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HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
Certified Council #52,
P.O. Box 3272 Los Angeles, CA 90078
www.MyHUNC.com email us at Info@MyHUNC.com

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July 23, 2016

To whom it may concern:

Re: Case No. CPC 2016-0618-GPA-ZC-ZV-CUB-CV

Project Location: 5959 W. Franklin Ave./1915 N. Tamarind Ave. (Villa Carlotta)

Project Description: Zone change from R3-1 to C1-2D to accommodate boutique hotel; General Plan Amendment to Hollywood Community Plan from Medium Residential to Limited Commercial land use; CUP to allow hotel in the C1 Zone within 500 feet of an R Zone; CUP to authorize parking in R3 zone; CUB to allow the on-site sale of alcohol; Zone Variance for an increase in allowable density for a Historic building.

The Hollywood United Neighborhood Council at it's Board meeting on July 18, 2016 voted to deny ALL Action(s) Requested on the Master Land Use Permit Application for this project.

Specifically:

DENIED: Action(s) Requested: General Plan Amendment, pursuant to LAMC Section 11.5.6, to the Hollywood Community Plan at 5959 W. Franklin Avenue from **Medium Residential to Limited Commercial** land use.

DENIED: Action(s) Requested: Zone Change, pursuant to LAMC Section 12.32, at 5959 W. Franklin Avenue from **R3-1 to C1-2D** to accommodate a boutique hotel in an existing building.

DENIED: Action(s) Requested: Conditional Use Permit, pursuant to LAMC Section 12.24 W.24, at 5959 W. Franklin Avenue to **allow hotel in the C1 Zone within 500 feet of an R Zone, and setback and area relief**, pursuant to LAMC Section 12.24 F, to allow for non-conforming yards and area incidental to the conditional use approval.

Councilmember (CD4), David Ryu, confirmed his ongoing opposition to the requested General Plan Amendment, Zone Change, and Conditional Use Permit that would allow the conversion of the Villa Carlotta from an apartment to a hotel.

Comments:

The Hollywood United Neighborhood Council (HUNC) reviewed the proposed project for the historic Villa Carlotta rent-stabilized apartment building with significant input from the community and a thoughtful and thorough presentation from the project's developers. We would like to thank Hearing Officer Jordann Turner and everyone at the Department of City Planning, along with Councilmember Ryu and his staff, for their assistance in rectifying the lack of public forums regarding this controversial project and assisting in the postponement of the Department's Public Hearing until HUNC and its stakeholders could review and weigh in on this proposal.

Both the HUNC Planning & Land Use Management (PLUM) Committee meeting and the Full Board meeting were very well-attended regarding this project and a passionate and substantive discussion was held.

The main concerns that prompted HUNC to recommend that the City deny approval of the various Variances related to this Project centered not only around the request for a Zone Change but around the request for a General Plan Amendment to the Hollywood Community Plan that would change the land use designation from Medium Residential to Limited Commercial.

This application of so-called Spot Zoning is of great concern to all Los Angeles residents as it generally results in a displacement of renters which, if continued, will only exacerbate the current wave of homelessness affecting residents of our city.

In addition, this project's proposed Spot Zoning change and Variance to the General Amendment offers no apparent benefit to the community.

The above motions came after two HUNC meetings with full public comment that often recounted the extreme loss of affordable housing in Hollywood. The stakeholders and Board members felt that the conversion of the historic Villa Carlotta to another Hollywood hotel from an affordable housing apartment complex did not serve the community at large in any positive sense.

Many times stakeholders felt that the moving allowances per the Ellis Act did not have a positive benefit, as the money would only take care of their increased rents in other apartments for a short period of time. After that, they would have to move to more affordable housing or join the ranks of the homeless.

It was also pointed out that this project is not convenient to any rapid transit line which would make its accessibility to hotel guests problematic.

Converting this rent-stabilized apartment complex to another Hollywood hotel does not conform to the City Council and Mayor Garcetti's ongoing vows to expand and preserve affordable housing, and proposed ballot initiatives to fight the homeless problem. The solution must start at home at ground level, by preserving and implementing Smart Planning.

Another concern repeatedly expressed was the request by the applicant to convert the zoning from Medium Residential to Limited Commercial or "Spot Zoning". This represents a direct assault not only on the availability of affordable, rent-stabilized housing for renters, but also on the continued residential zoning of the single family homes in Hollywood which would dramatically change the character and livability of the area. Continued allowance of Spot Zoning would, accordingly, further reduce available housing in Hollywood as more requests to build large, oversized commercial buildings in residential areas are filed with the city. Such requests would invariably lead to the demolition of more homes.

The applicant's request to amend the city's General Plan to allow for this project seemed excessive (overreaching?) to our stakeholders and to our Board. Such an approval would make the General Plan irrelevant for all future development allowing for unfettered and uncontrolled commercial building without concern for the affected community. The lack of a comprehensive "Smart Planning" Hollywood Community Plan was also a factor in our decision.

It was also pointed out that the selling of alcohol in the hotel and allowing guests to congregate on the hotel roof would severely impact the quality of life in the area. Sound would bounce off the hills and reverberate throughout the neighborhood. Moreover, allowing the hotel to serve alcohol next to many restaurants that already serves alcohol would increase the already severe problem of destruction and defacement of residential property and drunkenness in the area. The general tone of our stakeholders' comments indicated that a hotel project such as this belongs in the central Hollywood area next to Rapid Transit and not in what is currently a residential area.

Again, we truly appreciate the opportunity given to us and to our stakeholders to be able to voice the strong feelings regarding the continued onslaught of Spot Zoning in our Hollywood community. We urge you to reject the application.

Respectfully yours,

Susan Swan*
President

George Skarpelos*
Vice President
Vice Chair PLUM Committee

Jim Van Dusen*
Chair Plum Committee

*signed electronically