

September 5th, 2020

The Honorable Paul Koretz  
City of Los Angeles, Fifth District  
200 N. Spring Street, Suite 440  
Los Angeles, CA 90012

Dear Councilmember Koretz:

**Subject: UPLIFT MELROSE PLAN** Council File 14-0499 S5

Council member Koretz,

I hope this finds you and your family and staff in good health.

As you are well aware these indeed are very challenging times. This letter is about yet another challenge. The challenge to remake and rebuild the Melrose District. Being that we are both “locals” I think we can agree we know the area’s strengths and weaknesses all too well.

When I first saw the sketches of the current “Uplift Melrose” plan I was definitely excited and based on the visuals — optimistic! After doing our own “outreach” in such a very short amount of time — I think you’ll relate that initially that optimism became pronounced and evident — just by the renderings and reviewing the highlights. Soon after - I myself dug into the details and started formulating an opinion based on my life long experiences of being a “westsider”. I admit the sketches look great but sadly in reality its just too great of an idea or a dream in the center of the city — Mid City Los Angeles.

Here’s my rational reasons for opposing “Uplift Melrose” I’d like you to consider and ask for your opposition based on facts and not lofty goals that super serve a few and make life harder for many. Isn’t the goal of any improvement to be an improvement that serves all interests? At least we strive for that right? So here we go.

## TRAFFIC

1. Melrose Avenue — as is Beverly Bl, 3rd St, 6th, Wilshire, Santa Monica Bl, Fountain, and Sunset Bl are now all major east-west traffic arteries that as of now have no alternative mass transit projects operational to offer commuters. Yes, METRO is coming to Wilshire. Yes, West Hollywood is pressing for a Crenshaw line extension — but today traffic in and around this critical corridor is already overwhelming. I doubt, when totaled together — all the streets named above likely combine a volume of car trips that rival or even top that of the east-west Interstate 10 freeway. Yea, I think Melrose Avenue as it stands is vital to that critical transportation corridor as it intersects with the 101 freeway to the east of the Melrose District
2. The implications of reducing car trip capacity down 50% on Melrose — when looked at in totality of the already overburdened thoroughfares surrounding this district - it becomes even more clear how much of an impact this proposed reduction will have.
3. If our overall goals are toward a cleaner planet, a cleaner city with cleaner air — moving cars off Melrose and onto already packed alternatives would only lead to more emissions being released, more fossil fuels being wasted, and more time being spent sitting in slower, even more burdensome traffic through this corridor not only for residents of this area but of this entire region. The overall impact of this reduction would just be too great

Next

## EMERGENCY TRAFFIC

1. As you know — this area is highly gentrified and home to one of the largest medical center campuses in the nation. The number of ambulance trips down the center of Melrose Avenue would be severely impacted, if not ended entirely and move to alternate streets. But which ones? Can those alternatives be made harder to travel by emergency vehicles by increases in cars diverting to those same streets? Would the slower traffic on Melrose hamper our medically challenged neighbors (like myself) safe and fair access to Cedars Sinai or even UCLA under this plan? Our area has many SNF's and elder care facilities that depend on safe and quick access to Cedars where travel time can mean the difference between life or death.
2. Police and other emergency personnel access would be disrupted and response times could be severely impacted when they are needed the most. This simply cannot happen. People here say in our survey they overwhelmingly want MORE policing and security here not a threat of less or less access.

## PARKING

1. This is a no brainer by any measure. This particular corridor has suffered from a lack of available accessible parking since it became central to the 80's music revolution and the street saw it's heyday. The cool factor was high, Melrose became world famous, brands of all kinds wanted to be associated with the hippest, coolest street in America (at that time). Crowds came, tourists came, businesses boomed but parking became the central problem that overtime I feel helped accelerate it's downturn. Neighbors began complaining. They organized. They demanded permit parking. District 53 was created. But the supply of spaces on nearby residential streets just could not meet demand. Here we are nearly 40 years later and the same scenario is still true today. There's not enough functional hourly parking to sustain a healthy vibrant business district.
2. A lack of parking is one of the biggest obstacles for the street maintaining quality merchants that make enough income to basically pay the high rents landlords demand here. Nearly every restaurant or bar becomes an automatic "issue" with residents because the C.U.P.'s the city requires or restricts them to — mostly from neighbor outcries that demand impact mitigations. If there was more centralized parking there'd be way less outcries and more chances for quality tenancies to survive. This new plan seeks to eliminate what little cherished parking is available. That's nonsensical and totally contrary to the essential needs of every business district. How can I support a plan that claims it intends to "remake Melrose" into a more successful enterprise zone when deleterious effects abound it? In no uncertain terms — the residents cannot and should not shoulder the burden of a loss of available parking by any measure. In fact I am certain this project would entice at least some more supporters if parking was part of the overall plan and not taken away. A hired consultant from the Melrose BID said that they would explore ways to "maybe" acquire parking lot space at Melrose Elementary and Fairfax HS. That might or might not happen and you know that's been tried time and time again literally over the last 30 years. That's not a real solution that residents like myself trust or believe would relieve the neighboring streets of their burden. Of course - if this went ahead as designed the neighbors streets would be overwhelmed not only by more parking, but more traffic, more noise, and a further ding to quality of life here.

## BICYCLE LANES

1. First let me start out by saying I and my spouse own and share 4 bicycles. In no uncertain terms am I "anti bike". While I would love for you, the council, and the Mayor to cater to my likes, wants, and needs — I am conscious of the need for all transportation methods to be improved but not at the expense of our neighbors to the north or south of the Melrose District.

2. The plans “bike, scooter, skate” lanes being at the same level — adjacent to the pedestrian sidewalks — simply put is outright dangerous by any measure. If I was to just listen to the proponents repeated chant’s of outrage of the excessive “traffic violence” occurring in the Melrose area - I see their support of their solution potentially more dangerous and ill conceived. They claim scooter transportation is safe. Putting scooters and bikes together and along side of sidewalks is crazy.
3. Please realize that pedestrians would have to “cross over” the proposed bike lanes of traffic after getting off a bus, out of a ride sharing vehicle, out of a crosswalk, and even out of their cars from what little parking will remain. That will not work.
4. Bike routes — what little use they do get on this side of town are better suited on residential streets than on major thoroughfares such as Melrose.

## **CRIME**

1. As an advocate for public safety — in our own Melrose Action survey about this very project — the number one concern with residents both north and south of Melrose is crime. They say they do not feel safe here. I think given what the area has experienced especially over last several months you’d agree — that their perception is accurate. Will this proposed project really change that? How do we know? It could make it worse. It could make it more inviting akin to the boardwalk environment along Venice Beach. I think that’s possible and agree with some neighbors that have that belief. A miracle must occur that completely turns over not just the mix of the current merchant makeup but also the demographic those merchants appeal to. It’s certainly wishful thinking that an “overnight churning” will occur because goals of a pedestrian/cycling haven will just magically effect that. There’s no proof of that. Look no further than my hometown of Westwood Village. It has struggled to become relevant again for also 30 years or more.

## **THE MELROSE BID - BUSINESS IMPROVEMENT DISTRICT**

1. The Melrose BID — which I and Paul Lerner first pushed to be formed — for the purpose of leading to a upgraded, safer, more neighborhood friendly district has struggled for 6 years to “turn over” Melrose and it’s attempts to regain its world renowned and revered status. To date that has not happened. As our survey clearly shows — neighbors feel the street has further deteriorated and not improved. And I cannot support the current BID for being the “overseer” of a major reconstruction effort based upon a lack of results during their tenure now. We thought the longtime current executive director would have the knowhow and connections to bring businesses that Uplift Melrose — but know it seems — with their backing — they know need a \$50 million grant to “make this happen” with a major disruption to the transportation infrastructure? No way. I don’t believe it.

## **WHAT’S THE SOLUTION?**

1. I’ve identified what problems I have with this “Uplift Melrose” proposal. What I hear from neighbors is when? The architects from Streets LA claim the project may take 8 years to fruition. If true — what happens to the street in the state its in today? That’s what concerns neighbors most here now. It appears the BID secured a \$4 million grant from METRO/MTA to spend on new sidewalks, new landscape, new crosswalks, new lighting. Let’s get that moving! It will go a long way and faster without the negative effects to the community at large and gives planners time to possibly work on a broader more inclusive plan that better accommodates rational transportation options like linkage to West Hollywoods pursuit to bring subway rail close to Melrose at Santa Monica Blvd.

I’ve attached a link to what I believe is the most honest survey you can see that was undertaken swiftly because of the crunch of time in the midst of a global pandemic — meaning this project is just not “top of mind” for the citizenry surrounding it. It’s inconceivable that we are even under even more pressure to

worry about our future before first securing the safety of each others health and well being. “Traffic violence” indeed. Frankly out of consideration of these historic times, any changes to open transportation should be tabled till reasonable and rational debate can occur. This is just not the time. It’s simply not fair.

I ask that you not support this plan but immediately support the use of the BID’s MTA existing grant funding to jumpstart the Melrose District more expeditiously than the overly ambitious “Uplift” proposal.

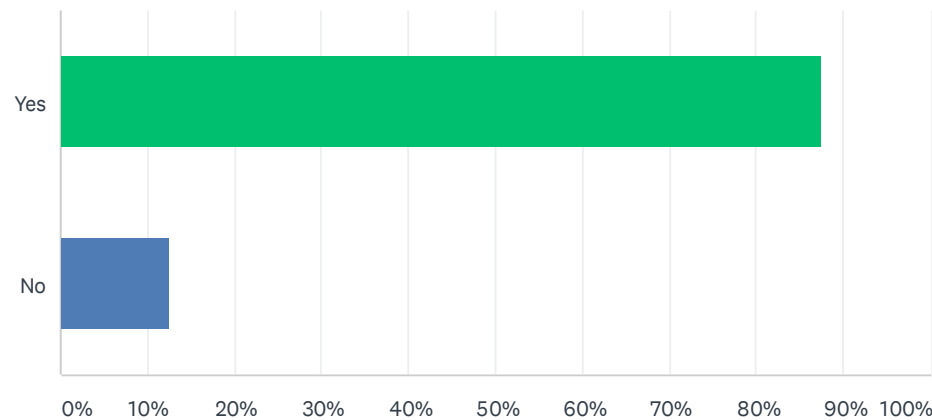
Please see the following pages for the full survey, the answers, and most importantly the nearly 100 comments mostly opposing the project.

Best regards

Peter Nichols  
Melrose District Resident  
Co-founder  
Melrose Action Neighborhood Watch  
On Twitter, Facebook, YouTube @melroseaction  
[www.melroseaction.com](http://www.melroseaction.com)  
(323) 208-2131

Q1 Have you heard about the “Uplift Melrose” plan to reshape Melrose Avenue?

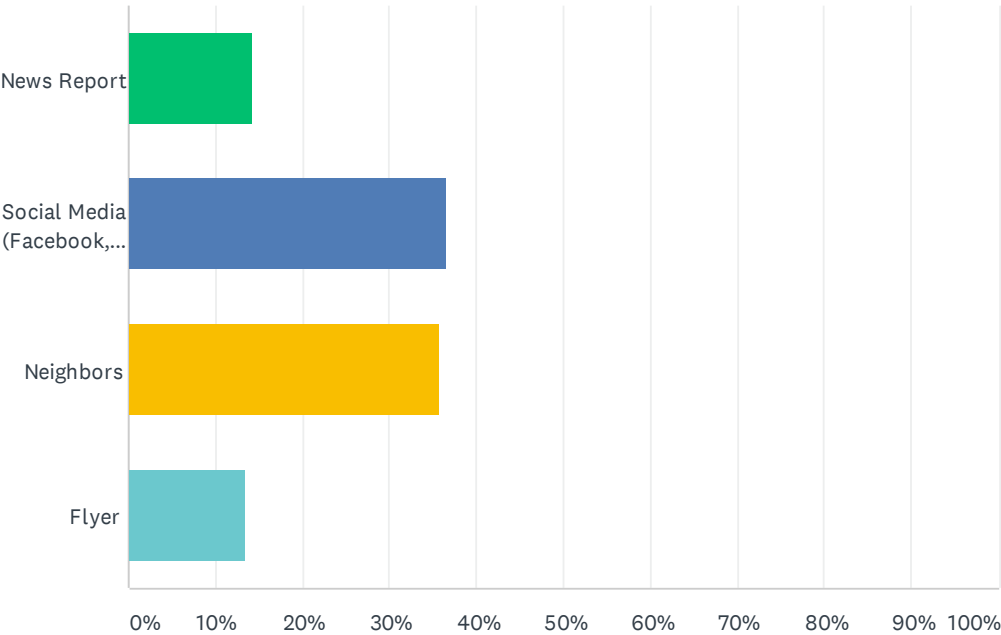
Answered: 144 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	87.50%	126
No	12.50%	18
TOTAL		144

Q2 Where did you hear about it?

Answered: 120    Skipped: 26



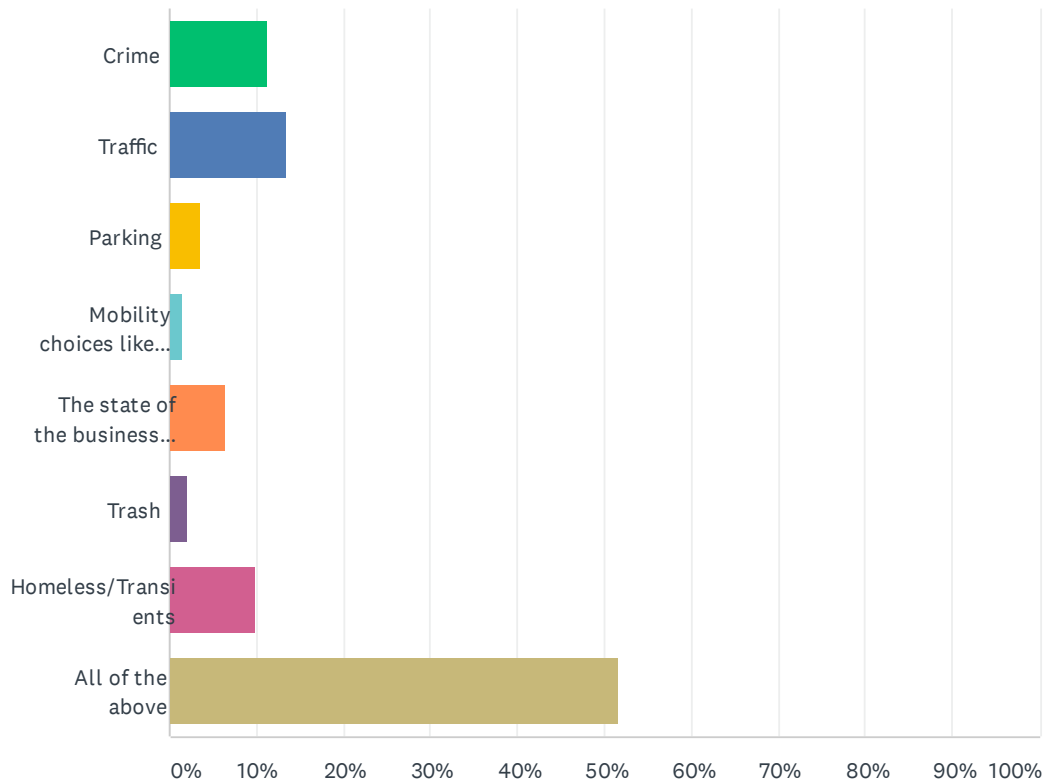
ANSWER CHOICES		RESPONSES	
News Report		14.17%	17
Social Media (Facebook, NextDoor, Twitter)		36.67%	44
Neighbors		35.83%	43
Flyer		13.33%	16
TOTAL			120

# Uplift Melrose - Melrose Action Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	Melrose Action email	9/3/2020 5:11 PM
2	Melrose BID Newsletter	9/2/2020 8:08 AM
3	email... probably based on other neighborhood involvement.	9/1/2020 12:29 AM
4	Email	8/30/2020 6:20 PM
5	My wife	8/27/2020 11:54 AM
6	melrose action	8/27/2020 9:00 AM
7	Did not hear this plan	8/27/2020 7:19 AM
8	My mom who is elderly and lives in the area	8/27/2020 6:56 AM
9	Friend	8/26/2020 4:52 PM
10	Melrose business org, mid Wilshire council	8/26/2020 4:51 PM
11	melrose action neighborhood watch	8/26/2020 4:47 PM
12	email	8/26/2020 4:18 PM
13	I got an email	8/26/2020 3:31 PM
14	Email	8/26/2020 3:14 PM
15	Melrose BD Email	8/26/2020 2:45 PM
16	Beverly Press	8/26/2020 2:20 PM
17	email from the city	8/26/2020 2:04 PM
18	Email	8/26/2020 12:55 PM
19	Land Use Committee meeting on 8/25	8/26/2020 12:25 PM
20	Your email	8/26/2020 11:54 AM
21	After hearing from ONE neighbor, I attended a MCW Board Meeting on Aug.11	8/26/2020 11:50 AM
22	Melrose Action Email	8/26/2020 11:32 AM
23	Email from meltose	8/26/2020 11:13 AM
24	Melrose Action	8/26/2020 9:50 AM
25	Melrose Action Site	8/26/2020 9:40 AM
26	Was given flyer by a committee walking the street	8/26/2020 9:37 AM
27	it was emailed to me	8/26/2020 9:13 AM

### Q3 As a resident of the Melrose/Fairfax Districts here in Los Angeles, what are your biggest concerns?

Answered: 141 Skipped: 5



ANSWER CHOICES	RESPONSES	
Crime	11.35%	16
Traffic	13.48%	19
Parking	3.55%	5
Mobility choices like more bicycle lanes	1.42%	2
The state of the business districts	6.38%	9
Trash	2.13%	3
Homeless/Transients	9.93%	14
All of the above	51.77%	73
TOTAL		141



## Uplift Melrose - Melrose Action Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	Plus homeless/transients	8/30/2020 4:38 AM
2	This is a TERRIBLE idea, of which NOBODY I know were notified about, one neighbor found out and has informed us about it. Its headed by developers who won't have to live in the area once its ruined.	8/29/2020 8:49 AM
3	don't care about mobility choices, think scooters are dangerous and nuisances	8/28/2020 7:32 PM
4	It would be nice to diversify the business on this street - from tattoo parlors, barber shops and resale shops and see more restaurants	8/27/2020 11:54 AM
5	Except bicycle lanes	8/27/2020 10:51 AM
6	Crime, parking, vagrants, cost of rent	8/27/2020 10:25 AM
7	Trash, transients, crime are top concerns	8/26/2020 8:58 PM
8	You say "concerns" but you only allow one pick! I pick homeless/traffic/parking	8/26/2020 6:45 PM
9	I think concerns are less important than the vision	8/26/2020 6:38 PM
10	Loss of businesses	8/26/2020 6:38 PM
11	Removing 50% of parking without buying lots and creating parking towers is crazy. Also, very bothered by Fairfax avenue itself and how dirty it is. Please address the homeless population here, and all the TRASH they leave behind constantly. This plan does not address the additional strain on Beverly Blvd or Santa Monica Blvd. How can you address only one street and not the rest?	8/26/2020 5:02 PM
12	We already have too much parking from melrose businesses on our street, taking up all the parking around our house, and bringing unwanted visitors with no regard for our neighborhood.	8/26/2020 4:47 PM
13	altho I don't care about bicycle lanes	8/26/2020 2:32 PM
14	How many years without the first tree planted? plant trees first. They take time.	8/26/2020 2:20 PM
15	crime and parking and trash also. You ask for concerns but only allow one box to be checked	8/26/2020 2:04 PM
16	people park on my sidestreet now and throw trash everywhere. I want NO parking on my residential street other than residents.	8/26/2020 1:02 PM
17	Bring back wider sidewalks & add more traffic lights so we can cross the street without getting run over	8/26/2020 12:55 PM
18	don't really care about bike lanes. Too old for that!	8/26/2020 12:52 PM
19	Police can't control the roving gangs and thugs coming into the neighborhood daily as it is	8/26/2020 12:46 PM
20	Parking and homeless/transients. It wouldn't let me pick both on the survey.	8/26/2020 12:46 PM
21	Specifically crime, transients, and parking. The uptick in recent crime stats directly correlates to the business located at 614 N La Brea. Since the opening of this business, crime has increased and local business surrounding the organization have closed. The crime almost stopped over night once the nationwide stay at home orders were enacted in March, but before that beginning on Thursday nights, crime would run rampant from then until the earlier hours of Monday morning. This particular business has hurt this community. I live on Melrose between Sycamore and Orange, and can tell you firsthand how I have seen the deterioration of my neighborhood since this organization opened their doors. Please, help us take back our neighborhood from criminals...please provide adiquete police presence or private security. Also, unless you make residential parking permit only like WEHO, and actually enforce it, no one is going to pay for parking when they can get it for free.	8/26/2020 12:25 PM
22	Can't choose more than one - crime, mobility, state of business districts	8/26/2020 12:11 PM
23	The crime needs to be dealt with, be it from police or and outside security patrol e.g. ADT. The business located at 614 N. La Brea is not benefitting the community in the slightest; every single Thursday, Saturday, and Sunday since they opened the residential and main streets are littered with trash, half-eaten food waste, and the smell of marijuana is overpowering any time I open a window in my own home. Furthermore, loud music from automobiles is increased on	8/26/2020 12:09 PM

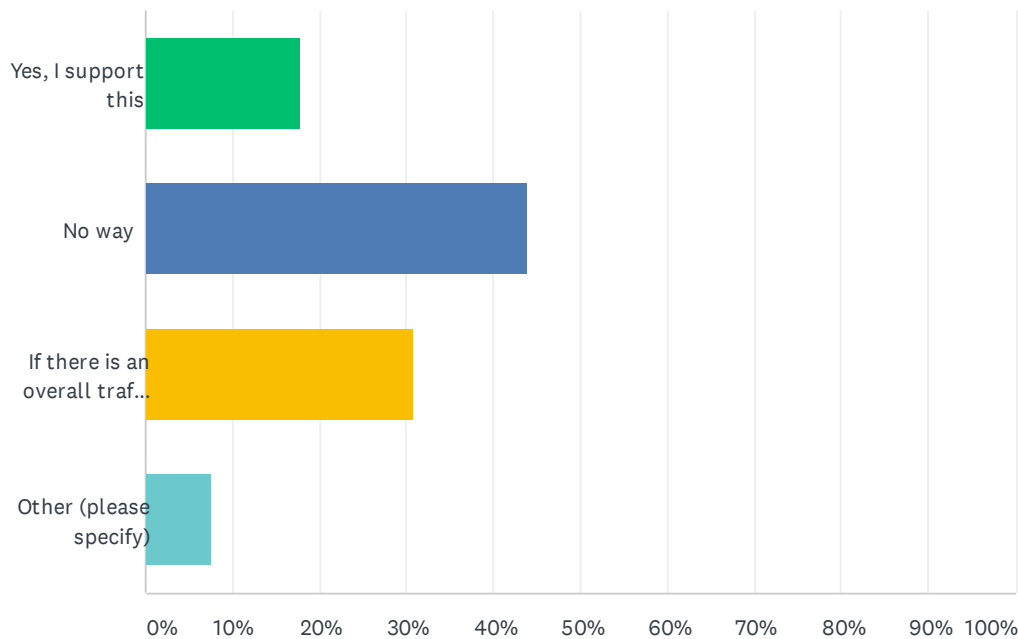
## Uplift Melrose - Melrose Action Survey

those days. I do not feel safe walking down my own street (700 block of N. Orange Dr.) especially on said days and have had to call the police for trespassing, and whilst walking my dog one Sunday evening at 8 p.m. a gang of teenagers breaking into multiple cars on my street, then trying to intimidate me. I know that these occurrences are due to the aforementioned business's assemblage because during the first part of the lockdown when it was forbidden to open, the crime fell tremendously. Every single time I take a walk of my neighbourhood on those days I am bombarded with vehicles blocking streets, masses of people (at least 30) blocking sidewalks and streets, with obscene music blaring, shooting unpermitted\* "music videos". \*I inquired about their permits and they could not show one, nor did I receive a filming notice when they were directly in front of my address. Police were called. Moreover, the toll that this business is having on neighbouring ones. Pizza Romana, Fitmix, Mattress Connection, and the lamp store are all closed now. There needs to be an environmental study, conducted to decide the fate of the neighbourhood at the expense of this business.

24	Except not interested in swapping a bike lane for increased traffic in neighborhoods	8/26/2020 11:50 AM
25	Exclude the mobility for bikes in my above response	8/26/2020 11:02 AM
26	Parking	8/26/2020 10:10 AM
27	all of the above	8/26/2020 9:50 AM

Q4 How would you feel if Melrose Avenue traffic lanes/capacity were reduced by 50% to accommodate bike lanes? Basically there would be one lane of traffic in each direction.

Answered: 146 Skipped: 0



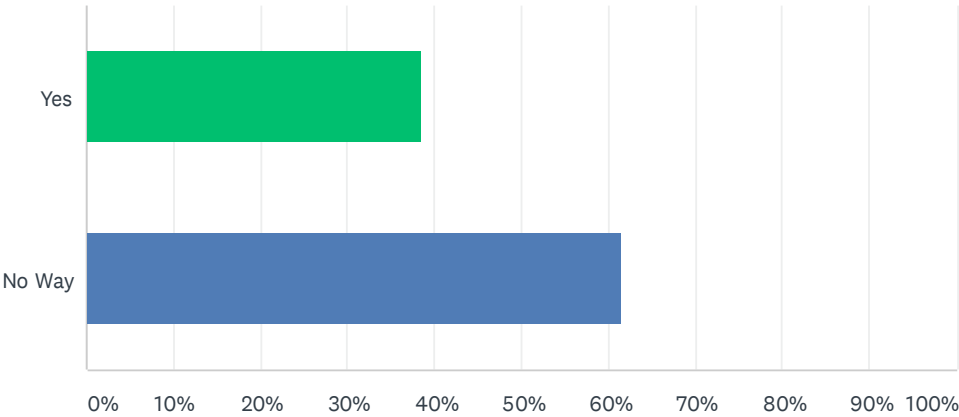
ANSWER CHOICES	RESPONSES	
Yes, I support this	17.81%	26
No way	43.84%	64
If there is an overall traffic mitigation plan that protects neighboring streets from overflow traffic I would support bike lanes and reduced traffic lanes	30.82%	45
Other (please specify)	7.53%	11
TOTAL		146

## Uplift Melrose - Melrose Action Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	It's going to create MORE TRAFFIC CONGESTION in an already congested area and what about EMERGENCY VEHICLES trying to get through?? and when the bus has to stop, most cars follow too closely already, this is just opening the door to more accidents with cars piling up behind the bus plus how will bus riders get back to their point or origin if the street is only one way?? How about that? I ride the bus!	8/29/2020 8:49 AM
2	Mitigation plan - no bikes	8/27/2020 10:51 AM
3	There needs to be Parking Structures at Fairfax Melrose and La Brea Melrose first before the considerations	8/26/2020 11:02 PM
4	ONLY if neighboring streets are protected; they are already unbearable under normal circumstances. This needs to be supported specifically by the people who live in this neighborhood. Perhaps a direct mail-in vote.	8/26/2020 4:47 PM
5	I agree with number 3 above but also with parking provided somewhere on Melrose. Build a structure. We need it anyway.	8/26/2020 2:04 PM
6	the traffic is bad now, and reducing melrose to 2 lanes is going to send more traffic into the neighborhoods. My street is either a raceway with cars speeding through or a parking lot with lines of 20 cars backed up from Fairfax, Beverly and Melrose. With that said, the drawings look great. but with so many constricted streets, the traffic is flooding into the neighborhoods. Not good.	8/26/2020 1:40 PM
7	Wider sidewalks for walking	8/26/2020 12:55 PM
8	Absolutely stupid idea	8/26/2020 12:46 PM
9	I don't see a lot of people biking. I think any further reduction would be a disaster.	8/26/2020 12:46 PM
10	A cyclist, I support dedicated bike lanes; allowing scooters and skaters on a separate path is dangerous for cyclists.	8/26/2020 12:41 PM
11	I like the idea of bike lanes but it will make a mess of all surrounding, already crowded street. You cannot prevent overflow	8/26/2020 11:13 AM

Q5 Are you familiar with the term Road Diet? If yes, is that opinion favorable?

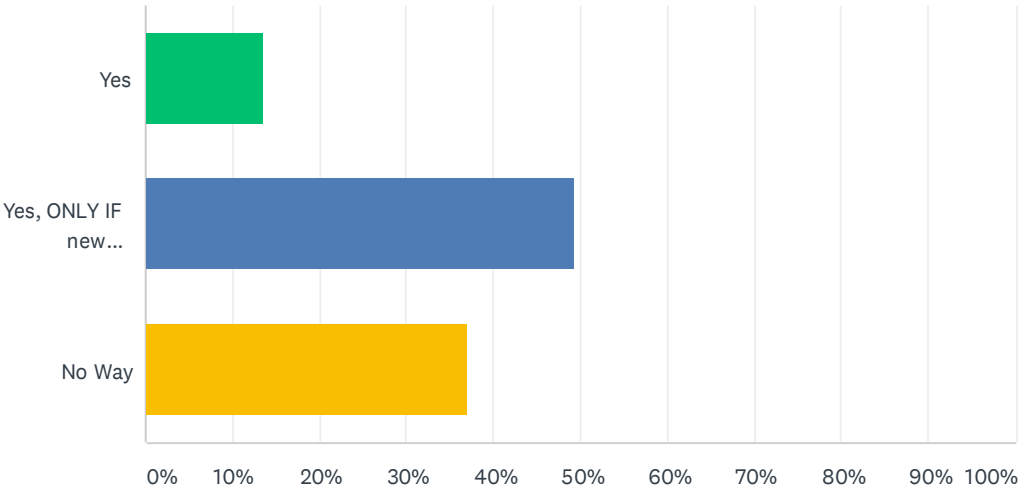
Answered: 112    Skipped: 34



ANSWER CHOICES		RESPONSES	
Yes		38.39%	43
No Way		61.61%	69
TOTAL			112

Q6 Would you support a plan to renovate Melrose Avenue if it included reducing street parking along Melrose by at least 50%?

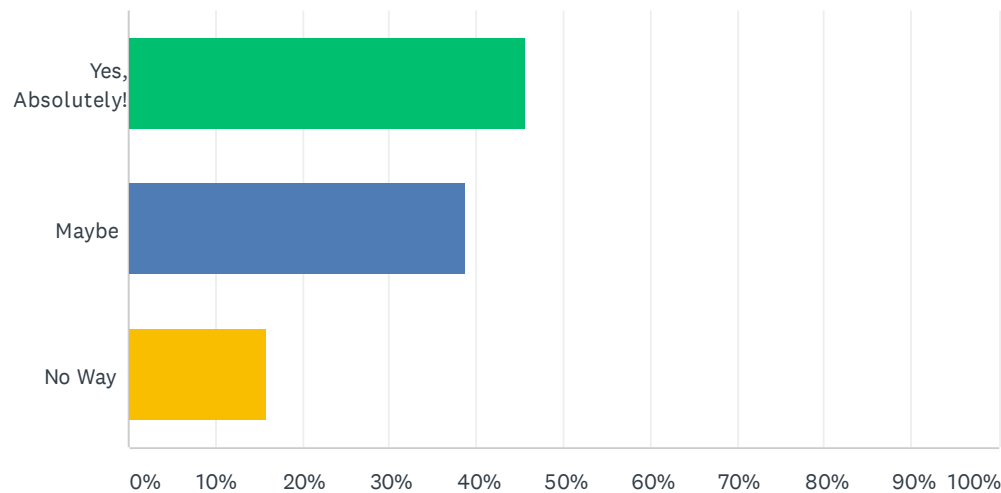
Answered: 146 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		13.70%	20
Yes, ONLY IF new customer/visitor parking lots and or parking structures were included in the plan		49.32%	72
No Way		36.99%	54
TOTAL			146

Q7 Would you support a plan to improve Melrose Ave IF it included adding parking to the plan instead of taking it away?

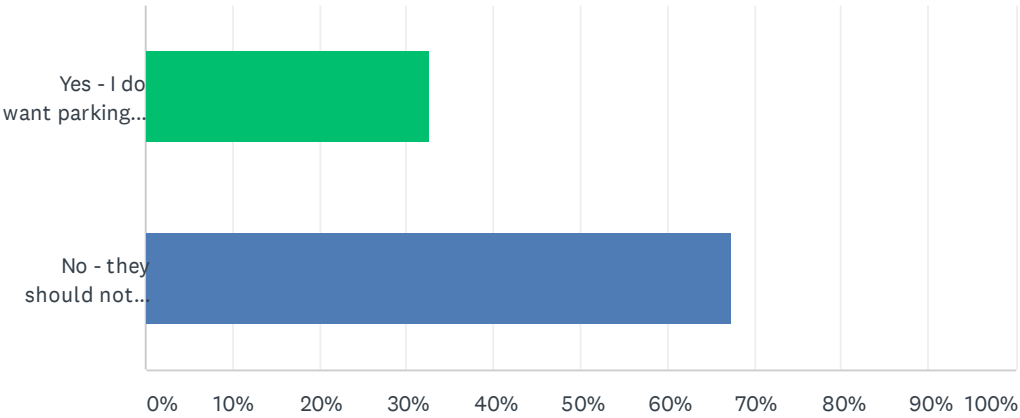
Answered: 145 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes, Absolutely!		45.52%	66
Maybe		38.62%	56
No Way		15.86%	23
TOTAL			145

Q8 Are you in favor of reducing parking at all along Melrose Avenue?

Answered: 138    Skipped: 8

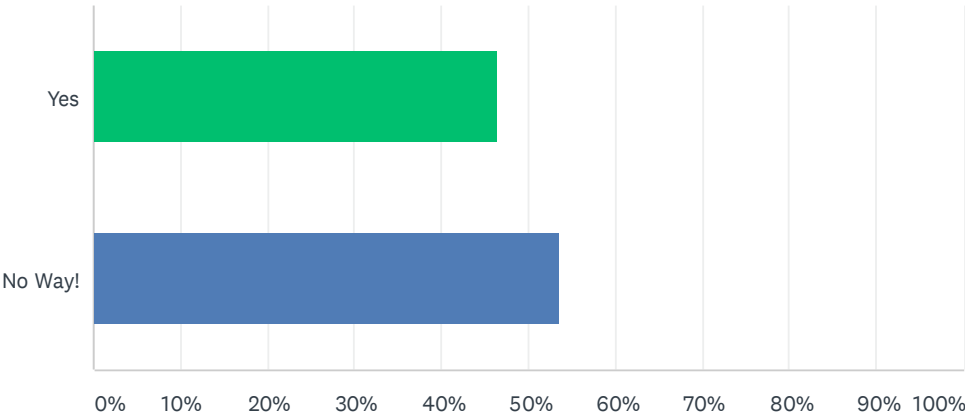


ANSWER CHOICES	RESPONSES	
Yes - I do want parking reduced along Melrose Avenue!	32.61%	45
No - they should not reduce parking along Melrose Avenue!	67.39%	93
TOTAL		138



Q9 Are you in favor of the plan limiting left turn's along Melrose Avenue to only at Fairfax, only at La Brea, and only at Highland?

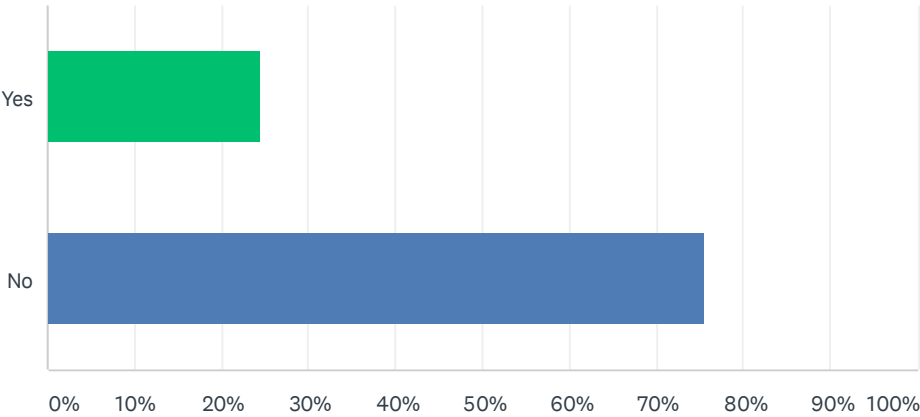
Answered: 142 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	46.48%	66
No Way!	53.52%	76
TOTAL		142

Q10 Are you aware of the studies the City has committed to do before removing a traffic lane?

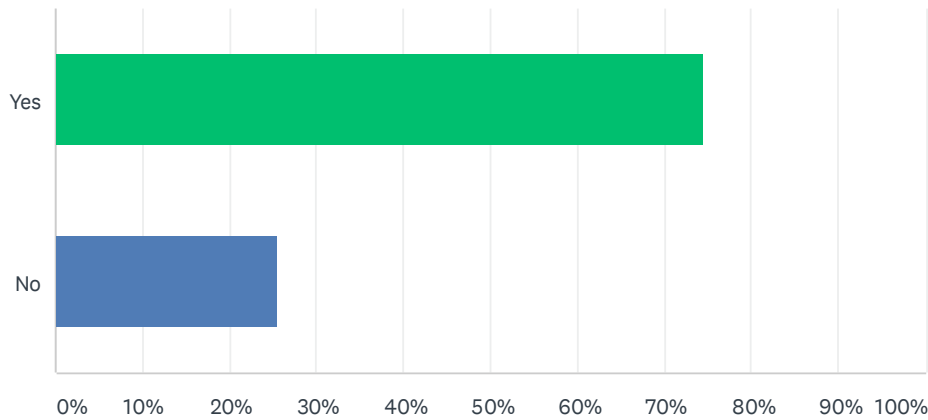
Answered: 143 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	24.48%	35
No	75.52%	108
TOTAL		143

Q11 Would you like more details about the outreach and metrics protocol the City has committed to doing before removing a traffic lane?

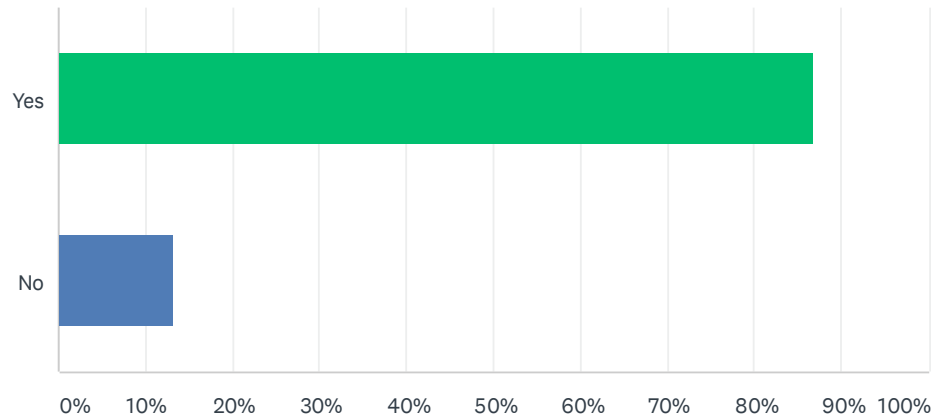
Answered: 141    Skipped: 5



ANSWER CHOICES		RESPONSES	
Yes		74.47%	105
No		25.53%	36
TOTAL			141

Q12 Are you in favor of more lighting on Melrose?

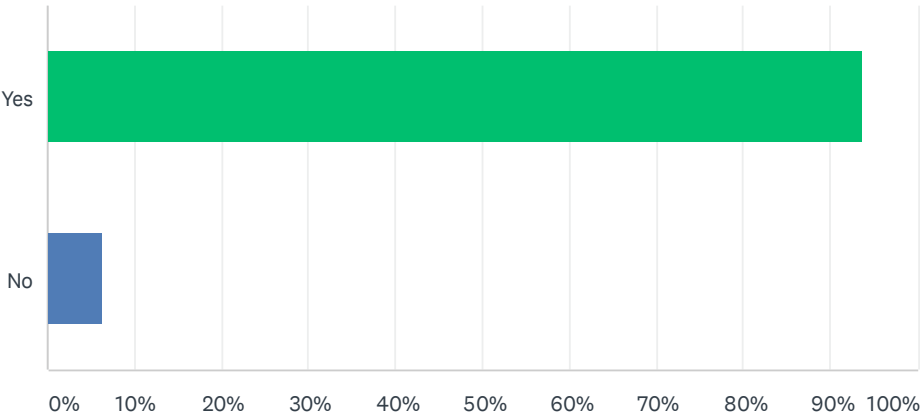
Answered: 144    Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		86.81%	125
No		13.19%	19
TOTAL			144

Q13 Are you in favor of landscape/trees on Melrose?

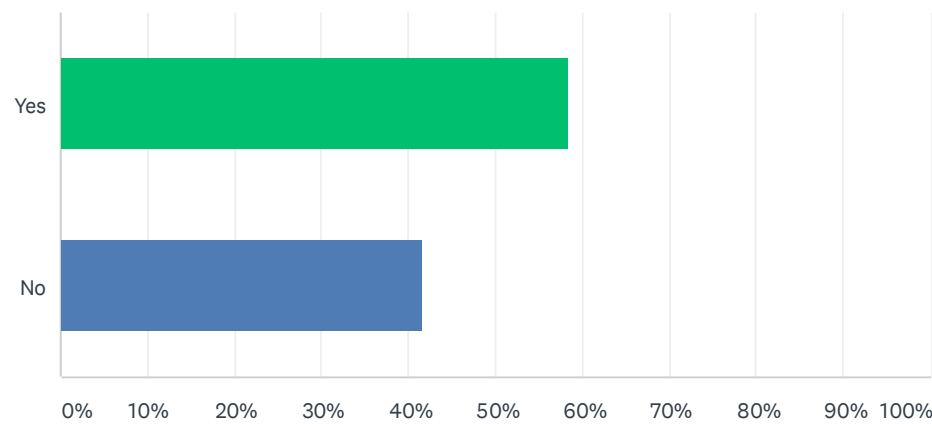
Answered: 145    Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	93.79%	136
No	6.21%	9
TOTAL		145

Q14 Are you willing to live with street construction on Melrose for the next year or longer?

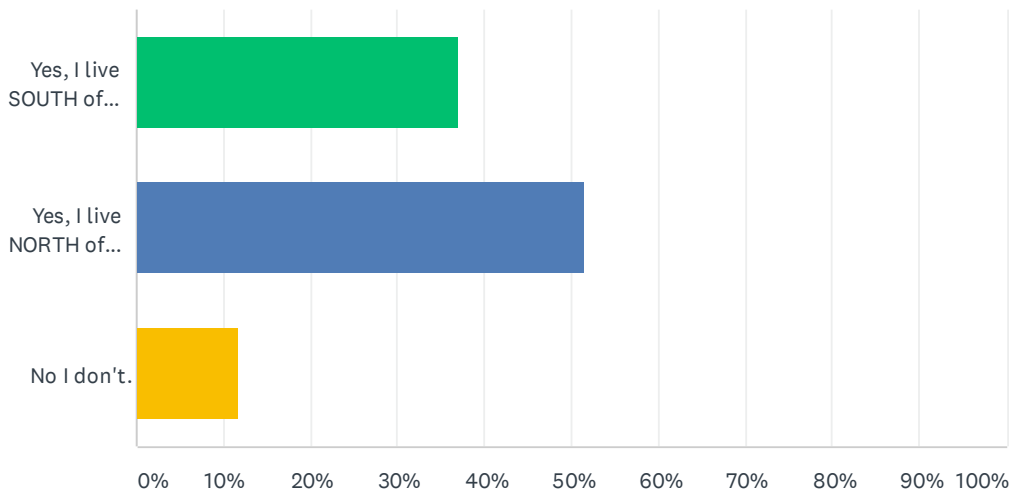
Answered: 142    Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	58.45%	83
No	41.55%	59
TOTAL		142

Q15 Do you live within 3 blocks of Melrose between Fairfax and Highland?

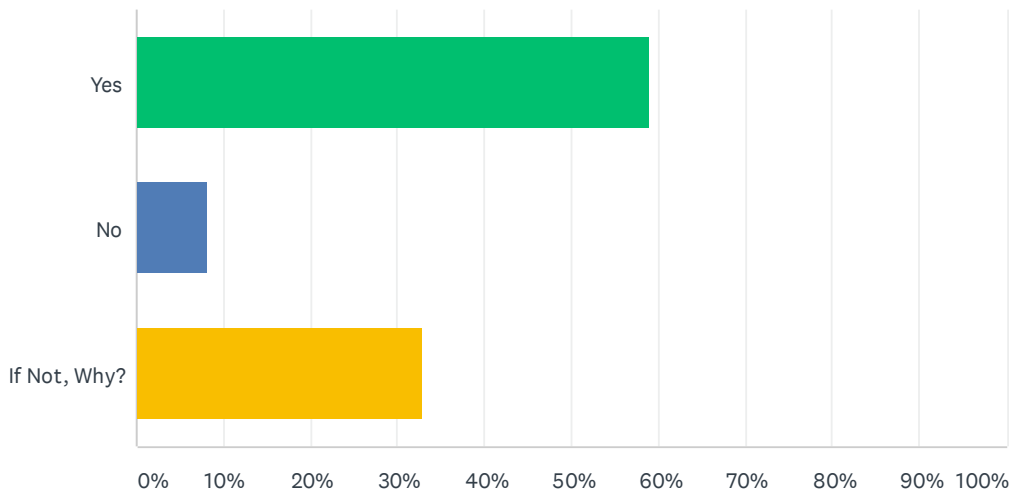
Answered: 146    Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes, I live SOUTH of Melrose Within 3 Blocks (600, 500, 400 North Blocks)		36.99%	54
Yes, I live NORTH of Melrose Within 3 Blocks (700, 800, 900 North Blocks)		51.37%	75
No I don't.		11.64%	17
TOTAL			146

Q16 Do you shop at stores on Melrose? (other than restaurants)

Answered: 146    Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		58.90%	86
No		8.22%	12
If Not, Why?		32.88%	48
TOTAL			146



## Uplift Melrose - Melrose Action Survey

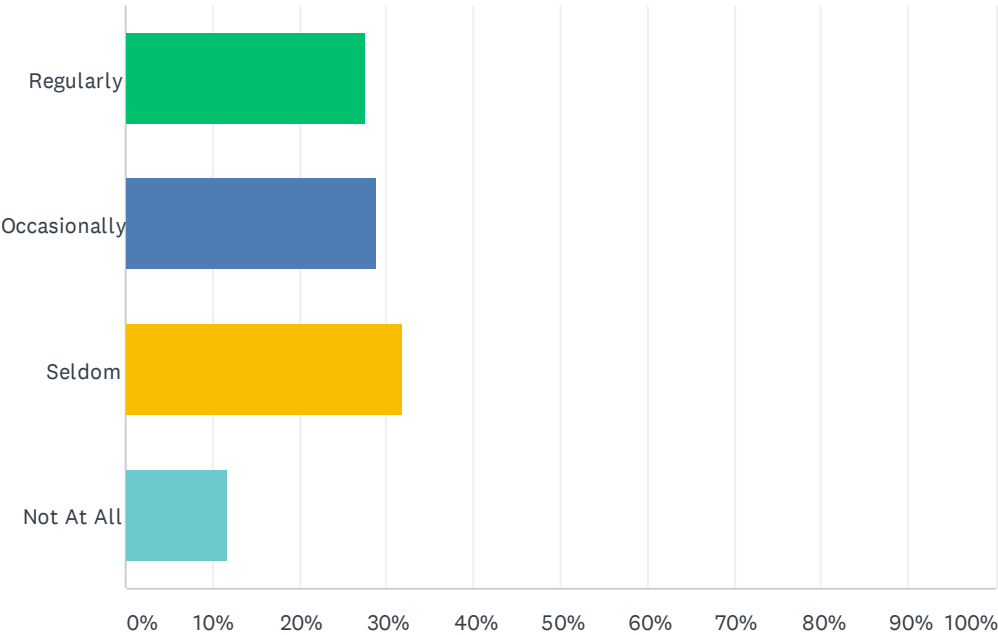
#	IF NOT, WHY?	DATE
1	Not my kind of stores, or too expensive west of Fairfax.	9/3/2020 5:11 PM
2	Not enough parking	9/2/2020 8:08 AM
3	Only cvs	8/29/2020 1:16 PM
4	I can't afford their prices. And I don't want a parking structure that I would have to park my car at blocks away from my apartment. THIS IS A STUPID NOT THOUGHT OUT IDEA THAT NONE OF MY NEIGHBORS WERE MADE AWARE OF BY ANY MEANS, IT'LL CAUSE MORE TRAFFIC, NOISE, FRUSTRATION AND THIS OF ALL TIMES IS NOT A GOOD TIME TO DO THIS. ITS A DEVELOPERS STUPID IDEA THAT IS GOING TO RUIN NEIGHBORHOODS WHICH THEY HATE SO THEY CAN ERECT MORE HIGH PRICED CONDOS AND DESTROY THE NEIGHBORHOOD. YOU OUGHT TO BE ASHAMED BUT OBVIOUSLY ARE ONLY CONCERNED WITH PROFIT.	8/29/2020 8:49 AM
5	Not interested	8/28/2020 7:37 PM
6	Because all they are are tattoo shops, resale shops, and barber shops and costume sci-fi places nothing that speaks to me	8/27/2020 11:54 AM
7	Too much crime and dirt	8/27/2020 10:51 AM
8	I use to like it but all the interesting stores have moved. They now all sell the same junk.	8/27/2020 9:00 AM
9	This street was vibrant when I moved to LA 29 years ago now it's a wasteland for nothing worth shopping. This is no village. Since we sold out home 3 years ago and moved in Nichols Canyon this neighborhood has deteriorated even more. Time for a complete in character renovation of the shopping district with needed shopping and safer foot traffic. Just a pretty on the street and impacting the existing neighborhood with all the overflow is senseless. Just like allowing the Hollywood Bungalow architecture to be sacrifices for the concrete maxed lot boxes. Shame on everyone that ruined this neighborhood. You are about to do it again!	8/27/2020 7:19 AM
10	Because its too congested. No place to park. Very unpleasant experience	8/27/2020 6:56 AM
11	A target for robbery, assault, etc	8/27/2020 6:11 AM
12	Overpriced	8/26/2020 9:53 PM
13	Usually weed shops, a bunch of overpriced imported junk and now a bunch of teens without masks throwing their garbage on the sidewalks, gutters, parking lots and streets!	8/26/2020 9:43 PM
14	Not my style	8/26/2020 8:58 PM
15	Not my demographic. For much younger crowd.	8/26/2020 8:21 PM
16	cant stand smell of Marijuana , shops gone downhill, transients make me feel unsafe, too many people without masks	8/26/2020 7:52 PM
17	I am a plus size over 65 year old woman - there's nothing for me on Melrose. It is for young thin people.	8/26/2020 6:45 PM
18	Not my type of stores	8/26/2020 5:31 PM
19	Too much crime and the stores no longer sell anything I'm interested in. It's all pot, sneakers, barbers and clothes I would not wear.	8/26/2020 5:05 PM
20	I have in the past. Overall, the type of stores here don't appeal to me at the moment.	8/26/2020 5:02 PM
21	There is nothing of interest to me there. How many sneaker stores and tattoo shops do we really need?	8/26/2020 4:56 PM
22	Most of the stores are low end and we are not their market. There are a lot of homeless people everywhere and people just hanging out in front of the pot stores. It's dirty and ugly. We shop further west on the nicer parts of Melrose.	8/26/2020 4:47 PM
23	I'm a senior citizen not my style	8/26/2020 4:21 PM
24	Most have the same stuff/fashion	8/26/2020 3:56 PM
25	not of my interest	8/26/2020 3:44 PM

## Uplift Melrose - Melrose Action Survey

26	No masks	8/26/2020 3:32 PM
27	Used to be a better shopping experience	8/26/2020 3:14 PM
28	They are pretty dumpy and so much trash	8/26/2020 2:58 PM
29	Other than Starbucks, they don't sell anything I want	8/26/2020 2:32 PM
30	rarely shop.	8/26/2020 2:20 PM
31	too much crime	8/26/2020 1:31 PM
32	Stores do not cater to the locals. Take a look at those frequenting the area since the Cool kicks came in... Not the locals.	8/26/2020 1:24 PM
33	The quality of stores and of the melrose shopping area has gone down and there is nothing really there to attract me, other than eateries.	8/26/2020 1:20 PM
34	Ghetto stores that do not meet the needs of the locals. Retailers bring in a transient crowd that is NOT respectfull of residence. I pick up there trash EVERY day and listing to them blast music and speed down Curson ave	8/26/2020 1:02 PM
35	Shops are not for me	8/26/2020 12:52 PM
36	not my type of stores	8/26/2020 12:43 PM
37	They have been closed for 6 months.	8/26/2020 12:41 PM
38	Most shops do not appear to be aimed at my demo.	8/26/2020 12:11 PM
39	We need more store options. A revamped Melrose will hopefully lead to more and better stores coming in that are more appealing.	8/26/2020 12:11 PM
40	I am disabled and it's very hard to find a parking already	8/26/2020 12:09 PM
41	Not now. The way things are now post riots I avoid Melrose like the plague	8/26/2020 11:54 AM
42	Trashy stores for high schoolers	8/26/2020 11:32 AM
43	I don't like the quality of what is offered	8/26/2020 10:10 AM
44	Totally avoid Melrose, Ghetto, trashy, rude people, no mask, dirty, blocked sidewalks, fights, homeless	8/26/2020 9:50 AM
45	most of the shops down there are pretty trash	8/26/2020 9:40 AM
46	None that appeal to me	8/26/2020 9:30 AM
47	the shops have nothing I need or would like to buy. Cheap clothes, CBD are not of interest	8/26/2020 9:08 AM
48	no shops have anything I need or want	8/25/2020 8:21 PM

Q17 Do you shop Melrose Regularly, occasionally, seldom or not at all?

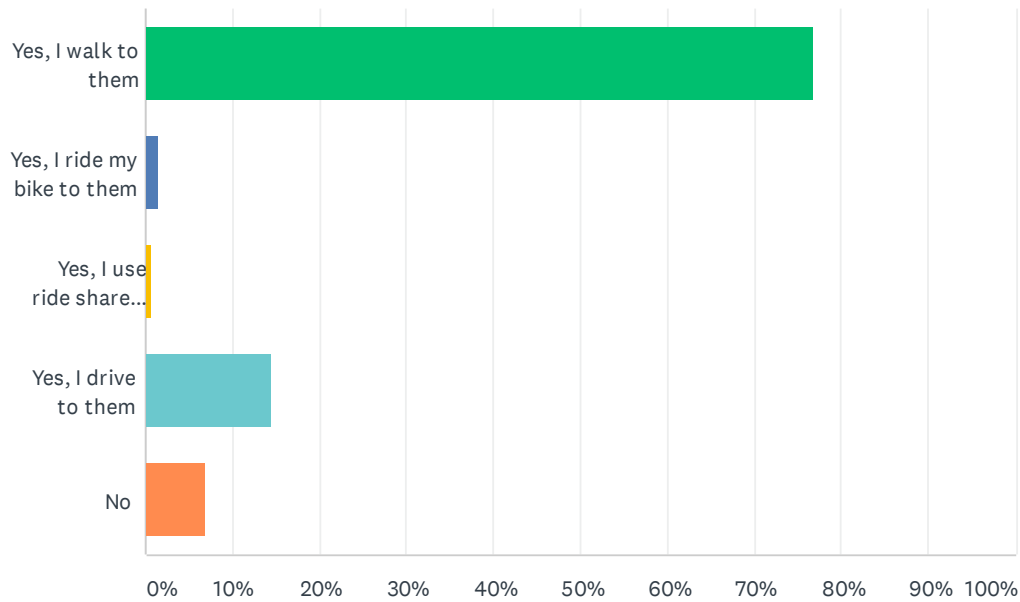
Answered: 145    Skipped: 1



ANSWER CHOICES		RESPONSES	
Regularly		27.59%	40
Occasionally		28.97%	42
Seldom		31.72%	46
Not At All		11.72%	17
TOTAL			145

## Q18 Do You Dine At Restaurants/Fast Food Merchants Along Melrose Avenue?

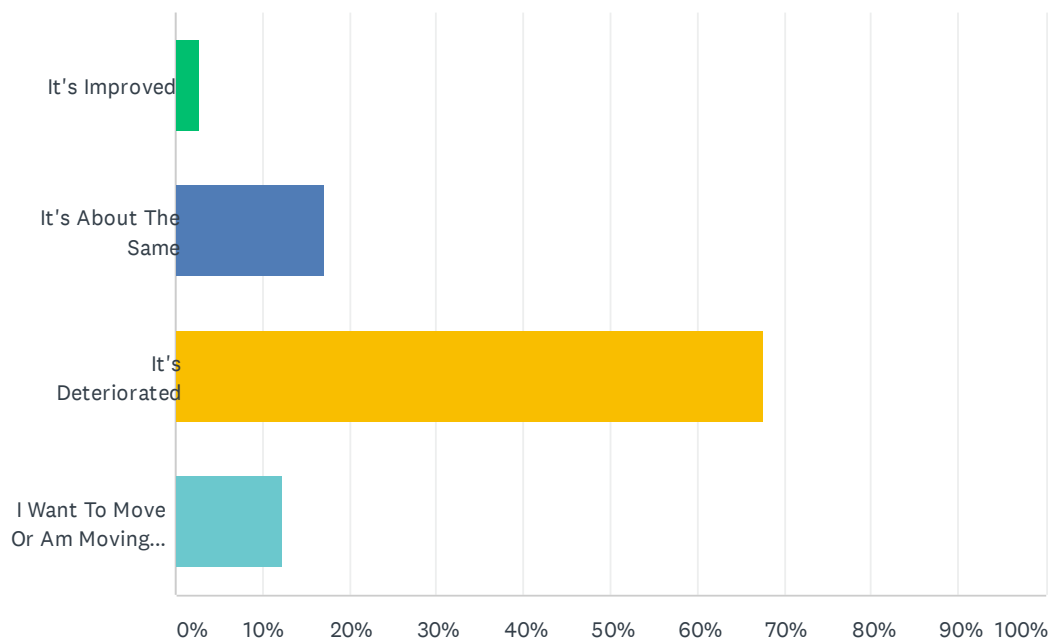
Answered: 146 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, I walk to them	76.71%	112
Yes, I ride my bike to them	1.37%	2
Yes, I use ride share services like Uber or Lyft	0.68%	1
Yes, I drive to them	14.38%	21
No	6.85%	10
TOTAL		146

Q19 Do You Think The Quality of Life In Our Area Has Improved Or Deteriorated?

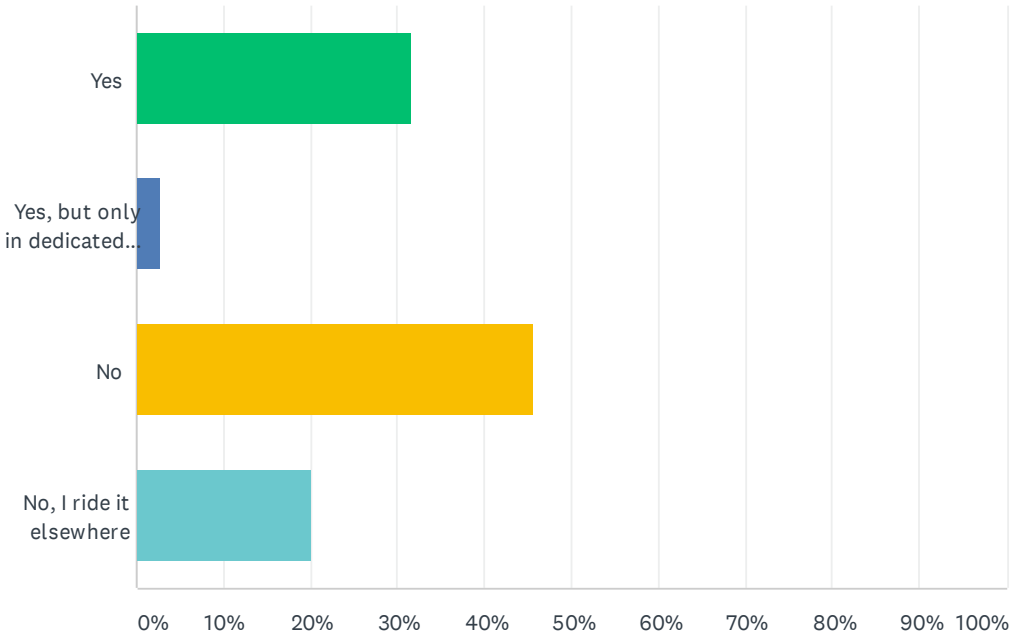
Answered: 145    Skipped: 1



ANSWER CHOICES	RESPONSES	
It's Improved	2.76%	4
It's About The Same	17.24%	25
It's Deteriorated	67.59%	98
I Want To Move Or Am Moving Out Of The Area	12.41%	18
TOTAL		145

Q20 If you own a bike, do you ride your bike around the neighborhood?

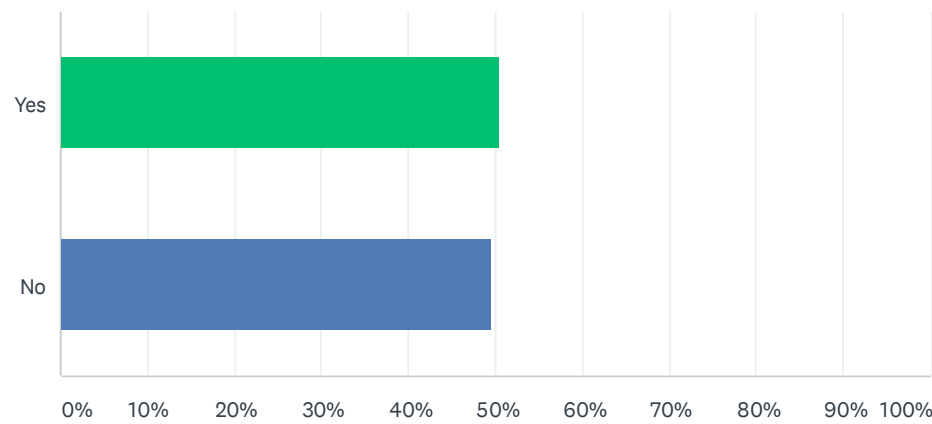
Answered: 114    Skipped: 32



ANSWER CHOICES		RESPONSES	
Yes		31.58%	36
Yes, but only in dedicated bike lanes		2.63%	3
No		45.61%	52
No, I ride it elsewhere		20.18%	23
TOTAL			114

Q21 Do you own a bike?

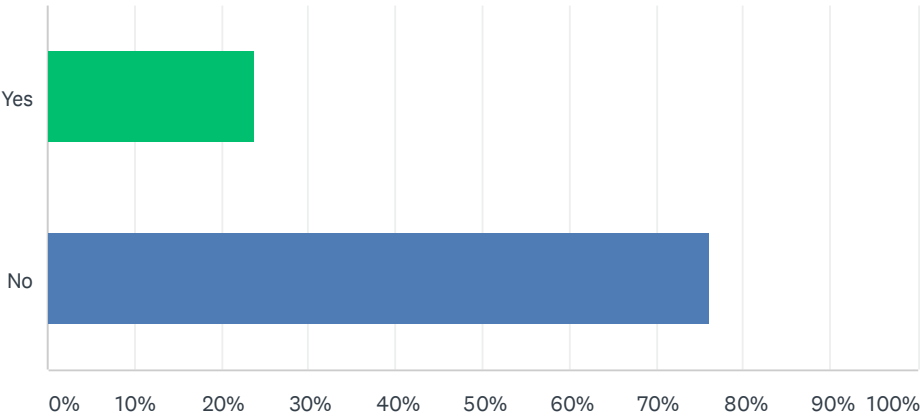
Answered: 145    Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	50.34%	73
No	49.66%	72
TOTAL		145

Q22 If you have a family, do you ride bikes with your family in this neighborhood?

Answered: 113    Skipped: 33

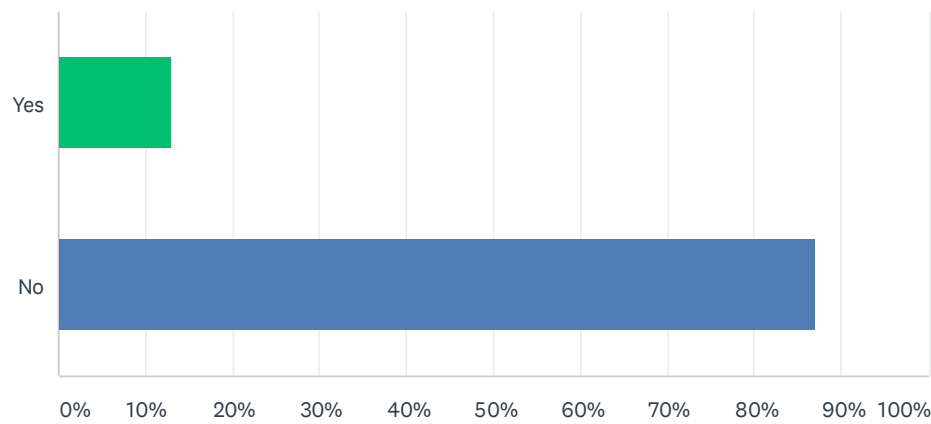


ANSWER CHOICES	RESPONSES	
Yes	23.89%	27
No	76.11%	86
TOTAL		113



Q23 Do you feel safer in - terms of crime - today living here?

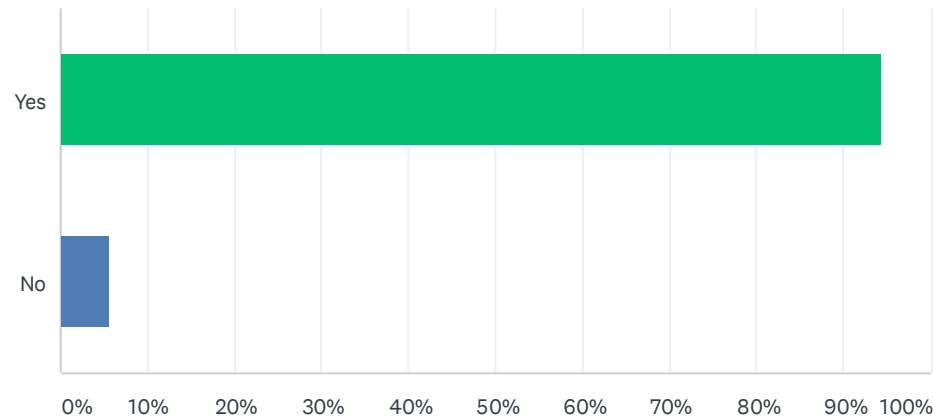
Answered: 138    Skipped: 8



ANSWER CHOICES		RESPONSES	
Yes		13.04%	18
No		86.96%	120
TOTAL			138

Q24 Do you favor more security and or police patrols along Melrose Avenue?

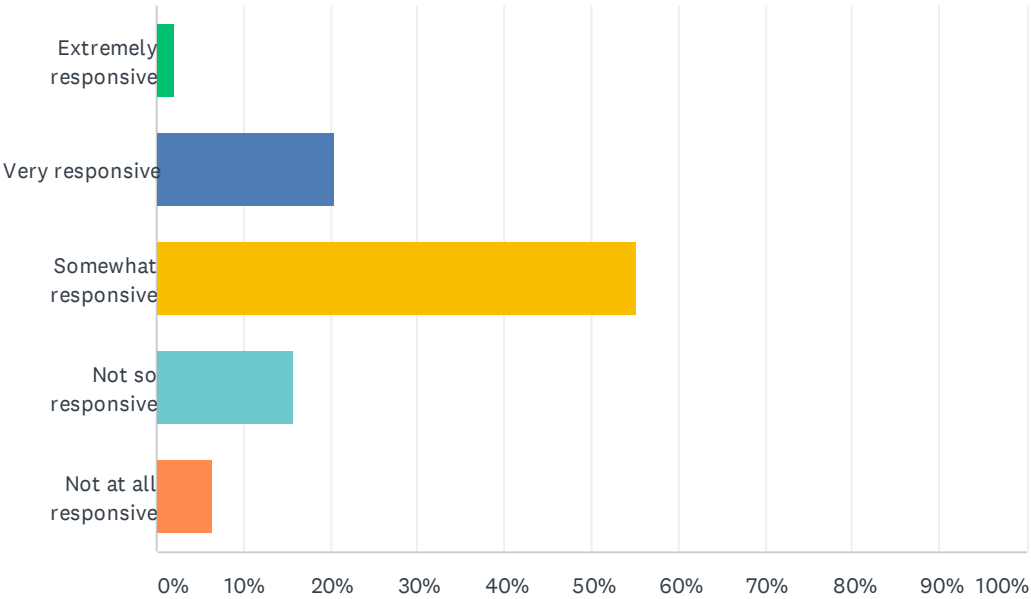
Answered: 144    Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		94.44%	136
No		5.56%	8
TOTAL			144

Q25 Overall, how responsive is law enforcement to the needs of this neighborhood?

Answered: 141   Skipped: 5



ANSWER CHOICES	RESPONSES	
Extremely responsive	2.13%	3
Very responsive	20.57%	29
Somewhat responsive	55.32%	78
Not so responsive	15.60%	22
Not at all responsive	6.38%	9
TOTAL		141

## Q26 Add A Comment To This Survey

Answered: 67   Skipped: 79

## Uplift Melrose - Melrose Action Survey

#	RESPONSES	DATE
1	I do not live near Melrose but I believe the road diet will have negative impacts on Beverly and even 3rd Street where I do live. There are no alternative routes for people to take because they are all at capacity now.	9/4/2020 2:24 PM
2	I live just west of Crescent Heights and feel safe in this area. However, I avoid walking on Melrose east of Fairfax, as it has become less safe in recent years. I would hope this aspect of the area would be fixed before attempting this plan, unless there is convincing evidence that the improvements would also make the area less restless, and lessen the crime.	9/3/2020 5:11 PM
3	I'm a business owner on Melrose so while I like the idea of less noise from vehicles, more room for encouraged foot traffic and a more pleasing, safe street for my customers, I'm very concerned about the reduction in parking and the length of the construction build out	9/2/2020 8:08 AM
4	Revitalize Melrose Village with tree canopy, beautification, and raised cross walks. BIKE PATH ON WILLOUGHBY, NOT MELROSE: We need effective bike routes. A one mile bike path on Melrose that does not connect to any other bike paths is of very limited use. There's already a bike friendly street near Melrose, Willoughby, which we should support further instead. Willoughby is much more effective because it is many miles long and traverses the city. Melrose Uplift damages Willoughby's bike friendly route because it diverts cars from Melrose to Willoughby. Coordinate with these community organizations: <a href="https://www.facebook.com/saferwilloughby/">https://www.facebook.com/saferwilloughby/</a> and West Hollywood Bicycle Coalition. KEEP 4 LANES AND PLENTIFUL PARKING ON MELROSE: allowing left turns at only three intersections over the course of over 1 mile makes it extremely difficult to navigate our neighborhood and reach our residences. (Worst case, allow exceptions for residents?) Parking and traffic should stay on the big Melrose artery, not narrow residential streets. Melrose must include sufficient parking so patrons will have convenient options.	8/30/2020 11:47 AM
5	Will constructions ever be over in our neighborhood? The MacMansions are an ugly disaster and now Melrose? All this is ruining our streets, our homes and our quality of life. I feel as if I was kicked out of my own home. I do not want to live through your projects. This is being imposed on us. I feel pushed to move from my home and my neighborhood I love so much... is that your plan? Get every one out?	8/30/2020 4:38 AM
6	The plan to improve the street and general pedestrian amenities such as tree canopy, and expanded sidewalks with improved curb paths is worthwhile and welcome. The reduction in parking isn't necessarily a problem as long as it is mitigated with dedicated lots every other block, alternating on each side of the street. The major problem is a configuration where there will be gridlock due to one traffic lane each way - currently, with two lanes, people still attempt illegal left turns during rush hour, people double park, blocking a lane, at fashionable stores such as coolkids, and can slow traffic in the outer lanes when taking safe right turns due to pedestrian traffic. With one lane each way we will see traffic bumper to bumper, and with people attempting permanently illegal left turns at every intersection, and all the other issues with ubers/luxury shoppers double parking blocking the lane of traffic. It's not feasible to expect this to work. It will require heavy enforcement, and there's zero now, so I don't see this being viable.	8/29/2020 3:02 PM
7	Many of your questions do not provide the more important issues, not everything is black and white. This is being headed by heartless developers and this plan which was NEVER informed to residents. 60% said yes? BULLSHIT. NOBODY in my neighborhood ever heard of this plan except one person and that was by accident they discovered it. it will cause so much more traffic, congestion and HOW WILL EMERGENCY VEHICLES GET THROUGH? AND THE BUS RIDERS (I AM ONE) IF ITS TURNED INTO A ONE WAY STREET, HOW DO I GET BACK TO MY POINT OF ORIGIN? AND WHEN THE BUS HAS TO MAKE A STOP, CARS FOLLOW TOO CLOSELY NOW, THERE WILL BE HUGE CAR PILE UPS BEHIND THE BUS WHEN IT STOPS BECAUSE MOST PEOPLE COULDN'T CARE LESS ABOUT THEIR DRIVING. THIS IS A VERY BAD IDEA AND I AM COMPLETELY AGAINST IT. I HEARD ABOUT THE ONLINE 'MEETING' THIS WEEK WHERE THE RESIDENTS BASICALLY HAVE NO SAY WHAT SO EVER BECAUSE ITS PRETTY MUCH BEEN DECIDED ALREADY AND THAT MEETING WAS JUST A FARCE, A DAMN FARCE! BECAUSE YOU PEOPLE HAVE NO INTENTION OF LISTENING. ENOUGH IS ENOUGH PLUS THIS TIME RIGHT NOW DURING A PANDEMIC???? GREAT TIMING PEOPLE, AS IF THINGS AREN'T FUCKED UP ENOUGH NOW. THIS IS A BAD IDEA WHICH HAS NO BUSINESS HAPPENING, SAVE THE MONEY FOR MORE SENSIBLE THINGS, I LIKE THE NO LEFT TURNS THING BUT PEOPLE DON'T EVEN FOLLOW THAT NOW. PEOPLE ARE SELFISH, THEY JUST LEAVE	8/29/2020 8:49 AM

## Uplift Melrose - Melrose Action Survey

THE SKOOTERS ALL OVER THE SIDEWALK NOW. AND HOW DO YOU PLAN TO ENFORCE NO LEFT TURNS? PLEASE DON'T DO THIS, IT WILL COMPLETELY DESTROY THE INTEGRITY/CHARM OF THE NEIGHBORHOOD AND CREATE MAJOR ISSUES/PROBLEMS.

8	Due to permit parking on some streets, parking is already terrible on non-permit parking streets such as Gardner. If parking on Melrose is reduced, it will become even worse on non-permit parking streets. Longer term parking needs to be provided for employees who work in businesses on Melrose.	8/29/2020 6:28 AM
9	I live this plan. Melrose Avenue is a destination not just a thorough fare for cars. Thanks!	8/28/2020 8:04 PM
10	I don't want the project. I am certain it will cause more traffic on my street and it is a waste of taxpayers' money.	8/28/2020 7:37 PM
11	There is no turns during rush hour and people still turn, this will make traffic horrible and also there is no mention of trash, which is all over Melrose. The businesses need rent breaks not bike lanes	8/28/2020 7:32 PM
12	Uplift Melrose has not considered the implications it would have on the residents. They didn't seem to care on the call. They told us there would not be a traffic survey, and they have only consulted a DOT official. There is no solution to the parking problem except to go into the residences, the City of LA has told them they would not put money out to build etc any parking. This is just not a good idea.	8/28/2020 6:03 PM
13	All of this because 1-2 people a year were nailed in the street? That's 0.0000001% of the population! In a city with 10 million people, some are going to get hit by a car. First, it also doesn't take a genius to see the mass disregard for street safety displayed by pedestrians - the nearly constant jaywalking, kids without helmets zipping down Melrose alongside heavy construction vehicles, drivers opening car doors into oncoming traffic, etc. The stupidity never ends. I've walked my dog several times a day throughout the neighborhood for the past 8 years, and am always on alert for other drivers. Why are all of us residents forced to bend over backwards for this agenda? What happened to personal responsibility? Second, it also feels suspiciously convenient that the city now wants to push this after allowing Melrose to be ransacked, burned out and boarded up. With so many other problems facing the city, this is what they want to spend money on...?	8/27/2020 10:25 AM
14	Homelessness is the main issue, with unsanitary issues, trash and crime in the neighborhood.	8/27/2020 10:01 AM
15	They need to pick up the trash on and on the side streets and alleys above and below melrose. There is trash eveywhere, scooters left all over the place, and over micro-mobility bikes left anywhere being ridden on the sidewalks and being used in an aggressive manner making it unsafe to walk along melrose. This are use to be great. It has sucked for the last ten years! Now its one of the worst places to live.	8/27/2020 9:00 AM
16	This is a horrible idea. We need more police to cut down on the armed robberies in the neighborhood and get rid all of the junkies that have taken up camp on every other corner.	8/27/2020 7:52 AM
17	I tore down a bungalow and rebuilt to preserve the architecture of the Hollywood Bungalow. All I wanted to do in the beginning was connect my garage to my home. I was denied which forced me to rebuild the entire structure. I did it because I thought the neighborhood was about to flip. But Melrose became a wasteland of tee shirt shops and junk stores. Those days are gone. Up until the early 2000s it still had some appeal. But with the exit of Johnny Rockets and the high rents, unless The Village Idiot became the anchor the hip of Melrose was gone. Worse still the influx of concrete box housing stripped the neighborhood of its charm and architectural heritage. It was meant to be just that a residential neighborhood for middle class singles and families. It was destroyed by the zoning boards lack of respect of its heritage. When I bought my home on Waring and the so called "village" name was selected I thought well perhaps Melrose would become home to artist and artisans with small business shopping like a village - a fish monger, a butcher, a bakery, a small pharmacy, artist cooperatives. No! That never happened. So dressing up the street will not make the difference. If you want to tear something down tear down all the buildings along the corridor. Build low rise new structures with underground parking. Build work/own business/housing. Engage in creating a real village. And put a STOP to building without consideration of the neighborhoods character. Don't do what was done on Sunset. Make a commitment to think through a plan that makes sense. This plan is folly beyond anyone's understanding. We've moved past the hey day of big the 60s through the 80s. Transform for the times and for creating a real neighborhood between Highland and	8/27/2020 7:19 AM

## Uplift Melrose - Melrose Action Survey

Fairfax. Unless that entire corridor is rethought it's a waste of time and money, and will impact this neighborhood into ruin.

18	I can't make any comments about Melrose without appearing racist.	8/26/2020 11:02 PM
19	There are TONS of loud cars cruising back and forth every day and evening. These loud cars try to attract attention to the kids waiting for shoe store entry, coffee, marijuana. It won't be too long before someone is severely injured or killed by these cars. Almost every single day there are guys urinating in the alley. Some areas smell so bad I can hardly walk there. It seems like the neighborhood has been going downhill for sometime now, but is really exploding now in the past month or two (despite the pandemic).	8/26/2020 9:43 PM
20	must stop building mini-mansions	8/26/2020 8:39 PM
21	This would be a huge mistake. Everyone drives here and picks up scooters and bikes to rave down the side streets joyriding then leaving them on sidewalks and parkway. Never saw anyone riding a bike to go shopping or a restaurant here, and I have been here over 50 years..	8/26/2020 7:52 PM
22	Please don't take away parking or increase traffic problems. Also, please don't let Melrose building frontage go all-glass. The cool, old architecture is disappearing. I know this is up to the owners, but if there's any say to be had, I implore those who'll listen to retain the beautiful old designs and not just erase it.	8/26/2020 7:18 PM
23	Love it. Very excited to help businesses and neighbors enjoyment of our area	8/26/2020 6:46 PM
24	Wide shaded sidewalks encourage homeless tents. 1-bike width wide lanes encourage bikes/scooters into pedestrian area. Not impressed outside dining is right next to cars. Besides hitting people/tables, car passengers could grab phones/food from the tables as they crawl through 1 lane traffic, they are so close. Santa Monica Blvd. has wider sidewalks and lots of bicycles/scooters on it. If you don't walk exactly in a straight line a bicycle/scooter that you can't hear coming behind you will mow you down. They should not be allowed in pedestrian areas. I want narrow sidewalks with more trees to make it harder for bikes/scooters/tents but pleasant for pedestrians.	8/26/2020 6:45 PM
25	This survey is very biased. That saddens me because I look to you as a resource. Not supporting improvements in the neighborhood is a theme and there are missed opportunities to make the neighborhood better.	8/26/2020 6:38 PM
26	Wonderful project!! Well overdue. We should NOT pass up this GREAT opportunity. First time in decades that the City of LA is doing something so monumental for our Melrose community. It will certainly increase property values.	8/26/2020 6:38 PM
27	Road diets are ill conceived by foggy headed mayor, council people, anti-homeowner, anti-landlord, anti-capitalist, socialist people to destroy our way of life and livelihood. Take away our parking, and I will not patronize this area, take away our taxpayer paid for roads, and I will no longer frequent these areas or businesses. LA is to spread out to use bikes. I drive 26 miles to work daily, essential shopping is 1-5 miles away, NO way will this 70 year old, active person, ride a bike to anywhere. I need to get to places in the same day and home. I will not use our filthy crowded, homeless laden buses, I will not use Uber any longer because you, the government enforced AB5, job killer, friends are leaving LA and CA in droves, yes, job creators, tax payers. Use this money to house and get off our streets the homeless that have destroyed our way of life and what was once the most aspirational city in the world, now no better than Havana! Stop this crazy project, plant trees, add a public parking structure (BTW, even without this ROAD DIET we need this parking) People WILL NOT give up cars for reasons mentioned above, nothing in LA is close or local. Otherwise, go ahead and KILL our wonderful neighborhood like you're doing in Mar Vista and other areas of town. Socialists rise!	8/26/2020 6:00 PM
28	Question 18 - I both walk and drive to restaurants depending on where they are. Question 25 - Personally I have found the police to be responsive but I know not everyone feels that way.	8/26/2020 5:31 PM
29	PLEASE do NOT move forward with the project. I live on Waring. My street will be a highway. It's difficult to get out of my driveway. Parking is limited. Crime will increase and as with the sneaker shops. I've own my home for 20 years. If this project moves forward I may move out of my beloved home because I know my quality of life will change. This project should NOT be a priority when we are in a pandemic. Allocate these funds to assist the homeless. I'm tired of these bad decisions by city officials!!!	8/26/2020 5:26 PM
30	Tired of electric scooters and bikes riding on sidewalks especially Melrose . Have almost been	8/26/2020 5:17 PM

## Uplift Melrose - Melrose Action Survey

run over by them at least a dozen times this year while walking on sidewalks .Also tired of them blocking sidewalk to be able to walk. And worse now with Covid.

31	In my opinion, Melrose has become a place for crime and violence, not for walks, dinner or shopping. I do not feel safe going there while the majority of people size you up to see how easy a target you are to mug. The stores cater to a different social environment and bring young, violent people into our area. It's not our neighbors who destroyed Melrose during the last riots and it's not our neighbors who are now adding graffiti everywhere. Bikes are ridden on Waring Ave and Clinton with no regard to stop signs. I don't believe adding a bike lane to Melrose with stop lights every 2 blocks is going to see bike riders obey traffic laws. They'll just feel more entitled to run red lights while they're in the bike lane! This will cause even more accidents and congestion. Not to mention Uber and Lyft ride share drivers stopping in the 1 lane street to drop off and pick up their clients. Poor idea. Spend the money on preventing crime by GETTING TOUGHER ON LANDLORDS TO RENT TO LEGITIMATE BUSINESSES THAT HAVE A BUSINESS LICENSE and are zoned to operate on Melrose. Change the zoning laws if necessary to attract real stores and BUY the security those stores need and deserve in order to operate out in the open.	8/26/2020 5:05 PM
32	Several of these questions are terrible. #5 - I've never heard of this term but your only answers are Yes and No Way. You need a third answer. #19 - Do I think quality of life here has deteriorated since when? Are you even asking people how long they've lived here? This is a really brainless question. and #23 - same! Do I feel safer in terms of crime today living here? Who even wrote this? Safer than what? Safer than when? Safer than where? I own two homes in this area. I continue to think this area is a fabulous investment, and place to live - even though there is a ton of crime around the HS and Fairfax street. Even though the homeless folks continue to leave behind dumpsters worth of trash and shit on my yard. Even though developers build big boxes and tear down smaller homes that real families can afford. I still love it here! And I love Melrose. When I was younger, it filled a need for me to have a place to be when I didn't know anyone. I think it's vital that young people have a place to go hang out like Melrose. I hope your initiative doesn't chase out young people, create more traffic and parking issues, and I beg you to consider including Fairfax in your plans, between Santa Monica and Beverly. It needs so much love, and has so much potential. Please make sure you include in this plan, expanded outdoor seating opportunities for restaurants, and you address parking. Even if it means you have to eminent domain purchase a building or something to build a tower or lots. Many of these neighborhoods are Permit only parking (or will need to become permit only to deal with this proposal) so you have to consider where you are driving people to park with this plan.	8/26/2020 5:02 PM
33	I favor more security patrols along Melrose, not police patrols.	8/26/2020 4:56 PM
34	I would love to ride a bike or scooter in the neighborhood but it's too dangerous without bike lanes. I hope this project happens!!	8/26/2020 4:52 PM
35	I've had situations with homeless people on our property (including sleeping on our porch) or living in their blacked out campers in front of our house on numerous occasions. The police don't even respond unless you tell them your life is threatened. It hasn't been as bad since covid.	8/26/2020 4:47 PM
36	Too much crime moving out	8/26/2020 4:21 PM
37	If this plan goes ahead, a couple of proper parking structures need to occur. Biggest concern is increased traffic flow through residential streets, eg. Waring and Clinton will become standard through ways	8/26/2020 3:56 PM
38	In the 90s they had two way traffic and they took away the sidewalks to make more lanes now they are reverting back to the original—You need to incorporate parking and take into consideration the people who live in this neighborhood	8/26/2020 3:32 PM
39	I would really be in favor of this! I've owned and lived on N. Poinsettia place 700 block for 7 years now. The neighborhood has really started to improve, there are 4-5 million dollar houses here now- I think It's time for the street of melrose to catch up and get a much needed clean up and makeover. This would quiet the streets, encourage higher end businesses and construction, Discourage crime, add more security, it will be visually much better- more similar to melrose by urth cafe. I think it will GREATLY add value to every home in the neighborhood and strengthen the community a lot. I'm all for this!!	8/26/2020 3:31 PM
40	This proposal means traffic congestion and less parking - my street (Stanley) is already at	8/26/2020 2:32 PM



## Uplift Melrose - Melrose Action Survey

capacity. This is not a Road Diet because Melrose has no excess capacity and traffic will be pushed onto Waring and Willoughby

41	Not so responsive during past demonstrations.	8/26/2020 2:29 PM
42	If trees were planted five years ago, Palm trees, they would be established now. The sidewalks need to be creative. The sidewalk in front of the CVS is good, no cost art. It is grooved artistically.	8/26/2020 2:20 PM
43	#3 only allows one answer but asks for "concerns," plural. #5 is a compound question, but only allows one answer to both questions.	8/26/2020 2:16 PM
44	You know that parking is needed in order to make this project a success. It is making us distrust your goals when you send out a questionnaire asking if parking is a problem. We all know it is. We know Melrose could use some help in being cleaned up but forcing people in the residential areas in order to use Melrose is not going to make ANY resident happy.	8/26/2020 2:04 PM
45	Street beautification is great. Adding parking is great. So few people ride bikes i don't think it makes sense to dedicate so much space to bikes. Supporting walkers yes. More parking yes. Reducing car lanes will make traffic worse and it was really bad before the virus.	8/26/2020 1:40 PM
46	There is already only 1 driving lane on Melrose. Are they going to cut that in half?	8/26/2020 1:31 PM
47	You are NOT thinking about how people leave their house and get to work if Melrose is a 2 lane street. This should be about the locals NOT the retailers. We already have the Grove , Dont try to duplicate because you can't compete with the retailers in place.	8/26/2020 1:24 PM
48	We don't need to be paying this much during a pandemic. And the police force does not need to be wasting their money in our community. The money the city is spending on this should be reallocated to poorer communities so they can have a better quality of life--we are doing just fine here.	8/26/2020 1:09 PM
49	I have owned a house on Curson since 1988. Patrons to most stores are disrespectful of residence. There should be NO RETAIL PARKING ON SIDE STREETS. Build the necessary lots and make ALL side street permit parking only 24/7	8/26/2020 1:02 PM
50	This plan will turn Melrose into a worse bottleneck than it is already and turn it into mall. Jeep the local bohemian feel and amplify it. Add more No Left Turn signs and lights, add second stories onto buildings that can accommodate, offer more incentives to funky small businesses to come back, advertise Melrose as an alternative to The Grove. So much you can do without destroying the local charm of Melrose.	8/26/2020 1:02 PM
51	I'm all for improvement if it makes sense and local residents largely agree. We the ones that live here. There are already many problems	8/26/2020 1:01 PM
52	45 year resident. I want to see the sidewalks brought back & make it into a neighborhood again.	8/26/2020 12:55 PM
53	Melrose has been need of a redo since I've lived here. I no reason to support nor do I want a bike lane. The scooters are bad enough	8/26/2020 12:52 PM
54	This area has got to hell since the riots in May. Daily I see car loads of young men cruising the residential neighborhoods. The transients and open air drug users have taken over the area. In 31 yrs of living in this area I have never see it this bad. Patrol the area as it is. Don't try to turn it into Disneyland for the thugs and make this even less of a desirable neighborhood to actually live in.	8/26/2020 12:46 PM
55	I'm also frustrated that half the park (grass site) at Poinsettia Park is being used by dog trainers/as a dog park. There is no green space for kids to play to kick a ball. The other side is all rented by sports teams and they kick little kids off the edge of the grass.	8/26/2020 12:46 PM
56	This is going to impact Fairfax while doing nothing to enhance it.	8/26/2020 12:42 PM
57	The questions seem loaded! 'No way!' tips your hand.	8/26/2020 12:41 PM
58	The products and goods sold on Melrose between La Brea and Fairfax are primarily geared towards a much younger generational group than my age group. There is an overabundance of sneaker shops and hip-hop clothing stores. I remember when Melrose was very hip and forward thinking back in the '80s. For example, great stores like Cowboys and Poodles, The Soap Plant, The Last Wound-Up, and I.a. Eyeworks. Now alas, only I.a.Eyeworks remains.	8/26/2020 12:30 PM

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Also, there were at least five small theaters along the Avenue and great restaurants. So, one could check out local theater and have dinner afterwards. It was wonderful and pretty sophisticated. Now, only The Matrix and The Zephyr theaters stand. I realize that times change and contemporary tastes and fashion also change, but current Melrose is pretty schlocky and very dirty. Instead of a cosmetic smoke and mirrors facelift in hopes of improving the street, why not bring in more quality, up-scale establishments like those found west of Melrose and Fairfax, as well as stores and restaurants like those found on Third street, Beverly Blvd, and even Beverly Hills. These are all desirable, safer shopping destination areas. I mean, there must be some landlords that aren't price-gougers who would rather have a long-term tenant than a fly-by-night establishment. In addition, this plan will cause a nightmare for all of us home owners if the parking issue is not addressed properly. Parking must not be allowed to spill over into the residential neighborhoods. As it is, people park along our streets (both residential and on Melrose) and just dump their food containers and garbage on the curb or streets and then drive away. Specific Affordable parking lots need to be part of any redevelopment plan for Melrose Avenue. If the plan is really to make Melrose Avenue a destination spot, then think bigger and really look at how a small city like Beverly Hills makes it work. Why not think bigger and better and use BH as a guide on how to develop and bring in a higher quality of shops and eateries, that in return will bring in better revenue to the area and make it a world-class destination spot to shop, eat and visit.

59	I generally support this plan - I think Melrose is an eyesore, not particularly nice to walk on, not safe to bike on or through, appears to be giving rise to quality of life issues through the current mix of shops, and could be a real neighborhood jewel with just a little improvement that would enhance our lives as local residents (and help our property values). I am sensitive to parking concerns and hope those will be addressed but I don't find the status quo at present acceptable either. I guess I am in the minority because I am astonished at the number of people on Nextdoor, etc. who seem to think it's fine as is.	8/26/2020 12:11 PM
60	This survey feels very weighted against this project in the way many of the questions and answer options are phrased. This proposed project could really help make our area much nicer and I hope a version of it succeeds. I do think that they should build a parking structure(s) as part of the project.	8/26/2020 12:11 PM
61	I live in this neighborhood for 28 years and constructions are not making our life easier but worse because of the enormous dust around: cars covered with dust, people have allergies and breathing problems: it's too much!	8/26/2020 12:09 PM
62	The crime needs to be dealt with, be it from police or and outside security patrol e.g. ADT. The business located at 614 N. La Brea is not benefitting the community in the slightest; every single Thursday, Saturday, and Sunday since they opened the residential and main streets are littered with trash, half-eaten food waste, and the smell of marijuana is overpowering any time I open a window in my own home. Furthermore, loud music from automobiles is increased on those days. I do not feel safe walking down my own street (700 block of N. Orange Dr.) especially on said days and have had to call the police for trespassing, and whilst walking my dog one Sunday evening at 8 p.m. a gang of teenagers breaking into multiple cars on my street, then trying to intimidate me. I know that these occurrences are due to the aforementioned business's assemblage because during the first part of the lockdown when it was forbidden to open, the crime fell tremendously. Every single time I take a walk of my neighbourhood on those days I am bombarded with vehicles blocking streets, masses of people (at least 30) blocking sidewalks and streets, with obscene music blaring, shooting unpermitted* "music videos". *I inquired about their permits and they could not show one, nor did I receive a filming notice when they were directly in front of my address. Police were called. Moreover, the toll that this business is having on neighbouring ones. Pizza Romana, Fitmix, Mattress Connection, and the lamp store are all closed now. There needs to be an environmental study, conducted to decide the fate of the neighbourhood at the expense of this business.	8/26/2020 12:09 PM
63	I think Yolift Melrose is a bad idea and a waste of money at this time. We need to support existing businesses to remain open and thrive, pull in new businesses to make up for those that had to close because of Covid 19. Only then when Melrose businesses are thriving should street changes be considered. Money needs to go to keep businesses alive at this time.	8/26/2020 12:04 PM
64	This reimagining of Melrose is unnecessary, expensive and will cause many inconveniences and other problems for everyone who lives on the blocks surrounding. I am totally opposed to it.	8/26/2020 12:00 PM
65	I'm all for improving Melrose. I do not want the ROAD DIET, loss of parking and no left turns. Our neighborhood streets can't handle it. Hard for cars in opposite directions to pass each	8/26/2020 11:50 AM

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other on Willoughby, Warning, Clinton, Rosewood and Oakwood

66	bad idea. if people have to pay for parking, they won't use it - they will clog our streets instead. anything that increases commercialization of the neighborhood is unwelcome. less is more! taking cars out of l.a. is not gonna happen anytime soon. first provide adequate transportation that actually goes somewhere people need/want to go.	8/26/2020 11:41 AM
67	I'm in favor of this project overall.	8/26/2020 11:39 AM