

Communication from Public

Name: Tetlo Emmen

Date Submitted: 04/24/2023 06:39 PM

Council File No: 21-0934

Comments for Public Posting: Dear PLUM Committee Members, I support the Hollywood Central Park, a proposed deck park over US 101 within the Hollywood Community Plan area. The Hollywood Central Park will create much needed open space and 38 acres of new park acreage, addresses environmental and social justice, and curb the effects of the climate crisis. As a Hollywood Stakeholder, I request that you please vote to approve the Hollywood Community Plan Update as presented by the Department of Planning. Thank you! Tetlo Emmen

Communication from Public

Name: Richard H. Platkion

Date Submitted: 04/24/2023 03:38 PM

Council File No: 21-0934

Comments for Public Posting: RESUME - RICHARD (Dick) H. PLATKIN, AICP 6400 W. 5th Street, Los Angeles, CA 90048- 4710 Tel. 213-308-6354 E-mail: rhplatkin@gmail.com • Professional recognition through AICP, awards, and commendations. • College level teaching in Urban Planning at USC and California State University-Northridge. • Professional planning experience in public, non-profit, and private sectors, including advocacy planning. • Academic training, including Masters in Urban Planning (MUP) and Masters (MA) and Candidate in Philosophy (C. Phil.) in Sociology. • Eleven years of managerial and supervisory city planning positions. • L.A. City Planning Department assignments for Neighborhood Councils and public participation, General Plan elements, Community Plan updates, personnel issues, project management, case processing and appeals, Community Design Overlay (CDO) and Specific Plan preparation and adoption, Streetscape Plans, Design Review Boards, and public hearings and zoning cases. • Experienced liaison with Los Angeles City Council offices, City departments, outside agencies, private consulting firms, media, citizen boards, and community groups. • Recognized written and oral communication skills. PROFESSIONAL EXPERIENCE CityWatchLA Planning Watch columnist, 2012 to date. University of Southern California (USC), Sol Price School of Public Policy. Instructor for PPD 461, (Sustainable Communities, Policy and Planning) 2010 to 2014. California State University – Northridge (CSUN). Lecturer for URBS 380 (Los Angeles: Past, Present and Future) Summer 2013 and URBS 490 (Field Work) Fall 2018. City Planning and Land Use Consultant (2007 to date) Los Angeles-based consulting specializing in urban planning, applied social research, land use and urban design, and community development projects. Clients include Silverstein Law Corporation, Sunland-Tujunga Neighborhood Council, Harbor Gateway Neighborhood Council, Old Granada Hills Neighborhood Group, South Granada Hills Neighborhood Council, Fix the City, Valley Village Neighborhood Council, La Mirada Avenue Neighborhood Association, East Hollywood Neighborhood Council, La Brea Coalition, Los Angeles Neighbors United, North Hills Community Council (directed development plan), Community Health Councils, Inc., Athens on the Hill, and UNIDAD/SAJE (Strategic Actions for a Just

Economy) to coordinate with City planning initiatives. City Planner, Los Angeles Department of City Planning (1999 - 2007) North Valley Unit (2001-2003, 2005-2007) -- Supervised preparation, adoption, and implementation of Specific Plans, Design Guidelines, Interim Control Ordinances, Community Design Overlays, and Streetscape Plans. Hearing Officer. Coordinated inter-departmental planning process for Van Nuys Corridor, include MTA grant applications. Neighborhood Council Liaison Unit (2003-04) – Developed and presented training materials to Certified Neighborhood Councils (CNCs), replied to oral and written questions, maintained Early Notification System data base, and compiled monthly Neighborhood Council contact data. Specific Plan Unit (1999-2001) Administration of the Mulholland and Ventura/Cahuenga Boulevard Specific Plans. Supervised preparation of Community Design Overlay Districts and Streetscape Plans for Van Nuys, Canoga Park, Panorama City, and Pacoima communities. City Planning Associate, Los Angeles Department of City Planning (1987 - 1999) General Plan Framework Element -- Conducted citizen participation and public outreach for Framework preparation and adoption. Reviewed consultant work. Coordinated SCAG database project. Citywide Planning - Scoped, researched, and wrote sections of Transportation Element. Represented Planning Department at San Fernando Valley Blue Ribbon Light Rail Committee. Community Planning - Project manager of Ventura/Cahuenga Corridor Specific Plan. Lead preparation, adoption, implementation, and revisions of plan. Approved Specific Plan and ICO cases. Liaison with City Council offices, City Departments, press, and EIR and transportation consultants. Chaired Citizen Advisory Committee and established Plan Review Board. Presented to Plan Review Board, City Planning Commission, Council Planning and Land Use Committee, and City Council. Wrote workshop materials, ordinances, staff reports, findings, procedures manual, and sections of Draft and Final Environmental Impact Reports. Design Review Boards - Prepared case analyses, Directors Determinations, plan approvals, design and streetscape guidelines, and ordinance amendments. Advised applicants, Council Offices, and City Departments on Specific Plans, administered case files, agendas, notices, and annual calendar. L.A. City Department of Transportation, Transportation Planning Associate II (1987) Administered transit contracts. Conducted workshops for contractors. Served on Interdepartmental Prop. A - Prop. C Allocation Committee.

RICHARD (Dick) H. PLATKIN, AICP
6400 W. 5th Street, Los Angeles, CA 90048- 4710
Tel. 213-308-6354 E-mail: rhplatkin@gmail.com

- Professional recognition through AICP, awards, and commendations.
- College level teaching in Urban Planning at USC and California State University-Northridge.
- Professional planning experience in public, non-profit, and private sectors, including advocacy planning.
- Academic training, including Masters in Urban Planning (MUP) and Masters (MA) and Candidate in Philosophy (C. Phil.) in Sociology.
- Eleven years of managerial and supervisory city planning positions.
- L.A. City Planning Department assignments for Neighborhood Councils and public participation, General Plan elements, Community Plan updates, personnel issues, project management, case processing and appeals, Community Design Overlay (CDO) and Specific Plan preparation and adoption, Streetscape Plans, Design Review Boards, and public hearings and zoning cases.
- Experienced liaison with Los Angeles City Council offices, City departments, outside agencies, private consulting firms, media, citizen boards, and community groups.
- Recognized written and oral communication skills.

PROFESSIONAL EXPERIENCE

CityWatchLA, Planning Watch columnist, 2012 to date.

University of Southern California (USC), Sol Price School of Public Policy.

Instructor for PPD 461, (Sustainable Communities, Policy and Planning) 2010 to 2014.

California State University – Northridge (CSUN). Lecturer for URBS 380 (Los Angeles: Past, Present and Future) Summer 2013 and URBS 490 (Field Work) Fall 2018.

City Planning and Land Use Consultant (2007 to date)

Los Angeles-based consulting specializing in urban planning, applied social research, land use and urban design, and community development projects. Clients include Silverstein Law Corporation, Sunland-Tujunga Neighborhood Council, Harbor Gateway Neighborhood Council, Old Granada Hills Neighborhood Group, South Granada Hills Neighborhood Council, Fix the City, Valley Village Neighborhood Council, La Mirada Avenue Neighborhood Association, East Hollywood Neighborhood Council, La Brea Coalition, Los Angeles Neighbors United, North Hills Community Council (directed development plan), Community Health Councils, Inc., Athens on the Hill, Aids Health Foundation, and UNIDAD/SAJE (Strategic Actions for a Just Economy) to coordinate with City planning initiatives.

City Planner, Los Angeles Department of City Planning (1999 - 2007)

North Valley Unit (2001-2003, 2005-2007) -- Supervised preparation, adoption, and implementation of Specific Plans, Design Guidelines, Interim Control Ordinances, Community Design Overlays, and Streetscape Plans. Hearing Officer. Coordinated inter-departmental planning process for Van Nuys Corridor, include MTA grant applications.

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City Planning Associate, Los Angeles Department of City Planning (1987 - 1999)

General Plan Framework Element -- Conducted citizen participation and public outreach for Framework preparation and adoption. Reviewed consultant work. Coordinated SCAG database project.

Citywide Planning - Scoped, researched, and wrote sections of Transportation Element. Represented City Planning Department at San Fernando Valley Blue Ribbon Light Rail Committee.

Community Planning - Project manager of Ventura/Cahuenga Corridor Specific Plan. Lead preparation, adoption, implementation, and revisions of plan. Approved Specific Plan and ICO cases. Liaison with City Council offices, City Departments, press, and EIR and transportation consultants. Chaired Citizen Advisory Committee and established Plan Review Board. Presented to Plan Review Board, City Planning Commission, Council Planning and Land Use Committee, and City Council. Wrote workshop materials, ordinances, staff reports, findings, procedures manual, and sections of Draft and Final Environmental Impact Reports.

Design Review Boards - Prepared case analyses, Directors Determinations, plan approvals, design and streetscape guidelines, and ordinance amendments. Advised applicants, Council Offices, and City Departments on Specific Plans, administered case files, agendas, notices, and annual calendar.

L.A. City Department of Transportation, Transportation Planning Associate II (1987)

Administered transit contracts. Conducted workshops for contractors.

Served on Interdepartmental Prop. A - Prop. C Allocation Committee.

Commuter Transportation Services/Commuter Computer, Los Angeles, Senior Planner (1984 - 1987)

Directed technical studies for Southern California Association of Governments, regional commuter surveys, monthly Caltrans reports, and site-specific transportation demand management plans.

Managed annual work programs and budgets; defined, monitored, and supervised projects; wrote and edited reports; hired, trained, and assigned professional staff; conducted personnel reviews and evaluations; designed and trained staff on computer systems; office space planning.

Co-authored agency's five-year strategic plan.

The Planning Group, Los Angeles, Senior Research Associate (1982 - 1984)

Managed projects and supervised work products related to Metrorail Milestones and Environmental Impact Study (EIS), freeway construction, and economic development.

Prepared and presented responses to RFPs, RFQs, and grant applications.

South Central Economic Research and Development Associates (SCERDA) (1977 - 1981)

Research Director for Department of Commerce funded agency.

Designed, conducted, and applied original research on South Central Los Angeles for economic development programs, including employer surveys and industrial land use inventories.

City of Seattle Department of Community Development, Program Coordinator II (1972 - 1973)

Liaison with Federal Housing Authority and local affordable housing developers in Seattle's downtown.

Prepared comprehensive report on downtown housing conditions, trends, and policies.

Volunteers in Service to America (VISTA Volunteer) (1968 - 1970)

Community liaison for Seattle Housing Authority and Seattle School District.

AWARDS AND COMMENDATIONS

American Institute of Certified Planners (AICP)

Mellon Fellow at University of Washington Department of City Planning

Commendations from Department of City Planning for Ventura Specific Plan, Framework, South Central Task Force, and San Fernando Valley Light Rail Blue Ribbon Committee

City Council Commendations for Ventura Specific Plan and General Plan Framework

Donald G. Hagman award from APA for City Planning's South Central Task Force

Mayoral Commendation for economic development projects in Panorama City

ACADEMIC TRAINING AND CONTINUING EDUCATION

University of California, Los Angeles. M.A. and C. Phil. in Sociology,

University of Washington, Seattle. Masters in Urban Planning (MUP)

University of Michigan, Ann Arbor. B.A. in History

Classes in supervision, project management, administration, citizen participation, business writing, public speaking, computer software, emergency response.

Professional conferences of American Planning Association, American Sociological Association, Planners Network, Ethnopolis, Livable Communities, and Operation Mainstreet.

COMMUNITY SERVICE

Greater Fairfax Residents Association, Co-chair, 2019 to date.

East Hollywood Neighborhood Council, Planning and Land Use Committee (2011 to 2017)

United Neighborhoods of Los Angeles (UN4LA), Director and Secretary (2016 to date)

Beverly Wilshire Homes Association, Director (2007 to 2019)

Interfaith Communities United for Justice and Peace, Director (2009 to 2012)

Planners Network, National Steering Committee (1997 - 2000)

Planners Network Advisory Board (2015 to date)

Host Committee, 2012 Planners Network events in Los Angeles

Host Committee, 1997 Planners Network national conference at Cal Poly Pomona

Communication from Public

Name: Julissa Padilla

Date Submitted: 04/24/2023 12:37 PM

Council File No: 21-0934

Comments for Public Posting: To Whom it May Concern: Let us start from the beginning because apparently people need to be reminded what kind of city this is supposed to be. HOLLYWOOD! What is it? The supposed capitol of the movie world! Every time I visit Hollywood, it is just a sad, sad thing. People just don't care what happens to the history of the city even though this is what it is built upon. I have started creating a YouTube series where I try to go in detail what still remains today and its significance. The only reason why is because I want future generations to know the historical significance of Los Angeles. Thousands of people walk the streets of Hollywood every week and I can bet my bottom dollar that 99% don't even know what historical significance of those streets or at least pointing out to one building and describe the brief history of it. Why would we want to replace that now? So it can get worse and just be replaced by fast fashion shops or temporary spots where it can only be there for a couple of months and be obliterated by history forever? Let us take the perfect example, of the Jane House on Hollywood Blvd near Whitley. Developers had been wanting to destroy that house for years until it was preserved and repurposed into a bar. That building was built by one of the founders of Hollywood. The last one of its kind on the iconic street! Why would anyone not want to preserve it? It has lasted all of these years! That goes for the same with the rest of the city! There are plenty more hidden gems of Hollywood that would make every visitor's experience to the iconic city even better. What is also unfortunate the newer buildings hardly ever give the city unique character. It is the same bland looking thing. A lot of people don't care about that but the people who do care about the memories of those who have passed through the city do. Instead of putting that money towards destroying things, why not maintain it and make it look better for future generations to learn from? I know it tends to be more expensive to maintain than to just destroy it and leave it like that but think about who were the original people who built these certain buildings for a purpose. Since the beginning of the city, there has always been development; there was also a lot less people. Now the spaces are becoming increasingly crowded and not to mention the massive homeless issue where it gets scary to even walk out on those streets thinking that something bad is going to happen to you.

Instead that fund should go towards helping to clean the streets, maintain the history and repurpose the current buildings without altering the uniqueness of them so people can always want to visit them. Let us take another perfect example of the Pig 'N' Whistle. That was a complete disaster from the get go. First, all of the unjust alterations happened during the Covid pandemic so people were less aware of their surroundings when not viewing it firsthand. They not only over took it but started tearing down things from that store that made this particular hub unique. There has already been changes to what it was but when they restored it again to the Pig 'N' Whistle, that is where it could have had a chance. But when a new place took over, they obviously didn't care what the preservationists thought or said and continued with what they were doing. The original tiles that were used to decorate the establishment were from the same architects who helped build the early buildings of Malibu. Again, these people didn't know and didn't care of the original craftsmanship of this glorious little hole in the wall. Now, who knows if it will ever return. But this brings us to the point of trying to repurpose existing places to not further damage the legacy people like C.E. Toberman or H.J. Whitley or so many others had wanted for the city. There are people out there who don't even know who Charlie Chaplin is and is extremely concerning. As time goes by, people will forget key figures. Historians are important to keep this fact to not only educate but inspire and continue getting others interested so they can see firsthand what makes this city great, what makes it unique. Every step you take is another story into the past. Films are another way we can see these notable landmarks but isn't it more inspirational to actually see these buildings firsthand? Why would anyone want to do that and take away a piece of the past for their own financial gain which I bet wouldn't be affected too much with destroying another building. There is the iconic First National Bank on the corner of Hollywood Blvd and Highland. That has been around since the 20s. One of the first banks was on the ground of where it stands. The current building replaced that one in the 20s. This city has a history to tell. People need to step back and think about the stories the past needs to say.

Communication from Public

Name: Fix The City (Laura Lake)
Date Submitted: 04/24/2023 12:56 PM
Council File No: 21-0934
Comments for Public Posting: Please substitute this revised comment letter for the one I submitted earlier today. Thank you.

April 24, 2023

REVISED COMMENT LETTER

Via Email: LACouncilComment.com, Councilmember.Yaroslavsky@lacity.org; Dylan.sittig@lacity.org, Councilmember.Raman@lacity.org, Councilmember.Soto-Martinez@lacity.org;

TO: PLUM COMMITTEE

FROM: FIX THE CITY

RE: CF 21-0934 HOLLYWOOD COMMUNITY PLAN UPDATE VIOLATES COURT ORDER

Dear Plum Committee Members:

The City had the opportunity to file an appeal on the HCPU court ruling and did not. That is the only lawful way to challenge a court ruling. By its own admission, it is attempting to overrule the court. This is lawlessness. Even though we are a plaintiff in the HCPU lawsuit, Fix The City did not receive notice of this hearing.

The April 18, 2023, memo from Director Bertoni to PLUM proposing resurrecting the failed 2014 Amendment to the General Plan Framework is doomed to fail for the same reason the original 2014 amendment failed. There is o substantial evidence in the current record of this project including the 2014 Amendment. See Attachment 1 of Exhibit C, General Plan Amendment Resolution, references a “Proposed Change to Chapter 1 of the Framework Element.” (March 18, 2021, p. 1 of Attachment 1).

- CEQA requires a stable project description. The 2014 amendment is not part of the project description or exhibits in the record.
- Any change made by the Council would require a return to CPC and a public hearing.

The only amendment of the General Plan Framework described in the EIR, Staff Report, CPC Determination is to amend the land use maps in the Framework for Hollywood, and to update Framework Chapter 1 to include state and local density bonus programs. There was no mention of eliminating mitigation monitoring or Policy 3.3.2.

The 2014 amendment would make mitigation monitoring for adequacy discretionary and remove it from the HCPU. The mitigation measures for the Framework were mandatory conditions of approval. They cannot be amended out of existence unless the procedure to amend the Framework is followed, and the need for the mitigation no longer exists.

In 2001 the Council promised the people of Los Angeles that discretionary increases in density or intensity would not be approved unless there was substantial evidence from monitoring that there was adequate infrastructure and public services, especially emergency services.

Mitigation Through Policy 3.3.2 was the Council’s commitment...monitor and adjust. But under

no circumstances, make things worse. It then adopted that policy in a majority of community plans.

In court, the City has often argued that it is up to the public to provide substantial evidence countering the City's proposed actions. But the limitation of 5MB for attachments to comments to the Council precludes Fix the City's opportunity to submit abundant city data showing profoundly failing infrastructure and city services. It effectively limits our first amendment rights to timely submit testimony and evidence. By providing only 24 hours' notice it also precludes alternative means of delivery.

The Council certified the EIR for the Framework with **mitigations as mandatory conditions of approval**. To eliminate the mitigations requires a showing, based on substantial evidence, that the mitigations are no longer required. But nothing could be further from the truth.

Homelessness, potholes, air quality, sink holes, blackouts, etc. are evidence of a failing city.

Taking away the mandate to fix the city is irresponsible and unlawful.

1. *Limiting attachments to 5MB* is an infringement on first amendment rights to submit substantial evidence to support our argument that infrastructure and city services are inadequate. With only 24 hours' notice, timely delivery of our submissions is impossible.
2. The 2014 motion expired in 2016.
3. Judge Goodman made it clear that the City may not lawfully cherry-pick which policies it obeys – and ignore mandatory policies.
4. Without monitoring at the community plan level, the city has no substantial evidence of adequacy to support its actions.
5. To amend the Framework Element requires a city-wide EIR and analysis, not a community plan EIR.
6. To remove a mandatory mitigation measure in a certified EIR requires a showing that the mitigation is no longer necessary. No evidence has been provided to reach that conclusion. See the NOD, SOC and Certification for the Framework Element by the Council in 2001.
7. Where is the application for amending the Framework Element?
8. It does not appear that the FE Amendment has complied with LAMC 11.5.6.
9. Since the EIR started in 2016, there have been substantial changes to city services and infrastructure and require a supplemental EIR, including the Alquist Priolo Fault Zone Maps.

The procedures used to determine RSO affordable replacements result in a loss of affordable housing. We therefore offer the following suggestions regarding RSO determinations and ask that you amend the HCPU to protect RSO affordable units:

10. Require RSO owners to provide rental income data *before* an application is deemed to be complete.

11. Save RSO Affordable Replacement Units by requiring a ***final determination*** from HCIDLA Rental Division, not the Land Use Division's provisional determination, which assumes 31% of RSO units are market rate. E.g., 830 S. Fairfax has 40 existing RSO units. The owner failed to provide income data. So, the *provisional* determination was only 28 units needed to be replaced. What about the other 12 units?
12. RSO replacement units need to be identified in the conditions of approval so that they are like-for-like, and tenants have the right of return.
13. Apply the rebuttable presumption formula only if there is no income data for the 5-year look-back.
14. Please note that failing to comply with RSO affordable replacement makes projects *ineligible for bonuses* under Cal. Govt. Code Section 65915(c)(3). If the replacement calculation does not follow state law and the city's RSO, a project is ineligible for any bonus or incentive or waiver.

Sincerely,

Laura Lake, Ph.D. (Laura.Lake@gmail.com),

Mike Eveloff (Legal@FixTheCity.org)

James O'Sullivan (jamesos907@gmail.com)

Communication from Public

Name: P. Alexandra Alznauer

Date Submitted: 04/20/2023 06:42 PM

Council File No: 21-0934

Comments for Public Posting: The Hollywood Plan does not save historic building's because it does not define Hollywood's historic district properly. Destroying buildings that draw tourists and revenue to Hollywood like Grauman's Chinese Theater makes absolutely no financial sense. Even L.A.'s rival city to the north, San Francisco, is saving its grand, tourist-draw, the historical Castro theater. Destroying Hollywood's historic district through development will not result in any where near the new housing L.A. needs. BUT there is available land outside this area for the development of housing. I am the third generation of my family to live in and own a home in Los Angeles. All we've seen over the last 102 years is the constant destruction of what has made Los Angeles unique among cities, a place where people want to work, live, and travel to as tourists. Don't cave in to the developers and destroy the core of precious, historical Hollywood.

Communication from Public

Name: John Goodwin

Date Submitted: 04/24/2023 03:29 PM

Council File No: 21-0934

Comments for Public Posting: Dear PLUM Committee Members, I support the Hollywood Central Park, a proposed deck park over US 101 within the Hollywood Community Plan area. My offices are located on Hollywood Blvd, just west of the Dolby Theatre and my residence is near the intersection of Franklin and Bronson. So this park means a lot to me personally. This Park will create much-needed open space and 38 acres of new park acreage will help address environmental issues, and for me even more importantly, health issues for all concerned living in this high-traffic area. As a Hollywood Stakeholder, I request that you please vote to approve the Hollywood Community Plan Update as presented by the Department of Planning. Thank you! John Goodwin President Galaxy Press 7051 Hollywood Blvd Hollywood, CA 90028