7-11 be at the expense of the existing neighborhood institutions but it would potentially add traffic and congestion to an area that is already a squeeze. I believe it would not add anything positive to a neighborhood which is so loved by it's residents.

Thank you for taking time to read this and I hope the neighborhood concerns are taken under consideration.

Sincerely,
Stephanie James
[2028 Argyle Ave.](#)
[Los Angeles, CA 90068](#)
(510) 459-1152

--

Stephanie James
UCLA MFA Animation
www.stephaniejamesart.com



Planning APC Central <apccentral@lacity.org>

Building a 6201 Franklin Avenue 711 (Case Numbers ZA-2020-7462-CU-1A and ENV-2020-7463)

1 message

Petrosino, Anne <amp2264@tc.columbia.edu>

Sat, Jan 8, 2022 at 2:53 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear Area Planning Commission,

I'm a member of the community writing a simple request. Please reconsider building a 7-11 at 6201 Franklin Avenue. I've educated myself on how dangerous it would be to build a 7-11 at this location. In addition, I feel this plan is an attack on the community. Small businesses are at the heart of any community and it's a pity that there may be another 7-11 added to Los Angeles when there are already almost 150 locations in the city.

I go to the store at this location because the owners are friendly and it makes my day better to go to a business that has some heart rather than another store that is a copy/paste of another. Please reconsider!

Thank you,

--

Anne Petrosino, M.A.

(917) 553-8618

amp2264@tc.columbia.eduanne.petrosino@gmail.com



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

Arne olof Olofson <oleolofson@me.com>

Fri, Jan 7, 2022 at 11:58 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

I also strongly oppose a 7-11 in our neighborhood in general. We have a locally owned convenient store right there as well as 8 locations of 7-11's within a 2 mile radius. It is incomprehensible and would be an incredible detriment to the neighborhoods as we are all community based and care about the safety and support of each other.

We are all aware of the extreme violent nature of this city right now and 7-11 is and always has attracted that element. There is a children's school two blocks away as well as two gas stations and Gelsons. We also know that the traffic westbound on Franklin is one of the most congested at most times of the day.

The last thing this special neighborhood needs is a corporate run convenience store.

Ole Olofson
2122 vista del mar st. #30
los angeles ca 90068

Sent from my iPhone



Planning APC Central <apccentral@lacity.org>

(no subject)

1 message

Barbara Gordon <bglunark9@gmail.com>
To: apccentral@lacity.org

Mon, Jan 10, 2022 at 8:50 AM

As a 40-year resident of Beachwood Canyon, I am writing to express my VEHEMENT opposition to the 7-Eleven planned on Franklin Avenue.

Building a 7-Eleven in this location will make a horrible traffic situation even worse. Franklin Avenue has two westbound lanes leading to the entrance of the 101 North @ Argyle. During rush hours, it is completely backed up. I have spent over 30 minutes traveling west on Franklin from Beachwood to the 101 North entrance ramp. I cannot imagine having people enter/exit a 7-Eleven in the midst of this traffic jam.

There is already a terrific Mart in this location - Hollywood Mart. A small business that is a great, cherished part of this neighborhood. Building a 7-Eleven in this location will kill this small business. Which would be awful. We MUST support small business owners.

There is already a 7-Eleven very nearby at [1810 Cahuenga Blvd @ Yucca](#). No need for another one so close by.

Please DO NOT allow this unnecessary, unwanted project to go forward.

Thank you.
Barbara Gordon
Beachwood Canyon Resident

Sent from my iPhone



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

bird york <humandhowl@gmail.com>
To: apccentral@lacity.org

Sun, Jan 9, 2022 at 10:44 AM

I have been a homeowner in the Hollywood Dell for over 30 years. I have frequented the mini mall on the corner of Argyle and Franklin for all of that time, supporting the mom and pop restaurants and stores that have leased there. The family owned Hollywood Super Mart has quickly become a neighborhood institution, cherished by us all. They are kind, generous people who have gone out of their way to serve not only the immediate neighbors, but the tourists that frequent our area, with a smile, going above and beyond to make sure whatever products we need are on the shelves (and trust me, they have amazing products, gluten free, organic, vegan, imported chocolate)...they have been a delight, especially during the pandemic when going into a crowded store wasn't something you'd want to do.

I implore you....do NOT allow a 7-Eleven to ruin their business. It is also one of the last safe mini-malls in Hollywood proper to visit...(the Cahuenga, Sunset and Yucca 7 Elevens are frankly, a disaster....one Hollywood resident was axed in the head by a mentally ill homeless guy if you recall). This entire town can not turn into a corporate owned area. The developer's high rises taking over the entire area are enough....please allow some semblance of humanity....a neighborhood, where the people who OWN businesses actually engage with the neighborhood they serve.

I ask you to check your heart, your humanity....and block the 7 Eleven.

Gratefully,
Kathleen York
2235 Alcyona Dr
La Ca 90068



Planning APC Central <apccentral@lacity.org>

No Franklin 7-Eleven - ZA-2020-7462-CU-1A, ENV-2020-74631 message

Chelsey Crowley <chelseycrowley@gmail.com>

Sun, Jan 9, 2022 at 11:42 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear Area Planning Commission,

As a proud resident of the Hollywood Dell neighborhood adjacent to the proposed site of a new 7-Eleven at 6201 Franklin Ave, I must make it known that the residents of the Dell, Beachwood Canyon and neighboring areas are overwhelmingly and passionately opposed to this project. This neighborhood is a jewel in the crown of not only Hollywood but Los Angeles, a rare stretch where independent businesses are allowed to thrive without being strangled by box stores.

The community voted overwhelmingly 65-3 against allowing a 24-hour 7-Eleven to be developed in our neighborhood (with the only votes in favor coming from those planning the project). The negative effects on the surrounding environment and traffic have yet to be assessed due to the illegal lack of reports on the matters. Seeing as how the location immediately precedes an already dangerous freeway onramp and 5-way intersection, I don't believe a report is necessary to know that the impact of this one business in this location could be the single deathknell to a currently thriving, efficient and charmed neighborhood. In fact, the chaos caused by the ongoing construction on Franklin alone should be enough to demonstrate that having to navigate Franklin Avenue with the added traffic created by a major chain (one which relies on frequent in-and-out customers) would be extremely dangerous. The needs serviced by 7-Eleven are already being met by independent businesses in the immediate area and there are 15 7-Eleven locations within a 2 mile radius already, so there is no need or desire for this project by anyone who lives, visits or pays taxes in the area.

Every effect this business will have on the residents and the integrity, safety and health of this area are negative. The only people in favor of this project are the few who stand to gain financially, and the public is engaged enough to see when the wishes of corporate interests are valued more than the well being and wishes of many thousands of Angelenos and voters.

The benefit of this project to a behemoth like 7-Eleven is so miniscule, especially when compared to the massive negative impact to the neighborhood and its many community members. I ask that the Area Planning Commission see this as the exploitative cash grab that it is and not contribute to the continued erosion of our beautiful city, our safety and our culture. Please reject this project.

Thank you.

Chelsey Crowley, *Hollywood Dell resident*



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Colby Herbst <colbyherbstactor@gmail.com>

Sat, Jan 8, 2022 at 1:49 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

To Whom it May Concern,

I am writing to share my STRONG opposition to the proposed 24-hour 7-Eleven a 6201 Franklin ave. The project should not be allowed to proceed without the developer providing AT MINIMUM a comprehensive traffic study to examine the impact of a 24 hour high volume commercial business in an already heavily congested area, as well as a COMPLETE environmental review to account for the effects of major construction and increased vehicular traffic on a site currently home to hazardous chemicals.

A 24-hour high volume business in a Freeway Adjacent zone should absolutely NOT be allowed to go forward without addressing community concerns regarding its effects on the safety and habitability of the area.

I encourage you to overrule the previous incorrect decision, further restrict the hours of operation, and demand developer accountability to residents.

Thank you,

Colby Herbst



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Gina Brown <castginabrown@gmail.com>

Sun, Jan 9, 2022 at 11:59 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

Hello and to Whom can help our neighborhood cause,

I'm writing as a Los Angeles citizen and a Franklin Ave resident to protest the building of a 711 in our neighborhood. I strongly oppose the opening of yet ANOTHER 711 within the three mile radius of two other 711's in the area (one on Hollywood Blvd and one on Gower.)

Franklin Ave has character, charm, and a safe/walkable quality that just south of it on Hollywood Blvd, does not. We want to keep the cleanliness that the people of the area have worked so hard to build, where we know our neighbors and the small businesses in operation.

On New Year's Day 2022 at 2pm, I parked my car in the CVS parking lot on Cahuenga and Yucca - right across the street from a 711. I was in the store for ten minutes and my car got broken into, glass everywhere, and items stolen from my car and trunk. This is just one example of the type of people who loiter and steal around that area. If 711 is brought to Franklin Ave, that demographic is going to be brought with it too.

I vote a strong NO to yet another chain store (711) that is not needed in our neighborhood.

--

Thank you,

Gina Brown

323.447.4462

<http://www.castginabrown.com>

@theginabrown

[CLICK HERE TO SEE MY REEL!](#)



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

J.J. Blair <jjblair@mac.com>

Sun, Jan 9, 2022 at 8:20 PM

To: apccentral@lacity.org, etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

To the City officials presiding over this case:

I am an almost 28 year resident of Beachwood Canyon. I've seen a number of changes come and go in the canyon and Hollywood in general, and I'm very concerned about the proposed 7/11, on a few different fronts.

The first is that Franklin has always been a mom and pop commercial area. Even the gas stations are owned by individuals with whom the neighborhood has formed relationships. Bringing in a 7/11 not only would change the character of the street, it would harm the business of some of those owners by taking away business.

Second, it's completely unnecessary. There is already a 7/11 4 blocks away at Hollywood and Gower, and another one 4 blocks the other direction at Yucca and Cahuenga. Do we really need a 7/11 every 4 blocks? No.

Third, I believe the city was presented with a study showing the issue of loitering and panhandling in an area increasing with the presence of 7/11's. If you have not been to this neighborhood lately, it's already a disaster zone of dispossessed individuals, and we are having crime issues related to it that we have not seen since the '90s. I had to call 911 to get a homeless person off my property, who would not leave, just four days ago. The last thing we need is another magnet for vagrancy.

Fourth, I have not spoken to a single person in the neighborhood who is in favor of this. I run the neighborhood Facebook group, and am active in other neighborhood forums. Nobody wants this 7/11. It's not servicing the community.

Fifth, the Franklin and Argyle traffic has gotten unbelievably bad in the last few years. It is so backed up. It can take me 15 minutes to get from Franklin and Bronson to Beachwood during rush hour. That's 4 blocks! The additional population density of Hollywood, thanks to the new residential buildings, is making it worse each year. It is my understanding that a current traffic study was not required for this permit, which is insanity. That one freeway entrance services so many arteries. Not analyzing the impact of a 7/11 half a block from the entrance is malpractice.

When I moved into the neighborhood in 1994, it was a mess. Car break-in rates were some of the highest in the city, thanks to open air drug mart that used to exist on Yucca. Property values were a fraction of what they are now. I worked hard as a member of my HOA, and as a good neighbor, to make this area a great place to live. It's been going in the wrong direction exponentially in the last few years, between the overdevelopment of Hollywood and the homeless crisis. This 7/11 would be one more step in the wrong direction. We don't need corporations, who only pay lip service to the community, to put their stores every 4 blocks. All appeals directly to the corporation by the neighbors have been rebuffed, and the City is our only hope. Denying their permit will not impact them one bit, but approving it will be disastrous for the mom and pop stores, and not add any value to the residents, if not cause them more grief and hardship.

Thank you for your time.

Sincerely,
J.J. Blair
6010 Lechner Pl
LA, CA 90068



Planning APC Central <apccentral@lacity.org>

NO FRANKLIN AVE 7-11!

1 message

James Barry <jamesmichaelbarry@gmail.com>

Sun, Jan 9, 2022 at 12:50 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, contactcd4@lacity.org

Hi there,

Just adding my voice to the many, many Hollywood Dell/Franklin Village residents imploring you to cancel the permits for a 7-11 at Franklin Ave and Vista del Mar.

Aside from the fact that a 7-11 would be ruinous for local traffic and noise, it feels downright vindictive to allow its construction right next door to our beloved Hollywood Super Market. Like, who asked for this, aside from those who stand to make a few bucks?

Take a walk around the neighborhood, and you will see many, many "SAY NO to 7-11!" signs. I have counted zero fliers in favor of its construction. Again, who is this for? Have you had many complaints from residents of our neighborhood that they have to travel a whole half-mile — in any direction — to reach the nearest 7-11, that most prolific symbol of American chain store mediocrity? Somehow, I doubt it.

Rest assured that if the project is allowed to go forward, we will not give up: we will picket, protest and SUE this blight on our small business-loving neighborhood through every stage of its development. Please, acknowledge that our residents have adamantly pleaded to cancel this asinine project.

Best,
James Barry
2005 3/4 Argyle Ave



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-74631 message

James Hal Hardy <hal.hardy32@gmail.com>

Sat, Jan 8, 2022 at 4:18 PM

To: Danalynn Dominguez <danalynn.dominguez@lacity.org>, "apccentral@lacity.org" <apccentral@lacity.org>, "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>, "nofranklin711@gmail.com" <nofranklin711@gmail.com>

I am writing you today to cast my vote to STOP the future building of a 7-11 at 6201 Franklin Ave.

This would increase the traffic greatly of an already extremely trafficked area. This causes danger to us living in the area.

In my opinion, this would also increase the crime rate of the neighborhood. There are apver ten 7/11's within a 2 mile radius and I always notice many loiters and police cars around them. PLEASE PLEASE DO NOT ALLOW THIS BUILDING TO TAKE PLACE!

It would also put risk closing our beloved Hollywood Super Mart. They are kind people who tend to the needs of our community and ENRICH the community.

If they were to go out of business, and this 7-11 was to be put in place, the crime goes up, more small business gone, and I would most likely leave the area. We value this area, I'm an honest, hard working citizen of the community and would appreciate you not letting this 7/11 to be built.

Thank you for your time,
James Hal Hardy
208-724-6739



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Jennifer Katz <jenniferkatz42@gmail.com>

Mon, Jan 10, 2022 at 1:20 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

As a resident of the Franklin Village neighborhood who wants the neighborhood to become safer and more walkable, I oppose the 7-eleven. I would not oppose community minded development, but it seems unnecessary and redundant given the convenience stores and gas stations already in the area.

Sincerely,
Jennifer Katz

Sent from my iPhone



Etta Armstrong <etta.armstrong@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

jessica trent <jessicarobintrent@icloud.com>

Tue, Jan 11, 2022 at 8:42 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Hello

I can't understand how in this day and age the city / county of LA would allow a mega corporation to not be required to do a traffic study. Especially in this unique location right near the 101 freeway yet also a neighborhood with significant pedestrians.

On top of that, it's soul crushing that you'd allow a corporation to come into our neighborhood right next to an independent Armenian American woman co-owned business. Hollywood Super Mart is EXACTLY the business example LA claims to want.

As a publicist, if you allow 7-11 to come in, I can tell you from experience that you're going to have a PR nightmare and all of those who allow it are going to be dragged down in the mess that ensues.

Please make the right decision. Do not allow the 7-11.

We are counting on you!

Thank yoi,
Jessica

Sent from my iPhone



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-74631 message

Tony Haywood <haywood@forge-dc.com>

Sat, Jan 8, 2022 at 11:18 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>

Cc: "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>, "danalynn.dominguez@lacity.org" <danalynn.dominguez@lacity.org>, "nofranklin711@gmail.com" <nofranklin711@gmail.com>

Dear Area Planning Commission,

As a current Hollywood Dell resident and former Los Feliz resident who has relied for decades on Franklin Avenue as an essential East-West artery, I write in strong support of the Neighborhood Council's decision to oppose the establishment of a 24-hour 7-Eleven at 6201 Franklin Avenue. The likely ill effects of attracting more traffic to this already congested location at the entrance to the northbound 101 are obvious while benefits to community residents are negligible. We are well-served by the existing locally-owned businesses, including the Hollywood Super Mart convenience store, and there is no shortage of 7-Eleven stores in the area. Recent construction projects on Franklin Avenue have caused major disruption of traffic flow and demonstrate what harm could come from drawing more vehicular traffic to this location. In addition, an increase in corporate commercialization would detract from, rather than enhance, the quiet character and livability of the affected neighborhoods.

I urge you strongly to reject this ill-considered project in its totality.

Sincerely,

Julian A. Haywood
6342 Ivarene Avenue
Los Angeles, CA 90068

Sent from my iPhone



Planning APC Central <apccentral@lacity.org>

Fwd: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Danalynn Dominguez <danalynn.dominguez@lacity.org>
To: Planning APC Central <apccentral@lacity.org>

Tue, Jan 11, 2022 at 8:22 AM

Hello,

Forwarding an email I received from the public concerning Case No. ZA-2020-7462-CU-1A

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

From: **bird york** <humandhowl@gmail.com>
Date: Sun, Jan 9, 2022 at 10:44 AM
Subject: ZA-2020-7462-CU-1A and ENV-2020-7463
To: <danalynn.dominguez@lacity.org>

Ms Dominguez

I have been a homeowner in the Hollywood Dell for over 30 years. I have frequented the mini mall on the corner of Argyle and Franklin for all of that time, supporting the mom and pop restaurants and stores that have leased there. The family owned Hollywood Super Mart has quickly become a neighborhood institution, cherished by us all. They are kind, generous people who have gone out of their way to serve not only the immediate neighbors, but the tourists that frequent our area, with a smile, going above and beyond to make sure whatever products we need are on the shelves (and trust me, they have amazing products, gluten free, organic, vegan, imported chocolate)...they have been a delight, especially during the pandemic when going into a crowded store wasn't something you'd want to do.

I implore you....do NOT allow a 7-Eleven to ruin their business. It is also one of the last safe mini-malls in Hollywood proper to visit...(the Cahuenga, Sunset and Yucca 7 Elevens are frankly, a disaster....one Hollywood resident was axed in the head by a mentally ill homeless guy if you recall). This entire town can not turn into a corporate owned area. The developer's high rises taking over the entire area are enough....please allow some semblance of humanity....a neighborhood, where the people who OWN businesses actually engage with the neighborhood they serve.

I ask you to check your heart, your humanity....and block the 7 Eleven.

Gratefully,
Kathleen York
[2235 Alcyona Dr](#)
La Ca 90068

--



Danalynn Dominguez
City Planning Associate
Los Angeles City Planning
200 N. Spring St., Room 621
Los Angeles, CA 90012
T: (213) 978-1340
Planning4LA.org





Planning APC Central <apccentral@lacity.org>

7-11 on Franklin / ZA-2020-7462-CU-1A / ENV-2020-74631 message

Kevin Miller <kevin.m9890@yahoo.com>

Sun, Jan 9, 2022 at 6:41 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>, "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>, "danalynn.dominguez@lacity.org" <danalynn.dominguez@lacity.org>

Hello,

My name is Kevin, i live on the hill of Argyle and recently took a trip to my local convenience store Hollywood Super Mart. The staff informed me of the plans for a new 7-11 to be opened. I am writing to share my thoughts on this matter.

I believe that a new 7-11 in the area will not benefit this community, nor the small business around it. 7-11 stores are well known to be small business killers, and i would not want to see stores such as Hollywood Super Mart be affected by this. As proven by other locations, it will also cause a huge increase in traffic, as well as attract many loiters.

Thank you for your time!

Kind regards,

Kevin



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Lana Leigh Taylor <lanaleightaylor@gmail.com>

Sun, Jan 9, 2022 at 12:46 AM

To: apccentral@lacity.org

Cc: "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>

Hello,

I am deeply distressed about the plans of a 7-11 in my beautiful beloved community. I have sent several emails and I am begging to be heard. PLEASE DO NOT ALLOW THIS!!! A 7-11 will bring utter chaos and destruction to my safe quiet community. It will be 24 years in March that I've lived in this community.

I moved my mom into my neighborhood in 2010, because we have a strong senior population, a deeply caring thriving community of people who care, have a sense of pride and it's generally very safe. On warmer days, I like to push my mom in her transport chair and go to my local stores. She's basically home bound because she has heart issues and arthritis.

A 7-11 would draw violence and excess traffic from transients and other dangerous characters. We are desperately trying to clean up the surrounding encampments that are trying to set up house around our beautiful peaceful community. A 7-11 would bring a whole new set of challenging issues to the safety of both our women, elderly and vulnerable people with health issues who live and walk in our neighborhood.

I am someone who walks everywhere. There are many others in my neighborhood like me. Many times I'm leaving my mom's apartment at 10 or 11 pm because I've spent the day doing her in home care.

I NEED TO CONTINUE TO FEEL SAFE!!! My neighbors need to feel safe. There are a lot of women directly from my block who have been assaulted by the incoming traffic of mentally ill homeless folks. I had to have a face off in broad daylight with a disturbed man charging after me on the side walk high on crystal meth asking me if I like to F--k other people. I'm a slender small woman. I can fight...but why? I should be able to walk down my street and feel safe.

We pay a hell of a lot in rent to have a safe strong community. A 7-11 is a threat to our peace and sovereignty within the community. If you allow this, then you're allowing a lot of unnecessary rift raft and utter chaos into a peaceful, thriving community. We have an incredible community market and small shops that care, are personable and create a small town vibe. WE SIMPLY DON'T NEED OR WANT A 7-11!!!

Please don't let this happen. If you are about safe, thriving, crime free communities please don't let this happen. There is literally a 7-11 around the corner on Cahuenga ave and the police are always there...and not for donuts! There is always high acts of crime and violence in 7-11. I NEVER SHOP AT 7-11 FOR THAT REASON!!!

I'm asking you please to stand with me and say NO to 7-11 on Argyle and Franklin. Please think about the many lives that would be dramatically affected by this. Please do not allow this. Please.

Sincerely,
Lana Leigh Taylor



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

maurentabor@maurentabor.com <maurentabor@maurentabor.com>
To: apccentral@lacity.org

Fri, Jan 7, 2022 at 2:52 PM

Goodness knows we do not need to add to the cultural, visual, social downswing of Hollywood neighborhoods. We all know that a 7-11 is **NOT** the direction of a neighborhood enhancement.

I join with my neighbors in asking you please **do not grant the proposal for a 7-11 in this case.**

As our representatives, please listen. You know, I think, in your hearts, that this is a concession to big business and not in service to the tax paying, voting residents in the neighborhood.

Thank you for listening and for doing the right thing,

Maureen Tabor

**Fwd: NO 7-11**

1 message

michael mblumprod.com <michael@mblumprod.com>
 To: "apccentral@lacity.org" <apccentral@lacity.org>

Sat, Jan 8, 2022 at 11:25 PM

Begin forwarded message:

From: "michael mblumprod.com" <michael@mblumprod.com>
Date: January 8, 2022 at 10:28:14 PM PST
To: apccentral@lacity.org
Cc: etta.armstrong@lacity.org
Subject: NO 7-11

Dear Committee:

I am hoping the majority of our neighbors who feel just as strongly will join me in expressing their opinions before it is too late.

As a 20+ year tax paying, home-owning, resident of the Hollywood Dell, I am beyond disappointed that our neighborhood is being destroyed little by little, by poor city planning, zoning and corrupt permitting.

We have already lost our historic and beloved 101 Cafe, Victors Deli, the Oaks Gourmet, Pig and Whistle...and who knows what is next?

We have seen expensive high rises planned over earthquake fault lines, dwarfing irreplaceable landmarks like Capital Records.

We have seen our city views blocked. We have seen total disregard for parking and traffic and congestion to get through Hollywood and our 101 freeway entrances have already become a nightmare.

We were long promised a cleaned up and renewed Hollywood Blvd. befitting of a world renowned, world class tourist destination.

Now it's just seedy, crime ridden, populated by dangerous homeless tents with feces splattered broken sidewalks. (If there are even any sidewalks.) Not places anyone wants to walk, shop or dine.

And now you want to install a 7-11 in a small strip mall where we already have a long standing family run convenience store and a lovely neighborhood coffee/donut shop?

Putting these fine neighbor business owners out of business because a national chain wants to eat up land? Add to traffic? Decrease parking? Make it easier for homeless to buy booze, junk food, cigarettes and cough syrup? Really?

Does anyone on this committee actually live here?

There are already two 7-11's in walking distance within half a mile of each other and a CVS as well.

How does a 7-11 benefit our neighborhood in any way?

The one on Cahuenga at Yucca already attracts crime and homeless to our area. The Ivar and Holly Tunnels regularly need to be scrubbed for gang graffiti. How will another all night 7-11 help?

Please for the love of God... VOTE NO!

Please do better growing and supporting small business owners who care about the safety and prosperity and add to the charm of our neighborhoods.

Thank you for your thoughtful consideration.

Sincerely,

Michael Blum, neighbors and family

12:11



Hollywood Dell Neighbor...



**Lara Harb**

51m ·



TELL THE CITY NO 7-11

MORE DETAILS: NOFRANKLIN711.COM

Our appeal date is set! Let's show the Area Planning Commission that this community is united in opposition!

NO 7-11. UNNEEDED. UNWANTED. UNSAFE.

Email the A.P.C.:

Send to: apccentral@lacity.org
& CC etta.armstrong@lacity.org,
danalynn.dominguez@lacity.org, &
nofranklin711@gmail.com

UPDATE!

Your letter can be maximum 2 pages & must be submitted by 3pm January 9th, 2022

You **MUST** put these case numbers in your subject line:
ENV-2020-7463 & ZA-2020-7462-CU



SCAN FOR MORE INFO!

Don't forget to **attend the hearing:**
January 11th, 2022, after 4:30pm on Zoom



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Menu

Michael A. Blum
michael@mblumprod.com
Tel: 310-962-6228



Planning APC Central <apccentral@lacity.org>

Re: Cases ZA-2020-7462-CU-1A // ENV-2020-7463

1 message

billy lawler <lawlerbilly@yahoo.com>

Fri, Jan 7, 2022 at 6:28 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>

Cc: "danalynn.dominguez@lacity.org" <danalynn.dominguez@lacity.org>, "etta.armstrong@lacity.org" <etta.armstrong@lacity.org>

Hello,

I am a resident of the Hollywood Dell, near the cross street of Argyle and Franklin. I am writing in vehement opposition to the installment of a 7-Eleven on the corner of Franklin and Vista Del Mar. There are already multiple 7-Elevens within walking distance of this neighborhood, and bringing one to this location will threaten nearby small businesses, attract crime to the area (there is a school just a matter of blocks away), and bring unwanted additional traffic and congestion, among a long list of other reasons. The convenience needs of this community are more than met by Hollywood Supermart, which would surely be negatively impacted by a competing 7-Eleven next door. Allowing a 7-Eleven to move in here is objectively wrong and problematic, as I understand that the vast majority of the members of this community do not want it.

Thank you,
Billy Lawler



Planning APC Central <apccentral@lacity.org>

ENV-2020-7463 & ZA-2020-7462-CU

2 messages

Sara Reid <saraereid@me.com>
 To: apccentral@lacity.org
 Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org

Sun, Jan 9, 2022 at 2:29 AM

Dear Los Angeles City Planning & Council District 4,

As a resident of this area I would like to formally and strongly voice my opposition to the proposed 7-Eleven at [6201 Franklin Avenue](#) (case numbers ZA-2020-7462-CU and ENV-2020-7463-CE). This project threatens the livelihoods of our residents and our local businesses, including our existing locally owned convenience store.

On February 6, the project to build a 7-11 at [6201 Franklin Avenue](#) was formally reviewed by the Hollywood United Neighborhood Council. Following a presentation by a representative for 7-Eleven that was completely without both concrete data and much-needed information (I.e. traffic reports, crime data from the other nearby locations, etc...), the council opened the floor to hear concerns and oppositions from the community. After nearly an hour and a half of public objections, the council called for a vote from those in attendance to gauge public interest in the project. The community voted in an overwhelming majority against allowing a 24-hour 7-Eleven to be developed in our neighborhood.

On February 8th, after reviewing more public concerns and hearing from the owners of several local businesses, the neighborhood council formally voted to deny 7-Eleven's request for permits. The neighborhood council also agreed to send their strong recommendation to NOT allow any 7-Eleven to be built in our community north of Franklin ave to the L.A. City Council. The residents of our neighborhood firmly stand with our Neighborhood Council's decision and want to ensure these objections are thoroughly considered by the city.

Also at the February 8th neighborhood council meeting, Ariel Guittierez (the representative for 7-Eleven's permit applications), claimed that this project was a "gift" for our neighborhood to "make it a better community." This is a blatant falsehood. There are already two other 7-Elevens within a half mile. Building a third would not "help our community," but rather cause an exponential increase in traffic, traffic accidents, crime, and pollution, all while irrevocably harming our neighborhood small businesses.

Since Mr. Guittierez had no concrete data to offer, allow me to simplify this for you—the existing 7-Eleven's within a half mile radius have a 2 and 3-star rating on Yelp, respectively. Hollywood Super Mart has had a perfect 5-stars for years. And they did that without "lighting" or "24 hour security guards" and while supporting other California brands.

COVID-19 has already claimed several small businesses in our area. Thai Pepper and Coffee Shop 101, restaurants which had been in our community for over 30 years and sit next door to the proposed site in question, were forced to permanently close their doors. What 7-Eleven is doing here is painfully obvious—they're seeing our neighborhood's suffering as nothing more than an opportunity to encroach on a residential area and creep further into the quiet neighborhoods north of Franklin ave. The data is clear, corporate franchise chains like 7-Eleven do not add value to the communities they inhabit. Their profits are outsourced while our community is degraded.

I urge the City Council to protect our local businesses, protect our community, and support the dreams and hard work of small businesses who make our communities better places to live. We know that Councilmember Raman knows how vital of a role these businesses play in Los Angeles, and how this city should be fighting to protect them at all costs.

I do not want yet another 24 hour 7-Eleven in my neighborhood. I do not want another 10-8pm 7-Eleven in my neighborhood. Allow me to be perfectly clear—I want ZERO hours of 7-Eleven in this neighborhood. We do not need increased traffic and more commercial developments north of Franklin destroying the hard work and American dream of our local businesses. We want locally-owned, community-run businesses. 7-Eleven is not a part of our community, and it has no right to claim any ownership to it. Please deny this project so as a community can build something that actually betters our neighborhood, not destroy what we already have.

I live across the street at [6200 Franklin Ave](#). Adding another 7-11 within a half mile radius jeopardizes the businesses across the street from us AND the ones down the way at Franklin Village. Our community is made up of small businesses (except for the gas stations, of course) that contribute to the neighborhood in ways that a cold, hollow, franchised 7-11 could never offer us. It would be far from a "gift". Two within a half mile is already too many, no need for a third. Not to mention, the owners' livelihoods of said small businesses—our very own neighbors—would be at stake. It's not worth it.

We neither need nor welcome 7-11 in our community, and greatly appreciate the city respecting our wishes by denying this project. Thank you for your time!

Thank you.
Sara Reid

Sara Reid <saraereid@me.com>

Sun, Jan 9, 2022 at 2:32 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com, valentina.knox.jones@lacity.org

On Jan 9, 2022, at 2:29 AM, Sara Reid <saraereid@me.com> wrote:

[Quoted text hidden]



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Sarah C Mueller <mueller.sarah.c@gmail.com>

Sat, Jan 8, 2022 at 2:34 PM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Regarding

ZA-2020-7462-CU-1A and ENV-2020-7463

Dear Area Planning Commission,

My partner and I live just up the street from a proposed 7-11 site at Franklin and Vista Del Mar, and have been in our apartment for 5 years. We love this neighborhood and care about its residents. I walk my dogs past this site daily. I am writing to you to discourage you from allowing 7-11's case to move forward without greater scrutiny and thought about its impact on the neighborhood. It is a horrible idea for numerous reasons.

It is unnecessary. There are already **15** 7-11's in a 2-mile radius! Plus numerous other convenience stores. The greed of the land owner does not necessitate a redundant, corporate business.

It degrades the neighborhood. An over-lit, tacky store that is universally notorious for attracting vagrants, crime and noise is an insult to our neighborhood. What is wanted by everyone except the greedy land owner is a locally owned business which would add to the richness of the neighborhood and put money into the pockets of small business owners, not careless greedy corporations.

It harms local small business owners. Just 2 doors down is a convenience store which is owned and operated by a local woman of color — the exact type of business local leaders claim to support but, judging by this issue, apparently in fact do not support whatsoever.

The application for this proposed development contains numerous false claims and should therefore be disqualified for consideration. The application claims there is no need for a traffic study even though in reality it is only about 300 feet from a freeway on-ramp. The application claims there would not be more than 50 additional customers a day even though the exact nature of 7-11 is to draw hundreds or thousands of customers a day. The application claims there are no similar businesses within 1.5 miles. The application claims the store would be under 2,000 square feet when in fact it plans to be 2,800. The application claims that the new use would be similar to the current business, which is auto repair. The land owner is trying to gaslight those approving the development with lies.

The traffic increase on Franklin would be horrific for local residents and anyone who is coming or going from the freeway or traveling West or East on Franklin. At some point the city needs to care about the traffic congestion in our neighborhoods! This is a highly pedestrian area, with seniors and school children walking by many

times a day. When traffic backs up towards the 101 on Franklin, many cars choose to cut through our neighborhood at high speeds to try to get around. 7-11 will increase the traffic in the area and cause more accidents, making it more dangerous for us to live here.

PLEASE SAY NO TO 7-11. We deserve better city planning!

Thank you for your consideration.
Sarah C Mueller & Nathan Altman
90068



Planning APC Central <apccentral@lacity.org>

ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

sschw56079@aol.com <sschw56079@aol.com>

Sun, Jan 9, 2022 at 2:58 PM

Reply-To: sschw56079@aol.com

To: "apccentral@lacity.org" <apccentral@lacity.org>

Cc: "danalynn.dominguez@lacity.org" <danalynn.dominguez@lacity.org>

Dear City Officials,

As a nearby resident, I am strongly AGAINST a 7-Eleven coming to Franklin Ave near Carmen. There are already a number of them nearby.

This will only bring more traffic and crime to our neighborhood.

Thank you.

Sarajane Schwartz

[3068 N Beachwood Drive,](#)

[LA 90068](#)



Planning APC Central <apccentral@lacity.org>

Letter of Opposition re: ZA-2020-7462-CU-1A and ENV-2020-7463

1 message

Stephen Ceplenski <ceplenski@me.com>

Sun, Jan 9, 2022 at 9:01 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, danalynn.dominguez@lacity.org, nofranklin711@gmail.com

Dear Area Planning Commission,

In 2021, the proposal to build a 7-Eleven at [6201 Franklin Avenue](#) was formally submitted to the Hollywood United Neighborhood Council for review. Following a presentation by 7-Eleven that was lacking in both factual data and compassion for community concerns, the council opened the floor to hear comments from residents. After nearly an hour and a half of hearing objections, the council called for a vote from those in attendance to gauge public interest in the project. The community voted overwhelmingly 65-3 against allowing a 24-hour 7-Eleven to be developed in our neighborhood (with the only votes in favor coming from those planning the project).

After reviewing more public concerns, considering the multiple letters of opposition submitted by area homeowners and civic associations, and hearing from the owners of local businesses on Franklin Avenue expressing their concerns about the project, the neighborhood council formally voted to deny 7-Eleven's request to build a 24-hour location at [6201 Franklin Ave](#) and agreed to send this recommendation to LA City Planning. The residents of our community firmly support our Neighborhood Council's decision and feel compelled to express our continued opposition to this dangerous project.

I would personally like to add that 7-11 knew of the hour restrictions when they purchased the property. No other establishment can serve food/drink for 24 hours in this neighborhood – and 7-11 should not be the exception. Vagrants, homeless, drunk, and DRIVING patrons at 3 am will occur, as it does at other 7-11's.

Despite our united opposition & universal concern regarding this project's impacts on already dangerous traffic congestion as well as its untold environmental implications, City Planning approved 7-Eleven's fraudulently requested CEQA exemptions & allowed for extended hours without requiring the developers to provide any traffic or environmental reports to support their absurd position that such a business would have no negative impact on the community. City Planning also failed to address the multiple lies in 7-Eleven's submitted materials, including claiming they are not in a Freeway Adjacent Zone, which anyone with Google maps can disprove. While City Planning failed us, the residents of Franklin Village remain steadfast in their refusal to allow this project to move forward in any shape or form. Today, we are appealing City Planning's erroneous decisions and once again asking that our valid concerns be taken seriously and addressed before any project is allowed to continue. 7-Eleven MUST provide a traffic study to examine their impacts on the heavily congested Franklin Ave 101 Freeway on-ramp. Likewise, they MUST give an environmental analysis that lays out how they will safely transform a car repair garage with open CalEPA violations into a safe and healthy area to sell food.

Over the last three months, most Franklin Avenue between Franklin/Western and Franklin/Argyle was closed or detoured to make repairs to parts of an underground electrical system. This included sectioning off entire blocks and limiting traffic on an already congested two-lane street to one lane from Franklin/Gower to Franklin/Argyle. The chaos this caused alone should be enough to demonstrate that having to navigate Franklin Avenue with the added traffic created by a major chain (one which relies on frequent in-and-out customers) would be hazardous. However, the danger is already well known, as outlined in a November 2020 Traffic Control memo that encourages the insertion of a traffic diversion at Franklin Ave and Vista Del Mar Ave to address that deadly intersection. How this memo exists and 7-Eleven has still been allowed to proceed without, at a minimum, a traffic study is almost incomprehensible.

The LA City Planning mission statement claims it exists to "create and implement plans, policies, and programs that realize a vision of Los Angeles as a collection of healthy and sustainable neighborhoods — each with a distinct sense of place, based on a foundation of mobility, economic vitality, and improved quality of life for all residents." Allowing a 24 hour 7-Eleven to invade our neighborhood, destroy existing locally owned businesses offering similar services, and turn our walkable community into a dangerous health hazard without even the pretense of study to inform decisions on these issues goes directly against every single word in that mission statement.

This is a quiet residential area that has, through the Hollywood Community Plan and the ongoing efforts of our neighborhood council and civic associations, thus far resisted mass corporatization of the North of Franklin Ave. There is absolutely no need for a 24-hour convenience store of any kind in this area. If a resident wishes to patronize a 7-Eleven,

there are 15 within a 2-mile radius for them to choose from. 7-Eleven operates more than 70,000 stores in 17 countries, including 11,800 in North America alone. Denying them the opportunity to commercialize our residential area, poison our environment, & congest our streets, will have zero impact on their bottom line but will make all the difference for this community, its habitability, & its safety. This is our home. Please don't let a 24 hour 7-Eleven destroy it.

I sincerely hope the Area Planning Commission will see this project for the dangerous haphazard cash-grab and reject it whole cloth.

Thank you,

Stephen Ceplenski