

## Communication from Public

**Name:** DTLA Stakeholders  
**Date Submitted:** 04/04/2023 02:20 PM  
**Council File No:** 22-0617  
**Comments for Public Posting:** Letters attached

# DTLA 2040 - Housing Focus

---

FRED EMMER

Postal Code:

Email Address: fredemmer@sbcglobal.net

Date of Submission: Mon, 04/03/2023 - 17:56

Submission Letter:

Mon, 04/03/2023 - 17:56

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
FRED EMMER  
fredemmer@sbcglobal.net

18641 INGOMAR STREET

RESEDA, CA 91335  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

David Fenn

Postal Code:

Email Address: fenndavidc@gmail.com

Date of Submission: Fri, 03/31/2023 - 13:21

Submission Letter:

Fri, 03/31/2023 - 13:21

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
David Fenn  
fenn davidc@gmail.com

416 S Spring St, Apt 910

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Delbert Brown

Postal Code:

Email Address: 19932007tpb@gmail.com

Date of Submission: Wed, 03/29/2023 - 20:18

Submission Letter:

Wed, 03/29/2023 - 20:18

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Delbert Brown  
19932007tpb@gmail.com

206 w 6th St

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Mike Rosenthal

Postal Code:

Email Address: criticalmass@earthlink.net

Date of Submission: Wed, 03/29/2023 - 16:56

Submission Letter:

Wed, 03/29/2023 - 16:56

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so



## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Mike Rosenthal  
criticalmass@earthlink.net

1880 Century Park East

Los Angeles, CA 90067  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Lauren Palazzolo

Postal Code:

Email Address: l.palazzolo@gmail.com

Date of Submission: Wed, 03/29/2023 - 16:52

Submission Letter:

Wed, 03/29/2023 - 16:52

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Lauren Palazzolo  
l.palazzolo@gmail.com

1100 South Hope Street #414

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Alexis Alegre

Postal Code:

Email Address: alexis@smartLArealty.com

Date of Submission: Tue, 03/28/2023 - 19:17

Submission Letter:

Tue, 03/28/2023 - 19:17

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Alexis Alegre  
alexis@smartLArealty.com

117 Winston Street

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Justin Weiss

Postal Code:

Email Address: jweiss@kennedywilson.com

Date of Submission: Tue, 03/28/2023 - 16:04

Submission Letter:

Tue, 03/28/2023 - 16:04

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Justin Weiss  
jweiss@kennedywilson.com

151 South El Camino Drive

Beverly Hills, CA 90212  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Michael Fraser

Postal Code:

Email Address: michael.allan.fraser@gmail.com

Date of Submission: Tue, 03/28/2023 - 13:33

Submission Letter:

Tue, 03/28/2023 - 13:33

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so



## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Michael Fraser  
michael.allan.fraser@gmail.com

325 W 8th Street

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Alan Wayne

Postal Code:

Email Address: alan.m.wayne@gmail.com

Date of Submission: Tue, 03/28/2023 - 12:58

Submission Letter:

Tue, 03/28/2023 - 12:58

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Alan Wayne  
alan.m.wayne@gmail.com

825 South Hill Street

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Lee Consterdine

Postal Code:

Email Address: leeconsterdine@gmail.com

Date of Submission: Tue, 03/28/2023 - 11:17

Submission Letter:

Tue, 03/28/2023 - 11:17

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Lee Consterdine  
leeconsterdine@gmail.com

416 , S Spring St

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Housing Focus

---

Matthew Glaser

Postal Code:

Email Address: mattdean02@gmail.com

Date of Submission: Tue, 03/28/2023 - 11:15

Submission Letter:

Tue, 03/28/2023 - 11:15

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am pleased to see the DTLA 2040 community plan finally moving forward to the Planning and Land Use Management Committee (PLUM). This plan has been ready for consideration at PLUM since September 2022 and now must be approved by the City Council by May 12 or it is deemed denied and must start anew. This is a tight timeline for a significant city policy like DTLA 2040. This plan will be the first to implement the City's new zoning code and the plan area accounts for 20% of the City's new housing growth through 2040. I ask that you thoughtfully consider DTLA 2040 and the impact it will have on housing production and our City's future.

Graduated Inclusionary Zoning is being recommended by City Planning for DTLA 2040 and this approach combines a requirement for affordable housing with a community benefits program. To make sure housing developments are economically viable under this model, I ask that you clarify that new residential projects in DTLA 2040 be exempt from the Affordable Housing Linkage Fee. This is consistent with City Planning's recommendations, and I encourage your support.

Adaptive Reuse has played a leading role in DTLA's growth and can continue to be an important tool to create housing and repurpose existing buildings for new use. At the direction of the City Planning Commission, the City Planning Department worked with an independent consultant to study the financial feasibility of including affordable housing requirements in adaptive reuse projects. The consultant concluded that projects would be infeasible with these requirements and I ask that you heed these findings. Notably, projects would still pay the Affordable Housing Linkage Fee and thereby continue to support the creation of affordable housing. I support the approach to maximize the feasibility of adaptive reuse and hope you will too.

As the City has undertaken this major initiative to update DTLA's zoning code so

## DTLA 2040 - Housing Focus

---

there is a clear framework for sustainable growth, I ask that you remove Site Plan Review which runs counter to this goal. As Mayor Bass has recognized with Executive Directive No. 1 that removes Site Plan Review for affordable housing, Site Plan Review is a barrier to dense housing. We should discourage housing with Site Plan Review in the most walkable and transit-rich neighborhood of the city.

Finally, I also ask for the plan to not punish projects with above-grade parking. This could reduce the amount of new housing that can be built, result in longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

Housing is the most important issue that DTLA 2040 can meaningfully address and we must do all we can to make this plan successful. Thank you for your consideration.

Sincerely,  
Matthew Glaser  
mattdean02@gmail.com

411 S Main St

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Teresa Tan

Postal Code:

Email Address: envy907@yahoo.com

Date of Submission: Thu, 03/30/2023 - 23:22

Submission Letter:

Thu, 03/30/2023 - 23:22

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.



## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Teresa Tan  
envy907@yahoo.com

1100 S Hope St

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

lisa fernandez

Postal Code:

Email Address: lisafer2009@gmail.com

Date of Submission: Thu, 03/30/2023 - 09:01

Submission Letter:

Thu, 03/30/2023 - 09:01

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
lisa fernandez  
lisafer2009@gmail.com

645 W. 9th St

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Tom Keefer

Postal Code:

Email Address: tom@newmart.net

Date of Submission: Thu, 03/30/2023 - 07:58

Submission Letter:

Thu, 03/30/2023 - 07:58

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Tom Keefer  
tom@newmart.net

127 E. 9th Street, Ste 801

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Catherine Tomiczek

Postal Code:

Email Address: ctomiczek@aol.com

Date of Submission: Wed, 03/29/2023 - 19:37

Submission Letter:

Wed, 03/29/2023 - 19:37

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Catherine Tomiczek  
ctomiczek@aol.com

215 West 7th Street

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Mike Rosenthal

Postal Code:

Email Address: criticalmass@earthlink.net

Date of Submission: Wed, 03/29/2023 - 16:56

Submission Letter:

Wed, 03/29/2023 - 16:56

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.



## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Mike Rosenthal  
criticalmass@earthlink.net

1880 Century Park East

Los Angeles, CA 90067  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Lauren Palazzolo

Postal Code:

Email Address: l.palazzolo@gmail.com

Date of Submission: Wed, 03/29/2023 - 16:53

Submission Letter:

Wed, 03/29/2023 - 16:53

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Lauren Palazzolo  
l.palazzolo@gmail.com

1100 South Hope Street #414

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Lori Shefa

Postal Code:

Email Address: lori.shefa@gmail.com

Date of Submission: Wed, 03/29/2023 - 16:48

Submission Letter:

Wed, 03/29/2023 - 16:48

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Lori Shefa  
lori.shefa@gmail.com

849 South Broadway

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

jean greene

Postal Code:

Email Address: jean.greene@wherela.com

Date of Submission: Wed, 03/29/2023 - 16:47

Submission Letter:

Wed, 03/29/2023 - 16:47

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
jean greene  
jean.greene@wherela.com

7618 radford ave

n hollywood, CA 91605  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Tatsuya Hasegawa

Postal Code:

Email Address: gogoletsgotats@mac.com

Date of Submission: Tue, 03/28/2023 - 22:34

Submission Letter:

Tue, 03/28/2023 - 22:34

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.



## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Tatsuya Hasegawa  
gogoletsgotats@mac.com

819 SANTEE ST, PH 7

LOS ANGELES, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

LEROY BENNETT

Postal Code:

Email Address: nixroomy@mac.com

Date of Submission: Tue, 03/28/2023 - 19:15

Submission Letter:

Tue, 03/28/2023 - 19:15

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
LEROY BENNETT  
nixroomy@mac.com

849 S Broadway

Los Angeles, CA 10019  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Ryan Vaillancourt

Postal Code:

Email Address: ryanvaillancourt@gmail.com

Date of Submission: Tue, 03/28/2023 - 17:50

Submission Letter:

Tue, 03/28/2023 - 17:50

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Ryan Vaillancourt  
ryanvaillancourt@gmail.com

416 s spring st

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Hospitality Focus

---

Joseph Yomtoubian

Postal Code:

Email Address: joseph.yomtoubian@ey.com

Date of Submission: Tue, 03/28/2023 - 13:57

Submission Letter:

Tue, 03/28/2023 - 13:57

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I am excited to see the Planning and Land Use Management Committee consider the DTLA 2040 Community Plan. This plan has been in development for many years, and it is important now more than ever for Downtown's economic vitality and ensuring it continues to be a place people want to visit, work, live and enjoy. I am writing to you to ask you to consider the plan's impact on the hospitality community and how it can best support this critical industry made up of entrepreneurs and creatives, good paying jobs and pathways into the middle class and so many of the places that make LA special.

One great new feature of the plan is the "Nightlife Beverage Program" that will make it less costly and more streamlined for new bars and restaurants to open in parts of Downtown. Currently, the plan proposes to only allow that benefit around the Convention Center and LA LIVE, and along parts of Broadway and 7th Street. However, I believe it should be easier to start a hospitality business across all of Downtown. Downtown should be the place where we welcome new ideas and make it as streamlined as possible to start up a new business, particularly for bars and restaurants that are key to making our neighborhoods buzz. I request that you expand the Nightlife Beverage Program to more of Downtown to support small businesses and our growth as a vibrant cultural destination.

Hotels are also crucial to our local hospitality environment, particularly with respect to our Convention Center and LA LIVE, in anticipation of the many major events on the horizon and to bringing in visitors and economic activity that support our neighborhoods. As proposed, the plan would create barriers for hotels in places like the Arts District and Fashion District, which are two of the fastest growing and most exciting areas of Downtown. I ask that you ensure the plan encourages hotel development across Downtown to support tourism and remove hurdles to new hotels in the Arts District and Fashion District.

## DTLA 2040 - Hospitality Focus

---

The hospitality industry is so important to Downtown and the city, and DTLA 2040 is a major opportunity to support this industry. Thank you for considering my comments.

Sincerely,  
Joseph Yomtoubian  
joseph.yomtoubian@ey.com

222 Loring Avenue

Los Angeles, CA 90024  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Vlad Kopman

Postal Code:

Email Address: vladisglad@gmail.com

Date of Submission: Sun, 04/02/2023 - 19:05

Submission Letter:

Sun, 04/02/2023 - 19:05

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I'm writing to express my concerns about the DTLA 2040 community plan and how it will impact me as a Downtown LA stakeholder. This plan is crucial for the city's future because it will determine the development standards for the heart of the city for the next two decades and can address the pressing challenges of the housing shortage and homelessness. To meet our needs, Los Angeles must build nearly 500,000 new housing units by 2029, and about half of those should be affordable. DTLA 2040 presents a unique opportunity to address these crises effectively.

I believe that DTLA 2040 should be designed with practical recommendations that prioritize inclusivity, sustainability, and the growth of the hospitality industry. Inclusivity is crucial, and DTLA 2040 can encourage more housing for all income levels by incentivizing affordable housing in all new residential developments consistently across Downtown's neighborhoods.

I am concerned about the current condition of Skid Row, which has been the epicenter of homelessness in the United States and our city. DTLA 2040 should provide strong housing protections for existing affordable housing in Skid Row while allowing for more economically and socially integrated housing. To achieve this mixed income housing should be allowed in Skid Row.

Sustainability is also important, and DTLA 2040 should be designed to promote sustainable growth that has the lowest impact on carbon emissions. The plan should encourage dense housing development near transit by increasing the base floor area ratio (FAR) in certain neighborhoods like the Fashion District and Chinatown and removing site plan review (SPR) as well as building height limitations. Additionally, counting above-grade parking toward FAR within ¼ mile of a metro station should be removed and replaced with stringent design



## DTLA 2040 - Stakeholder letter

---

requirements.

Finally, I believe that DTLA 2040 should support Downtown as a world-class destination that creates prosperity for small business owners, entrepreneurs, workers, and the community. This can be achieved by allowing new restaurants to offer beer and wine by implementing the Restaurant Beverage Program (RBP), and removing unnecessary conditional use permit (CUP) requirements for hotels.

Thank you for considering these practical recommendations and partnering with us to ensure that DTLA 2040 supports the continued vibrancy and sustainability of DTLA and provides effective solutions to the housing shortage and homelessness crisis.

Sincerely,  
Vlad Kopman  
vladisglad@gmail.com

420 S. San Pedro St. #206

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Andrew Taylor

Postal Code:

Email Address: andrewjtaylor4458@gmail.com

Date of Submission: Sun, 04/02/2023 - 16:36

Submission Letter:

Sun, 04/02/2023 - 16:36

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I'm writing to express my concerns about the DTLA 2040 community plan and how it will impact me as a Downtown LA stakeholder. This plan is crucial for the city's future because it will determine the development standards for the heart of the city for the next two decades and can address the pressing challenges of the housing shortage and homelessness. To meet our needs, Los Angeles must build nearly 500,000 new housing units by 2029, and about half of those should be affordable. DTLA 2040 presents a unique opportunity to address these crises effectively.

I believe that DTLA 2040 should be designed with practical recommendations that prioritize inclusivity, sustainability, and the growth of the hospitality industry. Inclusivity is crucial, and DTLA 2040 can encourage more housing for all income levels by incentivizing affordable housing in all new residential developments consistently across Downtown's neighborhoods.

I am concerned about the current condition of Skid Row, which has been the epicenter of homelessness in the United States and our city. DTLA 2040 should provide strong housing protections for existing affordable housing in Skid Row while allowing for more economically and socially integrated housing. To achieve this mixed income housing should be allowed in Skid Row.

Sustainability is also important, and DTLA 2040 should be designed to promote sustainable growth that has the lowest impact on carbon emissions. The plan should encourage dense housing development near transit by increasing the base floor area ratio (FAR) in certain neighborhoods like the Fashion District and Chinatown and removing site plan review (SPR) as well as building height limitations. Additionally, counting above-grade parking toward FAR within ¼ mile of a metro station should be removed and replaced with stringent design

## DTLA 2040 - Stakeholder letter

---

requirements.

Finally, I believe that DTLA 2040 should support Downtown as a world-class destination that creates prosperity for small business owners, entrepreneurs, workers, and the community. This can be achieved by allowing new restaurants to offer beer and wine by implementing the Restaurant Beverage Program (RBP), and removing unnecessary conditional use permit (CUP) requirements for hotels.

Thank you for considering these practical recommendations and partnering with us to ensure that DTLA 2040 supports the continued vibrancy and sustainability of DTLA and provides effective solutions to the housing shortage and homelessness crisis.

Sincerely,  
Andrew Taylor  
andrewjtaylor4458@gmail.com

416 South Spring Street

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

James Kristofik

Postal Code:

Email Address: [jm.kristofik@gmail.com](mailto:jm.kristofik@gmail.com)

Date of Submission: Fri, 03/31/2023 - 18:59

Submission Letter:

Fri, 03/31/2023 - 18:59

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I'm writing to express my concerns about the DTLA 2040 community plan and how it will impact me as a Downtown LA stakeholder. This plan is crucial for the city's future because it will determine the development standards for the heart of the city for the next two decades and can address the pressing challenges of the housing shortage and homelessness. To meet our needs, Los Angeles must build nearly 500,000 new housing units by 2029, and about half of those should be affordable. DTLA 2040 presents a unique opportunity to address these crises effectively.

I believe that DTLA 2040 should be designed with practical recommendations that prioritize inclusivity, sustainability, and the growth of the hospitality industry. Inclusivity is crucial, and DTLA 2040 can encourage more housing for all income levels by incentivizing affordable housing in all new residential developments consistently across Downtown's neighborhoods.

I am concerned about the current condition of Skid Row, which has been the epicenter of homelessness in the United States and our city. DTLA 2040 should provide strong housing protections for existing affordable housing in Skid Row while allowing for more economically and socially integrated housing. To achieve this mixed income housing should be allowed in Skid Row.

Sustainability is also important, and DTLA 2040 should be designed to promote sustainable growth that has the lowest impact on carbon emissions. The plan should encourage dense housing development near transit by increasing the base floor area ratio (FAR) in certain neighborhoods like the Fashion District and Chinatown and removing site plan review (SPR) as well as building height limitations. Additionally, counting above-grade parking toward FAR within ¼ mile of a metro station should be removed and replaced with stringent design

## DTLA 2040 - Stakeholder letter

---

requirements.

Finally, I believe that DTLA 2040 should support Downtown as a world-class destination that creates prosperity for small business owners, entrepreneurs, workers, and the community. This can be achieved by allowing new restaurants to offer beer and wine by implementing the Restaurant Beverage Program (RBP), and removing unnecessary conditional use permit (CUP) requirements for hotels.

Thank you for considering these practical recommendations and partnering with us to ensure that DTLA 2040 supports the continued vibrancy and sustainability of DTLA and provides effective solutions to the housing shortage and homelessness crisis.

Sincerely,  
James Kristofik  
jm.kristofik@gmail.com

111 w 7th street

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Sue Vannasing

Postal Code:

Email Address: sue.svc@gmail.com

Date of Submission: Fri, 03/31/2023 - 13:01

Submission Letter:

Fri, 03/31/2023 - 13:01

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I'm writing to express my concerns about the DTLA 2040 community plan and how it will impact me as a Downtown LA stakeholder. This plan is crucial for the city's future because it will determine the development standards for the heart of the city for the next two decades and can address the pressing challenges of the housing shortage and homelessness. To meet our needs, Los Angeles must build nearly 500,000 new housing units by 2029, and about half of those should be affordable. DTLA 2040 presents a unique opportunity to address these crises effectively.

I believe that DTLA 2040 should be designed with practical recommendations that prioritize inclusivity, sustainability, and the growth of the hospitality industry. Inclusivity is crucial, and DTLA 2040 can encourage more housing for all income levels by incentivizing affordable housing in all new residential developments consistently across Downtown's neighborhoods.

I am concerned about the current condition of Skid Row, which has been the epicenter of homelessness in the United States and our city. DTLA 2040 should provide strong housing protections for existing affordable housing in Skid Row while allowing for more economically and socially integrated housing. To achieve this mixed income housing should be allowed in Skid Row.

Sustainability is also important, and DTLA 2040 should be designed to promote sustainable growth that has the lowest impact on carbon emissions. The plan should encourage dense housing development near transit by increasing the base floor area ratio (FAR) in certain neighborhoods like the Fashion District and Chinatown and removing site plan review (SPR) as well as building height limitations. Additionally, counting above-grade parking toward FAR within ¼ mile of a metro station should be removed and replaced with stringent design

## DTLA 2040 - Stakeholder letter

---

requirements.

Finally, I believe that DTLA 2040 should support Downtown as a world-class destination that creates prosperity for small business owners, entrepreneurs, workers, and the community. This can be achieved by allowing new restaurants to offer beer and wine by implementing the Restaurant Beverage Program (RBP), and removing unnecessary conditional use permit (CUP) requirements for hotels.

Thank you for considering these practical recommendations and partnering with us to ensure that DTLA 2040 supports the continued vibrancy and sustainability of DTLA and provides effective solutions to the housing shortage and homelessness crisis.

Sincerely,  
Sue Vannasing  
sue.svc@gmail.com

727 W 7th Street

Los Angeles, CA 90017  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Stephen Enloe

Postal Code:

Email Address: stephenjenloe@gmail.com

Date of Submission: Fri, 03/31/2023 - 12:39

Submission Letter:

Fri, 03/31/2023 - 12:39

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I'm writing to express my concerns about the DTLA 2040 community plan and how it will impact me as a Downtown LA stakeholder. This plan is crucial for the city's future because it will determine the development standards for the heart of the city for the next two decades and can address the pressing challenges of the housing shortage and homelessness. To meet our needs, Los Angeles must build nearly 500,000 new housing units by 2029, and about half of those should be affordable. DTLA 2040 presents a unique opportunity to address these crises effectively.

I believe that DTLA 2040 should be designed with practical recommendations that prioritize inclusivity, sustainability, and the growth of the hospitality industry. Inclusivity is crucial, and DTLA 2040 can encourage more housing for all income levels by incentivizing affordable housing in all new residential developments consistently across Downtown's neighborhoods.

I am concerned about the current condition of Skid Row, which has been the epicenter of homelessness in the United States and our city. DTLA 2040 should provide strong housing protections for existing affordable housing in Skid Row while allowing for more economically and socially integrated housing. To achieve this mixed income housing should be allowed in Skid Row.

Sustainability is also important, and DTLA 2040 should be designed to promote sustainable growth that has the lowest impact on carbon emissions. The plan should encourage dense housing development near transit by increasing the base floor area ratio (FAR) in certain neighborhoods like the Fashion District and Chinatown and removing site plan review (SPR) as well as building height limitations. Additionally, counting above-grade parking toward FAR within ¼ mile of a metro station should be removed and replaced with stringent design



## DTLA 2040 - Stakeholder letter

---

requirements.

Finally, I believe that DTLA 2040 should support Downtown as a world-class destination that creates prosperity for small business owners, entrepreneurs, workers, and the community. This can be achieved by allowing new restaurants to offer beer and wine by implementing the Restaurant Beverage Program (RBP), and removing unnecessary conditional use permit (CUP) requirements for hotels.

Thank you for considering these practical recommendations and partnering with us to ensure that DTLA 2040 supports the continued vibrancy and sustainability of DTLA and provides effective solutions to the housing shortage and homelessness crisis.

Sincerely,  
Stephen Enloe  
stephenjenloe@gmail.com

1748 E 42nd street

Los Angeles, CA 90058  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Joseph Abell

Postal Code:

Email Address: lewisoflime@gmail.com

Date of Submission: Thu, 03/30/2023 - 16:36

Submission Letter:

Thu, 03/30/2023 - 16:36

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I'm writing to express my concerns about the DTLA 2040 community plan and how it will impact me as a Downtown LA stakeholder. This plan is crucial for the city's future because it will determine the development standards for the heart of the city for the next two decades and can address the pressing challenges of the housing shortage and homelessness. To meet our needs, Los Angeles must build nearly 500,000 new housing units by 2029, and about half of those should be affordable. DTLA 2040 presents a unique opportunity to address these crises effectively.

I believe that DTLA 2040 should be designed with practical recommendations that prioritize inclusivity, sustainability, and the growth of the hospitality industry. Inclusivity is crucial, and DTLA 2040 can encourage more housing for all income levels by incentivizing affordable housing in all new residential developments consistently across Downtown's neighborhoods.

I am concerned about the current condition of Skid Row, which has been the epicenter of homelessness in the United States and our city. DTLA 2040 should provide strong housing protections for existing affordable housing in Skid Row while allowing for more economically and socially integrated housing. To achieve this mixed income housing should be allowed in Skid Row.

Sustainability is also important, and DTLA 2040 should be designed to promote sustainable growth that has the lowest impact on carbon emissions. The plan should encourage dense housing development near transit by increasing the base floor area ratio (FAR) in certain neighborhoods like the Fashion District and Chinatown and removing site plan review (SPR) as well as building height limitations. Additionally, counting above-grade parking toward FAR within ¼ mile of a metro station should be removed and replaced with stringent design

## DTLA 2040 - Stakeholder letter

---

requirements.

Finally, I believe that DTLA 2040 should support Downtown as a world-class destination that creates prosperity for small business owners, entrepreneurs, workers, and the community. This can be achieved by allowing new restaurants to offer beer and wine by implementing the Restaurant Beverage Program (RBP), and removing unnecessary conditional use permit (CUP) requirements for hotels.

Thank you for considering these practical recommendations and partnering with us to ensure that DTLA 2040 supports the continued vibrancy and sustainability of DTLA and provides effective solutions to the housing shortage and homelessness crisis.

Sincerely,  
Joseph Abell  
lewisofline@gmail.com

888 S Hope St

Los Angeles, CA 90017  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Inah Kang

Postal Code:

Email Address: kang.inah@gmail.com

Date of Submission: Thu, 03/30/2023 - 16:19

Submission Letter:

Thu, 03/30/2023 - 16:19

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

I'm writing to express my concerns about the DTLA 2040 community plan and how it will impact me as a Downtown LA stakeholder. This plan is crucial for the city's future because it will determine the development standards for the heart of the city for the next two decades and can address the pressing challenges of the housing shortage and homelessness. To meet our needs, Los Angeles must build nearly 500,000 new housing units by 2029, and about half of those should be affordable. DTLA 2040 presents a unique opportunity to address these crises effectively.

I believe that DTLA 2040 should be designed with practical recommendations that prioritize inclusivity, sustainability, and the growth of the hospitality industry. Inclusivity is crucial, and DTLA 2040 can encourage more housing for all income levels by incentivizing affordable housing in all new residential developments consistently across Downtown's neighborhoods.

I am concerned about the current condition of Skid Row, which has been the epicenter of homelessness in the United States and our city. DTLA 2040 should provide strong housing protections for existing affordable housing in Skid Row while allowing for more economically and socially integrated housing. To achieve this mixed income housing should be allowed in Skid Row.

Sustainability is also important, and DTLA 2040 should be designed to promote sustainable growth that has the lowest impact on carbon emissions. The plan should encourage dense housing development near transit by increasing the base floor area ratio (FAR) in certain neighborhoods like the Fashion District and Chinatown and removing site plan review (SPR) as well as building height limitations. Additionally, counting above-grade parking toward FAR within ¼ mile of a metro station should be removed and replaced with stringent design

## DTLA 2040 - Stakeholder letter

---

requirements.

Finally, I believe that DTLA 2040 should support Downtown as a world-class destination that creates prosperity for small business owners, entrepreneurs, workers, and the community. This can be achieved by allowing new restaurants to offer beer and wine by implementing the Restaurant Beverage Program (RBP), and removing unnecessary conditional use permit (CUP) requirements for hotels.

Thank you for considering these practical recommendations and partnering with us to ensure that DTLA 2040 supports the continued vibrancy and sustainability of DTLA and provides effective solutions to the housing shortage and homelessness crisis.

Sincerely,  
Inah Kang  
kang.inah@gmail.com

416 S Spring St Apt 807

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

lisa fernandez

Postal Code:

Email Address: lisafer2009@gmail.com

Date of Submission: Thu, 03/30/2023 - 09:00

Submission Letter:

Thu, 03/30/2023 - 09:00

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

# DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

## Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within ¼ mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

## Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
lisa fernandez  
lisafer2009@gmail.com

645 W. 9th St

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee



# DTLA 2040 - Stakeholder letter

---

Tarrah Beebe

Postal Code:

Email Address: tarrah011@gmail.com

Date of Submission: Wed, 03/29/2023 - 22:39

Submission Letter:

Wed, 03/29/2023 - 22:39

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Tarrah Beebe  
tarrah011@gmail.com

460 S Spring Street, #514

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Stephen Dahlem

Postal Code:

Email Address: 6p6n6e@gmail.com

Date of Submission: Wed, 03/29/2023 - 22:31

Submission Letter:

Wed, 03/29/2023 - 22:31

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within ¼ mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Stephen Dahlem  
6p6n6e@gmail.com

752 S Main 264

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Amish Patel

Postal Code:

Email Address: drmango@gmail.com

Date of Submission: Wed, 03/29/2023 - 20:21

Submission Letter:

Wed, 03/29/2023 - 20:21

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many



## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Amish Patel  
drmango@gmail.com

630 W 6th st

Los Angeles, CA 90017  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Sergio Moreno

Postal Code:

Email Address: sergmore2@hotmail.com

Date of Submission: Wed, 03/29/2023 - 17:37

Submission Letter:

Wed, 03/29/2023 - 17:37

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

# DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

## Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

## Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Sergio Moreno  
sergmore2@hotmail.com

720 e. 7 ST

LSO ANGELES, CA 90021  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Mike Rosenthal

Postal Code:

Email Address: criticalmass@earthlink.net

Date of Submission: Wed, 03/29/2023 - 16:56

Submission Letter:

Wed, 03/29/2023 - 16:56

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Mike Rosenthal  
criticalmass@earthlink.net

1880 Century Park East

Los Angeles, CA 90067  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Lauren Palazzolo

Postal Code:

Email Address: l.palazzolo@gmail.com

Date of Submission: Wed, 03/29/2023 - 16:52

Submission Letter:

Wed, 03/29/2023 - 16:52

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.



## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Lauren Palazzolo  
l.palazzolo@gmail.com

1100 s. Hope St. #414

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Lori Shefa

Postal Code:

Email Address: lori.shefa@gmail.com

Date of Submission: Wed, 03/29/2023 - 16:47

Submission Letter:

Wed, 03/29/2023 - 16:47

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Lori Shefa  
lori.shefa@gmail.com

849 South Broadway

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

jean greene

Postal Code:

Email Address: jean.greene@wherela.com

Date of Submission: Wed, 03/29/2023 - 16:46

Submission Letter:

Wed, 03/29/2023 - 16:46

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

# DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

## Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within ¼ mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

## Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
jean greene  
jean.greene@wherela.com

7618 radford ave

n hollywood, CA 91605  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee



# DTLA 2040 - Stakeholder letter

---

Joyce Grantham

Postal Code:

Email Address: nativeamerican@usa.com

Date of Submission: Wed, 03/29/2023 - 10:41

Submission Letter:

Wed, 03/29/2023 - 10:41

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

# DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

## Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within ¼ mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

## Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Joyce Grantham  
nativeamerican@usa.com

611 E 5th St Apt404

Los Angeles, CA 900132109  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Chriselda Doctor

Postal Code:

Email Address: doctorkrys@gmail.com

Date of Submission: Tue, 03/28/2023 - 23:11

Submission Letter:

Tue, 03/28/2023 - 23:11

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within ¼ mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Chriselda Doctor  
doctorkrys@gmail.com

541 S. Spring Street #908

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Robert Harbour

Postal Code:

Email Address: rharbour09@gmail.com

Date of Submission: Tue, 03/28/2023 - 20:14

Submission Letter:

Tue, 03/28/2023 - 20:14

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many



## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Robert Harbour  
rharbour09@gmail.com

1026 S Broadway, Unit 336

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Sabel Samone-loreca

Postal Code:

Email Address: ladymocha2009@gmail.com

Date of Submission: Tue, 03/28/2023 - 19:19

Submission Letter:

Tue, 03/28/2023 - 19:19

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Sabel Samone-loreca  
ladymocha2009@gmail.com

551 Ceres Ave., #301

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Judy Andresen

Postal Code:

Email Address: judy.writes@gmail.com

Date of Submission: Tue, 03/28/2023 - 19:16

Submission Letter:

Tue, 03/28/2023 - 19:16

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Judy Andresen  
judy.writes@gmail.com

717 West Olympic Boulevard

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

LEROY BENNETT

Postal Code:

Email Address: nixroomy@mac.com

Date of Submission: Tue, 03/28/2023 - 19:14

Submission Letter:

Tue, 03/28/2023 - 19:14

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.



## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
LEROY BENNETT  
nixroomy@mac.com

849 S Broadway

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Nicole Hinds

Postal Code:

Email Address: nhinds@uw.edu

Date of Submission: Tue, 03/28/2023 - 17:52

Submission Letter:

Tue, 03/28/2023 - 17:52

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Nicole Hinds  
nhinds@uw.edu

1026 s broadway

Los angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Spencer Shwetz

Postal Code:

Email Address: anthill-billets.0j@icloud.com

Date of Submission: Tue, 03/28/2023 - 17:37

Submission Letter:

Tue, 03/28/2023 - 17:37

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Spencer Shwetz  
anthill-billets.0j@icloud.com

4068 Kraft Avenue

Los Angeles, CA 91604  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee



# DTLA 2040 - Stakeholder letter

---

Oliver Alpuche

Postal Code:

Email Address: oliver.alpuche@gmail.com

Date of Submission: Tue, 03/28/2023 - 17:07

Submission Letter:

Tue, 03/28/2023 - 17:07

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

# DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

## Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

## Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Oliver Alpuche  
oliver.alpuche@gmail.com

1130 S flower S

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Aaron Brazie

Postal Code:

Email Address: alexyoshi@gmail.com

Date of Submission: Tue, 03/28/2023 - 13:34

Submission Letter:

Tue, 03/28/2023 - 13:34

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Aaron Brazie  
alexxyoshi@gmail.com

1100 s hope

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Mika Jain

Postal Code:

Email Address: jain.mika@gmail.com

Date of Submission: Tue, 03/28/2023 - 13:31

Submission Letter:

Tue, 03/28/2023 - 13:31

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many



## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Mika Jain  
jain.mika@gmail.com

1120 South Grand Avenue

Los Angeles, CA 90015  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Michael Earl

Postal Code:

Email Address: mikeearl@squareup.com

Date of Submission: Tue, 03/28/2023 - 13:23

Submission Letter:

Tue, 03/28/2023 - 13:23

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

# DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

## Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within ¼ mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

## Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Michael Earl  
mikeearl@squareup.com

416 s spring street

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Elizabeth Jacobi

Postal Code:

Email Address: jacobiliz.eld@gmail.com

Date of Submission: Tue, 03/28/2023 - 13:17

Submission Letter:

Tue, 03/28/2023 - 13:17

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Elizabeth Jacobi  
jacobiliz.eld@gmail.com

416 S Spring Street #705

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Joshua Pedrosa

Postal Code:

Email Address: jjay.slc@gmail.com

Date of Submission: Tue, 03/28/2023 - 12:17

Submission Letter:

Tue, 03/28/2023 - 12:17

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.



## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Joshua Pedrosa  
jjay.slc@gmail.com

756 s spring st #404

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Lauren Pettit

Postal Code:

Email Address: laurenbananabeat@gmail.com

Date of Submission: Tue, 03/28/2023 - 12:03

Submission Letter:

Tue, 03/28/2023 - 12:03

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Lauren Pettit  
laurenbananabeat@gmail.com

460 South Spring Street

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Thomas Praderio

Postal Code:

Email Address: tom.praderio@gmail.com

Date of Submission: Tue, 03/28/2023 - 11:31

Submission Letter:

Tue, 03/28/2023 - 11:31

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Thomas Praderio  
tom.praderio@gmail.com

819 N Bonnie Brae St

Los Angeles, CA 90026  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee



# DTLA 2040 - Stakeholder letter

---

Matt Gondek

Postal Code:

Email Address: gondekdesign@gmail.com

Date of Submission: Tue, 03/28/2023 - 11:24

Submission Letter:

Tue, 03/28/2023 - 11:24

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Matt Gondek  
gondekdesign@gmail.com

801 S Olive Street

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

John Black

Postal Code:

Email Address: jhblack@purdue.edu

Date of Submission: Tue, 03/28/2023 - 11:21

Submission Letter:

Tue, 03/28/2023 - 11:21

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
John Black  
jhblack@purdue.edu

621 South Spring Street

Los Angeles, CA 90014  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Raina Richter

Postal Code:

Email Address: rainiak@hotmail.com

Date of Submission: Tue, 03/28/2023 - 11:20

Submission Letter:

Tue, 03/28/2023 - 11:20

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many



## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Raina Richter  
rainiak@hotmail.com

300 South Grand Avenue

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Lee Consterdine

Postal Code:

Email Address: leeconsterdine@gmail.com

Date of Submission: Tue, 03/28/2023 - 11:16

Submission Letter:

Tue, 03/28/2023 - 11:16

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Lee Consterdine  
leeconsterdine@gmail.com

416 , S Spring St

Los Angeles, CA 90013  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

Kyle Krupinski

Postal Code:

Email Address: kyle.krupinski@gmail.com

Date of Submission: Tue, 03/28/2023 - 11:15

Submission Letter:

Tue, 03/28/2023 - 11:15

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.

## DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

### Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

### Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
Kyle Krupinski  
kyle.krupinski@gmail.com

615 Alexander St

Glendale, CA 91203  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee

# DTLA 2040 - Stakeholder letter

---

George Taylor

Postal Code:

Email Address: georgietaylor@me.com

Date of Submission: Tue, 03/28/2023 - 11:15

Submission Letter:

Tue, 03/28/2023 - 11:15

Councilmember de Leon  
Council Districts 1 & 14  
200 N. Spring Street  
Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Councilmember de Leon,

As a Downtown LA stakeholder, I will be impacted by the DTLA 2040 community plan. DTLA 2040 is critical for our city's future because it will establish the development standards for the heart of our city for the next two decades and can address our two most pressing challenges the housing shortage and homelessness. To meet our existing and future needs, LA must build almost 500,000 new units by 2029 and about half of those need to be affordable. DTLA 2040 is our chance to meaningfully address our housing and homelessness crises, but we must get it right. Specifically, I am asking that you advocate for the following practical recommendations to be included in DTLA 2040:

- Maximize inclusivity by making DTLA more welcoming and accessible for people of all backgrounds.
- Promote sustainability by making DTLA the place to build new housing by transit.
- Support DTLA as a world-class destination by encouraging the hospitality industry's growth.

Maximize inclusivity

DTLA represents 1% of the City's land mass but accounts for approximately 30% of new housing growth. Increasing our housing supply for all income levels is key to addressing the housing shortage and homelessness crisis. DTLA 2040 should require affordable housing in all new developments at levels that are consistent with SB 1818, TOC guidelines and the Affordable Housing Linkage Fee. We ask for inclusionary zoning requirements to be consistent across DTLA 2040 and complement existing programs.



# DTLA 2040 - Stakeholder letter

---

Skid Row has been the epicenter of homelessness in the United States and in our city. There has been a systematic pattern of disinvestment and socioeconomic segregation in Skid Row, and DTLA 2040 proposes to cement the current condition of Skid Row for at least the next two decades. DTLA 2040 treats Skid Row completely differently from any other neighborhood in DTLA or the city by imposing a blanket ban on mixed-income housing. DTLA 2040 can continue the strong housing protections for existing affordable housing in Skid Row and build on inclusionary zoning while allowing for a more economically and socially integrated neighborhood. We ask that you create an expansive inclusionary zoning requirement in Skid Row that requires more affordable housing and also allows for a mix of incomes.

## Promote sustainability

DTLA 2040 expanded the area where housing can be built in downtown, but it did so with many regulations that are overly rigid and risks preventing housing growth near transit. If we are going to maximize sustainable growth that has the lowest impact on carbon emissions, we must change the approach to new housing in Historic Core, Chinatown, Arts District, and Fashion District. We ask that you increase the base FAR in these neighborhoods to support dense housing development by transit.

DTLA 2040 proposes to maintain Site Plan Review (SPR) and only increase it for some projects. SPR discourages dense development, which is contrary to fostering more housing near transit and walkable neighborhoods. We ask that you remove SPR in the DTLA 2040 plan area to encourage sustainable density.

As proposed, DTLA 2040 counts above-grade parking toward a project's FAR when it is within  $\frac{1}{4}$  mile of a metro station. We understand this requirement is intended to discourage above-grade parking but believe it will have unintended consequences of reducing the amount of new housing that can be built, longer construction times, increased emissions and ultimately more expensive housing. We ask that counting above-grade parking toward FAR be removed and replaced with stringent design requirements including the ability to adopt parking to other uses in the future as market conditions change.

## Support DTLA as a world-class destination

DTLA is a cultural gem that can create prosperity for small business owners, entrepreneurs, workers and the community who benefit from activated streets and sidewalks. DTLA 2040 can help by allowing new restaurants to offer beer and wine, instead of maintaining outdated regulations which will make our community less competitive with other areas that have the Restaurant Beverage Program (RBP). We ask that the RBP be implemented in all DTLA 2040 neighborhoods except Figueroa Terrace, Skid Row and the southernmost portion of the plan area where housing is not permitted.

As proposed DTLA 2040 will require a conditional use permit (CUP) in many

## DTLA 2040 - Stakeholder letter

---

neighborhoods for new hotels while banning them completely from other areas that allow new housing. This runs counter to our City's stated goal of increasing hotel rooms to support the LA Convention Center. We ask that you remove the unnecessary CUP requirement for hotels and to remove neighborhood hotel bans. Hotels are critical to DTLA's economy and should be encouraged.

We thank you for your consideration and strong partnership as we work together to ensure that DTLA 2040 supports DTLA's continued vibrancy and sustainability, and to implement meaningful, effective solutions to our housing shortage and homelessness crisis.

Sincerely,  
George Taylor  
georgietaylor@me.com

530 West 27th Street

Los Angeles, CA 90007  
United States

Cc: Mayor Karen Bass  
Honorable Members of the Planning, Land Use and Management Committee