



HANCOCK PARK
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— EST. 1948 —

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137 N. LARCHMONT BOULEVARD #719 | LOS ANGELES, CALIFORNIA 90004 | www.hancockpark.org
A Non-profit Corporation Dedicated To The Preservation Of Hancock Park

October 26, 2022

Los Angeles City Council Planning and Land Use Management Committee
Office of the City Clerk
200 N. Spring Street, Room 360
Los Angeles, CA 90012

Email: clerk.plumcommittee@lacity.org

RE: Modified Melrose Seward Office Project

Case Number: CPC-2021-2908-ZC-HD-ZAD-WDI-SPR, Council File No: 22-1117

Dear Honorable City Council Members:

The Hancock Park Homeowners Association (HPhOA), is pleased to support the revised Melrose-Seward Office Project. After extensive discussions and negotiations with the developer over the past several months, the project has been revised to incorporate the measures below resulting in a much more neighborhood friendly design. These measures include:

- Limiting the height to four stories (58-feet) with a 31-foot height limit on the Melrose Avenue frontage.
- Public art on the Seward Street side of the site.
- A coffee shop open to the public.
- Landscaping and limited operating hours on the outdoor decks
- Vibration monitoring during construction at the adjacent John C. Fremont Public Library.

From the time this project was first announced, the HPhOA and other neighborhood groups have expressed concerns about the building height, noise and other impacts on nearby single-family residential areas. In addition, we've expressed concerns about the precedent this project might set as new development replaces the smaller, older retail commercial development on Melrose Avenue, to the east of the project site.

Because of these concerns, the HPhOA joined forces with the South Hollywood Neighborhood Association, the Larchmont Village Neighborhood Association and the Windsor Square Homeowners

Association to oppose the initial project submitted and approved by the Los Angeles City Planning Commission. Working closely with these neighborhood groups and with support of Council Districts 5 and 13, we are happy to support this project and request that the PLUM Committee and the City Council approve all requested entitlements for this project.

Thank you for the opportunity to comment.

A handwritten signature in dark ink, reading "Cindy Chvatal-Keane". The script is cursive and fluid.

Cindy Chvatal-Keane
President
Hancock Park Homeowners Association

A handwritten signature in dark ink, reading "Mark Alpers". The script is cursive and fluid.

Mark Alpers
Land Use Committee Chair