

**Vernice Hankins**

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**From:** zinajosephs@aol.com  
**Sent:** Friday, February 10, 2023 10:54 PM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Cc:** zinajosephs@aol.com; clarethomasdo@aol.com  
**Subject:** FOSP: City Council 2/14/23 agenda item 7-A -- Study Session re Housing Element implementation

EXTERNAL

February 10, 2023

To: Mayor Davis and Council members

From: Zina Josephs

RE: 2/14/23 agenda item 7-A: **Study Session on Implementation of the 6<sup>th</sup> Cycle (2021-2029) Housing Element Programs**

It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that "make" the Sunset Park neighborhood.

**Please do not throw these businesses to the wolves by allowing the upzoning of the Neighborhood Commercial (NC) districts on those two streets.**

Below is a letter which the FOSP Board sent to the Planning Commission on this topic in January, including a list of some of the neighborhood-serving small businesses in each of the NC segments on the south side of Pico Blvd. and on Ocean Park Blvd.

Thank you for your consideration.

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January 16, 2023

To: Planning Commission

From: Board of Directors, Friends of Sunset Park

RE: 1/18/23 agenda items 9-A

<https://www.smgov.net/departments/pcd/agendas/Planning-Commission/2023/20230118/a20230118.htm>

The FOSP Board supports the letter in agenda item 9-A from Planning Commissioners Nina Fresco, Leslie Lambert, and Jim Ries.

We are particularly interested in retaining the existing heights and FARs in the Neighborhood Commercial districts on Ocean Park Blvd., and the south side of Pico Blvd. rather than increasing them, as proposed in the certified Housing Element.

Upzoning of our NC districts on Pico Blvd. and Ocean Park Blvd. has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents.

The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives.

**The Issue:** Upzoning of Sunset Park’s Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR) and 32’ maximum height to an FAR of 2.50 and 55’ height.

The NC districts are the following areas on

- **Ocean Park Blvd. from 16th to 18<sup>th</sup>:** Merrihew's Sunset Gardens, Hair Brains beauty salon, Ghisallo (bread baked on the premises), Bicycle Workshop, Santa Monica Yoga, Bob's Market, Yoga-urt (plant-based soft serve), Antequera Bakery, Edelweiss Flower Boutique, Goods LA (handcrafted artisan goods from around the world), Quinnie & B – A Tiny Toy Shoppe, Local Kitchen & Wine Bar, Thyme Café & Market, Café Bolivar

- **Ocean Park Blvd. from roughly 25th Street to Centinela:** OP Market, Ocean Park Pharmacy, Classic Tailors, Juice Crafters, Blossom Vietnamese, Bubble Boba, National Mailbox Center/FedEx, two tailor shops, Bubble Boba, The Counter, Il Forno Trattoria, Hurry Curry of Tokyo, Menchie’s Frozen Yogurt, Crimson (Mediterranean kabobs), a small UPS store, Caruso Enzo Custom Tailor

- **Pico Blvd. south side from Euclid to 16<sup>th</sup>:** Andy’s Cleaners, Cosmoprof (cosmetics), Byron Woodley Tire, Nostalgia Bar & Lounge

- **Pico Blvd. from 20<sup>th</sup> to 31<sup>st</sup>:** Campos Famous Burritos, Tel’s Barber Shop (3 generations of barbers), Santa Monica Lock & Safe, Kick/Goju Ryu Karate, Westwood Appliances, Lo/Cal Coffee & Market, Sundance Physical Therapy, Wilson Brothers Appliance Repair, Z Garden Mediterranean, Lunetta, Sunset Car Wash, Gilbert's El Indio, Paws & Effect Pet Spa, Tim Clarke Design, Eco Heads Salon, Laura's Nails

**Selected Sites Inventory (SSI)** – The SSI is part of the Housing Element and lists properties “likely” to be redeveloped as housing during the Element’s term (from now until 2029). Sites are listed using HCD’s site selection criteria.

**There are 203 properties on the City’s SSI, of which 13 are in Neighborhood Commercial Districts.** 12 are on Pico Blvd. and one is on Ocean Park Blvd. (the NE corner of 17th & OPB). The total housing unit capacity, if the SSI sites are developed, is 13,000+ units. Of these, **only 165** are in the NC Districts.

The Housing Element calls for the upzoning of 1,171 acres along the boulevards, in Bergamot, and Downtown. Of these, **only 71** are in NC Districts.

**Upzoning Ocean Park Blvd. is unnecessary to meet Affirmatively Furthering Fair Housing goals.**

1. 50% of Sunset Park households have annual incomes at or below the Moderate Income level.
2. Two Sunset Park schools (Rogers & JAMS) qualify for the Title 1 Federal lunch program, meaning that at least 35% of students are from families at or below the Federal poverty level. The majority of students in both schools are children and youth of color.
3. Of the approximately 7,000 housing units in Sunset Park, 3,309 are rent controlled apartments with median rents affordable to households at moderate income and below; 2,645 are single family houses; and the remainder are condominiums or post-1979 apartment units.
4. The required (LUCE) specific plan to be prepared for the Santa Monica Business Park will focus on mixed income housing, which makes new housing in NC unnecessary.

**Impacts of Upzoning Ocean Park Blvd. and south side of Pico Blvd.**

1. Displacement of locally owned businesses, a number of which are minority owned.
2. Loss of the commercial district altogether since ground floor commercial space will not be required for new projects given the likely unmarketability of this space for neighborhood serving businesses.

## Vernice Hankins

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**From:** Jeanne Laurie <jeannelaurie@msn.com>  
**Sent:** Saturday, February 11, 2023 9:19 PM  
**To:** councilmtgitems  
**Subject:** FOSP Bd: City Council 2/14/23 agenda item 7-A -- Study Session re Housing Element implementation

EXTERNAL

I've lived in Santa Monica for 32 years. Every year there is more sadness watching what was such a small business and residential neighborhood town turn into a cold, impersonal heartless town.

So many mom and pop and small businesses have been forced out.

Is all of this really necessary? Was Roy Disney right when he said that developers are the cocaine to city councils?

Are strong arm tactics the rule of the day? Did you all vote for Trump? No regard for humanity or people.

Please consider the points made by Zina Josephs in her email to the city council.

Jeanne Laurie  
Sunset Park

Sent from [Mail](#) for Windows

From: zinajosephs@aol.com  
To: [councilmtgitems@smgov.net](mailto:councilmtgitems@smgov.net) , [caroline.torosis@santamonica.gov](mailto:caroline.torosis@santamonica.gov) ,  
[christine.parra@santamonica.gov](mailto:christine.parra@santamonica.gov) , [gleam.davis@santamonica.gov](mailto:gleam.davis@santamonica.gov) ,  
[jesse.zwick@santamonica.gov](mailto:jesse.zwick@santamonica.gov) , [lane.negrete@santamonica.gov](mailto:lane.negrete@santamonica.gov) ,  
[oscar.delatorre@santamonica.gov](mailto:oscar.delatorre@santamonica.gov) , [phil.brock@santamonica.gov](mailto:phil.brock@santamonica.gov)  
Cc: zinajosephs@aol.com, clarethomasdo@aol.com  
Sent: 2/10/2023 10:54:02 PM Pacific Standard Time  
Subject: FOSP: City Council 2/14/23 agenda item 7-A -- Study Session re Housing Element implementation

February 10, 2023

To: Mayor Davis and Council members

From: Zina Josephs

RE: 2/14/23 agenda item 7-A: **Study Session on Implementation of the 6<sup>th</sup> Cycle (2021-2029) Housing Element Programs**

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**Please do not throw these businesses to the wolves by allowing the upzoning of the Neighborhood Commercial (NC) districts on those two streets.**

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2. Loss of the commercial district altogether since ground floor commercial space will not be required for new projects given the likely unmarketability of this space for neighborhood serving businesses.

## Vernice Hankins

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**From:** Katharine Dreyfuss <kitdreyfuss@gmail.com>  
**Sent:** Saturday, February 11, 2023 2:55 PM  
**To:** councilmtgitems  
**Subject:** Upzoning Neighborhood Commercial Districts

EXTERNAL

Dear Council members:

I am writing to you in response to having received the following alert from my neighborhood association.

*This Tuesday night, February 14, the City Council will be discussing upzoning the Neighborhood Commercial districts of the city, which includes Montana Avenue.*

*Upzoning would mean allowing higher, more dense development on Montana between 7<sup>th</sup> and 17<sup>th</sup> streets. The current streetscape of low-slung, two-story buildings could be replaced by four-story (or with 'density bonus', even five-story) projects.*

*Montana is a successful and eclectic street, with many locally-owned, neighborhood-serving businesses. Upzoning will attract larger chains that can afford larger spaces and higher rents. Over time, this will lead to Montana Avenue becoming more homogenized, replacing what makes it unique and special to our neighborhood and to our city with the same generic buildings and nationwide chains we see everywhere else.*

I hope that you will be very careful in selecting Neighborhood Commercial districts which might actually *need* upzoning. Montana Avenue continues to be home to a tantalizing variety of individually owned and operated businesses, which serve not only their neighborhood but also tourists from around the world. When traveling to other countries, I have been surprised by squeals of admiration from people who learned where I am lucky enough to live. Montana Avenue has businesses which already produce steady tax funds for our city, and does not need the kind of "improvement" you have in mind.

Please use careful discretion as you contemplate replacing unique and flourishing Neighborhood Commercial districts. Bigger is not necessarily better.

Thank you for considering my opinion.

Sincerely,  
Kit Dreyfuss



## Vernice Hankins

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**From:** danilobach <danilobach@aol.com>  
**Sent:** Saturday, February 11, 2023 12:52 PM  
**To:** councilmtgitems  
**Subject:** Fw: Council Agenda Item 7: Study session, 2/14/23

EXTERNAL



Dear Mayor Gleam and Council Members,

The NOMA Board supports the concepts previously expressed in the letter sent by several members of the Planning Commission asking the City Council to request the California Department of Housing and Community Development (HCD) amend the City's certified Housing Element to enhance Affirmatively Furthering Fair Housing (AFFH).

The request asks to "retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue rather than increasing them as proposed" in the certified Housing Element. This is acknowledgement that the upzoning of our NC districts has the strong potential to displace locally owned businesses that provide affordable retail and essential services to residents. The letter cautions that "In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives."

The letter clearly states the need to maintain our Neighborhood Commercial Districts in order to provide essential services to residents. The last major zoning update (2015) considered increasing the height and FARs for the neighborhood commercial districts and decided that these were not warranted and should remain resident serving commercial areas.

Neighborhood Commercial Districts each have a unique feel which is vital to Santa Monica, its residents and business community. They provide a special mix serving us all. We would be substantially poorer as a community if we were to lose their distinctive nature and local ownership.

The NOMA Board urges the City Council to seek a modification in the City's certified Housing Element to protect the Neighborhood Commercial Districts.

Thank you.

[smnoma.org](http://smnoma.org)  
[NOMABoard@gmail.com](mailto:NOMABoard@gmail.com)

## Vernice Hankins

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**From:** Jimmy Richards <jrjram7@gmail.com>  
**Sent:** Saturday, February 11, 2023 10:22 AM  
**To:** councilmtgitems  
**Subject:** Item 6-Public Comment on the Housing Element

EXTERNAL

Santa Monica City Council,

I'm writing to encourage you to take the **recommendation of the Planning Commission** and submit an application to the State of California to **modify the Santa Monica approved Housing element** so that the city can **avoid Up-Zoning all commercial districts uniformly**.

Main Street in Ocean Park, for example, falls into the category of Neighborhood Commercial Zone (NC Zone). It currently allows for base heights of 32 ft for buildings. The new Housing Element would allow building heights to effectively **double**, and if there is a 100% affordable housing project that height can increase by **33% more**. What would happen to **Main Street with 55 -100 feet tall buildings**, all in the name of fair housing? What is fair about that? What is necessary about that? (The population of Santa Monica is not growing, and Ocean Park in particular, is already greatly diverse economically, with rent control throughout the neighborhood).

Here's something the Housing element from the state of California does not take into consideration: People seek out Santa Monica, and in particular, Ocean Park from all over the state, the country and the world. **Main Street, Ocean Park** is beachside living. Its very character and identity connotes the sound, smell, feel and sight of the Ocean, along with a Sunday stroll in the sun on Main Street. Nobody came here, either 60 years ago or today to live, work and walk in the shadows of 100 foot commercial buildings or affordable housing buildings. The entirety of Main street from Bay to Pier could one day be in the shade everyday after 1 pm. So much for the beach side neighborhood...so much for the very essence of what draws people here.

I'm asking you to protect our residential neighborhoods - Main Street, Montana Avenue, Ocean Park Blvd & Pico blvd. Preserve the NC zone, don't destroy the very character, charm and appeal of Santa Monica. Submit an application to modify the Housing element to avoid Up-zoning all commercial districts uniformly.

I'm asking you to protect Ocean Park. Ocean Park is special and I strongly unequivocally urge you to not upzone.

Thank you for your consideration.

Sincerely,  
Jim Richards  
Ocean Park Resident

## Vernice Hankins

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**From:** Traci Wallace <traciwallace@earthlink.net>  
**Sent:** Sunday, February 12, 2023 8:14 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Members of the Santa Monica City Council,

As a homeowner in the Sunset Park neighborhood I urge you to discontinue discussion of and vote against any “upzoning” of the city’s Neighborhood Commercial Districts. We are already witnessing great change to the landscape and character of our small city and as a resident who pays taxes, owns a business, and raised a family here in Santa Monica I am saddened to see it beginning to lose its unique identity. My husband and I chose to live here as opposed to other areas of Los Angeles because of its small-town feel and the attention to community and the residents' interests and needs. We have wonderful, eclectic locally-owned businesses in our Ocean Park and Pico commercial districts and I am dismayed to think of those areas changing due to the Council allowing higher buildings and the possibility of larger chain stores that can pay the higher rents that such “upzoning” will likely bring.

We most definitely do not need homogeneity and more of the generic types of businesses that that can be found elsewhere; Santa Monica is a unique part of LA and trying to preserve our non-high-rise, non-commercial nature will allow us to remain close as a community, feel greater peace and sustain a closer tie to our natural surroundings. I certainly hope that you as our elected representatives would hope to keep it that way.

Sincerely,

Traci Wallace, Ph.D.  
1731 Dewey Street  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Steven Madick <smadick@yahoo.com>  
**Sent:** Sunday, February 12, 2023 8:08 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; ana.negrete@santamonica.gov; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** upzoning the streets

EXTERNAL

Dear Council Members,

I moved to this part of Santa Monica for its eclectic non-Planned community feel.

This includes the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special.

Please do not change the feel of our neighborhood by upzoning the Neighborhood Commercial (NC) districts on these two streets.

My Dad moved from Boyle Heights to live in this area in the 1940's and I came back for the same reason, the eclectic charm and uniqueness that Santa Monica holds that is not found anywhere else.

Having lived in many places before being able to settle here, I saw the "upzoning" that stole the charm and homogenized many cities. Maybe it's considered progress to become like every other city but I am not looking for singularity,

Thank you for taking into consideration the opinions of those who already live here and have struggled along side the city during turbulent times. Please take into account our voices, the voices of those living here now.

Regards,  
Steven Madick

## Vernice Hankins

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**From:** willy knicker <willyk52@aol.com>  
**Sent:** Sunday, February 12, 2023 8:03 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear council members,  
The struggle to keep our neighborhood livable and 'local' seems never ending.  
The proposal to 'upzone' on the agenda almost certainly did not originate from the residents or businesses' that would suffer the consequences of these changes.  
Being able to walk to and bike to local shops such as 'Campos Famous Burritos' (here for more than 40 years) are things that makes Santa Monicaa special place to live.  
This proposal will make Santa Monica less of a special place.  
Look at who supports the proposal and who opposes the proposal.  
thanks

## Vernice Hankins

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**From:** William Purdy <billpurdy@gmail.com>  
**Sent:** Sunday, February 12, 2023 7:59 AM  
**Cc:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear City Council Members,

It's discouraging to constantly have to battle the out right greed and selfishness of commercial developers in our beloved Santa Monica. It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please don't destroy these businesses by upzoning the Neighborhood Commercial (NC) districts on these two streets. Going from two to five stories is quite a leap and a terrible idea in every way. Please stop this awful planning idea.

Bill Purdy  
Sunset Park Resident

## Vernice Hankins

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**From:** Karla Klarin <ksklarin@gmail.com>  
**Sent:** Sunday, February 12, 2023 7:58 AM  
**To:** Glean Davis; councilmtgitems; Lana Negrete; Oscar de la Torre; Christine Parra; Caroline Torosis  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council-

Please do not upzone Ocean Park or Pico. This is a neighborhood, where I have lived for 35 years and raised my children. This is a home, NOT a money making opportunity. Will anyone ever think of Lincoln Blvd. as a home? No. Please don't do the same thing to our neighborhood.

Sincerely,

Karla Klarin

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[karlasklarin.com](http://karlasklarin.com)

## Vernice Hankins

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**From:** Jeffrey Gordon <jeffgordon99@gmail.com>  
**Sent:** Sunday, February 12, 2023 7:56 AM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Resident Comment on Item 7a City Council Agenda 2/14/2023

EXTERNAL

Dear Mayor and City Council Members,

I write to strongly support protecting our neighborhood streets—Pico, Main Street, Ocean Park and Montana—and to oppose upzoning them. In this regard I agree with the Planning Commission’s recommendation and urge the City Council to maintain existing heights and densities on these streets.

Upzoning these streets would lead to the destruction of many existing buildings containing vital small businesses serving our community many of which businesses would not return, the raising of rents and the resultant increase in chain non-local stores.

We need to protect our small businesses and support “buy local.” We need to maintain our unique and beloved neighborhood streets so important to our quality of life and wellness as a city.

Thank you,

Jeff Gordon  
Santa Monica Resident



## Vernice Hankins

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**From:** D'Orsogna, Maria-Rita R <dorsogna@csun.edu>  
**Sent:** Sunday, February 12, 2023 10:17 AM  
**To:** councilmtgitems  
**Subject:** Oppose "Housing Element" along Montana Ave, Ocean Park Blvd, Pico Blvd, Main Street

EXTERNAL

Dear Councilperson of the City of Santa Monica,

my name is Maria D'Orsogna, I am a math professor at CSUN and I live in Santa Monica, my home for more than 20 years.

I urge you to oppose changes to the zoning codes in Santa Monica to accommodate the so-called "Housing Element" as demanded by the State of California.

This proposition calls for adding an astonishing 9,000 new units in our city through massive up-zoning, without any real thought on how this would impact traffic, water consumption, walkability/bike-ability, quality of life, pollution, beauty. Among the targeted areas are the so-called NC zones (low rise Neighborhood Commercial zones), such as Main Street, Ocean Park Blvd, Pico Blvd, and Montana Avenue. The current maximum height allowed here is 32 feet. The new proposal would allow the maximum height to reach 65 feet for housing projects (double!) and to a monstrous 98 feet for 100% affordable housing projects (triple!)

Since one story is roughly 10 feet, this means we would even see big boxes up to 9 or 10 stories tall!

You must oppose this. You must.

Our beloved quaint streets dotted with small, family-owned, diverse business that give Santa Monica most of its charm, history and beauty will be destroyed. Tourism will suffer, people will leave, whatever is left of our mom-and-pop economy will be completely decimated. Commercial rents will increase (see Manhattan!) to levels that only big national brand chains will be able to afford, essentially driving out small businesses and preventing any new start-up ones from even trying.

Do we really want to displace locally owned businesses to incorporate yet another CVS?

We have the highest sales taxes in the area, so people will not come to shop along Montana or Main Street unless there is something special about what these areas offer and that cannot be replicated elsewhere.

There is nothing necessary about this, and it is misguided to force Sacramento mandates on our small, unique little town.

All this upzoning will only benefit developers and promote harmful gentrification that will hurt the communities we think we are helping, especially those who live close, are limited in their mobility, and rely on lower priced services in smaller buildings, for example, along Pico Blvd. We already have super tight rules on rent control, protections for seniors and programs to help rent-burdened families. We also already have many diverse mixes of housing types that accommodate all levels of incomes. Many neighborhoods are already

extremely diverse, such as along Pico Blvd and Ocean Park. We don't need to destroy our city as there is really no need for any of this.

These are facts:

Santa Monica had 91,000 residents in 1999.

Santa Monica had 91,000 residents in 2021.

There has been no substantial change in our population in the last 20 years.

Please protect residential neighborhoods - Main Street, Montana Avenue, Ocean Park Blvd & Pico Blvd by preserving the NC zone without destroying the essence of this city.

Sincerely

Maria R D'Orsogna, PhD

## Vernice Hankins

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**From:** zinajosephs@aol.com  
**Sent:** Sunday, February 12, 2023 9:59 AM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Cc:** zinajosephs@aol.com; David Martin; David White  
**Subject:** City Council 2/14/23 agenda item 7-A: Housing Element Implementaion -- Lot consolidation

EXTERNAL

February 12, 2023

To: Mayor Davis and Councilmembers

From: Zina Josephs

RE: 2/14/23 agenda item 7-A -- Housing Element Implementation Study Session

On page 67 of the Zoning Ordinance redlines, the lot consolidation limits for the purpose of new projects applies only to Main Street Neighborhood Commercial.

For non-housing projects, the maximum square footage resulting from lot consolidation is 6,000 sq ft.

For housing projects, it's 15,000 sq ft. But again, the current language only applies to Main Street.

This seems to indicate that a developer could tie together parcels on Pico Blvd. or Ocean Park Blvd. to develop a large project, wiping out an entire block of businesses.

**This "lot consolidation" language should apply to ALL Neighborhood Commercial Districts.**

Thank you for your consideration.

## Vernice Hankins

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**From:** sean meehan <sean@somafilms.tv>  
**Sent:** Sunday, February 12, 2023 9:53 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** Up-zoning of Ocean Park and Pico

EXTERNAL

Hello,

I am writing to you to register my staunch opposition to the upcoming proposal to re-zone Ocean Park and the south side of Pico Blvd from two storey to five storey buildings. Our family only recently moved to this area during the pandemic from a busier part of Los Angeles — precisely because we sought a quieter, more community minded lifestyle — and we have found that here in Sunset Park. To re-zone these areas means ultimately stripping away the charm and character that makes this area so unique in the greater Los Angeles area. It will almost certainly lead to the loss of many of the eclectic small businesses in the area.

History matters. Community matters. And most of all, people matter. Please don't put profit before our community.

We have just found this wonderful pocket of the world and we have become friendly with many of the business owners, particularly along Ocean Park. I would ask you to consider that unique communities like the one we have here are fragile things. We watched with dismay as the community and camaraderie of our last neighborhood rapidly evaporated due to the adoption of exactly the kind of proposal that is before you now.

This amazing community, once lost, will never be regained. I urge you to reject this harmful proposal.

Sincerely,  
Sean Meehan.  
Sunset Park resident.

## Vernice Hankins

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**From:** Crystal Reed <chreed@hotmail.com>  
**Sent:** Sunday, February 12, 2023 9:31 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 item 7A

EXTERNAL

Please do not allow upzoning of Ocean Park Blvd. We in Sunset Park along OP are already going to be overwhelmed by the significantly increased traffic and parking issues from the project underway on Lincoln at Ashland, and then literally a couple blocks away, at Lincoln and Ocean Park, the monstrous Gelson's project that is planned to begin soon.

Our neighborhood is already being destroyed. I'm not talking about the aesthetics of larger buildings, I'm talking about the impact on livability from rapidly doubling (or more) the population of areas with no traffic mitigation and inadequate parking requirements attached to new construction.

It's not a way to force alternative modes of transportation. I take care of my 81-year old father. I can't just lug him around by bicycle or bus. Other people have children, or businesses that require use of their cars. Making the city less drivable doesn't make it better, it makes it worse. Making the city less parkable doesn't make it better, it makes it worse. I understand that there is pressure from the state to build units, but doing so without planning to accommodate the traffic from those additional residents just makes the city worse. That's it. It's not an upgrade, it's a downgrade. It's time to stop doing that to our city.

Crystal Reed  
2817 11th Street  
Native, lifelong SM resident

## Vernice Hankins

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**From:** Ilya Haykinson <haykinson@gmail.com>  
**Sent:** Sunday, February 12, 2023 9:11 AM  
**To:** councilmtgitems  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A — support for upzoning

EXTERNAL

Dear City Council,

As in my prior letter in January, I urge the council to support the upzoning of the Neighborhood Commercial districts. As a resident of Sunset Park I appreciate the services that I get from the commercial districts, but I would also like the city to use the opportunity to increase the density in these areas. The creation of mixed use spaces is something I would like the city to encourage, and I look forward to the new residents and businesses we would welcome to our area over time.

I know that some neighbors have concerns about the potential for existing businesses to be displaced. I think this is a real concern, so I would suggest that the city council consider partially mitigating this by providing existing tenants with a "continuity initiative". The council could mandate something like:

- \* if a structure along the corridor is replaced with one offering commercial space, commercial tenants in the existing space must be given right of first refusal to lease new space
- \* an existing tenant should be offered a 5 year lease at a price no more than 125% of their existing lease, with limits on price increases for lease renewals

There may be other approaches that balance the desire to retain existing businesses with the need to revive the commercial districts and gradually replace them with the denser spaces that we need to be creating in our neighborhoods. I am sure that change will come, but as a local resident I am very much looking forward to these kinds of changes.

Best regards,

-ilya haykinson

## Vernice Hankins

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**From:** Ursula Fox <umkfox@gmail.com>  
**Sent:** Sunday, February 12, 2023 8:58 AM  
**To:** councilmtgitems  
**Cc:** Gleam Davis; Lana Negrete; Caroline Torosis  
**Subject:** Re: 2/14/23 agenda item 7-A

EXTERNAL

On Feb 12, 2023, at 8:51 AM, Ursula Fox <umkfox@gmail.com> wrote:

Please, do not upzone the neighborhood commercial district on Ocean Park Blvd and the south side of Pico Blvd.

Thanks.

Ursula Fox  
31st St Santa Monica, 90405  
umkfox@gmail.com

## Vernice Hankins

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**From:** Ursula Fox <umkfox@gmail.com>  
**Sent:** Sunday, February 12, 2023 8:52 AM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Please, do not upzone the neighborhood commercial district on Ocean Park Blvd and the south side of Pico Blvd.  
Thanks.

Ursula Fox  
31st St Santa Monica, 90405  
umkfox@gmail.com



## Vernice Hankins

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**From:** Jeff <jeffgordon99@gmail.com>  
**Sent:** Sunday, February 12, 2023 1:16 PM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Item 7a, City Council Agenda, 2/14/2023

EXTERNAL

Dear Mayor and City Council,

I previously wrote to support the Planning Commission's recommendation opposing up zoning on Pico, Montana, Main Street and Ocean Park.

I now have leaned that the zoning update before you would only place limits on lot consolidations on Main Street, but not Montana, Pico or Ocean Park. I strongly oppose these exclusions and support also including these three neighborhood streets in the limits on lot consolidations.

Lot consolidations could have the same negative impacts on these streets as up zoning, driving out local businesses, increasing chains and decreasing the character and feel of our neighborhoods.

Thank you,

Jeff Gordon  
Santa Monica Resident

## Vernice Hankins

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**From:** Mark Ford <yomarkford@me.com>  
**Sent:** Sunday, February 12, 2023 12:51 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Reid Thompson  
**Subject:** City Council 2/14/23 agenda item 7-A, Protect Neighborhood Serving Streets

EXTERNAL

Honorable Council Members,

Please use your authority to protect Santa Monica's unique Main and Montana Streets and portions of Pico and Ocean Park Boulevards from ever higher buildings and more density. Greater density and taller buildings would inevitably result in loss of their sunny walkable appeal and neighborhood serving businesses.

Apply to the State to modify our City's Housing Element to exempt these Neighborhood Commercial Districts from upzoning. Upzoning would allow significantly taller buildings than these streets currently host. Resulting increasing rents would drive out small, local businesses.

Main Street in particular is a draw for many Santa Monica visitors and tourists. Its one and two story low rise buildings, many historic and beautiful, create an appealing destination for them. Please don't lose that. Certainly there are a few places in our City where we can afford to save a bit of what was and is special about Santa Monica. Main Street is one.

We moved to Santa Monica this year and bought a historic home on 3rd Street because of the special characteristics and charm of Main St. and Ocean Park. If that charm is lost, we will move our family elsewhere.

Mark Ford  
Resident 2623 3rd St 90405

## Vernice Hankins

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**From:** wendy way <wendywayaway@gmail.com>  
**Sent:** Sunday, February 12, 2023 11:06 AM  
**To:** Bea Nemlaha  
**Cc:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Re: City Council 2/14/23 agenda item 7-A; Protect Neighborhood Serving Streets

EXTERNAL

Hey!

all the letters to the city council have been great. I sent one yesterday and heard back from Phil Brock who is definitely on board with protecting Main Street.

Have a great weekend,  
Wendy

Sent from my iPhone

On Feb 12, 2023, at 11:02 AM, Bea Nemlaha <tobea@nottobe.com> wrote:

Honorable Council Members,

Please use your authority to protect Santa Monica's unique Main and Montana Streets and portions of Pico and Ocean Park Boulevards from ever higher buildings and more density. Greater density and taller buildings would inevitably result in loss of their sunny walkable appeal and neighborhood serving businesses.

Apply to the State to modify our City's Housing Element to exempt these Neighborhood Commercial Districts from upzoning. Upzoning would allow significantly taller buildings than these streets currently host. Resulting increasing rents would drive out small, local businesses.

Main Street in particular is a draw for many Santa Monica visitors and tourists. Its one and two story low rise buildings, many historic and beautiful, create an appealing destination for them. Please don't lose that. Certainly there are a few places in our City where we can afford to save a bit of what was and is special about Santa Monica. Main Street is one.

Bea Nemlaha,

43 year Ocean Park Resident

## Vernice Hankins

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**From:** Bea Nemlaha <tobea@nottobe.com>  
**Sent:** Sunday, February 12, 2023 11:03 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council 2/14/23 agenda item 7-A; Protect Neighborhood Serving Streets

EXTERNAL

Honorable Council Members,

Please use your authority to protect Santa Monica's unique Main and Montana Streets and portions of Pico and Ocean Park Boulevards from ever higher buildings and more density. Greater density and taller buildings would inevitably result in loss of their sunny walkable appeal and neighborhood serving businesses.

Apply to the State to modify our City's Housing Element to exempt these Neighborhood Commercial Districts from upzoning. Upzoning would allow significantly taller buildings than these streets currently host. Resulting increasing rents would drive out small, local businesses.

Main Street in particular is a draw for many Santa Monica visitors and tourists. Its one and two story low rise buildings, many historic and beautiful, create an appealing destination for them. Please don't lose that. Certainly there are a few places in our City where we can afford to save a bit of what was and is special about Santa Monica. Main Street is one.

Bea Nemlaha,  
43 year Ocean Park Resident

## Vernice Hankins

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**From:** Adam Cohen <adam@superdelicious.net>  
**Sent:** Sunday, February 12, 2023 10:39 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com; Damla Dogan  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear City Council members,

As a long time resident, community leader (South Of Pearl Community Organization) and heavy local school supporter, I'm begging for your help. I believe we voted for most of you to support the community. With Upzoning the community begins to be erased... precipitously. My neighborhood frequents the local businesses proudly. But the Upzoning development on the horizon will not only change the face of the community... it will ERASE IT.


We are open to change, improvements, making money for the city. However, this is too much. We know all of you on the City Council care about our community. We know you have families. We know you love Santa Monica as we do. I think we can all see the writing on the wall... local businesses will be decimated by this change. It doesn't take a Wharton School degree to figure this out.

Please please please allow us to talk this through and please do not allow this monumental change to a community already looking at colossal change on the horizon (the Lincoln and Ocean Park development which will increase the community population by 20%). Please hear us out. We love our community and want to keep that aspect... a community.

Thank you for your time.

Regards,

Adam Cohen  
Cedar Street

**Adam Cohen**  Super Delicious  
6121 Santa Monica Blvd. Suite G  
Hollywood, CA 90038  
[adam@superdelicious.net](mailto:adam@superdelicious.net)  
O: (323) 785-2660

## Vernice Hankins

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**From:** Ryan Olson <ryan.t.olson@gmail.com>  
**Sent:** Sunday, February 12, 2023 10:28 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/2023 Agenda Item 7-A

EXTERNAL

I am writing to support the upzoning of Neighborhood Commercial areas on Ocean Park and Pico boulevard. As a Sunset Park resident, I look forward to the increased vitality that more local residents will bring to the area. Further, I think that the good things already happening on these two streets would only be enhanced by more flexibility allowing mixed use development along these two corridors that are well served by public transit and bike lanes.

Ryan Olson  
1021 Pine St, Santa Monica, CA 90405  
(310) 736-6581

## Vernice Hankins

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**From:** Lulu Cafe <zone4rez@hotmail.com>  
**Sent:** Sunday, February 12, 2023 2:01 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

To the City Council,

Please protect Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue from upzoning and lot consolidation.

If you truly want residents to use fewer car trips, you will refrain from chasing any more small, neighborhood-serving businesses out of Santa Monica. Far too many have already left. Items I used to shop for here, I now have to drive to West LA, Venice, or farther to find.

If you allow this item to pass, you will have clearly demonstrated that your stated goals of reducing car usage, and of making SM more walkable are not sincere, but just political gaslighting.

Thank you,  
Glenna Dumey



## Vernice Hankins

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**From:** Steven Novak <stevenovak@earthlink.net>  
**Sent:** Sunday, February 12, 2023 1:58 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 14 Feb 23 Agenda Item 7-A

EXTERNAL

Dear Council Members --

I have been living in Ocean Park since 1990 and, in local elections, have voted for quite a few of you.

I am concerned about this so-called "upzoning" discussion of Ocean Park Blvd. and the south side of Pico Blvd, the idea being to replace locally owned one- and two-story buildings with more vertical, multi-story projects with higher rents.

Approving this idea would likely attract national chains and transform what is now a uniquely local look into a just-like-any-other-place-in-the-country-nothing-special look.

I am strongly against this idea as, in my view, this would represent a step backward, not forward. Besides resulting in an uglier aesthetic, the denser, more vertical development would absolutely result in increased traffic congestion.

Please shoot down this idea immediately.

Thank you very much.

Sincerely,

Steve Novak

Ocean Park

## Vernice Hankins

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**From:** John Levy <jmlevy19@hotmail.com>  
**Sent:** Sunday, February 12, 2023 1:38 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council Members,

My family and I live in Sunset Park. One of the reasons we have chosen to put down roots and raise our children here is the neighborhood's character. It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

Yours,

John Levy  
2673 33<sup>rd</sup> St.

## Vernice Hankins

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**From:** Tina <tlc1014e@yahoo.com>  
**Sent:** Sunday, February 12, 2023 1:27 PM  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

PLEASE STOP STOP **STOP !!!**  
**ENOUGH IS ENOUGH ALREADY**

Many of you have lived in and seen the changes that have been made to Santa Monica and to the Sunset Park Neighborhood over the years. **PLEASE**, if you live in the area, take a walk, if you live outside the area, take a drive and stand in front of one or two of the small businesses in these neighborhoods and envision the change you'll see if the upzoning recommendation is passed. So much of the charm of Santa Monica has already been chiseled away which originally made the city so lovely and special. Please let's not continue on that path by ultimately sending the wrecking ball into these areas to do away with these small neighborhood businesses which make these areas so special -- when they are gone, they are gone as are those who've been the proprietors for decades who know their customers by name and know their children and grandchildren as well because at both ends, **LOYALTY** has been key. "Mom & Pop" shops are almost gone, we must stand up for those left and the small business owners still able to make a living due to the business given them by residents in these neighborhoods and are essential in the Sunset Park Neighborhood.

Sincerely,  
Tina Cox

## Vernice Hankins

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**From:** Mary Hubbell <hubbellmary@gmail.com>  
**Sent:** Sunday, February 12, 2023 3:04 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Mayor Davis and City Councilmembers;

I urge you to protect our neighborhood commercial districts. Main Street, Ocean Park Blvd., Pico Blvd., and Montana Ave. are what makes our town unique and appealing to residents and visitors alike.

Please don't allow the destruction of these local treasures, small businesses, and iconic walkable streets from destructive upzoning.

Also, please don't allow developers to consolidate lots to build even larger developments on these streets.

Thank you for your commitment to preserving our quality of life.

Mary Hubbell  
Ocean Park

Sent from Mary's iPhone

## Vernice Hankins

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**From:** Elizabeth Brooks <elizabeth@mail2brooks.com>  
**Sent:** Sunday, February 12, 2023 2:44 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** February 14, 2023 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

First of all, as a Santa Monica resident for thirty year, I want to thank you for your dedication and service to our beautiful Santa Monica.

For many happy years I have lived in my townhouse on 11th Street just south of Montana and have never wanted to live anywhere else.

Alas, if the proposed “upscaling,” goes through, it will change our neighborhood enormously and not for the better. I drive through areas defined by high rise apartment and commercial buildings on either side of the street (e.g. Wilshire Blvd. in Westwood) and give thanks that I live where I do.

Please be a good citizen, as well as a valued public official, and protect our friendly neighborhoods, small businesses, and lovely walkable streets.

PLEASE DO NOT go forward with the plan to “upzone” Montana Avenue, Main Street and Ocean Park and Pico Boulevards. PLEASE DO NOT allow lot consolidation for Montana Avenue, and Ocean Park and Pico Boulevards. Please keep our precious Santa Monica precious.

Most sincerely,

Elizabeth Brooks, Ph.D.

## Vernice Hankins

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**From:** phil traill <philtrail@mac.com>  
**Sent:** Sunday, February 12, 2023 2:42 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Please please protect our neighborhoods by keeping the current zoning and by not allowing lot consolidation.

Many thanks

Phil Traill  
SM Resident for 17 years

## Vernice Hankins

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**From:** Jon Amsden <thewriterscoach@verizon.net>  
**Sent:** Sunday, February 12, 2023 2:40 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** "Upzoning Ocean Park Blvd.

EXTERNAL

To: The Santa Monica City Council  
From: Dr. Jon Amsden, PhD. (London Econ)

The proposed "upzoning" of Ocean Park Blvd. and other streets in Santa Monica is disastrous concept, and one that only multibillionaire corporations would consider. The undersigned was vigorous participant in the campaign to make Santa Monica a truly democratic city based on good will and social equality. The so-called "upzoning" of Ocean Park Blvd. and other city locations would basically sell the city's democratic and socially progressive realities to the "big money." The City Council must throw out the above-mentioned billionaire's project ASAP!

Sincerely,

Jon Amsden



## Vernice Hankins

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**From:** Nikki F <ncf1551@gmail.com>  
**Sent:** Sunday, February 12, 2023 2:24 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

To the Mayor and Council Members of Santa Monica,

I urge you to protect the Pico, Montana, Ocean Park, and Main St neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation as recommended by the Planning Commission in their letter of January 23, 2023.

The people who elected you are depending on you to protect the city from developers and preserve the integrity and infrastructure of Santa Monica.

Sincerely,  
Nikki Fernandez  
1138 16th St, Apt 6  
Santa Monica, CA 90403

## Vernice Hankins

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**From:** Peter Altschuler <altschuler@wordsworthandco.com>  
**Sent:** Sunday, February 12, 2023 2:17 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** It's rare when...

EXTERNAL

... the Planning Commission, rather than capitulate to developers, sides with residents' interests. Its recommendation to maintain the scale of the Neighborhood Commercial Districts on Main Street, Ocean Park Boulevard, and Montana Avenue is well-reasoned and based on community needs.

If those districts are "upzoned," it's easy to envision the outcome: just look at the Third Street Promenade. What used to be a mecca for local merchants and mom-and-pop businesses lost all of its character when those stores were forced out. Now, the Promenade is comprised of national/international chains with no local "flavor" or commitment, and they still lack the allure to keep them viable. The empty storefronts are a blight.

Residents rely on the grocers, laundromats, restaurants, clothing stores, cobblers, pharmacies, and bike shops that line the NC districts, and housing mandates can be met without destroying the character of long-established community shopping districts. Underutilized areas of Santa Monica, such as the one-time light manufacturing district north of Olympic between Stewart and Centinela, is far more conducive to housing, given its open space (parking lots) and proximity to the Expo Line at Bergamot Station and Big Blue Bus routes, and the area's clear need for service businesses.

Do not amend Program 1J. It is a direct route to community character assassination.

p

## Vernice Hankins

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**From:** Fae Horowitz and Al Linton <faeandal@gmail.com>  
**Sent:** Sunday, February 12, 2023 2:13 PM  
**To:** councilmtgitems; Phil Brock; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7A

EXTERNAL

Dear City Council,

Sunset Park is **home** to us, and has been since the last century. We are appalled to learn about the changes proposed in the above mentioned Agenda Item. These changes would turn our warm, beloved, charming and most importantly user friendly neighborhood into a cold, traffic snarled commercial nightmare. Our neighborhood isn't broken. Why do you feel a need to "fix" it? PLEASE PLEASE PLEASE VOTE NO.

We Beseech You.

Fae Horowitz  
Al Linton

## Vernice Hankins

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**From:** Loni Rush <Loni@pmbllc.com>  
**Sent:** Sunday, February 12, 2023 3:57 PM  
**To:** councilmtgitems  
**Subject:** What are you doing

EXTERNAL

To our city???

It is deplorable and we need some partially sensible leadership before it totally falls apart.

I am here just 15 years and the change is frightening.

With good intentions,

Loni Rush

Sent from my iPhone

## Vernice Hankins

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**From:** Marc Primiani <mprimiani@gmail.com>  
**Sent:** Sunday, February 12, 2023 3:37 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

City council members,

I agree with the findings of the Santa Monica Planning Commission that it is unnecessary to up zone the four Santa Monica neighborhood commercial districts that include Main Street, Ocean Park Blvd, Pico Blvd and Montana Avenue for the reasons set forth in its 1/23/24 letter to the city council.

“The upzoning of our NC districts will cause the displacement of locally owned businesses that provide affordable retail and essential services to residents. In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives. Many of these small businesses are minority owned. Further, NC Districts currently offer entrepreneurial opportunities for local residents, many of whom are people of color.”

I further believe that this approach will not have negative impacts on the city’s ability to meet the State’s AFFH requirements.

Please reject any proposal to up zone these districts and preserve our city’s local businesses. Let’s not go down the road of the 3rd Street Promenade.

Marc Primiani  
Santa Monica resident for over 27 years

Sent from my iPhone

## Vernice Hankins

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**From:** Brenda Anderson <brendaanderson3942@gmail.com>  
**Sent:** Sunday, February 12, 2023 3:22 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear City Council Members,

I support the Planning Commission recommendation to protect our City Streets and keep the neighborhood character intact. We need the small shops and businesses that provide local services to we, the residents.

Small businesses are the life blood of our city and make it possible to maintain the community feeling that comes from having places to interact, one on one, with our neighbors and shop owners.

I urge you to keep the current zoning and please DO NOT allow lot consolidation.

Respectfully,

Brenda Anderson  
475 24th St  
Santa Monica 900402

## Vernice Hankins

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**From:** Ron Part <ron.part@me.com>  
**Sent:** Sunday, February 12, 2023 3:21 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

I recently read about the proposal to “upzone” certain Santa Monica business streets so larger and taller commercial buildings can be built. I am really shocked that our elected officials would even consider allowing more and higher buildings here when we already have poor electricity, constant traffic, little water, 30% commercial vacancy rates, and a tremendous problem with crime, drugs, and the homeless. The massive ugly apartments that have already been built have made Santa Monica a worse place to live. We don’t need to double down on this mistake by doing the same thing again, only for business.

Sincerely,  
Ronald Part

Sent from my iPad

## Vernice Hankins

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**From:** Shane Peters <smpipefitter@gmail.com>  
**Sent:** Sunday, February 12, 2023 3:15 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Save OPBlvd and Pico

EXTERNAL

Please protect City from onslaught of over Development Please

Sent from my iPhone



## Vernice Hankins

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**From:** riverfred1@gmail.com  
**Sent:** Sunday, February 12, 2023 3:10 PM  
**To:** councilmtgitems  
**Subject:** Upzoning for Montana Ave.

EXTERNAL

Dear Council Members,

The upzoning bill for Montana will destroy the character and charm of Montana Ave. it will create chain stores, more construction, congestion, etc. etc.

Preserve our neighborhood and say no to developers and their offers. Can you for once keep S M a small beach town as we are fast becoming another high density no charm town run by developers.

Also, keep in mind the residents are totally against the enlargement of the Carlthorp School. They cheated on their parking and converted it to an event center.

Obviously they cannot be trusted.

Sincerely,

Fred Alexander

## Vernice Hankins

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**From:** Ann Hoover <annkbowman@yahoo.com>  
**Sent:** Sunday, February 12, 2023 3:07 PM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Caroline Torosis; Jesse Zwick; Oscar de la Torre; Lana Negrete; Christine Parra  
**Cc:** David White; Susan Cline; David Martin; Jing Yeo  
**Subject:** 2.14.23 City Council Meeting - Agenda Item 7.A.

EXTERNAL

Dear Mayor Davis and Esteemed Council Members -

Please respect the well-reasoned recommendation of your Planning Commissioners to **not** upzone our NC areas (Pico and Ocean Park Boulevards, Main Street and Montana Avenue). These streets, chock-full of small local businesses, are the heart of what makes Santa Monica livable, diverse, and unique. Upzoning them is unlikely to produce appreciable new housing and is particularly unlikely to generate much affordable housing. Failure to protect these last remaining areas of unique charm and character would cause irreparable harm for conceivably very little.

**No Councilmember who advocates to upzone the NC areas will ever again be able to credibly maintain that they care about the health of our small businesses and the character of our unique little City.**

In that spirit, I ask this current City Council to challenge legally NOW the State's unfunded, outsized RHNA mandate (and the Builder's Remedy) in every creative and new way possible to bring it back in line with past RHNA cycle targets. This current mandate is anti-climate, anti-livability, anti-water self sufficiency, anti-resource conservation, anti-net zero emissions, anti-biodiversity, anti-sunshine, anti-neighborhoods, anti-small businesses, anti-architectural character, anti-smart local planning, anti-local control, anti-fiscal responsibility, & anti-sanity - it is "anti" in every way possible except for developers and the construction industry and should have been pushed back on at the appropriate time. The fault for not doing that lays (A) at the feet of City Staff particularly Jing Yeo, and (B) at the feet of Mayor Gleam Davis who is the only remaining Councilmember on the dais from the time when the past Council rejected a challenge. And now here we are. For shame.

Sincerely,  
Ann Bowman  
Santa Monica resident  
26+ years

## Vernice Hankins

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**From:** Nancy Hyland <nhyland@me.com>  
**Sent:** Sunday, February 12, 2023 5:04 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** No "upzoning" in Ocean Park

EXTERNAL

Dear Santa Monica City Councilmember -

I am writing to urge you not to allow lot consolidation on Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. If you and your fellow Santa Monica City Council members approved this it would allow developers to consolidate lots and build larger, mega projects on these Streets. These four walking Streets contain most of the neighborhood-serving, affordable businesses we residents use in our daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of our homes. As a long term resident who owns a house on Highland Avenue, just off Ocean Park, I know how much I and my family and my neighbors rely on these local businesses – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special.

We urge you to not allow these areas to be "Upzoned", which would allow these unique neighborhood Streets to be developed with new five or six-story projects. The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses and negatively impact our community and our quality of life.

Thank you for your consideration,  
Nancy Hyland

2715 Highland Avenue  
Santa Monica, CA 90405

nhyland@me.com



## Vernice Hankins

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**From:** Nancy Hyland <nhyland@me.com>  
**Sent:** Sunday, February 12, 2023 5:03 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** No "upzoning" in Ocean Park

EXTERNAL

Dear Santa Monica City Councilmember -

I am writing to urge you not to allow lot consolidation on Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. If you and your fellow Santa Monica City Council members approved this it would allow developers to consolidate lots and build larger, mega projects on these Streets. These four walking Streets contain most of the neighborhood-serving, affordable businesses we residents use in our daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of our homes. As a long term resident who owns a house on Highland Avenue, just off Ocean Park, I know how much I and my family and my neighbors rely on these local businesses – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special.

We urge you to not allow these areas to be "Upzoned", which would allow these unique neighborhood Streets to be developed with new five or six-story projects. The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses and negatively impact our community and our quality of life.

Thank you for your consideration,  
Nancy Hyland

2715 Highland Avenue  
Santa Monica, CA 90405

nhyland@me.com



## Vernice Hankins

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**From:** Tim Whalen <teepeeew@gmail.com>  
**Sent:** Sunday, February 12, 2023 5:01 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council Members,

I have been a resident of Sunset Park for 25 years, and Santa Monica for more than 40. I write to **express my opposition to the upzoning of the neighborhood commercial districts** that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. These districts on these streets contain the only remaining neighborhood character, charm, and human scale in Santa Monica. I know the LUCE is no longer a guiding principle, but one of its promises was the preservation of neighborhood character. Upzoning will destroy the sense of place, history, and community that resides in these districts. Further, these pedestrian districts include essential neighborhood services that will disappear if these districts are upzoned. I hope you will follow the Planning Commission's recommendation and vote to preserve these irreplaceable character defining commercial districts.

Sincerely yours,

Tim Whalen

Santa Monica 90405

## Vernice Hankins

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**From:** Barbara King <nabbers333@yahoo.com>  
**Sent:** Sunday, February 12, 2023 4:46 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

**We agree with the Planning Commission and urge the City Council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.**

**“Upzoning” would allow these unique Streets to be developed with new five or six-story projects.** The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with **higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents’ quality of life and increasing traffic and parking woes.**

**Also being considered is whether to allow lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.** If approved this would allow developers to consolidate lots and build larger, mega projects on these Streets.

**When our Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council against upzoning** these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts. Read the Planning Commission letter here:

<https://santamonicacityca.igam2.com/Citizens/FileOpen.aspx?Type=4&ID=14074&MeetingID=1353>

These four walking Streets contain most of the neighborhood-serving, affordable businesses residents use in their daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of people’s homes. Residents don’t just rely on them – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special.

We urge you as our representatives **to protect these Streets.**

Barbara King and Robert McNab  
4th Street  
Santa Monica

## Vernice Hankins

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**From:** Beatrice Felix <felix.beatrice@yahoo.com>  
**Sent:** Sunday, February 12, 2023 4:29 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

**Please do not agree to UPZONING and to the consolidation of properties to allow and encourage large developments.**

**I have been a resident in Sta Monica since 1977 and seen what the influx of larger retail/commercial establishments has been - and it's not improved our quality of life or the fabric of the community. Look at the huge vacant stores on the Promenade and Wilshire where we once had a vibrant local retail corridor.**

**I agree with the Planning Commission and urge the City Council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.**

**We are already facing impenetrable traffic which impedes access to and from the freeway. This will only get worse when the LINCOLN/Broadway complex is completed. We are choking the city and making it a nightmare for the people who live and work here. Please vote NO on UPZONING and consolidation. As the Planning commission wrote in January, it's not necessary to meet the AFFH objectives and it'll simply diminish the quality of life in our city.**

**Sincerely,  
Beatrice Felix**

## Vernice Hankins

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**From:** GARY <writer629@yahoo.com>  
**Sent:** Sunday, February 12, 2023 4:23 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear City Council Members,

As a longtime resident, I urge you to vote no on the proposed up-zoning of Main Street, Ocean Park Blvd., Pico Blvd and Montana Avenue.

This won't enhance life, it will work to wreck the neighborhoods we love.

Sincerely,

Gary Gurner



## Vernice Hankins

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**From:** Liz Bell <lizmacbell@gmail.com>  
**Sent:** Sunday, February 12, 2023 4:15 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14/23 City Council Agenda Item 7a--up zoning of major streets

EXTERNAL

Dear City Council Members,  
I am a resident of Santa Monica. I'm writing to urge you NOT to allow up zoning of the major streets covered by this item. We need to preserve neighborhoods of Santa Monica, not to turn them over to developers intent on reaping their financial gain, but destroying everything we value about Santa Monica in the process.

Thank you.  
Lizbeth Bell  
1434 18th St.  
90404  
lizmacbell@gmail.com

## Vernice Hankins

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**From:** Jim Bernstein <sitcomjim@gmail.com>  
**Sent:** Sunday, February 12, 2023 6:29 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Santa Monica City Council,

I have been a resident of our beautiful city for over 30 years. One thing that I love about Santa Monica is that it still feels like a small town where I often run into friends in our local shops.

It is for that reason that I am very concerned about the proposal to increase the height of commercial buildings in the Pico-Ocean Park area. I strongly urge you to vote against the proposal to upzone the Neighborhood Commercial (NC) districts on these two streets.

Sincerely,

James Bernstein  
Santa Monica, CA

## Vernice Hankins

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**From:** Fish2000 <fish2000@aol.com>  
**Sent:** Sunday, February 12, 2023 6:18 PM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Caroline Torosis; Jesse Zwick; Oscar de la Torre; Lana Negrete; Christine Parra; David White; Susan Cline; David Martin; Jing Yeo  
**Subject:** 2.14.23 City Council Meeting - Agenda Item 7.A.

EXTERNAL

Please do not vote to upzone the NC areas.

Sincerely,  
Laura Lim  
Santa Monica resident

## Vernice Hankins

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**From:** Leanna Primiani <lprimiani@gmail.com>  
**Sent:** Sunday, February 12, 2023 6:07 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

City council members,

I agree with the findings of the Santa Monica Planning Commission that it is unnecessary to up zone the four Santa Monica neighborhood commercial districts that include Main Street, Ocean Park Blvd, Pico Blvd and Montana Avenue for the reasons set forth in its 1/23/24 letter to the city council.

“The upzoning of our NC districts will cause the displacement of locally owned businesses that provide affordable retail and essential services to residents. In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives. Many of these small businesses are minority owned. Further, NC Districts currently offer entrepreneurial opportunities for local residents, many of whom are people of color.”

I further believe that this approach will not have negative impacts on the city’s ability to meet the State’s AFFH requirements.

Please reject any proposal to up zone these districts and preserve our city’s local businesses. Let’s not go down the road of the 3rd Street Promenade.

Leanna Primiani  
Santa Monica resident for over 23 years

Leanna Primiani  
310-948-8616  
<https://play.reelcrafter.com/LeannaPrimiani/MusicByLeannaPrimianiSL>  
<https://www.tiktok.com/@composerleanna>  
[leannaprimiani.com](http://leannaprimiani.com)

“You can if you think you can.” - Nikki

## Vernice Hankins

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**From:** David Lappen <dlappen@gmail.com>  
**Sent:** Sunday, February 12, 2023 5:43 PM  
**To:** David Lappen  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Santa Monica has some charming walking neighborhoods. We happen to live near one - Montana Ave. Ocean Park is another great one. Please don't ruin them by upscaling or allowing lot consolidation. These actions will drive out the small merchants and restaurants in favor of national chains. If successful, it will increase car traffic, pollution, and noise. If it isn't successful, it will create a lot of vacancy that will depress the area.

Please preserve Santa Monica's local charm and reject upscaling and lot consolidation.

David Lappen  
625 19th Street

## Vernice Hankins

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**From:** Jo Baxter <jobaxter@roadrunner.com>  
**Sent:** Sunday, February 12, 2023 5:37 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda item 7a

EXTERNAL

No upzoning in Santa Monica!  
Please protect our neighbourhoods and small businesses by keeping the current zoning and NOT allowing lot consolidation!

Thank You,  
Jo Baxter  
90402

Sent from my iPhone

## Vernice Hankins

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**From:** Andrew Wilder <andrew@andrewwilder.com>  
**Sent:** Sunday, February 12, 2023 5:13 PM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Item 7A: Don't upzone our wonderful walk streets

EXTERNAL

Dear Council Members,

I agree with the Planning Commission and Friends of Sunset Park:

**Please protect our neighborhoods and small businesses by keeping the current zoning, and by not allowing lot consolidation along Ocean Park Blvd., Pico Blvd., Main St, and Montana Ave.**

Upzoning of our Neighborhood Commercial districts has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to residents. In a country where giant chains have taken over and homogenized just about everything, **our small, locally-owned businesses help make Santa Monica so special.** Please don't let that be destroyed.

The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives.

Thank you!

Sincerely,  
Andrew Wilder  
Sunset Park

## Vernice Hankins

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**From:** Susan Cope <susan.waller.cope@gmail.com>  
**Sent:** Sunday, February 12, 2023 5:12 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Please do not "upzone" Montana Avenue, Main Street, Ocean Park Blvd or Pico.

They are some of the few shopping and dining areas in this already over-crowded city which still possess a modicum of human scale.

Already there are incursions, like the west side of Main Street between Hill and Ashland where a dark building sneaked in an extra story.

Thank you,  
Susan Cope  
[susanwallercope@gmail.com](mailto:susanwallercope@gmail.com)



## Vernice Hankins

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**From:** Ed Harker <ewillhark@netscape.net>  
**Sent:** Sunday, February 12, 2023 10:05 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council 2.14.23 - Agenda Item 7a

EXTERNAL

Dear City Council Members,

Please accept the recommendation of the Planning Commission and DO NOT UP-ZONE our cherished Santa Monica neighborhoods, along Main Street, Ocean Park Blvd, Pico Blvd and Montana Ave.

We are an amazing city because we have been able to maintain a quality of life that depends on local businesses on a modest scale that are personable, responsive and responsible to the particular concerns and needs of our residents. Bigger is NOT better.

We do not want to lose what makes us a great place to live, and a great place for residents from other parts of the Southland to visit: welcoming, familiar not franchise, and full of unique character and local color. Don't turn us into a crowded, gridlocked, factory of a city.

We love Santa Monica and urge you to preserve the character that has made us want to stay here as our permanent home.

Again, bigger is NOT better, it's more impersonal, insensitive, unfriendly.

Resident since 1984,

Ed Harker

## Vernice Hankins

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**From:** Elizabeth Van Denburgh <emvandenburgh@gmail.com>  
**Sent:** Sunday, February 12, 2023 9:59 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council 2/14 Mtg. - Item 7A - Maintain NC districts to support small businesses and residential local shopping

EXTERNAL



Dear Mayor Gleam and Council Members,

The Wilshire Montana Neighborhood Coalition (Wilmington) Board supports the concepts previously expressed by several members of the Planning Commission asking the City Council to request the California Department of Housing and Community Development (HCD) amend the City's certified Housing Element to enhance Affirmatively Furthering Fair Housing (AFFH).

- The request asks to "retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue rather than increasing them as proposed" in the certified Housing Element. This is acknowledgement that the upzoning of our NC districts has the strong potential to displace locally owned businesses that provide affordable retail and essential services to residents. The letter cautions that "In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives."
- The letter clearly states the need to maintain our Neighborhood Commercial Districts in order to provide essential services to residents. The last major zoning update (2015) considered increasing the height and FARs for the neighborhood commercial districts and decided that these were not warranted and should remain resident serving commercial areas.

Also being considered is whether to allow lot consolidation for Ocean Park Boulevard, Pico Boulevard and Montana Avenue. The Zoning Ordinance redline outlines (pg. 67) the lot consolidation limits only for new projects on Main Street NC. This implies that a developer could consolidate parcels on Pico Boulevard, Ocean Park Boulevard and Montana Avenue to develop a large project, wiping out an entire block of local and small businesses. If approved, this would allow developers to consolidate lots and build larger, mega projects on these Neighborhood Commercial streets, pricing and pushing out local and small businesses that create the unique aspects to our neighborhoods.

Neighborhood Commercial Districts each have a unique feel which is vital to Santa Monica, its residents and business community. They provide a special mix serving us all. We would be substantially poorer as a community if we were to lose their distinctive nature and local ownership.

We urge the City Council to seek a modification in the City's certified Housing Element to protect the Neighborhood Commercial Districts in maintaining their existing FAR and heights and protect them ALL from lot consolidation enablement.

Thank you,

Wilshire Montana Neighborhood Coalition (Wilmont)  
Board of Directors

## Vernice Hankins

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**From:** Metin Mangir <mangir.metin@gmail.com>  
**Sent:** Sunday, February 12, 2023 9:35 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Please do NOT upzone Ocean Park Boulevard, Pico Boulevard, and Montana Avenue

EXTERNAL

Dear Council Members,

Please heed the advice of Planning Commission, and

***do NOT upzone Ocean Park Boulevard, Pico Boulevard, and Montana Avenue***

Metin Mangir, PhD

SM resident for 34+ years

## Vernice Hankins

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**From:** Curt Jordan <curtjordan@gmail.com>  
**Sent:** Sunday, February 12, 2023 3:14 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** No on upzoning and lot consolidation

Council members:

Please vote no on upzoning and lot consolidation.

Curt Jordan

1328 2nd St Apt 203

Santa Monica CA 90401

## Vernice Hankins

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**From:** David Guth <davidGuth@earthlink.net>  
**Sent:** Sunday, February 12, 2023 12:21 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

Councilmember:

Upzoning in Santa Monica is essential, **only** for for low-income housing.

Any upzoning of a commerical district **must** restrict **all** of the additional square footage to low-income housing.

We have many more jobs in Santa Monica than we have housing units. We have no need for additional commercial space. We need more affordable housing. After you get housing, in all affordability levels, in balance with jobs you can add commercial square footage to our City.

Additionally, existing traffic congestion must be decreased by requiring abundant, not adequate, **abundant** parking under the new construcion, so that all street parking can be removed to add traffic lanes to the affected district. Widening the street should also be considered. If traffic studies show that widening the street by a lane will decrease traffic congestion more than adding an additional story, then taller buildings (on a lot narrowed to add a lane to the street) should be encouraged. Again, any and all additional square footage should be devoted to the type of structure most in need in Santa Monica, **low-income housing**.

If it's not economic for private developers to build what the City of Santa Monica needs, leave bad enough alone. Don't make it worse. If you're standing in a hole, first stop digging. Then, find a way out. One way out is to allow developers to build small units, to rent for the same cost per square foot as larger units. It's not a surprise that minimum-wage workers have to live in smaller spaces than \$100k/year tech workers.

**Summary: Upzoning should be allowed only to solve traffic congestion and our shortage of low-income housing.**

Be Healthy!

David Guth, Santa Monica Resident and Voter  
26 Village Pkwy  
90405

## Vernice Hankins

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**From:** Tara Barauskas <tbarauskas@communitycorp.org>  
**Sent:** Sunday, February 12, 2023 8:16 PM  
**To:** councilmtgitems  
**Subject:** Agenda 2/14/23 - support for item 11A

**Importance:** High

EXTERNAL

Dear Honorable Mayor Davis and Members of the City Council,

Community Corp. is a nonprofit affordable housing provider here in Santa Monica. For over 40 years, we have improved lives and neighborhoods by providing permanent, high quality affordable housing for over 1,900 households of modest means. We strongly support Item 11A, declaration of a state of emergency of homelessness for the City of Santa Monica. Homelessness is at crisis levels, and without bold, intentional action, the problem will continue to get worse. The measures stated within the measure are all appropriate to take significant steps towards improving the issues and helping people who are vulnerable and need stability. We strongly urge you to vote yes on this declaration and pave the way for bold actions to help people as soon as possible.

Thank you,  
Tara

**Tara Barauskas, LEED AP**  
Executive Director  
Community Corporation of Santa Monica  
1423 2<sup>nd</sup> Street, Suite B  
Santa Monica, CA 90401  
(310) 394-8487 ext. 133  
[tbarauskas@communitycorp.org](mailto:tbarauskas@communitycorp.org)  
[www.communitycorp.org](http://www.communitycorp.org)

*I acknowledge with respect and gratitude the Tongva, Kizh, and Chumash Peoples on whose traditional territory I live and work.*



## Vernice Hankins

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**From:** Mary Duprey <mary.duprey@gmail.com>  
**Sent:** Sunday, February 12, 2023 7:53 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear City Council Members,

Please do not upzone the Ocean Park Blvd. and Pico Blvd. commercial districts. Our city is already way too dense with five story buildings being constructed everywhere. It is getting unbearable.

In addition it may displace many very important locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special.

Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

Thank you,  
Mary Duprey, Santa Monica resident



## Vernice Hankins

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**From:** Clerk Mailbox  
**Sent:** Monday, February 13, 2023 7:45 AM  
**To:** councilmtgitems  
**Subject:** FW: Council Agenda Item 7: Study session, 2/14/23

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**From:** Noma Boardmember <nomaboard@gmail.com>  
**Sent:** Saturday, February 11, 2023 11:52 AM  
**To:** Gleam Davis <Gleam.Davis@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>; Christine Parra <Christine.Parra@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>; Caroline Torosis <Caroline.Torosis@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>  
**Cc:** Clerk Mailbox <Clerk.Mailbox@santamonica.gov>  
**Subject:** Council Agenda Item 7: Study session, 2/14/23

EXTERNAL



Dear Mayor Gleam and Council Members,

The NOMA Board supports the concepts previously expressed in the letter sent by several members of the Planning Commission asking the City Council to request the California Department of Housing and Community Development (HCD) amend the City's certified Housing Element to enhance Affirmatively Furthering Fair Housing (AFFH).

The request asks to "retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue rather than increasing them as proposed" in the certified Housing Element. This is acknowledgement that the upzoning of our NC districts has the strong potential to displace locally owned businesses that provide affordable retail and essential services to residents. The letter cautions that "In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives."

The letter clearly states the need to maintain our Neighborhood Commercial Districts in order to provide essential services to residents. The last major zoning update (2015) considered increasing the height and FARs for the neighborhood commercial districts and decided that these were not warranted and should remain resident serving commercial areas.

Neighborhood Commercial Districts each have a unique feel which is vital to Santa Monica, its residents and business community. They provide a special mix serving us all. We would be substantially poorer as a community if we were to lose their distinctive nature and local ownership.

The NOMA Board urges the City Council to seek a modification in the City's certified Housing Element to protect the Neighborhood Commercial Districts.

Thank you.

[smnoma.org](http://smnoma.org)  
[NOMAbord@gmail.com](mailto:NOMAbord@gmail.com)

## Vernice Hankins

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**From:** Gmail <normadesmond99@gmail.com>  
**Sent:** Monday, February 13, 2023 7:42 AM  
**To:** councilmtgitems  
**Subject:** 2/14/24 agenda item7-A

EXTERNAL

Please do not upzone Ocean ParkBlvd, Pico Blvd, Montana Ave and Main Street. We DO NOT want our small businesses to be gone!

Norma Maister

Sent from my iPad

## Vernice Hankins

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**From:** richard mccann <mccann472002@yahoo.com>  
**Sent:** Monday, February 13, 2023 7:40 AM  
**To:** councilmtgitems  
**Subject:** Upzones Tuesday nite

EXTERNAL

Say NO NO NO to upzoning!!

Richard McCann  
2704 11thSt #1  
Santa Monica 90405

[Sent from Yahoo Mail on Android](#)

## Vernice Hankins

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**From:** Lori Petitti <loripetitti@gmail.com>  
**Sent:** Monday, February 13, 2023 7:28 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Santa Monica Council Members,

My family has lived in the Sunset Park area on 21st Street between Pico and Ocean Park for over 30 years. We love our neighborhood and want to keep it walking friendly, family friendly and small business oriented.

The Issue: Upzoning of Sunset Park's Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR) and 32' maximum height to an FAR of 2.50 and 55' height.

We are particularly interested in retaining the existing heights and FARs in the Neighborhood Commercial districts on Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element.

Upzoning of our NC districts on Pico Blvd. and Ocean Park Blvd. has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents. We have supported these businesses for years and want to continue to walk to them and not worry about increasing amounts of traffic.

Thank you for hearing our voices and we hope you do the right thing.

Lori Petitti

## Vernice Hankins

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**From:** Samuel Harwood <sharwood@gm.slc.edu>  
**Sent:** Monday, February 13, 2023 1:44 AM  
**To:** councilmtgitems  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

I am writing to express my emphatic opposition to any "upzoning" or lot consolidation on Main Street, Ocean Park Blvd, Pico Blvd or Montana Ave.

I grew up in Santa Monica and went to John Muir and John Adams. Words can't express how invaluable it was to grow up with the fabric of a community, with local stores and institutions where people recognized you and cared about you and looked out for you. Upzoning and lot consolidation would eliminate this community infrastructure now and for future generations by displacing current neighborhood businesses and making it impossible to establish others like them. The fabric of the community which makes those neighborhoods special would be dissolved.

Please support these neighborhoods. Maintain the current zoning codes and oppose any lot consolidation.

Thank you,  
Samuel Harwood

## Vernice Hankins

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**From:** ivana letica suvak <Goods@goodsla.com>  
**Sent:** Monday, February 13, 2023 12:19 AM  
**To:** Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; councilmtgitems; Phil Brock  
**Cc:** FriendsofSP@yahoo.com; Darko Suvak  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear City Council Members,

I am writing to you today as a Sunset Park resident of 23 years and a very concerned business owner.

It came to my attention that you will be discussing the change in zoning in the area of Ocean Park Blvd and Pico Blvd at the February 14th meeting and I would like to say a few words about our Sunset Park neighborhood.

We opened our shop "Goods" at 1748 Ocean Park Blvd 14 years ago and I watched the street blossom into a beautiful neighborhood for locals and customers from across town looking for unique shops, restaurants, cafes and businesses. We pride ourselves in being here for our community.

We are here for our local schools, we help them with their fundraisers.

We employ local young adults, minorities, students, single mothers...showcase local artisans, help local farmers with their produce and so much more.

Small businesses like ours and others on Ocean Park and Pico Blvd are essential to our economy, to vibrancy of our neighborhood, to uniqueness of Santa Monica.

That's what makes Sunset Park so special.

We are for progress but not at the expense of small businesses and the people that live here.

This is an urgent plea to resist the developers alarming appetite and to seriously listen to your residents "heartbeat".

Thank you for your attention.

Sincerely,  
Ivana Suvak

GOODs  
1748 Ocean Park Blvd  
Santa Monica CA 90405  
310.392.3922  
[www.goodsLA.com](http://www.goodsLA.com)

Follow us on Instagram:  
<https://www.instagram.com/goods.la/>

Be our fan on Facebook:  
<https://www.facebook.com/GoodsLA/>





## Vernice Hankins

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**From:** oboogie@aol.com  
**Sent:** Sunday, February 12, 2023 10:48 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** up zoning

EXTERNAL

no up zoning please. horrible idea.

mark Benenson

## Vernice Hankins

---

**From:** Robert Brown <rcbee44@gmail.com>  
**Sent:** Sunday, February 12, 2023 10:25 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council-

The idea of raising the heights of buildings on Ocean Park and the South side of Pico is an extinction event. I urge you to reject this idea. It will permanently destroy the most wonderful things we have in Santa Monica....sky and light. Unlike so many cities, we are lucky to live in a more horizontal world. Lower building creates a sense of spaciousness. If the city were to allow higher building we'd create dark canyons & wind tunnels that would change our city forever. The other consequence would be a loss of all of the unique Mom & Pop stores that give our neighborhoods so much character. It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please do not destroy these businesses by upzoning the neighborhood commercial districts on these two streets.

Thank you,

Robert Brown  
E: rcbee44@gmail.com  
M: 310.795.5353

## Vernice Hankins

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**From:** Shannon Duerst <shannon.duerst@gmail.com>  
**Sent:** Monday, February 13, 2023 9:20 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Hello,

Please protect the 'four walking Streets'.

We cannot allow lot consolidation and larger, mega developments.

The traffic is already out of control with the new structures on Lincoln. We need to try and maintain our quality of life.

Thank you.

--

Best,  
Shannon Duerst  
206-979-9228

## Vernice Hankins

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**From:** Zar Eskin <eeskin@gmail.com>  
**Sent:** Monday, February 13, 2023 9:09 AM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Christine Parra; Lana Negrete; Jesse Zwick; Caroline Torosis; Oscar de la Torre  
**Subject:** Support for Planning Commission Housing Element Modifications

EXTERNAL

Dear Councilmembers,

I am Eleazar Eskin, a professor and department chair at UCLA and longtime Santa Monica resident. I also grew up in Santa Monica and am a proud alumni of Franklin, Lincoln and Santa Monica Highschool (overlapping with Oscar!).

I strongly urge the council to implement the modifications to the housing element that are recommended by the planning commission letter sent to the council. These modifications are critical to ensure the survival of local businesses and economic recovery. I believe that current Montana, Ocean Park, Main Street and Pico which are currently zoned NC are true Santa Monica treasures and must be preserved. I strongly believe that the majority of residents as well as the residents of the new 9000+ units that will be created will agree with this sentiment and strongly support these changes.

Of course changing the housing element will require amending the approved element and working with the HCD for state approval. While the staff report is skeptical that the upzoning of the Bergamot area to compensate for keeping current zoning in NC areas will not be approved, it is clear that with effort by the council and the city staff, a compromise can be worked out with the state which will both preserve the NC zones as well as add even more needed housing. This skepticism should not be a reason not to act.

Finally, I want to remind the city council that elected officials are accountable to the voters. Imagine if there was a referendum on whether or not to replace the current charming business districts on Main st, Ocean Park, and Montana avenue with 10 story structures. I would venture that it would receive less than 10% of the vote. For those of you who believe in representing the interests of the residents, it is your duty to make these changes despite the additional work it will require to negotiate with the state to obtain a solution that works for everyone and balances the needs of additional housing with preserving the character of the city.

Sincerely,  
Eleazar Eskin

## Vernice Hankins

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**From:** Susan Helmick <susan.helmick@gmail.com>  
**Sent:** Monday, February 13, 2023 9:09 AM  
**To:** Glean Davis; councilmtgitems; Phil Brock; Glean Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Please do not destroy our neighborhood shopping. Small businesses and restaurants in our shopping districts are part of what makes our city special. We are already overwhelmed with high rises that are destroying our seaside city.

Susan Helmick  
305 San Vicente Blvd  
Santa Monica, CA 90402

## Vernice Hankins

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**From:** metin mangir <metinmsm@yahoo.com>  
**Sent:** Monday, February 13, 2023 8:55 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

Please heed the advice of Planning Commission, and

***do NOT upzone Ocean Park Boulevard, Pico Boulevard, and Montana Avenue***

Metin Mangir, PhD

SM resident for 34+ years

## Vernice Hankins

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**From:** Metin Mangir <mangir.metin@gmail.com>  
**Sent:** Monday, February 13, 2023 8:54 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

Please heed the advice of Planning Commission, and

***do NOT upzone Ocean Park Boulevard, Pico Boulevard, and Montana Avenue***

Metin Mangir, PhD

SM resident for 34+ years

## Vernice Hankins

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**From:** Janet Heinle <janetheinle@yahoo.com>  
**Sent:** Monday, February 13, 2023 8:47 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** refer to 2.14.23 City Council Agenda Item 7a

EXTERNAL

WE URGE YOU; the City Council MUST protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation. STOP DESTROYING WHAT WE LOVE IN THIS TOWN!

Janet Heinle  
90403



## Vernice Hankins

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**From:** Popenoe <cris@popenoe.com>  
**Sent:** Monday, February 13, 2023 8:42 AM  
**To:** councilmtgitems  
**Subject:** Keep Montana Ave zoning as it is

EXTERNAL

I live on 17th a block south of Montana and am definitively opposed to the idea of allowing taller, more dense buildings and chain stores on the street. My dog and I walk it every day and we're enjoying the interesting independent, friendly shops.

Cris Popenoe  
cris@popenoe.com  
917-566-8770

Sent from my iPhone

## Vernice Hankins

---

**From:** SUSAN AMINOFF <samin96@aol.com>  
**Sent:** Monday, February 13, 2023 8:42 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7A

EXTERNAL

We agree with the Planning Commission and urge the City Council to protect small businesses on neighborhood streets like Ocean Park Blvd, Montana Ave. etc. by keeping the current zoning and not allowing up zoning and lot consolidation.

Thank you,  
Susan and Howard Aminoff

## Vernice Hankins

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**From:** synergy386@icloud.com  
**Sent:** Monday, February 13, 2023 8:33 AM  
**To:** councilmtgitems  
**Subject:** City Council Agenda Item 7a

EXTERNAL

Please protect our very special streets and do not allow this agenda to go through.  
Esther Cameron  
909 Arizona Ave.

## Vernice Hankins

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**From:** rbelinsky@me.com  
**Sent:** Monday, February 13, 2023 10:18 AM  
**To:** Lana Negrete; Phil Brock; Gleam Davis; Oscar de la Torre; Christine Parra; Jesse Zwick; Caroline Torosis; Phil Brock  
**Cc:** councilmtgitems; editor@smmirror.com; editor@smobserver.com  
**Subject:** Upzoning Montana Ave. 2023  
**Importance:** High

EXTERNAL

### Dear Council

**I understand that this is being considered on February 14, 2023. Given that it is Valentine's Day, consider the love of Montana Ave. I have been a proud Santa Monica resident for over 29 years. My family and friends shop and dine on Montana Ave. ([Montana Avenue | Santa Monica – A charming 10-block, family-friendly destination in Santa Monica, home to more than 150 boutiques, restaurants, & services.](#))**

**This is what makes Montana charming and the ONLY place I shop and dine. Don't destroy this legacy of what old Santa Monica is and always was. We DON'T need big box retailers and chains. We don't need more housing on Montana. Just say no the greed (developers want this, backed by SMRR).**

**Upzoning would mean allowing higher, more dense development on Montana between 7<sup>th</sup> and 17<sup>th</sup> streets. The current streetscape of low-slung, two-story buildings could be replaced by four-story (or with density bonus', even five-story) projects.**

**Montana is a successful and eclectic street, with many locally-owned, neighborhood-serving businesses. Upzoning will attract larger chains that can afford larger spaces and higher rents. Over time, this will lead to Montana Avenue becoming more homogenized, replacing what makes it unique and special to our neighborhood and to our city with the same generic buildings and nationwide chains we see everywhere else.**

**Say yes to love and simplicity. Say no to greed and overbuilding.**

**Russ Belinsky**

**Santa Monica Resident and President of Save our Santa Monica (SOS)**

## Vernice Hankins

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**From:** Jason Ballantine <edit@jasonballantine.com>  
**Sent:** Monday, February 13, 2023 10:16 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

please please please

# NO UPZONING to Ocean Park Blvd

create more housing along Lincoln if need be

Regards,

Jason Ballantine  
SM resident

## Vernice Hankins

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**From:** Joan Grossman <joang736@verizon.net>  
**Sent:** Monday, February 13, 2023 10:15 AM  
**To:** councilmtgitems  
**Subject:** Up zoning

EXTERNAL

I very strongly urge you to not allow this up, zoning to go forward. Part of the charm and lovability of Santa Monica are these streets as they are now, for walking, supporting, small businesses and enjoying Santa Monica

Joan Grossman  
Joang736@verizon.net  
424-268-4498

## Vernice Hankins

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**From:** Liz Mersky Salem <lmersky@msn.com>  
**Sent:** Monday, February 13, 2023 10:02 AM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Caroline Torosis; Jesse Zwick; Oscar de la Torre; Lana Negrete; Christine Parra  
**Cc:** David White; Susan Cline; David Martin  
**Subject:** City Council Meeting 2.14

EXTERNAL

Dear Mayor Davis and Esteemed Council Members:

Please do not vote to upzone the NC areas.

Sincerely,

Elizabeth Salem  
25 year Santa Monica resident



## Vernice Hankins

---

**From:** Daniel Galamba <galambadb@hotmail.com>  
**Sent:** Monday, February 13, 2023 9:56 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Caroline Torosis; Jesse Zwick; Lana Negrete; Christine Parra; Daniel Galamba  
**Subject:** Feb 14, 2023 City Council Agenda Item 7a: Please keep the current zoning and not allow lot consolidation

EXTERNAL

Dear City Council,

Please do not upzone Santa Monica's Neighborhood Commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Doing so will destroy these neighborhoods and drive many if not most of the small businesses out of business.

I also urge you not to allow lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. If approved this would allow developers to consolidate lots and build larger, mega projects on these streets and we don't need this. We need to preserve our neighborhoods' character.

While I tend to agree with the Planning Commission on this matter, I disagree with their recommendation that a replacement site that can accommodate more than the 165 units projected for the upzoned Neighborhood Commercial areas has been identified in the MidCity area. This is just dumping the burden of the 165 units on the people who live in the MidCity area and also creates more traffic, congestion and gridlock on Cloverfield Blvd, 26th St, Centinela Blvd, etc. that then affects everybody who lives in the area including those people who live north of Montana Ave who rely on these streets to get to work on the Santa Monica Freeway. Instead, the burden of the 165 units should be distributed throughout the city thus minimizing the effects of increased traffic. This shouldn't be difficult to do. Thank you.

Sincerely,  
Dr Daniel Galamba  
MidCity Neighbors Board Member

## Vernice Hankins

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**From:** Michele Belkind <michele555@mac.com>  
**Sent:** Monday, February 13, 2023 9:48 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** No high rises in Ocean Park

EXTERNAL

Hello.

We are long time residents of Ocean Park. It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

Honestly, the only reason I could think you would allow it is if you were receiving money in your pockets to do so.

There are no proper ingress/egress options for all the expected traffic you would be inviting. Ocean Park Blvd is now a 1 lane street.

Please take our concerns under consideration,  
The Belkind Family  
Oak Street  
90405

## Vernice Hankins

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**From:** Jim Estes <jestes233@gmail.com>  
**Sent:** Monday, February 13, 2023 9:48 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Honorable members of the Santa Monica City Council:

I am writing to implore you not to consider up zoning the streets of Montana Ave, Pico Blvd, Ocean Park Blvd and Main Street. These are the only remnants left of what was a wonderful warm, neighborhood-friendly beach community. Turning these streets into 5-story corridors would be detrimental to small businesses that have strived to make an existence in this city. Many parts of Santa Monica are already being changed into 5-8 story condo/apartment megastructures. We need to save what is left of our identity.

Please do not take away these truly iconic streets/neighborhoods.

Jim Estes  
233 Alta Ave

## Vernice Hankins

---

**From:** Tom Hall <tomthemaverick@gmail.com>  
**Sent:** Monday, February 13, 2023 9:39 AM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Agenda Item 7a - 2.14.23 City Council mtg - I oppose this item

EXTERNAL

I oppose the City Agenda Item 7a that would “upzone” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue (“Streets”).

Thank you,  
Tom

Tom Hall  
933 Ocean Avenue #2  
Santa Monica, CA 90403  
310/613-1415

[Let's Connect on Linked In](#)  
[We can even hook up on Facebook](#)

## Vernice Hankins

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**From:** Andrew Turman <aturman@mac.com>  
**Sent:** Monday, February 13, 2023 9:36 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Up zoning in Ocean Park

EXTERNAL

Dear Councilmember -

Please don't allow lot consolidation in and around Ocean Park. If Santa Monica City Council members approve this it would allow developers to build oversized mega projects which would destroy the character of our area. These walking Streets contain most of the neighborhood-serving, affordable businesses we residents use in our daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies. More importantly, they are scaled to the neighborhood, and they are personable.

As a long term resident who owns a house on Highland Avenue, just off Ocean Park, I know I can head to Wilshire Blvd or downtown Santa Monica or Lincoln Blvd for larger commercial businesses. These are all still extremely close. It's important to maintain some difference between the larger commercial corridors and the more local walking streets of residential neighborhoods.

We urge you to not allow these areas to be "Upzoned", which would allow these unique neighborhood Streets to be developed with new five or six-story projects.

Thank you,

Andrew Turman  
2715 Highland Ave  
Santa Monica

## Vernice Hankins

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**From:** Emily Froelich Levy <emily.froelich@gmail.com>  
**Sent:** Monday, February 13, 2023 9:21 AM  
**To:** Christine Parra; councilmtgitems; Phil Brock; Caroline Torosis; Jesse Zwick; Gleam Davis; Oscar de la Torre; Lana Negrete  
**Subject:** Re: 2/14/23 agenda item 7-A

EXTERNAL

Dear Council Members,

My family and I live in Sunset Park. One of the reasons we have chosen to put down roots and raise our children here is the neighborhood's character. It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

Best,

Emily Levy  
2673 33rd St

## Vernice Hankins

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**From:** Debra Winchester <winched@gmail.com>  
**Sent:** Monday, February 13, 2023 11:55 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City council agenda 7a

EXTERNAL

Hello,

It makes no sense to "upzone" along Pico, Ocean Park and Montana avenues when the city has been unable to maintain vibrant commercial businesses within already built streets like the 3rd St Promenade (not to mention 2nd and 4th streets) and Main Street. The focus should be on filling the existing infrastructure before lining developers pockets to create more commercial properties. Please examine why so many buildings remain empty in these existing commercial area. What can be done to bring in tenants that would be patronized by locals and tourists? The Promenade has been a ghost town for too long.

Thank you,  
Debra Winchester

## Vernice Hankins

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**From:** Mudita Bahadur <muditabaha@yahoo.com>  
**Sent:** Monday, February 13, 2023 11:38 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 Agenda Item 7-A

EXTERNAL

Hello City Council members,

I have been a resident of Sunset park for over 20 years. I enjoy the neighborhood feel and the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. are integral to our neighborhood experience. Please do not run-out our mom-and-pop sops by upzoning the Neighborhood Commercial (NC) districts on these two streets. It will destroy the family friendly nature of this area, and make it more like the promenade, which is already devastated from the big-box stores all leaving.

Thank you,  
Mudita and Gavin Bahadur  
2442 23rd Street  
310-463-7913



## Vernice Hankins

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**From:** Deb Estes <daestes@verizon.net>  
**Sent:** Monday, February 13, 2023 11:33 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Upzoning  
**Importance:** High

EXTERNAL

Dear City Council Members:

I am writing to beseech you **not** to consider up-zoning the streets of Montana Ave, Pico Blvd, Ocean Park Blvd, and Main Street. These are the only streets left of what was a wonderful, warm, neighborhood-friendly beach community; the city I grew up in and returned to after going away to school. Turning our streets into 5-story corridors would be detrimental to small businesses that have strived to make an existence in this city. Many parts of Santa Monica are already being changed into 5-8 story condo/apartment megastructures. We need to save what is left of our identity.

Please do not take away these truly iconic streets/neighborhoods.

Deborah A. Estes  
233 Alta Avenue  
310-319-9990

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## Vernice Hankins

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**From:** jennifer chia <jenchia2001@hotmail.com>  
**Sent:** Monday, February 13, 2023 11:23 AM  
**To:** councilmtgitems  
**Subject:** Fwd: No on Upzoning

EXTERNAL

Sent from my iPhone

Begin forwarded message:

**From:** jennifer chia <jenchia2001@hotmail.com>  
**Date:** February 13, 2023 at 11:03:36 AM PST

**Subject: No on Upzoning**

Dear City Council members,

We are agree with the Planning Commission and will urge the City Council to protect these neighborhood and small businesses by keeping the current zoning and not allowing lot consolidation. 'NO' on Upzoning which will destroy our neighborhood environment especially Main Street, Ocean Park Blvd, Pico Blvd and Montana Ave where is a lovely aera to the residents. We don't needed more traffic, more pollution.....let's keep it "LESS IS MORE" !

Sincerely,  
Jennifer and David Chia  
621 12th Street  
Santa Monica,

Sent from my iPhone

## Vernice Hankins

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**From:** ckovner@aol.com  
**Sent:** Monday, February 13, 2023 10:55 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Please do not upzone Pico, Montana, Main St and Ocean Park. We already have too much development in SM and tons of empty buildings. It is ruining the character of our neighborhood.

Thank you.

Chloe Ballatore

## Vernice Hankins

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**From:** Noma Boardmember <nomaboard@gmail.com>  
**Sent:** Monday, February 13, 2023 10:47 AM  
**To:** councilmtgitems; Clerk Mailbox  
**Subject:** 2/14/23 Agenda item 7: Addendum to NOMA letter

EXTERNAL



Dear Mayor Davis and Council Members,

On closer reading of the proposed Zoning Ordinance redlines, we note that on page 67 (item E) the lot consolidation limits for the purpose of new projects applies only to Main Street Neighborhood Commercial.

This seems to suggest that parcels could be combined in other Neighborhood Commercial districts (i.e., Pico Blvd., Ocean Park Blvd, Montana Avenue) to develop larger projects that could effectively wipe out entire blocks of present shops and services.

These limits on lot consolidation should apply to all Neighborhood Commercial Districts and this item so corrected.

Thank you.

The NOMA Board

[smnoma.org](http://smnoma.org)  
[NOMABoard@gmail.com](mailto:NOMABoard@gmail.com)

## Vernice Hankins

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**From:** clare m <clayahmary@yahoo.com>  
**Sent:** Monday, February 13, 2023 10:45 AM  
**To:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Jesse Zwick; Caroline Torosis;  
councilmtgitems; christine.perra@santamonica.gov  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

hello - as a longtime resident of Sunset Park living on Ocean Park Boulevard, I ask that you please do NOT upzone the commercial districts on Pico and Ocean Park Boulevard. We've already lost valuable diverse businesses due to the pandemic, and wonderful small businesses like Antequera Mexican Bakery or Cafe Bolivar could be lost, and woman-owned businesses like Thyme Cafe and Market could also be lost, to name a few. These are also safe, walkable areas with lots of families, schools and elderly residents, and I shudder to think of the traffic impacts and potential for pedestrian injury/death increasing with the higher volume of cars - we have lots of school children who walk our neighborhoods to/from school, play in the soccer fields across from Bob's, as well as students walking to/from Santa Monica College. Please keep our area safe, diverse and vibrant for residents and foot traffic!

Thank you for your time and consideration,  
Clare McCaffrey

## Vernice Hankins

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**From:** jamiEGrossman@mac.com  
**Sent:** Monday, February 13, 2023 10:33 AM  
**To:** Gleam Davis; Council Mailbox; Phil Brock; Oscar de la Torre; Jesse Zwick; rosis@santamonica.gov; councilmtgitems; parra@santamonica.gov; Lana Negrete  
**Subject:** DO NOT UPZONE Santa Monica's Neighborhood Streets

EXTERNAL

Do not mess with what is current working and only getting more people out.

1. Changing the zoning on Ocean Park will be a nightmare, there is already too much traffic and with 2 schools in the area more accidents area going to occur.
2. Ocean Park is filled with family owned and operated businesses, and this is what makes the areas so special and when people pay 3+ mm for a home it's the neighborhood and community that excites them.
3. We have way too many high rises on that are either already on Lincoln or will be going up. It's important to fill these locations before adding more.
4. Since pulling seating on the streets on main street, people go to Main Street. While there is still a good deal of vacancies, this area now has a life and is now a place people come to from other areas. Asking small businesses to pay more for the outdoor seating is going to put them out of business and only hurt the street more as it will be empty once again.

### Solution Options:

Convert all the empty office spaces into residential. This would be so much more cost effective, environmentally friendly, and not change the structure of our beautiful city.

The empty restaurant on Ocean Park and Centinela should be converted asap.

Make the Santa Monica Mall into residential on the top floor. The mall is empty with a ton space and parking is already available.

If you change the zoning to allow all the development the issues you will be ruining this amazing community. You have so many issues that need to be addressed with the developments today.

Please do not pass this bill- and do not take away our Main Street parklets requesting small businesses to pay fees that cannot afford. We must look after our own.

Jamie Grossman,  
Concerned Santa Monica Resident

## Vernice Hankins

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**From:** Don Wollman <dww1031@gmail.com>  
**Sent:** Monday, February 13, 2023 10:31 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

Please protect our small businesses and our streets. Once you change the nature and character of the city, there's no going back.

Don Wollman

## Vernice Hankins

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**From:** Burt Goldstein <music@burtgoldstein.com>  
**Sent:** Monday, February 13, 2023 10:28 AM  
**To:** councilmtgitems  
**Subject:** In re: 2.14.23 City Council Agenda Item 7a

**EXTERNAL**

Dear Council Member,

Happy Valentine's Day! (I hope your vote today does not render this greeting ironic! ;) )

I will be following your vote on the above named agenda item 7a regarding upzoning.

For reasons I have emailed you in the past, I will be watching to see if you represent me by

**VOTING AGAINST ALL AND ANY UPZONING,**

or other measures likely to result in higher buildings, consolidation of lots, increased crowding and traffic.

BTW, if you have a link to the latest study of transit times in Santa Monica, I would be grateful if you could send it to me.

Thanks,

Burt Goldstein  
2511 California Ave



## Vernice Hankins

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**From:** Barbara Kaplan <barbara@kckarchitects.com>  
**Sent:** Monday, February 13, 2023 12:05 PM  
**To:** Phil Brock; Gleam Davis; Lana Negrete; Oscar de la Torre; Christine Parra; Caroline Torosis; Jesse Zwick; councilmtgitems  
**Subject:** 2/14/23 Agenda Item 7-A

EXTERNAL

February 13, 2013

To : City Council  
From: Barbara Kaplan, ARB Housing Task Force Representative  
RE: 2/14 /23 Agenda Item 7-A

I am writing in support of the request of the Planning Commissioners Nina Fresco, Leslie Lambert and Jim Ries to retain the existing heights and FARs in the Neighbourhood Commercial districts of Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element.

I was an ARB representative to the Housing Task Force and my contribution in suggesting Ocean Park pertained only to the Business Park as a potential site for developing housing, not the Boulevard. That was possibly misconstrued in the final Housing Element. The required (LUCE) specific plan to be prepared for the Santa Monica Business Park will focus on mixed income housing.

Upzoning of our NC districts on Ocean Park Blvd. and Pico Blvd. has the strong potential to displace locally owned businesses that provide affordable real and essential services to Sunset Park residents. In addition to threatening walkability and displacement of locally owned businesses, there is the threat of loss of the commercial districts altogether since ground floor commercial space will not be required for new projects given the likely unmarketability of this space for neighborhood serving businesses.

Upzoning of Sunset Park's Neighborhood Commercial Districts is unnecessary to meet Affirmatively Furthering Fair Housing Goals. 50% of Sunset Park households have annual incomes at or below the Moderate Income level. Two Sunset Park Schools, Will Rogers and JAMS qualify for the Title 1 Federal lunch program, meaning that at least 35% of students are from families at or below the Federal poverty level. 3,309 housing units are rent controlled of 7,000 housing units in Sunset Park.

Thanks for addressing this issue

Barbara Kaplan

Santa Monica, CA 90405

310 | 452 | 7505

[www.kckarchitects.com](http://www.kckarchitects.com)

## Vernice Hankins

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**From:** Halina Alter <vineland52@gmail.com>  
**Sent:** Monday, February 13, 2023 12:02 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Member Brock, Davis, DeLaTorre, Negrete, Parra ,Torosis and Zwick,

I am writing to you at this time to voice my opposition to the proposed zoning changes that will affect several areas in Santa Monica.

I write this as a 39, almost 40 year resident of Santa Monica. We moved to our present home in 1983 because of the community, its schools, its values and a desire to live a life different than the one we had in New York City prior to our relocating to the west coast in 1977. Over these past years I have watched the neighborhoods change, and although change is always inevitable, we must understand that it has consequences. I remember with nostalgia Fireside Market and Rocky the cashier with his open bag of cookies for any child that came his way, the curly fries at Suzy Q's, and purchasing what we needed for our family at the local stores. I have seen Montana Avenue evolve to a series of upscale stores where mattresses can cost more than \$20,000, where a simple child's dress is over \$100, and where we see one empty store front after the other in rotation. Wilshire Boulevard and Santa Monica Boulevard, Pico Avenue, and Ocean Park Boulevard are also all potential areas for zoning changes that will affect the already poorer quality of life for those who live nearby. Parking is difficult, traffic is a nightmare, and the number of unhoused individuals needing services continues to increase. Changing the zoning in all of these areas where there is not an infrastructure to support this is a poor decision. Our police, fire and EMT responses are already slow, our city services are far less responsive than ever, our libraries are shuttered more days than they should be, our water resources are at a critical level, and our quality of life is changing constantly and not for the better. These changes will make it worse for all of us.

I arrived in the Los Area in 1977 after I graduated from medical school and as a physician, I always felt that I was a "steward" for the health of the people I took care of. When I needed help to ensure the best possible outcome for my patients, I sought expert opinion from those outside of my area of expertise, and I followed the recommendations consistently. You too should think of yourself as a "steward" for the residents of Santa Monica and if your experts - those that are on the Planning Commission - are telling you that this is a poor choice, you should heed their well thought out and objectively based advice.

Sincerely yours,

Halina K Alter  
734 23 Street  
Santa Monica, Ca 90402

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 11:57 AM  
**To:** councilmtgitems  
**Subject:** Fw: Feb 14th meeting / Item 6 / Public Comment on Housing Element

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**From:** Karen Blechman <kblech@aol.com>  
**Sent:** Saturday, February 11, 2023 6:11 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Cc:** Gleam Davis <Gleam.Davis@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>; Christine Parra <Christine.Parra@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>; Caroline Torosis <Caroline.Torosis@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>  
**Subject:** Feb 14th meeting / Item 6 / Public Comment on Housing Element

EXTERNAL

Dear Santa Monica City Councilmembers,

Neighborhood Commercial streets such as Montana Avenue, Main Street and sections of Ocean Park Boulevard and Pico Boulevard are pedestrian-friendly centers for their respective neighborhoods. They are human-scale which makes them comfortable areas to shop, dine, and connect with friends and neighbors.

I live a couple of blocks from Main Street and chose to live in this Ocean Park neighborhood because of the walkability. When I first moved here, Main Street was experiencing hard times and I've seen the street go through many phases over the years. I believe it is because of *the sense of place* created by the architecture, the relatively low and quite eclectic buildings, that it has remained an attractive, walkable street which is beginning to flourish once again. If it lost its current zoning Main Street would no longer be the open, sunny space where one can enjoy strolling the sidewalks and participating in the life of the street. It would become Any Street, Any Town.

All these Neighborhood Commercial zoned streets are treasured by local residents. Please do as the Planning Commission recommends. Let's keep the Neighborhood Commercial zoning!

Thank you for your consideration.

Sincerely,

Karen Blechman

Resident of Santa Monica for 44 years

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 11:57 AM  
**To:** councilmtgitems  
**Subject:** Fw: Feb 14th, Item 6, Public Comment on Housing Element

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**From:** wendy way <wendywayaway@gmail.com>  
**Sent:** Saturday, February 11, 2023 6:05 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Cc:** Gleam Davis <Gleam.Davis@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>; Christine Parra <Christine.Parra@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>; Caroline Torosis <Caroline.Torosis@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>  
**Subject:** Feb 14th, Item 6, Public Comment on Housing Element

EXTERNAL

Dear Santa Monica City Council

I am writing you to request that you submit an application to the State of California to modify the Santa Monica approved housing element so the City of Santa Monica can avoid Up-Zoning all commercial districts uniformly... this includes Main Street, Ocean Park area, Montana Avenue and Pico Blvd.

As Joni Mitchell once sang..."Don't it always seem to go, that you don't know what you got til' it's gone? They paved paradise and put up a parking lot..."

Well I do know 'what we got' and I want to protect these areas of our historic beauty in this quaint beachside community of Santa Monica. It makes absolutely no sense to allow huge, tall commercial buildings to line the streets...people from all areas of our state, country and the world come to experience and enjoy the uniqueness and charm of Santa Monica and its sweet buildings, businesses and restaurants.

Thank you!

Wendy Way  
(Ocean Park Resident)

## Vernice Hankins

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**From:** Scott Sakamoto <pscottcam@me.com>  
**Sent:** Monday, February 13, 2023 11:56 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Santa Monica Council Members,

My family has lived in the Sunset Park area on 21st Street between Pico and Ocean Park for over 30 years. We love our neighborhood and want to keep it walking friendly, family friendly and small business oriented.

The Issue: Upzoning of Sunset Park's Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR) and 32' maximum height to an FAR of 2.50 and 55' height.

We are particularly interested in retaining the existing heights and FARs in the Neighborhood Commercial districts on Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element.

Upzoning of our NC districts on Pico Blvd. and Ocean Park Blvd. has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents. We have supported these businesses for years and want to continue to walk to them and not worry about increasing amounts of traffic.

Thank you Scott Sakamoto -resident of SM for 29 years!

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:28 PM  
**To:** councilmtgitems  
**Subject:** Fw: Don't change the zoning

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**From:** Jamie Grossman <maxineandleo0507@gmail.com>  
**Sent:** Monday, February 13, 2023 10:37 AM  
**To:** Gleam Davis <Gleam.Davis@santamonica.gov>; Council Mailbox <Council.Mailbox@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>; rosis@santamonica.gov <rosis@santamonica.gov>; councilmtgitems <councilmtgitems@santamonica.gov>; parra@santamonica.gov <parra@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>  
**Subject:** Don't change the zoning

### EXTERNAL

Do not mess with what is currently working and getting more people out.

1. Changing the zoning on Ocean Park will be a nightmare, there is already too much traffic and with 2 schools in the area more accidents are going to occur.
2. Ocean Park is filled with family-owned and operated businesses, and this is what makes the areas so special when people pay 3+ mm for a home it's the neighborhood and community that excites them.
3. We have way too many high rises that are either already on Lincoln or will be going up. It's important to fill these locations before adding more.
4. Since pulling seating on the streets on main street, people go to Main Street. While there is still a good deal of vacancies, this area now has a life and is now a place people come to from other areas. Asking small businesses to pay more for outdoor seating is going to put them out of business and only hurt the street more as it will be empty once again.

#### Solution Options:

Convert all the empty office spaces into residential ones. This would be so much more cost-effective, and environmentally friendly, and not change the structure of our beautiful city.

The business park that is largely empty now up on Ocean Park east of clover park could create so much housing inventory .... so many of the small businesses up there have had to close because they lost so much \$\$\$ when everyone started working from home.

The empty restaurant on Ocean Park and Centinela should be converted asap.

Make the Santa Monica Mall into a residential on the top floor. The mall is empty with a ton of space and parking is already available.

If you change the zoning to allow all the development issues you will be ruining this amazing community. You have so many issues that need to be addressed with the developments today.

Please do not pass this bill when there is so much space already not being used to it's fullest. Do not take away our Main Street parklets requesting small businesses to pay fees that cannot afford. We must look after our own.



## Vernice Hankins

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**From:** harry\_gordon1307@yahoo.com  
**Sent:** Monday, February 13, 2023 12:28 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** NOMAboard@gmail.com  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

I am a long-term Santa Monica resident writing to you to urge you to stop the up zoning of the NC districts. I patronize many of the business in these zones. I get my hair cut, use a bank, get laundry done, purchase bread, dine at small eateries, and buy garden supplies, to mention some of the services I and my family currently use. We don't want to lose them.

We do not need higher buildings, bigger businesses and greater density in our already overcrowded city.

Please respond to the residents and small businesses, not to large moneyed interests. Follow your planning commission. Keep the NC zoning as it is.

Harris Gabel  
Montana Ave.

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:28 PM  
**To:** councilmtgitems  
**Subject:** Fw: 2.14.23 City Council Agenda Item 7a

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**From:** Phyllis Chavez <chavez\_art@yahoo.com>  
**Sent:** Monday, February 13, 2023 12:18 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>; Gleam Davis <Gleam.Davis@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>; Christine Parra <Christine.Parra@santamonica.gov>; Caroline Torosis <Caroline.Torosis@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Council:

As a resident and a voter, I am deeply concerned about Upzoning our unique streets, Ocean Park Blvd, Montana, and Pico Blvd.

I don't want to change the unique feel of these neighborhoods. We have been fighting to keep Santa Monica as Santa Monica, not a copy of every other neighborhood with only high rent, chain stores that would destabilize our neighborhoods. The thought of and the mental picture it creates is disturbing.

We enjoy a lovely quality of life here. We want to keep it that way. We don't want more traffic problems or parking problems.

We don't want tall, oversized buildings. We want neighborhoods where we can shop local and buy local. Our quality of life will be reduced by these unwanted and unnecessary changes.

Keep our existing heights is essential. We don't want or need 5 or 6 story buildings. We want to support the businesses that we love and buy local. Our Planning Commission even wants the same.

Please honor your constituents, please keep our neighborhoods livable, walkable, unique and stable. We are not against change but totally oppose the idea of additional density and reduction of our quality of life.

Sincerely,  
Phyllis Chavez  
Sunset Park



## Vernice Hankins

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**From:** Leslie Brothers <leslie.brothers@verizon.net>  
**Sent:** Monday, February 13, 2023 12:21 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

I am writing to encourage the City Council NOT to upzone neighborhood commercial districts on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Were these streets to be developed with bigger buildings, the quality of life for those in the neighborhood would be markedly diminished. Santa Monica residents value being able to walk to, and support, small local businesses. And we want buildings sized at human scale in our neighborhoods, not 5 or 6 story buildings.

Leslie Brothers  
937 12th St., #110  
Santa Monica 90403

## Vernice Hankins

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**From:** Helen Lau <helentl@hotmail.com>  
**Sent:** Monday, February 13, 2023 12:15 PM  
**To:** councilmtgitems  
**Subject:** Re: Objection for the up zone

EXTERNAL

To: Council members

(1) Please do not approve upzone for the Santa Monica.

(2) More importantly, need a clear and well-resourced summary of this current challenge from the Santa Monica Coalition for a Livable City.

Please do not approve the recommended-up zone the NC areas.

Residents  
Helen Lau  
601 15<sup>th</sup> street Santa Monica,  
CA90402

## Vernice Hankins

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**From:** Robert Kaplan <robert157@aol.com>  
**Sent:** Monday, February 13, 2023 12:13 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council agenda item --- 2.14.23 City Council Agenda Item 7a

EXTERNAL

I write to share my strong disapproval of any effort to “upzone” any part of Santa Monica. Enough is enough with all the over-development.

How much more traffic and parking problems do you expect residents to endure? How many more neighborhood mom and pop businesses that serve me and my neighbors do you want to destroy? Do you want more of the city to be owned and controlled by gigantic REITS or Developers?

I agree with the Planning Commission and urge the City Council to protect neighborhoods and small businesses by keeping the current zoning and not allowing “upzoning” and lot consolidation.

Thank you. Robert

## Vernice Hankins

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**From:** MICHAEL KATZ <mjkatz1@verizon.net>  
**Sent:** Monday, February 13, 2023 12:11 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** up zoning

EXTERNAL

Dear Councilmembers,

I am writing to express my distress over the proposed up zoning in Santa Monica, as referenced in 2.14.23 City Council Agenda Item 7a. Specifically, I live near Montana and would hate to see larger buildings put in there. They would rob the area of its charm, make everything more expensive and make parking impossible. I would hope you would leave Montana Ave. alone and pay attention to Wilshire Blvd. The area where I normally go, Wilshire from 23rd St. to 13th St. is strewn with homelessness, vacant buildings and gang graffiti. I see no efforts by the city to do anything about that.

Sincerely,

Michael Katz  
1132 19th St. #6  
Santa Monica

## Vernice Hankins

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**From:** Sam Somafilms <sam@somafilms.tv>  
**Sent:** Monday, February 13, 2023 12:02 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

To Whom it May concern,

I would like to register my objection to the upzoning of Ocean Park Bvde and Pico Bvde.

This is yet another shameless grab by developers to destroy another quiet peaceful neighbourhood. I would like to know how many of these greedy developers actually live in our lovely neighbourhood ? I am sure not many as they never seem to destroy their local areas.

We recently moved to this area to take advantage of the locally owned businesses as well as the peace and quiet.

Our teenage daughter and her friends regularly frequent the local restaurants and cafes and feel incredibly safe walking around the neighbourhood.

As a resident of Sunset Park I am a concerned about our house losing value if this shameless land grab gets passed. And will be consulting a lawyer in the event of it passing.

Thank you.

Sam McGarry



## Vernice Hankins

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**From:** MILES WATKINS <mileswatkins@mac.com>  
**Sent:** Monday, February 13, 2023 12:06 PM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear City Council Members,

We vehemently oppose "upzoning" Santa Monica's neighborhood commercial districts. We agree with the Planning Commission and urge you to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.

Protect our Santa Monica quality of life and the well-being of our local businesses.

Sincerely,

Miles & Jocelyn Watkins

Miles Watkins  
502 9th Street  
Santa Monica, California  
(310) 666-1073

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:32 PM  
**To:** councilmtgitems  
**Subject:** Fw: Main St Housing Plan

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**From:** cliffordawright51@gmail.com <cliffordawright51@gmail.com>  
**Sent:** Tuesday, February 7, 2023 9:10 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Main St Housing Plan

EXTERNAL

Dear City Council of Santa Monica

I am opposed to any change to the Main St and Neighborhood Commercial (NC) zoning. I would like to keep the livable city of Santa Monica livable and keep Main Street a low-rise street.

Sincerely,

Clifford A. Wright

2607 2<sup>nd</sup> St. Apt 2  
Santa Monica, CA

## Vernice Hankins

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**From:** Selena Kingsley <sjkingsley2@gmail.com>  
**Sent:** Monday, February 13, 2023 12:31 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Protect Our Neighborhoods!

EXTERNAL

I live in Ocean Park, and I am writing to strongly oppose any action to upzone Main Street, Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.

Given that I will be immediately impacted when/if the bowling alley project on Pico goes forward, this issue is particularly important to me. We need to keep the existing density and building heights in not only our residential areas, but our commercial ones as well.

I urge you to protect our neighborhoods, the people call them home, and the small businesses that work so hard to remain viable within them.

Thank you,  
Selena Kingsley

## Vernice Hankins

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**From:** Dave C. <davec3137@gmail.com>  
**Sent:** Monday, February 13, 2023 12:31 PM  
**To:** councilmtgitems  
**Subject:** 2.14.23 City Counsel Agenda Item 7a

EXTERNAL

I understand the city counsel will be discussing whether to up zone certain commercial districts including Main St, Ocean Park Blvd, Pico Blvd and Montana Ave. This would allow developers to consolidate lots and build large buildings that would cater to chain stores and evict our local businesses.

We love our local businesses and strongly urge you to keep the current zoning. Our local food stores, restaurants, laundromats, pharmacies, etc. are a vital part of the fabric of our community.

Thanks,

Dave Childs  
Sunset Park

## Vernice Hankins

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**From:** Abby Arnold <abby@abbyarnold.com>  
**Sent:** Monday, February 13, 2023 12:31 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Abby Arnold  
abby@abbyarnold.com  
668 Marine Street  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:29 PM  
**To:** councilmtgitems  
**Subject:** Fw: Don't upzone Neighborhood Commercial districts

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**From:** J Conf <JFSJunk@outlook.com>  
**Sent:** Saturday, February 11, 2023 6:43 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Don't upzone Neighborhood Commercial districts

EXTERNAL

Dear City Council Members,

Please, please, please, DO NOT upzone the Neighborhood Commercial districts, including Montana Avenue between 7th and 17th streets. Montana Avenue is the ONLY avenue in Santa Monica that is still special! It is practically the ONLY reason I can still bare to live in Santa Monica! Please don't ruin this, too!

Everywhere else has been overrun with dense high rises, homeless encampments, and expensive and well-financed national chain stores. For instance, see what happened to the Third Street Promenade, which is now a no-go zone. Another example, consider the effects of the well-intentioned Expo Line, which now unloads a daily caravan of homeless people on our streets--many, many of whom have decided to live on same streets. *Think* before you do these things!

I have many happy memories of Montana Avenue. I've gathered with local neighbors here for Saturday morning coffees for YEARS! I cherish the Montana Library. I LOVE browsing in the local boutiques. I just made friends with the owner of the Montana Clock Shop, who's been there for years! I bought hand-made winter scarves and face masks, when those were just coming out.

You're always saying, "Buy Local!" Well, how are we supposed to do this if you keep destroying the local businesses?

Please DON'T upzone any more parts of Santa Monica. Everywhere you do it, is ruined. Stop!

Sincerely,  
Julie Fallon  
a 30-year resident

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:29 PM  
**To:** councilmtgitems  
**Subject:** Fw: Upzoning for Montana Ave.

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**From:** riverfred1@gmail.com <riverfred1@gmail.com>  
**Sent:** Sunday, February 12, 2023 3:07 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Upzoning for Montana Ave.

EXTERNAL

Dear Council Members,

The upzoning bill for Montana will destroy the character and charm of Montana Ave. it will create chain stores, more construction, congestion, etc. etc.

Preserve our neighborhood and say no to developers and their offers. Can you for once keep S M a small beach town as we are fast becoming another high density no charm town run by developers.

Also, keep in mind the residents are totally against the enlargement of the Carlthorp School. They cheated on their parking and converted it to an event center.

Obviously they cannot be trusted.

Sincerely,

Fred Alexander

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:29 PM  
**To:** councilmtgitems  
**Subject:** Fw: Please no UPZONING

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**From:** Linda Shayne <lindashayne@gmail.com>  
**Sent:** Monday, February 13, 2023 9:36 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Please no UPZONING

EXTERNAL

Dear Council Person -  
We have enough EMPTY low-rise buildings --  
Please NO UPZONING --  
Preserve the integrity of Santa Monica. Stop overcrowding of buildings that we don't not need and will cause environmental problems and turn us into the Marina Del Rey --  
which we are not.  
Thank you.  
Sincerely,  
Linda Shayne  
Longtime Santa Monica  
840 21st St. # D  
Santa Monica, CA 90403



## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:29 PM  
**To:** councilmtgitems  
**Subject:** Fw: DO NOT UPZONE Santa Monica's Neighborhood Streets

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**From:** jamiEGrossman@mac.com <jamiEGrossman@mac.com>  
**Sent:** Monday, February 13, 2023 10:32 AM  
**To:** Gleam Davis <Gleam.Davis@santamonica.gov>; Council Mailbox <Council.Mailbox@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>; rosis@santamonica.gov <rosis@santamonica.gov>; councilmtgitems <councilmtgitems@santamonica.gov>; parra@santamonica.gov <parra@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>  
**Subject:** DO NOT UPZONE Santa Monica's Neighborhood Streets

### EXTERNAL

Do not mess with what is current working and only getting more people out.

1. Changing the zoning on Ocean Park will be a nightmare, there is already too much traffic and with 2 schools in the area more accidents area going to occur.
2. Ocean Park is filled with family owned and operated businesses, and this is what makes the areas so special and when people pay 3+ mm for a home it's the neighborhood and community that excites them.
3. We have way too many high rises on that are either already on Lincoln or will be going up. It's important to fill these locations before adding more.
4. Since pulling seating on the streets on main street, people go to Main Street. While there is still a good deal of vacancies, this area now has a life and is now a place people come to from other areas. Asking small businesses to pay more for the outdoor seating is going to put them out of business and only hurt the street more as it will be empty once again.

#### Solution Options:

Convert all the empty office spaces into residential. This would be so much more cost effective, environmentally friendly, and not change the structure of our beautiful city.

The empty restaurant on Ocean Park and Centinela should be converted asap.

Make the Santa Monica Mall into residential on the top floor. The mall is empty with a ton space and parking is already available.

If you change the zoning to allow all the development the issues you will be ruining this amazing community. You have so many issues that need to be addressed with the developments today.

Please do not pass this bill- and do not take away our Main Street parklets requesting small businesses to pay fees that cannot afford. We must look after our own.

Jamie Grossman,  
Concerned Santa Monica Resident

## Vernice Hankins

---

**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:36 PM  
**To:** councilmtgitems  
**Subject:** Fw: NC Zoning

---

**From:** TW <lalizard@mac.com>  
**Sent:** Thursday, February 9, 2023 9:23 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** NC Zoning

EXTERNAL

I am a 35 year resident of Ocean Park Santa Monica.

Please keep Main Street a low rise street and leave Main Street and NC zoning the way it is.  
Thank You Thomas Weidlein

## Vernice Hankins

---

**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:36 PM  
**To:** councilmtgitems  
**Subject:** Fw: Keep Main Street a low rise street

---

**From:** First Step Nursery School <firststepsantamonica@gmail.com>  
**Sent:** Thursday, February 9, 2023 6:36 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Keep Main Street a low rise street

EXTERNAL

To whom it may concern,

Main street is only charming because of its older small beautiful buildings. They are simple but they are quaint and if they are lost to large ugly boxes no one will come to Main Street because it won't be the same. It will lose it's charm and be an eyesore.

Please reconsider this horrible decision.

Hillary Bedell

First Step Nursery School  
2650 Second Street  
Santa Monica, CA 90405  
(310)399-8118  
[www.firststepnurseryschool.com](http://www.firststepnurseryschool.com)

## Vernice Hankins

---

**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:35 PM  
**To:** councilmtgitems  
**Subject:** Fw: Main St

---

**From:** GLENDA CALLANEN <ggcallanen@aol.com>  
**Sent:** Wednesday, February 8, 2023 3:15 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Main St

EXTERNAL

Please leave NC zoning unchanged for Main Street, which is already too congested and has insufficient parking

Glenda Callanen  
2712 Third St

## Vernice Hankins

---

**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:35 PM  
**To:** councilmtgitems  
**Subject:** Fw: Main Street Zoning

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**From:** Faustino Garza <Faustino\_Garza@msn.com>  
**Sent:** Wednesday, February 8, 2023 9:08 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Main Street Zoning

EXTERNAL

My wife and I support any and all modifications necessary to the State Housing Plan in order to leave Main Street building height limits as they are now. No tall buildings on Main Street, please. Not sure how this got by our Planning staff and City Council on the original submission to the State.

Enough is enough. Stop ruining our City.

Faustino Garza  
Sunset Park

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:35 PM  
**To:** councilmtgitems  
**Subject:** Fw: Main Street

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**From:** Joyce Gorelik <joyceg23@me.com>  
**Sent:** Tuesday, February 7, 2023 2:38 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Main Street

EXTERNAL

I want to keep Main Street the way it is. Low buildings and shops. No high rise buildings!!!

Sent from my iPhone

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:35 PM  
**To:** councilmtgitems  
**Subject:** Fw: Main Street

---

**From:** Guy G <gbgorelik24@gmail.com>  
**Sent:** Tuesday, February 7, 2023 11:30 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Main Street

EXTERNAL

Keep Main Street small!



## Vernice Hankins

---

**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:35 PM  
**To:** councilmtgitems  
**Subject:** Fw: Main St. zoning

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**From:** Peter Spelman <pspelman829@gmail.com>  
**Sent:** Tuesday, February 7, 2023 10:23 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Main St. zoning

EXTERNAL

2/7/23

Hello Council members:

I am a 45 year resident of Ocean Park and I am writing to ask you to keep Main Street a low-rise street and leave the Neighborhood Commercial (NC) zoning the way it has been.

Thank you.

Peter Spelman  
730 Marine St.  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:33 PM  
**To:** councilmtgitems  
**Subject:** Fw: In support of keeping Main St's NC zoning

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**From:** Mark and Pamela <johnsonymi@gmail.com>  
**Sent:** Tuesday, February 7, 2023 9:42 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** In support of keeping Main St's NC zoning

EXTERNAL

Dear Council Members,

As concerned residents of Ocean Park, we are writing in very strong support of maintaining the NC zoning on Main Street (and other similar areas) by modifying the submitted Housing Element. The NC zoning adopted only a handful of years ago has served the neighborhood well, encouraging walking and biking. We recognize the pressing need for more affordable housing but we do not believe the up-zoning of these areas is the most strategic way to achieve it. Up-zoning is more likely to result in both gentrification and the loss of the neighborhood character, including, crucially, the small business that even now struggle in the rent in these areas — many storefronts current sit empty, and larger building demanding higher rent will, we believe, lead to large corporate business (at best) that will leave Santa Monica feeling more like Newport Beach. In addition, our narrow streets, so friendly to pedestrians, are not suitable for the sort of density along LA's larger boulevards.

We do recognize the need to add affordable housing, and we support the proposal to use the current parking lots in the neighborhood for that purpose. Our own property rent controlled. And, we support adding height and density along the train line.

Thank you for your careful stewardship of our beloved city.

Best,  
Pamela Hieronymi and Mark Johnson

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Mark Johnson and Pamela Hieronymi  
[johnsonymi@gmail.com](mailto:johnsonymi@gmail.com)

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:33 PM  
**To:** councilmtgitems  
**Subject:** Fw: up zoning

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**From:** Karla Klarin <ksklarin@gmail.com>  
**Sent:** Tuesday, February 7, 2023 9:12 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** up zoning

EXTERNAL

Dear SM Council-

Please keep Main Street the way it is. I have lived three blocks from Main Street for 35 years and it is "neighborhood". It is a treasure the way it is, it is not just another money-making opportunity for development interests. It is OUR neighborhood, not a slot machine.

Thank you, Karla Klarin

--

[karlalarin.com](http://karlalarin.com)

## Vernice Hankins

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**From:** Danielle Charney <shineshuge@gmail.com>  
**Sent:** Monday, February 13, 2023 12:59 PM  
**To:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Council Mailbox; councilmtgitems; David White; Douglas Sloan  
**Subject:** City Council Agenda Item 7a 2/14/2023

EXTERNAL

**PLEASE DO NOT UPZONE PICO BLVD-MONTANA AVE AND OCEAN PARK BLVD.. DO NOT allow these distinctive Streets to be developed with new five or six-story projects.** The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with **higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents' quality of life and increasing traffic and parking woes AND MORE STRESS ON US ALL...**

**DO NOT ALLOW LOT CONSIDERATION for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. WE DO NOT NEED more mega projects in our once gentle town that had style and soul that is disappearing daily.**

The **Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council AGAINST upzoning** these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts. Read the Planning Commission letter here:

<https://santamonicacityca.iqm2.com/Citizens/FileOpen.aspx?Type=4&ID=14074&MeetingID=1353>

These four walking Streets contain most of the neighborhood-serving, affordable businesses residents use in their daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of people's homes. Residents don't just rely on them – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special.

**I agree with the Planning Commission and urge the City Council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.**

Our City Council needs to listen to our voices. If you agree it is important to "buy local" and support our small businesses and maintain the quality of these walkable Streets.

You have allowed "staff" and special interests to destroy so much in the deal made long ago to bring Expo here. Please no more . Stop it now.

Danielle Charney  
Resident since 1982

## Vernice Hankins

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**From:** Dana Borowsky <dana@lighthouseconsulting.com>  
**Sent:** Monday, February 13, 2023 12:56 PM  
**To:** councilmtgitems  
**Subject:** Stop more housing !!!!

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not do anything to support new housing --- our streets are so packed and about to get worse with all the new housing projects. STOP STOP STOP ANY NEW HOUSING.... WE ALREADY SPEND FOR A LITTLE CITY A LOT OF MONEY ON REHAB/TRANSITION WHICH IS GREAT !!!! NO MORE !!!!!!!!!!!

Thank you,

Dana Borowsky  
dana@lighthouseconsulting.com  
958 18TH ST UNIT 1  
SANTA MONICA, California 90403

## Vernice Hankins

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**From:** Liliya Jones <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 12:52 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Liliya Jones  
liliyadjones@gmail.com  
923 5th st, Apt 3  
Santa Monica , California 90403

## Vernice Hankins

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**From:** sjwisewoman@verizon.net  
**Sent:** Monday, February 13, 2023 12:48 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Jesse Zwick; Caroline Torosis  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear City Council,

I urge you to NOT allow "upzoning" in our neighborhoods. The City has allowed so much of what used to be wonderful neighborhoods to be destroyed with a ridiculous amount of development and poor planning. STOP! Please protect residents and small businesses from big money. Too much has already been lost.

Sincerely,  
Sandra Weisman

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:45 PM  
**To:** councilmtgitems  
**Subject:** Fw: UPZONING

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**From:** Kenneth Legaux <kjlegaux@hotmail.com>  
**Sent:** Monday, February 13, 2023 12:44 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>; Gleam Davis <Gleam.Davis@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>; Christine Parra <Christine.Parra@santamonica.gov>; Caroline Torosis <Caroline.Torosis@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>  
**Subject:** UPZONING

EXTERNAL

Dear Council Members:

As a resident of Ocean Park Blvd and a voter, I am deeply concerned about Upzoning Ocean Park Blvd, Montana, and Pico Blvd.

I don't want to change the unique feel of these neighborhoods.

We enjoy a lovely quality of life here. We want to keep it that way. We don't want more traffic problems or parking problems. We want neighborhoods where we can shop local and buy local. Our quality of life will be reduced by these unwanted and unnecessary changes.

Keep our existing heights is essential. We want to support the businesses that we love and buy locally. Our Planning Commission even wants the same.

We are not against change but totally oppose the idea of additional density and reduction of our quality of life.

Sincerely,  
Kenneth J Legaux  
Sent from [Outlook](#)



## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:38 PM  
**To:** councilmtgitems  
**Subject:** Fw: Keep Main Street Low-Rise

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**From:** Sherri Robinson <sherrimariex@gmail.com>  
**Sent:** Saturday, February 11, 2023 7:45 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Keep Main Street Low-Rise

EXTERNAL

Dear Council,

Please keep Main Street, Santa Monica a low-rise development only.

This Ocean Park area is unique in today's world and climate. I dare say, the wealth of preservation will prove beyond measure to far out weigh the gold rush of high rising. Of late, I have noticed New York license plates daily in and through the Santa Monica area. Being of New York myself, I can tell you, the country's higher end income individuals and young families are choosing their home investments to be in places like the quinter areas of Santa Monica because of the existing peaceful and beautiful environment.

Please give stability a chance- Please keep Main Street a low rise area.

Thank you,

Sherri Robinson  
2624 3rd Street, #8  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:37 PM  
**To:** councilmtgitems  
**Subject:** Fw: keep small businesses on main street. please.

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**From:** Grace Gabe <gracepgabe@gmail.com>  
**Sent:** Friday, February 10, 2023 3:11 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** keep small businesses on main street. please.

EXTERNAL

as a resident in santa monica for many years i am very concerned about losing the village look and character of our city.  
bit by bit it is being eaten away by high rise  
commercial buildings, condos and hotels etc.  
please keep the quality of having small businesses alive on main street.  
thank you  
grace gabe, M.D.

Sent from my iPhone

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 12:36 PM  
**To:** councilmtgitems  
**Subject:** Fw: Keep Santa Monica Main Street a low-rise street

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**From:** Vanessa McLean <vanessamcleanishere@gmail.com>  
**Sent:** Thursday, February 9, 2023 4:42 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Keep Santa Monica Main Street a low-rise street

EXTERNAL

Hello-

I'm a longtime resident of Santa Monica/Ocean Park.

I am writing to express my hope that Santa Monica remains a low-rise street.

Allowing an "up zone" and taller buildings will take away from the beauty, charm and history of Main St.

Thank you-

Vanessa McLean

## Vernice Hankins

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**From:** Cookie Neil <cneil1144@gmail.com>  
**Sent:** Monday, February 13, 2023 1:10 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear City Council Members,

I am writing to express my concern that you are considering (1) up-zoning and (2) allowing lot consolidation on Montana Avenue, Main Street, Ocean Park Blvd and Pico Blvd.

My husband and I live 1 block from Montana Avenue and are very familiar with the charming qualities of the street. As far as I can determine, up-zoning and lot consolidation would be a positive for real estate developers but would add nothing positive to the quality of the shopping environment for the citizens.

I encourage you in the strongest possible terms to accept the recommendations of the Planning Commission as outlined in its letter to you dated January 23, 2023 and reject the up zoning and lot consolidation.

Respectfully,

Marjorie "Cookie" Neil  
900 Euclid Street, Apt 208  
Santa Monica, CA 90403

Sent from Cookie's iPhone

## Vernice Hankins

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**From:** Daniela Hummel <daniela@vialosangeles.com>  
**Sent:** Monday, February 13, 2023 1:09 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

To Santa Monica City Council:

My name is Daniela Hummel and I am a resident of North Montana. I am writing in against agenda item 7a, that is, against the "upzoning" of Montana Ave, Main St, Pico Blvd and Ocean Park Blvd.

These streets are peaceful, walkable commercial gems of Santa Monica. For residents and tourists alike, the small business "vibe" of the streets are why they are so charming. Whereas 3rd Street Promenade is a relative disaster at the moment, Montana, Pico, Main and Ocean Park are safe and special pockets of the city.

"Bigger is better" does not apply here. Upzoning would destroy what makes the area special. There is a community that has been created around these small businesses. How many more walkable streets on the Westside are going to be destroyed?

The city can accomplish its AFFH goals elsewhere and ought to seek an alternative that would preserve the integrity of its most precious commercial areas.

Thank you for your consideration,  
Daniela Hummel

## Vernice Hankins

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**From:** kelly@roosterpatch.com  
**Sent:** Monday, February 13, 2023 1:04 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** RE: 2.14.23 City Council Agenda Item 7a

EXTERNAL

Hi I'm writing to let you know that I am against "upzoning" Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. In addition I'm also opposed to lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.

I feel that upzoning and lot consolidation will hurt the neighborhood serving, affordable businesses that residents use every day. Additionally I'm very concerned about all the congestion, construction pollution and general environmental effects all these potential changes will have in regards to the health and safety of my family and my young children.

These potential changes are difficult for small businesses and the resident community and I feel will have long term negative health & safety impacts.

Thanks,  
Kelly (Santa Monica Resident)

## Vernice Hankins

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**From:** Tom Stringer <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 1:03 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please listen to Leslie Lambert's Planning expertise on this issue. Don't turn our commercial boulevards into the five-story mixed-use walls of West L.A.

Thank you,

Tom Stringer  
Resident of Sunset Park

Tom Stringer  
tdstringer@aol.com  
1655 Ashland Avenue  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Jason Mastbaum <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 1:02 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

First we were going to upzone the R1 neighborhoods as part of the housing element process. Now the planning commission has decided that even upzoning NEXT to R1 neighborhoods is unacceptable. How can we tell HCD we're promoting AFFH when we won't take even the tiniest of steps to end our history of exclusionary zoning? Why are we risking getting our housing element decertified to protect exclusionary zoning when AB 2011 is going to upzone these neighborhoods anyhow?

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,  
Jason Mastbaum

Jason Mastbaum  
jason.mastbaum@gmail.com



4th St  
SANTA MONICA, California 90403

## Vernice Hankins

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**From:** Cynthia Rose <cynthia@berettarose.com>  
**Sent:** Monday, February 13, 2023 1:01 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Cynthia Rose  
cynthia@berettarose.com  
1453 Stanford Street #D  
Santa Monica, California 90404

## Vernice Hankins

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**From:** Info@smclc.net  
**Sent:** Monday, February 13, 2023 1:27 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Please Oppose Upzoning and Lot Consolidation on Main Street, Ocean Park Blvd, Pico Blvd, and Montana Ave

EXTERNAL

February 13, 2023

TO: City Council

FROM: The Santa Monica Coalition for a Livable City ("SMCLC")

RE: 2.14.23 Agenda Item 7a – Oppose Upzoning and Lot Consolidation on Main Street, Ocean Park Blvd, Pico Blvd, and Montana Ave

We urge you to support the Planning Commission's recommendations and not upzone, or allow lot consolidation, in the neighborhood- serving districts on Main Street, Ocean Park Blvd, Pico Blvd, and Montana Ave.

These streets currently have an eclectic mix of neighborhood-serving, affordable businesses that residents use in their daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of people's homes. Residents don't just rely on them – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special.

Allowing these unique, walkable streets to be developed with new five or six-story projects, with the resulting demolition of existing buildings, would displace and eliminate most of these essential businesses, replacing them with higher rent tenants like chain stores. This would destabilize these neighborhoods, reduce residents' quality of life, and destroy the special qualities that make these streets destinations both for residents and tourists.

Santa Monica has always encouraged residents to "buy local" and support our small businesses. To do that we must maintain the quality of these walkable streets, and not undermine the ability of these businesses to survive.

Please reject attempts to upzone or allow lot consolidation in these neighborhood-serving commercial districts.



## Vernice Hankins

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**From:** Philip Schwartz <philschwartzdp@gmail.com>  
**Sent:** Monday, February 13, 2023 1:19 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Agenda Item 7A

EXTERNAL

Regarding the proposed changes to our Neighborhood Business Districts on Montana Ave, Ocean Park Blvd, Main St. and Pico Blvd, **we whole-heartedly REJECT THESE PROPOSED CHANGES! The Planning Dept itself rejects these proposed changes:**

".....Specifically, the proposed amendment would retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue, rather than increasing them as proposed in the current language of Program 1J."

The ***last thing*** that these four neighborhood business streets need is a five- or six- story high building, with a "Target" or similar national chain store on the ground floor!

**We URGE you to accept the recommendations of the Planning Dept to REJECT any changes to these streets!**

Respectfully,

Philip D Schwartz, Treasurer  
909-911 Arizona Ave HOA

## Vernice Hankins

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**From:** Gerda Newbold <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 1:16 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Gerda Newbold  
gnewbold@gmail.com  
225 12th Street  
Santa Monica, California CA

## Vernice Hankins

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**From:** Miriam Alpern <mkalpern@yahoo.com>  
**Sent:** Monday, February 13, 2023 1:10 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

As a long time resident of Santa Monica, I strongly encourage you to **vote down** the upzoning initiative effecting Montana Ave., Main Street, Ocean Park and Pico boulevards. I am also **against the lot consolidation** the Council is considering for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.

If approved this would allow developers to consolidate lots and build larger, mega projects on these Streets.

Santa Monica's charm lies largely in our locally owned family businesses. We don't want our hometown to become a sea of national chain stores with no possibility for the local mom and pops to compete. Please protect the integrity and spirit of our city - our home.

Thank you.  
- Miriam

**Mathew L. Millen**  
**16<sup>th</sup> St.**  
**Santa Monica, CA 90404**

February 13, 2023

Santa Monica City Council  
Hearing Date: February 14, 2023

**Item 7A Housing Element**

**“We know that it’s not by coincidence that poor people are relegated to the Pico neighborhood” de laTorre said. “We know that it was by design”<sup>1</sup>. Segregation is a root cause of the dilemma we face today” School Board Member Oscar De La Torre quoted in www.Surfsantamonica.com December 2004**

**SAVE THE BERGAMOT ARTS COMPLEX**

***REJECT FORMER MAYOR SUE’S SEGREGATION HOUSING PLAN***

**The Highest Priority is Implementation of Government Code Section 8899.50 Affirmatively Furthering Fair Housing**

**RESTRICT THE USE OF MEASURE GS FUNDS FOR DEVELOPMENT OF LOW INCOME HOUSING TO THE NEIGHBORHOODS BETWEEN WILSHIRE AND SAN VICENTE BLVD. AND SUNSET PARK.**

**The City intent to intentionally segregate more low income housing in the red lined historically segregated Pico Neighborhood (90404) violates State and Federal Fair Housing Laws and AFFH GOVERNMENT CODE 8899.50 et.seq.**

The revised Housing Element proposes to develop low income housing in the red lined segregated area of the City. Specifically the City is proposing to demolish the Bergamot Arts Complex and build a Jordan Down’s style low income housing project on the city owned Bergamot property and around the 17<sup>th</sup> St. Metro Stop. Bergamot, city owned, targeted for a 707 unit low income housing project is within the historically redlined, segregated Pico Neighborhood. The 17<sup>th</sup> St. Metro stop is within the Pico Neighborhood. .

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<sup>1</sup> The “design” Mr. De La Torre is referring to is the saturation of the Pico Neighborhood with city developed low income housing projects after the restrictive covenants were declared unconstitutional by the US Sup. Court



The February 8, 2022 letter from the Dept of Housing and Community Development rejected the 1<sup>st</sup> version of the City Housing Element because the City proposal failed to “overcome patterns of segregation<sup>2</sup> and foster inclusive communities. In response, the element now appears to promote accessory dwelling units; an insufficient action given the perpetuated segregation noted in the element.”

**The new revised H.E. fails to address HCD’s initial concerns stated above.**

**TO IMPLEMENT AB 686 and GOVERNMENT CODE 8899.50 et.seq  
AFFH THE CITY HAS TO IMPOSE A MORATORIUM ON NEW LOW  
INCOME HOUSING PROJECTS IN THE PICO NEIGHBORHOOD  
INCLUDING BERGAMOT FOR THE NEXT 10 YEARS<sup>3</sup>**

The geographic boundaries of the Pico Neighborhood are South: Pico Blvd; West Lincoln Blvd; North Santa Monica Blvd to 20<sup>th</sup> St. then South to Colorado then East to Centinela. This includes Bergamot and the 17<sup>th</sup> St. Metro Stop!

THE CITY CAN SELL THE BERGAMOT SITE AND USE THE FUNDS TO BUY the Gelson’s site and develop the low income housing in Sunset Park thus implementing Gov.Code. §8899.50 By selling City owned land, there is no excuse not to buy properties outside the Pico Neighborhood to develop or build low income housing. The Cost of construction does not vary by neighborhood.

**THE CITY OF SANTA MONICA HAS BEEN ENGAGED IN A  
“GEORGE WALLACE” POLICY OF HOUSING  
SEGREGATION**

### **Santa Monica’s History of Segregation**

During the 1920’s to the late 1940’s the house lots North of Santa Monica Blvd and South of Pico Blvd had “restrictive covenants” that prohibited Blacks, Latinos

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<sup>2</sup> This reference is the Pico Neighborhood. See my prior correspondence.

<sup>3</sup> I represent a native of Mexico, who is an honorably discharged, disabled veteran of the United States Army, and a naturalized United States Citizen. He wishes to remain anonymous due to fear of harassment by SMRR

and Asians from living in those neighborhoods. The minorities were restricted to living in what is called The Pico Neighborhood.<sup>4</sup> The US Supreme Court declared the restrictive covenants unconstitutional.<sup>5</sup> However, according to a 1988 SMMUSD study more than 30 years after *Brown v The Bd of Education of Topeka Kansas* the schools serving the Pico Neighborhood were segregated. The study noted “**Historic housing patterns**”<sup>6</sup> probably preclude any immediate solutions for desegregating the District.” Over 50 years after *Brown v. The Board of Education of Topeka Kansas* ruled segregated schools unconstitutional the children residing in the Pico Neighborhood still attend segregated elementary and middle schools due to City site selection of low income housing projects.

The City of Santa Monica intentionally segregates the minority residents primarily in the historically segregated neighborhood with segregated schools via their site selection of low income housing development concentrated in the historically segregated Pico Neighborhood (zip code 90404).

### **THE CITY OF SANTA MONICA PERPETUATED SEGREGATION THROUGH THE SITE SELCTION PROCESS WHEN DEVELOPING LOW INCOME HOUSING PROJECTS**

Specifically the City of SM has a history of restricting funding for low income housing projects in the minority Pico Neighborhood. This was accomplished through development agreements with commercial developers<sup>7</sup> that required the development of low income housing in the minority Pico Neighborhood, rather than in the white areas of town.

**The City also created the Pico Neighborhood Housing Trust Fund. [PNHTF]The terms of the fund limited the development of low income housing with money from the fund geographically to the red lined segregated Pico Neighborhood.** The City Council members, none of whom lived in the Pico Neighborhood then through the budget process allocated money to the PNHTF. This of course prevented the development of low income housing in their white neighborhoods. Trust funds were not established to develop low income housing

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<sup>4</sup> East of Lincoln Blvd between Pico on the South and Santa Monica Blvd on the North.

<sup>5</sup> *Shelley v. Kraemer*, 334 U.S. 1 (1948), is a landmark United States Supreme Court case that struck down racially restrictive housing covenants.

<sup>6</sup> The “historic housing patterns” refers to the segregated housing as a consequence of the “restrictive covenants” South of Pico Blvd and North of Santa Monica Blvd. that limited residence in those neighborhoods to “whites only”, the minorities were allowed to reside in the Pico Neighborhood.

<sup>7</sup> The developers of Colorado Place were required to develop low income housing in the Pico Neighborhood.

in the white neighborhoods. *We can correct this by limiting Measure GS funds to neighborhoods with restrictive covenants.*

It should be noted over \$400,000,000.00 in City funds has been given to Community Corp. of Santa Monica (CCSM) to develop low income housing. The longest serving member of the City Council, Ken Genser<sup>8</sup> lived on San Vicente Blvd. The longest serving member of CCSM's board of directors lived on San Vicente Blvd. Powerful council members and SMRR members including the current Mayor live No. of Wilshire. The neighborhood with the least number of city developed multifamily low income units is their neighborhood, from Wilshire to San Vicente Blvd.

The our former Mayor lives in what she describes as an "Economically Gated Community" in a multimillion dollar home in the exclusive R-1 North of Montana Ave. neighborhood. This is probably why there is no proposal to develop low income housing in that neighborhood. On the contrary, the proposal is to keep "dumping"<sup>9</sup> the low income housing in the Pico Neighborhood and downtown. **The neighborhood with the greatest number of multifamily low income units is the historically segregated Pico Neighborhood.**

In *Pico Neighborhood Assn. v City of LA*, Case no BC 616804 a civil rights voting lawsuit by Pico Neighborhood residents, the plaintiffs discovered a tape of [former] Councilmember Zane, at a City Council hearing where he stated that **"the Pico Neighborhood has a DISPROPORTIONATE share of affordable housing."** The council voted against district elections. The City continued *dumping* [the "term" used by the Judge] low income housing in the historically segregated Pico Neighborhood to perpetuate the segregation of minorities, and deny them an opportunity to live in the North of Wilshire/San Vicente neighborhood with the now unenforceable restrictive covenants.

*Of course in Santa Monica limiting the funding for low income housing projects ONLY in the Pico Neighborhood establishes the action by the City was intentional.* Based on *Gautreaux v. Chicago Housing Authority*, 304 F. Supp. 736 (N.D. Ill. 1969) enforcing 296 F. Supp. 907 (N.D. Ill. 1969) and *Gautreaux v. Landrileu*, 523 F. Sup. 665, 674, (N.D.Ill. 1981); 425 U.S. 284; *Otero v. NY Housing Authority*, 484 F.2d. 1122 (2<sup>nd</sup> Cir. 1973), *United States v. Yonkers Board of Education*, 624

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<sup>8</sup> May he rest in peace

<sup>9</sup> The term used by the Superior Court Judge in the Civil Rights voting lawsuit.

F.Supp. 1276 (S.D.N.Y.1985). *NAACP v. HUD*, 801 F.2d 593(1<sup>st</sup> Cir. 1986) , 817 F.2d 149 (1<sup>st</sup> Cir. 1987), *Thompson v. HUD* 348 F. Supp. 2d 398 (Md. 2005), 42 U.S.C. Section 3608(e)(5) and 24 C.F.R. 1.4(b)(1)(iii)(&(iv) and of course *Brown v The Board of Education of Topeka Kansas* the City housing policy violates Fair Housing laws.

In the *Yonkers* court case the Court held, “While placing low cost housing in low income neighborhoods might have made perfect sense to an earlier generation of public housing officials, [Judge] Sand found it unjustifiable.”

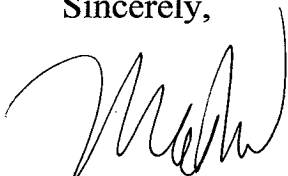
Therefore in order to properly implement AB686 the CITY SHOULD IMPOSE A MORATORIUM ON THE DEVELOPMENT OF LOW INCOME HOUSING IN THE HISTORICALLY SEGREGATED PICO NEIGHBORHOOD (90404) for 10 years AND LIMIT THE DEVELOPMENT OF LOW INCOME HOUSING IN THE NEIGHBORHOOD BETWEEN WILSHIRE BLVD AND SAN VICENTE BLVD. The City must also rezone the commercial strip of Montana Ave. to allow 4 floors of low income housing above commercial, the same zoning as the Pico Neighborhood.

In addition NO MEASURE GS MONEY SHOULD BE SPENT TO DEVELOP LOW INCOME HOUSING IN THE HISTORICALLY SEGREGATED PICO NEIGHBORHOOD.

Please REJECT THE City plan to “perpetuate segregation” of the Pico Neighborhood. **Limit Measure GS funding to Sunset Park and North of Wilshire to San Vicente Blvd. neighborhood, or any neighborhood with “restrictive covenants”**

**Planning Commissioners who live in Single Family Homes who refuse to build Accessory Dwelling Units on their property should resign.**

Sincerely,



Mathew L. Millen

## Vernice Hankins

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**From:** Jessica Wilkins <jwilkinsmitchell@yahoo.com>  
**Sent:** Monday, February 13, 2023 1:50 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** NO upzoning Item 7a city council meeting 2/14/23

EXTERNAL

PLEASE NO UPZONING!!!!

Santa Monica is NOT Manhattan NY!! Please preserve family business culture and stop efforts to destroy its beauty by over building!!!!

Sent from my iPhone

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 1:38 PM  
**To:** councilmtgitems  
**Subject:** Fw: 2.14.23 City Council Agenda Item 7a

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**From:** Daniela Hummel <daniela@vialosangeles.com>  
**Sent:** Monday, February 13, 2023 1:10 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

To Santa Monica City Council:

My name is Daniela Hummel and I am a resident of North Montana. I am writing in against agenda item 7a, that is, against the "upzoning" of Montana Ave, Main St, Pico Blvd and Ocean Park Blvd.

These streets are peaceful, walkable commercial gems of Santa Monica. For residents and tourists alike, the small business "vibe" of the streets are why they are so charming. Whereas 3rd Street Promenade is a relative disaster at the moment, Montana, Pico, Main and Ocean Park are safe and special pockets of the city.

"Bigger is better" does not apply here. Upzoning would destroy what makes the area special. There is a community that has been created around these small businesses. How many more walkable streets on the Westside are going to be destroyed?

The city can accomplish its AFFH goals elsewhere and ought to seek an alternative that would preserve the integrity of its most precious commercial areas.

Thank you for your consideration,  
Daniela Hummel

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Monday, February 13, 2023 1:38 PM  
**To:** councilmtgitems  
**Subject:** Fw: City Council Agenda Item 7a 2/14/2023

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**From:** Danielle Charney <shineshuge@gmail.com>  
**Sent:** Monday, February 13, 2023 12:59 PM  
**To:** Phil Brock <Phil.Brock@santamonica.gov>; Gleam Davis <Gleam.Davis@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>; Christine Parra <Christine.Parra@santamonica.gov>; Caroline Torosis <Caroline.Torosis@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>; Council Mailbox <Council.Mailbox@santamonica.gov>; councilmtgitems <councilmtgitems@santamonica.gov>; David White <David.White@santamonica.gov>; Douglas Sloan <Douglas.Sloan@santamonica.gov>  
**Subject:** City Council Agenda Item 7a 2/14/2023

EXTERNAL

**PLEASE DO NOT UPZONE PICO BLVD-MONTANA AVE AND OCEAN PARK BLVD.. DO NOT allow these distinctive Streets to be developed with new five or six-story projects.** The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with **higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents' quality of life and increasing traffic and parking woes AND MORE STRESS ON US ALL...**

**DO NOT ALLOW LOT CONSIDERATION for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. WE DO NOT NEED more mega projects in our once gentle town that had style and soul that is disappearing daily.**

The **Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council AGAINST upzoning** these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts. Read the Planning Commission letter here:

<https://santamonicacityca.iqm2.com/Citizens/FileOpen.aspx?Type=4&ID=14074&MeetingID=1353>

These four walking Streets contain most of the neighborhood-serving, affordable businesses residents use in their daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of people's homes. Residents don't just rely on them – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special.

I agree with **the Planning Commission and urge the City Council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.**

Our City Council needs to listen to our voices. If you agree it is important to "buy local" and support our small businesses and maintain the quality of these walkable Streets.

You have allowed "staff" and special interests to destroy so much in the deal made long ago to bring Expo here. Please no more . Stop it now.

Danielle Charney  
Resident since 1982



## Vernice Hankins

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**From:** Rayne Laborde Ruiz <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 1:37 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,  
Rayne Laborde Ruiz

Rayne Laborde Ruiz  
rayneblaborde@gmail.com  
1241 5th St Apt 409  
Santa Monica, California 90401

## Vernice Hankins

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**From:** Phillip Tate <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 2:01 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Hi - I'm a Sunset Park resident and I am writing in support of housing on the boulevards. One of the great things about Santa Monica is the unique local businesses. Those businesses need population density to survive. Having housing over the businesses will ensure our boulevards thrive and continue to support our residents.

Additionally, adding housing will help activate the areas which helps prevent crime. Finally, most of the traffic in SM is caused by people driving in and out for work. Having more housing will enable people to live closer to where they work - less traffic and less greenhouse gases. To that end, if you are considering a downzone of the boulevards, please make sure to adequately study the greenhouse gas impact of that decision.

Thank you,

Phillip Tate

Phillip Tate  
philliptate@hotmail.com  
3212 18th Street  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Marissa Charles <info@marissacharles.org>  
**Sent:** Monday, February 13, 2023 1:56 PM  
**To:** Caroline Torosis; Christine Parra; councilmtgitems; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Subject:** Re: Concern about Ocean Park Blvd zoning plans

EXTERNAL

\*Please bear the views and desires of Ocean Park and Pico Blvd residents in mind when you make this decision. We don't want this and will be very disappointed if it goes ahead.

On Mon, Feb 13, 2023 at 1:51 PM Marissa Charles <[info@marissacharles.org](mailto:info@marissacharles.org)> wrote:

Hello All,

As an Ocean Park Blvd resident for more than eight years I'm extremely concerned about any plans to change the zoning requirements on this street and Pico Blvd in Santa Monica.

Allowing 5 story buildings would drive our current ground floor and 2 story unique businesses out of the area.

What makes my community special — the very reason why I live here — is the quaint, village feel. I have friends who travel across town just to go to the restaurants and coffee shops in the area and to shop.

I hold business meetings at our little eateries.

Changing the zoning in the area (I suspect for profit) will alter the very nature of this community and will rob it of its heart, soul and what makes it special. If I wanted to live in an area overgrown with McMansion apartment complexes I would have stayed in Venice or moved to Downtown LA.

Please bear the views and desires of Ocean Park and Pico Blvd residents when you make this decision. We don't want this and will be very disappointed if it goes ahead.

Thanks,

Marissa Charles

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Marissa Charles

Writer/Editor

Mobile: 1 310 463 8164

[www.marissacharles.org](http://www.marissacharles.org)

Check me out on [Facebook](#) and [Twitter!](#)

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Marissa Charles

Writer/Editor

Mobile: 1 310 463 8164

[www.marissacharles.org](http://www.marissacharles.org)

Check me out on [Facebook](#) and [Twitter!](#)

## Vernice Hankins

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**From:** Marissa Charles <info@marissacharles.org>  
**Sent:** Monday, February 13, 2023 1:52 PM  
**To:** Caroline Torosis; Christine Parra; councilmtgitems; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Subject:** Concern about Ocean Park Blvd zoning plans

EXTERNAL

Hello All,

As an Ocean Park Blvd resident for more than eight years I'm extremely concerned about any plans to change the zoning requirements on this street and Pico Blvd in Santa Monica.

Allowing 5 story buildings would drive our current ground floor and 2 story unique businesses out of the area.

What makes my community special — the very reason why I live here — is the quaint, village feel. I have friends who travel across town just to go to the restaurants and coffee shops in the area and to shop.

I hold business meetings at our little eateries.

Changing the zoning in the area (I suspect for profit) will alter the very nature of this community and will rob it of its heart, soul and what makes it special. If I wanted to live in an area overgrown with McMansion apartment complexes I would have stayed in Venice or moved to Downtown LA.

Please bear the views and desires of Ocean Park and Pico Blvd residents when you make this decision. We don't want this and will be very disappointed if it goes ahead.

Thanks,

Marissa Charles

--

Marissa Charles

Writer/Editor

Mobile: 1 310 463 8164

[www.marissacharles.org](http://www.marissacharles.org)

Check me out on [Facebook](#) and [Twitter!](#)

**From:** [Michael Grandcolas](#)  
**To:** [councilmtgitems](#)  
**Subject:** Please support the Planning Commission's Proposal to modify the Housing Element to keep NC zoning as is and not up zone it.  
**Date:** Monday, February 6, 2023 9:50:42 AM

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EXTERNAL

Dear City Council

I'm a condo owner and have lived in Ocean Park for 35 years.

I urge you to support the Planning Commission's Proposal asking you to submit an application to the State of California to formally modify our approved Housing Element to make it more attuned to our actual City neighborhood needs.

Specifically, to keep NC zoning as is and not up zone it.

The current NC zoning is important to retain the unique walkable character of Ocean Park and Main Street with its many small businesses and to also retain the unique footprint and architecture of Main St. in Ocean Park.

Regards  
Michael Grandcolas

**From:** [barbara@barbarateitelbauminsurance.com](mailto:barbara@barbarateitelbauminsurance.com)  
**To:** [councilmtgitems](#)  
**Subject:** RE City Council to retain the current NC zoning of Main Street and Ocean Park  
**Date:** Monday, February 6, 2023 12:29:50 PM

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EXTERNAL

Dear City Council

I'm a condo owner and have lived in Ocean Park for 28 years.

I urge you to support the Planning Commission's Proposal asking you to submit an application to the State of California to formally modify our approved Housing Element to make it more attuned to our actual City neighborhood needs.

Specifically, to keep NC zoning as is and not up zone it.

The current NC zoning is important to retain the unique walkable character of Ocean Park and Main Street with its many small businesses and to also retain the unique footprint and architecture of Main St. in Ocean Park

Barbara Teitelbaum

## Vernice Hankins

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**From:** Carter Rubin <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 2:24 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Carter Rubin  
carter.rubin@gmail.com

, California



## Vernice Hankins

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**From:** Natalya Zernitskaya <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 2:22 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience.

Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Our City has regularly passed ordinances that limited what kinds of housing can be built and where, and we are not alone in continually downzoning. We've seen the resulting housing crisis due to these actions so we cannot continue down the path of downzoning throughout our city and expect our housing crisis to improve.

Thank you,

Natalya

Natalya Zernitskaya  
nzernitskaya@gmail.com

Santa Monica, California 90404



## Vernice Hankins

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**From:** Steve Berman <sbermo@gmail.com>  
**Sent:** Monday, February 13, 2023 2:32 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Please don't upzone"Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue ("Streets").

Thank you,  
Steve Berman  
933 5th Street

## Vernice Hankins

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**From:** Connie Stewart <conniej625@aol.com>  
**Sent:** Monday, February 13, 2023 2:29 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Caroline Torosis; Jesse Zwick; Christine Parra  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Santa Monica purports to want walkable neighborhoods, and that's what we have along Ocean Park Boulevard. I can stroll to two grocery stores, a nursery, a yoga studio, a toy store, a florist, a couple gift shops, several restaurants and a trendy bread bakery. I can get my bike serviced at the Bicycle Workshop and have coffee down the street while I wait.

I've counted dozens of people in line to buy bread at Jyan Isaac bakery, 1620 Ocean Park Boulevard. Last Sunday morning, about 30 people queued up for brunch at Layla, the new bagel cafe next door. Ghisallo draws a steady crowd with its creative pizzas and salads. Thyme offers high-quality takeout food as well as dine-in options. Down the street, Local Kitchen provides upscale dining. Across the boulevard, Bolivar's sells arupas, coffee, baked goods and lighter fare. The boulevard is thriving.

Now, however, the city proposes to upzone much of the boulevard, as well as other charming areas like Montana and Main Street. If you do, say goodbye to walkable neighborhoods. Our small independent businesses will get squeezed out, their buildings demolished to make way for denser development.

Even if the new buildings reserve the ground floor for commercial use, years-long construction will force out the current businesses. Instead of a vibrant neighborhood, we'll have a shopping desert.

I'll be driving to grocery stores rather than wheeling my granny cart to Bob's or Gelson's. I'll need to get my bike serviced at a larger store like Helen's. With Merrihew's Sunset Gardens gone, I'll have to drive to Armstrong's on Wilshire, or perhaps Anawalt's in West LA.

Santa Monica used to be a real community, with hardware stores, a plucky newspaper, and down to earth shops. Today, Santa Monica Place and the Promenade cater to tourists, not locals.

The neighborhood shopping districts are what make this city livable for residents. Please don't convert Santa Monica into another car-dependent cookie-cutter suburb.

Connie Stewart  
1229 Cedar Street

Sent from my iPad

## Vernice Hankins

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**From:** Santa Monica City Manager's Office  
**Sent:** Monday, February 13, 2023 3:04 PM  
**To:** councilmtgitems  
**Subject:** FW: 2/14/23 Meeting - Agenda Item #7

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**From:** Andrew Allison <andrewallison04@gmail.com>  
**Sent:** Monday, February 13, 2023 1:50 PM  
**To:** Gleam Davis <Gleam.Davis@santamonica.gov>; Lana Negrete <Lana.Negrete@santamonica.gov>; Oscar de la Torre <Oscar.delaTorre@santamonica.gov>; Jesse Zwick <Jesse.Zwick@santamonica.gov>; Caroline Torosis <Caroline.Torosis@santamonica.gov>; Christine Parra <Christine.Parra@santamonica.gov>; Phil Brock <Phil.Brock@santamonica.gov>  
**Cc:** Santa Monica City Manager's Office <manager.mailbox@santamonica.gov>  
**Subject:** 2/14/23 Meeting - Agenda Item #7

EXTERNAL

Dear Council,

I am a resident of the North of Montana neighborhood. My family lives in a detached single-family home within 1,000 feet of the Montana commercial corridor, and I write in support of liberalizing the zoning on Montana Avenue, including allowing the construction of more homes and more businesses in multi-story buildings.

My family relies on Montana Avenue for its groceries, restaurants, cafes, bakeries, medical offices, hair salons, clothing boutiques, dry cleaners, ice cream shops, and physical fitness establishments. We chose to live in this area because the presence of these businesses allows us to walk and bike for more of our trips, limiting our carbon footprint, reducing the amount of car traffic in our city, and improving our health.

As a taxpayer, I also appreciate that the presence of these businesses keeps my taxes lower than they otherwise would be, and helps to pay for the infrastructure that makes our neighborhood great.

When these businesses succeed, my neighborhood succeeds and our experience as residents is enhanced. It's hard to think of something more beneficial to these businesses than the Council allowing more potential customers to live nearby.

These businesses and amenities likely would not exist if they were not adjacent to the multi-family residences of the Wilshire-Montana neighborhood. Let's learn from that success.

I understand that some might be concerned that changing the zoning to enable the building of more homes on Montana Avenue might lead to the replacement of our unique small businesses by national chains. The way to prevent that outcome is to ensure that the costs of building and operating a business on Montana Avenue are as low as possible. Remove minimum parking requirements, so businesses can have smaller footprints. Eliminate other regulations that only allow large-floorplate projects to pencil out. Don't take the counter-productive step of trying to help our neighborhood businesses by limiting the number of customers they serve.

Thanks for your attention to this letter and for your service.

Sincerely,  
Andrew Allison

## Vernice Hankins

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**From:** Evann Grey <evanngrey@gmail.com>  
**Sent:** Monday, February 13, 2023 2:58 PM  
**To:** councilmtgitems  
**Subject:** 2/14/2023 City Council Agenda Item 7A

EXTERNAL

I strongly oppose upzoning of our neighborhood business districts.

Increasing the size and scale of the development on these streets will increase the already heavy traffic flow, but most importantly will destroy the small independent businesses that we know, love, and support, and that are part of the fabric of our neighborhoods and community.

Santa Monica has already lost so much in the past couple of decades. Please just stop.

Evann Grey  
1038 9th Street  
SM 90403



## Vernice Hankins

---

**From:** Gonzalo Ugarteche <gonzalo@trulovepost.com>  
**Sent:** Monday, February 13, 2023 2:58 PM  
**To:** councilmtgitems  
**Cc:** Jesse Zwick; Caroline Torosis; Christine Parra; Phil Brock; Lana Negrete; Oscar de la Torre; Gleam Davis  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

I am reaching out to all of you to let you know that I, as well as my family, all being residents of Santa Monica in the ocean park area, oppose the change to upzone Santa Monica's neighborhood commercial district including Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

I believe that is very important to buy locally in my neighborhood. Please protect these streets.

Best regards.

**Gonzalo Ugarteche**

## Vernice Hankins

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**From:** Julie Greenfield <jugree888@gmail.com>  
**Sent:** Monday, February 13, 2023 2:57 PM  
**To:** councilmtgitems; Gleam Davis; Caroline Torosis; Christine Parra; jesse.zwick@smgov.net; Lana Negrete; Oscar de la Torre; Phil Brock  
**Subject:** City Council Agenda item 7a 2/14/23

EXTERNAL

Dear City Council Members,

I STRONGLY oppose the upzoning of Pico Blvd. I'm concerned about the wiping out of small businesses there- businesses I often frequent. The charm of Santa Monica is being threatened and our city is already so crowded. . Be sure my neighbors and I will oppose this and won't go down without a fight. I have been a resident here for 24 years.

Thank you for your consideration.  
Julie Greenfield

## Vernice Hankins

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**From:** Dennis Gibbens <dennis@dga-inc.com>  
**Sent:** Monday, February 13, 2023 2:56 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** friendsofsp@yahoo.com  
**Subject:** 2/14/23 Agenda item 7-A

EXTERNAL

Dear All,

Please DO NOT pass the Upzoning Proposal along Ocean Park or Pico Blvds. I have been a tenant in the 1600 block of Ocean Park Blvd. for 29 years now. The existing character of the street is what the people who live, work and frequent/shop in this area want. This is mostly a small, locally-owned business community. Our community is a special one, developed over generations.

I urge you all to please vote NO on the proposed upzoning in our Neighborhood Commercial District.

Thank you!

Dennis Gibbens

Dennis Gibbens  
Dennis Gibbens Architects  
1634 Ocean Park Blvd  
Santa Monica, CA 90405

[dennis@dga-inc.com](mailto:dennis@dga-inc.com)

T. 310.452.8438

F. 310.452.8437

## Vernice Hankins

---

**From:** Elliot Gordon <elliotkgordon1@gmail.com>  
**Sent:** Monday, February 13, 2023 2:55 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear City Council Members: I am writing to express my deep concern about the proposed "upzoning" proposal on the February 14 agenda that will impact Pico and Ocean Park Boulevards in the Sunset Park neighborhood. While the goals of the proposed upzoning may be laudable, the likely adverse effects are anything but. These business sections of the neighborhood provide a multitude of services in a friendly atmosphere on a human scale that will likely be lost. Not only locally owned restaurants and cafes, but a variety of services including markets, gift shops, tailors, framing stores, hair salons, etc. These are the types of places that allow us to live our daily lives in Sunset Park without having to get into a car or patronize chain stores, the only kind of franchises likely to be able to afford space if the upzoning occurs. Therefore, I respectfully request that the council reject the proposed upzoning and preserve what makes Sunset Park such a wonderful and special place to live, work and enjoy the best of what our city offers.

Thank you,  
Elliot Gordon  
33rd Street

## Vernice Hankins

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**From:** Robert Posek <rposek@gmail.com>  
**Sent:** Monday, February 13, 2023 2:48 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 agenda item 7A,,(oppose upzoning)

EXTERNAL

To the mayor and councilmembers,

My wife and I are very disturbed by the possibility of upzoning neighborhood commercial districts and demolishing existing buildings including those on Main Street, Ocean Park Blvd, Pico Boulevard and Montana Avenue. We live near the Montana Avenue district area, and have, for over thirty years, enjoyed shopping in the many unique stores.

The resulting demolition would eliminate most of these shops, increase rents, and likely replace existing local businesses with chain stores, The increased density would also increase parking and traffic, resulting in a reduction of the resident's quality of life. Your decisions will directly impact our neighborhoods negatively if you elect to go forward with the upzoning as proposed.

Please remember that your duty is to represent your residents and not those of the developers (Forward Santa Monica) and other vested interests, whose motives are purely economic.

Again, I urge you to take the recommendations of several of the Planning Commissioners and protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.

Sincerely,

Robert & Linda Posek  
Santa Monica residents

## Vernice Hankins

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**From:** Ken Scopp <ken@scopp.net>  
**Sent:** Monday, February 13, 2023 2:46 PM  
**To:** councilmtgitems  
**Subject:** Upzoning

EXTERNAL

I oppose the upzoning proposal

Best,  
Ken

**Kenneth N. Scopp, CFP, RFC, CLTC**  
**CA Lic.#0486957**  
**Scopp & Associates, inc.**  
**1112 Montana Avenue**  
**#906**  
**Santa Monica, CA 90403**  
**(310)893-6091**  
[ken@scopp.net](mailto:ken@scopp.net)

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## Vernice Hankins

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**From:** Debbie Travis <travalato@yahoo.com>  
**Sent:** Monday, February 13, 2023 3:23 PM  
**To:** councilmtgitems  
**Subject:** Our Neighborhoods

EXTERNAL

Please help preserve what little is left of our precious Santa Monica neighborhoods! The upcoming vote to up zone Ocean Park, parts of Pico and the Montana neighborhoods is not necessary and will raise rents for small business and leave only big chains who can afford it.

We voted you in to preserve our quaint beach town or what little is left for our families. Please vote NO on upzoning!!!  
Thank you,  
Debbie Travis  
A proud Santa Monica resident

[Sent from Yahoo Mail for iPhone](#)



## Vernice Hankins

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**From:** Becky Boyle <beckyboyle@icloud.com>  
**Sent:** Monday, February 13, 2023 3:20 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council,

I am hearing you are considering "upzoning" Santa Monica's neighborhood commercial districts that include Main, Ocean Park, Pico and Montana.

It's bad enough that Lincoln is the debacle it is, add into that all the same projects already on 7th, 5th, etc... There is no need to further destroy the livelihoods of our small business owners (the heart of so much) and further erode the character of the community. The madness must stop. To replace them with higher rent tenants the likes of chain stores, destabilizing the neighborhoods, reducing residents' quality of life and increasing traffic and parking woes, the lack of sun actually be able to hit "sunny Santa Monica" due to building height enhancements.... It's not ok. It must stop. There are vacancies that exist if people want them. This isn't going to solve the home-affordability issue, it's only going to serve to destroy the culture and character of Santa Monica which has already taken a very substantial hit in the last few years.

I prefer to buy local and support small business owners. I hope you care about your current community too. I implore you to put your current constituents above lobbyists and possible future constituents. We've had it with the mega-apartment mode that has not filtered but stormed this little town. Show us you actually care, show us you are also "pro-Santa Monica" vs "pro-developers". Show us you're worthy of representing us.

Thank you,  
Becky Boyle  
1038 9th St. Apt. E  
Santa Monica, CA 90403

## Vernice Hankins

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**From:** Jane Dempsey <janedempsey@earthlink.net>  
**Sent:** Monday, February 13, 2023 3:15 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** RE: City Council 2/14/23 agenda item 7-A -- Study Session re Housing Element implementation

EXTERNAL

Dear Mayor and Councilmembers,

I totally agree with the Friends of Sunset Park letter regarding this matter sent to the Planning Commission in January.

It really is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park/Pico neighborhoods special.

Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

Thank you,  
Jane Dempsey

## Vernice Hankins

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**From:** Lisa Siegel <lisamsiegel5889@gmail.com>  
**Sent:** Monday, February 13, 2023 3:14 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Upzoning: 2/14/23 City Council Agenda Item 7a

EXTERNAL

"Upzoning" would allow unique streets in Santa Monica -- including Ocean Park Boulevard, Pico Boulevard and Montana Avenue -- to be developed with new five or six-story projects. The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. It would destabilize the neighborhoods, reducing residents' quality of life and increasing traffic and parking woes.

I am a long time customer of the businesses along Ocean Park Boulevard, especially the restaurants, the yoga studio and Bob's Grocery Store. It would be a terrible loss to those of us who have durable relationships with our local vendors. To destroy the neighborhood and raise the rents would *add nothing* to our quality of life. In fact, it would destroy our quality of life. Bigger is not better. It enriches only the developers.

When the Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council against upzoning these streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts.

The City Council needs to hear our voices. I support local small businesses and want to maintain the lovely quality of life along these Santa Monica streets and neighborhoods.

Lisa Siegel

## Vernice Hankins

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**From:** Tregg Rustad <tregg@treggrustad.com>  
**Sent:** Monday, February 13, 2023 3:09 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council,

I live and work in Sunset Park and I'm concerned about the potential rezoning of Pico Blvd and Ocean Park Blvd in discussion. I think it's vital to all of us that live in the neighborhood to support the small business in this area, as we use them daily, and I feel this should be a priority. Also, I feel strongly that the max height should be 4 stories, **with required retail space on the bottom/ground level** so the small business can continue to support our community. Also, it's important to consider traffic impact caused by these changes and to make sure enough parking for each building is required, or no one can park and visit the businesses. I drive my kids to SMASH every day down Pico Blvd and the traffic is terrible most mornings.

Thank you for your time.

Tregg Rustad

## Vernice Hankins

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**From:** Suzan Filipek <suzanfilipek@hotmail.com>  
**Sent:** Monday, February 13, 2023 3:08 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Councilmembers:

I am asking you to please not “upzone” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue (“Streets”).

It's important to buy local and continue to have these charming businesses and streets that make Santa Monica the community it is, and why people want to live and visit here.

Also being considered is whether to allow lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. If approved this would allow developers to consolidate lots and build larger, mega projects on these Streets.

When the Planning Commission recently reviewed these changes it urged the Council to keep the existing heights and densities in these neighborhood commercial districts:

<https://santamonicacityca.igq2.com/Citizens/FileOpen.aspx?Type=4&ID=14074&MeetingID=1353>

These four walking Streets serve residents in their daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of our homes. And they help make Santa Monica feel special.

Please keep the current zoning and not allow lot consolidation.

Thank you

Suzan Filipek  
421 Marine Street  
Santa Monica, 90405

## Vernice Hankins

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**From:** Allison Dollar <allisondollar@gmail.com>  
**Sent:** Monday, February 13, 2023 3:31 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a - NO to upzoning the heart of Santa Monica's neighborhoods

EXTERNAL

Dear Santa Monica City Council,

I'm writing regarding agenda item 7a for tomorrow, February 14, 2023. NO NO NO NO on upzoning.

The downside to upzoning these streets vastly outweighs any very short-term and very small gains in allowing it.

Upzoning is pernicious. It erodes social connections to the economic community and completely erodes neighborhood loyalty. Even worse, it undermines new economic business models and any space for entrepreneurship. Even if we collectively decide that quality of life has no value, we shouldn't agree to limit the kinds of business that could flourish in Santa Monica.

I continue to be shocked at the lack of imagination and paucity of modern business savvy that allows these measures any credence. These policies evince 20th century thinking. And here we are 20% into the 21st!! What about new forms of corporate, sponsorships, work/live spaces, R&D centers, other ways to support tourism? Why why why be so foolish and short sighted? Or is it laziness?

Upsizing in this instance is a death sentence for the burgeoning digital media community fueling local business, and for other forms of lifestyle offerings, as well as basic service businesses that make up the fabric of daily life. Should we live here and leave to shop at other neighborhoods in SoCal?

Just say no. And think of better ways to raise the tax base and revenue.

Thank you.

Allison Dollar  
Ocean Park  
[allisondollar@gmail.com](mailto:allisondollar@gmail.com)  
310 428 5079

## Vernice Hankins

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**From:** laura houston <laurahouston7999@yahoo.com>  
**Sent:** Monday, February 13, 2023 3:31 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear City of Santa Monica,

I am against the proposal to upzone Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. This is a bad idea. It will increase traffic and change the look of our remaining neighborhoods that are mom and pop stores. We don't need the rest of the city to look like the rest of the ugly high-rise buildings near the Promenade. The planning commission has already recommended against it-----please listen to them!

Sincerely,

Laura Houston  
21-year resident of Santa Monica in the Sunset Park neighborhood

## Vernice Hankins

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**From:** Jeremy Bamberger <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 3:30 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

I'm going to make this exceedingly simple, and less diplomatic than my fellow pro-housing kin. I am an urbanist and architect of multi-family housing who lives in Ocean Park, where Main Street, Ocean Park Blvd., and Lincoln Ave. are a part of my neighborhood. The Housing Element is explicit in "further forwarding fair housing" in resource-rich environments, and we all know that Bergamot is a direct overlay with Santa Monica's historic redmaps, while the above-mentioned commercial corridors are in wealthier parts of town. I have many professional relationships with those at HCD and others at the state level, and so if this request goes through, I will make it abundantly clear to HCD that this is in direct contrast to further forwarding fair housing, and will recommend that they deem Santa Monica's Housing Element to be non-compliant, re-awakening the builder's remedy as an appropriate tool resolve inappropriate politicking around producing housing.

Thank you,

Jeremy Bamberger  
jermberg@gmail.com  
140 Julian Ave, 306  
San Francisco, California 94103



## Vernice Hankins

---

**From:** Karen Lucente <kplucente@gmail.com>  
**Sent:** Monday, February 13, 2023 3:30 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

I understand you are meeting on this item this week. I would like to voice my opposition to the proposed upzoning of NC districts.

We agree with the Planning Commission's letter showing how it will cause further displacement of locally owned businesses that provide affordable retail and essential services to our local community, businesses that are currently owned by individuals, and many minority-owned ones. It will ruin the street to allow four and five-story development because all the small businesses will be replaced by chains. Surely we would end up losing local treasures like the Aero theater, too.

They have outlined all the ways these districts already serve the community and meet the objectives needed.

Please reconsider.

Thank you,

Karen Lucente

514 7th St, Santa Monica, CA 90402

## Vernice Hankins

---

**From:** hhartlaw@gmail.com  
**Sent:** Monday, February 13, 2023 3:30 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** hhartlaw@gmail.com  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Hello Council members,

I just learned about the proposal to upzone Pico, Ocean Park, Main Street and Montana. I live and work in Venice (a block over from Santa Monica) but spend most of my time (and dollars) in Santa Monica.

The idea of upzoning these areas is honestly criminal! Big chains and multi-story businesses on Montana and Main street **would completely destroy the feel of these walkable shopping districts** (not to mention parking is already awful). The same holds true for Ocean Park. The neighborhoods around these areas already have to deal with the overflow of parking. And if the bigger stores push the local retailer and service providers out, locals will have to get in their cars, which will negatively impact the desirability of these areas.

It already congested enough on Lincoln in the areas of giant apartment buildings. That area has completely lost its charm. If let the virus of upzoning spread, only the developers will win.

Thanks for listening!

Heidi Hart  
811 Commonwealth Ave  
Venice, CA 90291

## Vernice Hankins

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**From:** rml <rml@cyberiamedia.com>  
**Sent:** Monday, February 13, 2023 3:26 PM  
**To:** councilmtgitems  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Regarding 2.14.23 City Council Agenda Item 7a: I agree with the Planning Commission and urge and City Council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.

I live on 22nd St in Ocean Park.

Thanks.

richard levine  
principal & creative director  
[cyberiamedia](#) | [LinkedIn](#) | [behance](#) | [vimeo](#)

T| 310.392.6100 M| 310.717.5190



## Vernice Hankins

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**From:** Brenda Lent <rblent@gmail.com>  
**Sent:** Monday, February 13, 2023 3:26 PM  
**To:** councilmtgitems  
**Subject:** Upzoning

EXTERNAL

Please DO NOT vote to up zone the NC areas.

## Vernice Hankins

---

**From:** Betsy Katz <betsyjkatz@gmail.com>  
**Sent:** Monday, February 13, 2023 3:25 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear City Council Members,

I strongly I oppose the proposed up zoning of Santa Monica's unique neighborhood commercial districts (Main St, Ocean Park Bl, Pico Bl and Montana Av).

Allowing 5 and 6 story buildings would destabilize these neighborhoods by demolishing existing (and beloved) businesses and replacing them with higher rent chain stores and bringing with them more traffic and huge parking issues.

Thank you.

Sincerely,  
Betsy Katz  
3016 Ruskin St  
Santa Monica 90405  
310-415-0130

## Vernice Hankins

---

**From:** Rose Shoshana <rose@rosegallery.net>  
**Sent:** Monday, February 13, 2023 3:41 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Saving Small Businesses!

EXTERNAL

Dear Council Members,

Small businesses are what gives a city its vitality and liveliness. The plan you are considering will destroy, not only livelihoods of the small business owners and their employees, it will also kill the energy of the communities of Ocean park, Main Street, Pico and Montana. This plan goes against everything Santa Monica stands for, a city for the people, not just big developers who care nothing about communities.

Please do not let this go through.

Sincerely, Rose Shoshana, a small business owner  
at Bergamot Station.

--

Rose Shoshana  
ROSEGALLERY  
Bergamot Station Art Center  
2525 Michigan Avenue B-7  
Santa Monica, CA 90404  
Ph. 310.264.8440  
[rose@rosegallery.net](mailto:rose@rosegallery.net)  
[www.rosegallery.net](http://www.rosegallery.net)

## Vernice Hankins

---

**From:** Jan Bailey <goldeniii@roadrunner.com>  
**Sent:** Monday, February 13, 2023 3:39 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Agenda Item 7a

EXTERNAL

Council Members:

I am very concerned as to what you're planning for our beautiful Santa Monica. I've lived here for 30 years and am dismayed as to the unbridled crime and violence on the streets of Santa Monica. I can no longer walk down Main Street or on the Promenade as it isn't safe. Unless corruption is afoot, I fail to understand why this is allowed. Why?

I urge you to vote NO on Upzoning Main Street, Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. Should you vote for 7a, know that you will destroy a once-beautiful, friendly, and safe city that is struggling as it is.

Please keep Santa Monica safe.

Thank you,  
Jan Bailey  
Santa Monica Resident

## Vernice Hankins

---

**From:** AnitaMarie Laurie <AnitaMarie@sitrick.com>  
**Sent:** Monday, February 13, 2023 3:37 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Mayor and Santa Monica Council Members:

I choose to live in Santa Monica after living in Malibu and Santa Barbara for many years. I choose Santa Monica because it is a City that values neighborhood, small business and family. For the last 29 years I have enjoyed our beautiful community and have purchased two homes, married and raised a family here.

With that, I urge the current City Council to **respect and support** the recommendation of our Planning Commissioners to retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue, rather than increasing them as proposed in the current language of Program 1J.

Please do the right thing and maintain what residents and visitors to our City love by maintaining the existing height and FAR for the NC Districts on Main Street, Ocean Park Blvd., Pico Blvd. and Montana Avenue.

Sincerely,

Anita-Marie Hill Laurie  
Santa Monica Homeowner  
Resident 29 years

Anita-Marie Laurie  
Sitrick And Company  
11999 San Vicente Blvd., Penthouse  
Los Angeles, CA 90049  
310-788-2850 office  
310-663-3036 mobile



## Vernice Hankins

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**From:** Roger Lent <rlldds73@gmail.com>  
**Sent:** Monday, February 13, 2023 3:36 PM  
**To:** councilmtgitems  
**Subject:** Upzoning

EXTERNAL

Please DO NOT vote to upzone the NC areas.

## Vernice Hankins

---

**From:** agave8@yahoo.com  
**Sent:** Monday, February 13, 2023 3:36 PM  
**To:** councilmtgitems  
**Subject:** No to Zoning change.

EXTERNAL

We want struct zoning. Not allowing taller buildings.  
Keep Santa Monica small and neighborhoods friendly. Ocean Park and Pico residents say HELL NO TO THIS.  
Ken

## Vernice Hankins

---

**From:** Sanjay Shah <heysanjay@gmail.com>  
**Sent:** Monday, February 13, 2023 3:35 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** No no Agenda Item 7a

EXTERNAL

Hello, upzoning Ocean Park Blvd is a terrible idea. **Strongly oppose**. Why would council members want to destroy the one of the very reasons Santa Monica is great? Keep our buildings short and our businesses small.

## Vernice Hankins

---

**From:** Kate DiMento <ktdimento@gmail.com>  
**Sent:** Monday, February 13, 2023 3:35 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** I Oppose "Upzoning"

EXTERNAL

To Whom It May Concern:

I'm writing to let you know that I oppose "upzoning" in Santa Monica. In my opinion, there are far too many new five and six story resident buildings being currently built.

Thanks so much for your consideration and for all your continued efforts on behalf of our great city.

All best,  
Katie DiMento  
Santa Monica Resident since 1997

## Vernice Hankins

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**From:** Larissa Field <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 3:31 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

enough with the bullshit housing for homeless people it's ridiculous. The streets are already congested. Traffic is a nightmare, and crimes have never been higher since you want to house all these degenerates enough with it I can't stand seeing my city go to crap I've been here 50 years and you guys have destroyed it  
I'm disgusted enough with the crimes and the free housing for all these losers we need more police getting these aholes off the street and sending them elsewhere! you have already built so much housing and much of it remains empty. That's enough stop turning into an apartment empire

Larissa Field  
larissafield@hotmail.com  
657 Raymond Ave  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Debbie Travis <travalato@yahoo.com>  
**Sent:** Monday, February 13, 2023 4:14 PM  
**To:** councilmtgitems  
**Subject:** Item 7a

EXTERNAL

I oppose item 7a vehemently! Let's keep Santa Monica a Beach community, not a string of dense housing with high small business rents!!!!

Thank you,  
Chet Badalato

[Sent from Yahoo Mail for iPhone](#)

## Vernice Hankins

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**From:** Jean L Gottlieb <jlgottlieb@mac.com>  
**Sent:** Monday, February 13, 2023 4:13 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Small businesses

EXTERNAL

Need our support! Please leave pico and ocean park boulevard and montana Ave alone!  
Otherwise, you will continue to eliminate any charm left in Los Angeles.

## Vernice Hankins

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**From:** Linda Balter <linda@baltertax.com>  
**Sent:** Monday, February 13, 2023 4:05 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

To the Santa Monica City Council Members,

I am vehemently opposed to the upzoning of our local neighborhoods, particularly the Sunset/Ocean Park neighborhoods. It would absolutely destroy our small business owners and the residents who enjoy a quiet, less-congested and non-touristy environment.

The residents of Santa Monica supported our local businesses in these neighborhoods throughout the pandemic to keep them from closing permanently. It was extremely important to us for our social, emotional and economic wellbeing during CoVid, and it continues to be a priority for me. These local districts are an integral part of our community and I do not want to see them displaced for a noisy, traffic-congested, pricey and overdeveloped community. I try to walk or bike to these areas when I can, but I now have mobility issues that force me to rely on my car at times. Parking on Ocean Park has become more difficult with the new businesses coming in and building parklets. I would be especially devastated to see Thyme Café, Bob's Market and my yoga studio, Santa Monica Yoga, shut down. Most of the local businesses have been here for 20-plus years and it would be a shame to lose them.

Please, please, please, reconsider this zoning change and keep our neighborhoods for the residents' quality of life!

Respectfully yours,

*Linda Balter*



## Vernice Hankins

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**From:** John Talbert <j.talbert@verizon.net>  
**Sent:** Monday, February 13, 2023 3:53 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Please vote against upzoning

EXTERNAL

Please vote against upzoning. We need to maintain our walkable streets and support local, family-owned businesses.

We need to keep the existing height and density in these neighborhood commercial districts.

I live near Main Street. I also shop on Ocean Park Blvd and Montana.

John Talbert  
2960 Neilson Way #202  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** ejs2514 <ejs2514@verizon.net>  
**Sent:** Monday, February 13, 2023 3:52 PM  
**To:** Council Mailbox; councilmtgitems  
**Subject:** Housing element amendment

### EXTERNAL

Please approve the proposed upzoning of the Bergamot Plan area Replacement Site at 1757 Stanford Street, as requested by the property owner.

Please reject the proposal to undo existing upzoned areas along Main, Montana, Pico, and Ocean Park.

As a resident of Sunset Park, both Ocean Park and Pico need upzoning for increased pedestrian/retail activity and vitality. Significantly, retail uses are consistent with upzoning, and neighborhood commercial (NC) zoning uses can be incorporated as street level occupancies within new developments (example: the recent development at 28<sup>th</sup> and Pico).

Best wishes  
Ed Salisbury  
2514 30th Street  
Santa Monica

## Vernice Hankins

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**From:** Erin Shachory <erinshachory@gmail.com>  
**Sent:** Monday, February 13, 2023 3:50 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica city council,

No "upzoning" in Santa Monica neighborhood commercial districts!

In the modern world, every city and every town has begun to look like everywhere else. I was recently in Austin, TX, and was shocked and dismayed to see an Aviator Nation and Sunlife Organics on what used to be the very nexus of South Congress, which was the very reason for the city's tagline "Keep Austin Weird." As much as I love those places in my hometown of Los Angeles, I don't want Austin to look like LA... or Paris... or anywhere else.

And so it is with Ocean Park Boulevard in Santa Monica. I have loved this area for decades because it single-handedly reminds me that Santa Monica is not just "Silicon Beach" or yet another millionaire's playground but an area where young families can grow and where you can "buy local" and get your bike fixed and take yoga from \*the\* OG Santa Monica yoga hub. In a town that is obnoxiously self-important and pretentious, Ocean Park Boulevard between 14th and 18th remains gloriously local. There is NOTHING like leaving Julian Walker's morning yoga class on a Sunday, grabbing a coffee at Thyme Cafe, and padding over to Bob's for a few essentials while kids and grown ups alike play soccer on the field across the street.

You have the power to stop this commodification of air space and retain the special quality of your city. If you choose to approve "upzoning" because of money, power and greed, shame on you. Your children and generations to come will suffer long after you've had your pay-out. I hope that money is a comfy bedfellow, because selling out the walkable streets of Santa Monica would make it hard for me to sleep at night. I wouldn't want to have to justify this choice to my family or my conscience.

With a clear conscience, I implore you: Do the right thing. Protect the citizens of Santa Monica by protecting the intangible things that make the city so special!!

Kindly,

Erin Shachory

## Vernice Hankins

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**From:** Lynne Schlosstein <68lynn@com>  
**Sent:** Monday, February 13, 2023 3:45 PM  
**To:** councilmtgitems  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear

I understand the City Council will be discussing whether to up zone certain commercial districts including Main St, Ocean Park Blvd, Pico Blvd and Montana Ave. This would allow developers to consolidate lots and build large buildings that would cater to chain stores and evict our local businesses.

We love our local businesses and strongly urge you to keep the current zoning. Our local food stores, restaurants, laundromats, pharmacies, etc. are a vital part of the fabric of our community.

Thanks,  
Lynne Schlosstein

## Vernice Hankins

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**From:** lmarreola <lmarreola@roadrunner.com>  
**Sent:** Monday, February 13, 2023 3:41 PM  
**To:** councilmtgitems  
**Subject:** 2-14-23 agenda item 7-A

EXTERNAL

Dear Councilmembers.

Please follow your Planning Commission's recommendation and don't upzone Ocean Park Blvd. Or Tio Pico Blvd for all the reasons stated in Friends of Sunset Park's letter to Planning Commission on Jan. 16, 2023 regarding 1-18-23 Agenda Item 9-A.

Also, do not allow lot consolidation on those Boulevards.

I don't get it. If the state tells cities to ruin neighborhoods and quality of life, we must stand up to the state.

Respectfully,  
Carol and Larry Arreola,  
Lifelong Sunset Park residents

Sent via the Samsung Galaxy S21 5G, an AT&T 5G smartphone

## Vernice Hankins

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**From:** Nicole Rousseau <holanicole@icloud.com>  
**Sent:** Monday, February 13, 2023 4:28 PM  
**To:** councilmtgitems  
**Subject:** zoning

EXTERNAL

there is not enough public transportation to allow more buildings and our streets are impossible to drive and to park.  
What does the city do to increase the number of buses ?  
Please stop increasing the density if we can't move around.  
Thank you .  
Nicole Rousseau

## Vernice Hankins

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**From:** Richard Pietruska <rpietruska@gmail.com>  
**Sent:** Monday, February 13, 2023 4:27 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

I oppose these changes to the neighborhood streets and up zoning these streets.

Please protect the smaller neighborhood businesses and maintain the quality of these walkable streets.

Sincerely,  
Richard Pietruska  
3131 6th St.  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Rashmi Mullur <rsmullur@gmail.com>  
**Sent:** Monday, February 13, 2023 4:19 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Ravi  
**Subject:** Re: City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

As a residents of Santa Monica for several years, we oppose any proposition to “upzone” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Blvd, Pico Blvd and Montana Avenue.

Please maintain existing heights and densities in these neighborhood commercial districts.

Rashmi Mullur & Ravi Aysola  
2670 33rd St



## Vernice Hankins

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**From:** Amy Tavel <amytavel@gmail.com>  
**Sent:** Monday, February 13, 2023 4:18 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** [TIMELY]: 2/14/23 City Council Agenda Item 7a Opposition

EXTERNAL

Hi there,

To whom it may concern, my name is Amy Tavel, and I am writing to express my strong opposition to "upzoning" the Ocean Park and Pico neighborhoods in Santa Monica, California. I am a seven year resident of Santa Monica, CA and have solely lived on 21st and Ocean Park Blvd as well as just off of 18th Street + Pico Blvd (my current residence). I love this neighborhood with all of my heart and have truly grown to value all of the wonderful local businesses, quiet neighborhoods, kind neighbors, as well as the safety and peace of mind that this wonderful community within Santa Monica has provided over the last seven years.

One of the main reasons I have wanted to stay in this neighborhood is because of how wonderfully local this area feels, and particularly because it does *not* contain larger mega projects & buildings in the neighborhood, unlike what I have found to be the case at The Promenade and surrounding nearby areas. The Promenade feels dangerous to walk around in at nearly all hours of the day and feels way too dense to the point that it removes the joy of being around that area.

The Ocean Park / Sunset Park / Pico neighborhood is the one area of Santa Monica that still truly feels like there is room to breathe fresh air and not feel like you're surrounded by overly dense populations and high buildings on every block. That is part of the charm of Santa Monica and what draws people here to begin with. Replacing the infrastructure along these streets with five or six story projects would remove the integrity of "protecting local businesses" and "Shopping local" that Santa Monica always has vocalized as important to support. Like the story goes with every massive development, over a short period of time you'll see these tenants being priced out and replaced with chain stores - ones that often exist in other neighborhoods not far from here. Respectfully, why would anyone travel to Santa Monica just to stay in a high rise with a view that'll be blocked by another high rise and filled with stores they can also find from where they came?

This neighborhood would not be the same without my morning walk to Lo/cal coffee, Love & Bolivar cafes, Local pizza & wine bar, Brooke Rodd, Bob's Market, Merrihew's, Jyan Isaac's, Santa Monica Yoga, and all of the other wonderful tenants that occupy the spaces along Ocean Park and Pico Blvd.

Ocean Park alone already has too much traffic, and the city is already overdeveloping on Lincoln Blvd with those tall apartment complexes, creating a massive gridlock and so much traffic that that area is already becoming a massive pain to have to drive through. There are also already enough high-rise buildings popping up and down Pico Blvd. And on Lincoln, there is non-stop horn-honking, increased air pollution from continual car exhaust, absolutely nowhere to park your car, and an overwhelming amount of stimulation in those intersections that further point to the absolutely imperative *need* to maintain the walkable neighborhoods within Santa Monica.

I strongly urge you to reconsider your stance on "upzoning" Santa Monica's commercial districts and please, leave them local and free from money-grabbing developers. These developers predominantly do not even live in these neighborhoods, and do not care about the negative impact it will have on the community, only on the positive financial impact it will have on their bank accounts. Once you destroy all of the integrity of the neighborhoods, you can never get it back.

Santa Monica Yoga was the studio that helped me recover from an ankle surgery and re-gain my mobility when my family wasn't in California to support me. Lo/cal coffee is the coffee shop where the employees feel like family. It's time we do right by the businesses that make Santa Monica feel like the beautiful community that it is.

Please let me know if any next steps are needed from me to continue verbalizing my opposition to "upzoning" and confirm receipt of this email.

I appreciate your time and energy reading my email.

Your local Santa Monica resident,  
Amy Tavel | 317.441.7104

## Vernice Hankins

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**From:** Katharine Dreyfuss <kitdreyfuss@gmail.com>  
**Sent:** Monday, February 13, 2023 4:18 PM  
**To:** councilmtgitems  
**Subject:** NC Zoning

EXTERNAL

Dear City Council members:  
Please retain current NC Zoning if our state approves amending the Housing Element.  
Thank you for taking responsibility in support of a healthy Santa Monica.  
Best,  
Kit Dreyfuss

## Vernice Hankins

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**From:** Joe Lemieux <josephlemieux40@gmail.com>  
**Sent:** Monday, February 13, 2023 4:16 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica Council Member,

As a resident of Santa Monica for over twenty years I absolutely oppose upzoning a and consolidating the lots.

Please do not let Santa Monica be taken over by chains and larger mega business. Some of the small business owners that would be forced to leave Santa Monica have been desr friends to me.

I urge you to vote in good conscious.

Santa Monica Resident,

Joseph LeMieux

**Vernice Hankins**

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**From:** W Burrell <web.burrell@gmail.com>  
**Sent:** Monday, February 13, 2023 4:15 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Greetings Council Members,

Please protect the local streets so that they remain the wonderful neighborhoods that those of us who live in Santa Monica appreciate so much.

Please DO NOT UPZONE Montana Ave., Ocean Park Blvd., and Pico Blvd.

Thank you in advance for your support.

Sincerely,

William Burrell

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## Vernice Hankins

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**From:** Jean L Gottlieb <jlgottlieb@mac.com>  
**Sent:** Monday, February 13, 2023 4:14 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Small businesses need our support! Please leave pico and ocean park boulevard and montana Ave alone!  
Otherwise, you will continue to eliminate any charm left in Los Angeles.  
Thank you.

## Vernice Hankins

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**From:** David Luboff <dluboff@earthlink.net>  
**Sent:** Monday, February 13, 2023 4:29 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council members,

I am writing to you to express in the strongest terms my opposition to the proposal to upzone the commercial blocks on Ocean Park Boulevard. I am opposed to any such upzoning, as well as any proposal to consolidate individual storefronts into mega-stores.

Sunset Park is one of the most delightful neighborhoods in Santa Monica, and its small businesses are a major contributor to the character of the neighborhood. I can't tell you how many times we have patronized these businesses, including Bob's Market, Santa Monica Yoga, Ghisallo, the Thyme Café and Market, the Antequera Bakery, Café Bolivar, Merrihew's Sunset Garden, and Edelweiss flower shop, to mention only a few. Small businesses such as these are the life blood of the neighborhood. Replacing them with cookie-cutter chain stores and outrageously priced boutiques would do an unforgivable disservice to the residents and to others who have enjoyed shopping at the local businesses and strolling the boulevard and surrounding residential areas.

Nor can I count the number of times that we have enjoyed reading in the Fairview branch of the Santa Monica Public Library, which also would be adversely impacted by the consequences of altering the complexion of the neighborhood.

Upzoning and consolidation would destroy the character of the entire area. It would add unsustainable traffic flows to a city which already is terribly congested. Spillover parking will make it difficult, if not impossible, for residents and their guests to park. Don't forget the many children who attend John Adams Middle School and who use the athletic fields to play soccer, at the times of peak traffic on Ocean Park Boulevard. Are we to endanger their lives with even more unnecessary traffic?

Why destroy this beautiful neighborhood? To satisfy the unquenchable greed of developers who care nothing for Santa Monica's residents? To fill its commercial space with corporate retail outlets that have taken over so many other commercial zones in Santa Monica and surrounding cities? Ask yourselves: What good is this going to do the people who elected you – the people whom you are pledged to serve?

I implore you to support the well-thought-out recommendation by the Santa Monica Planning Commission – the experts who have done the research and upon the Council should rely. I urge you to follow their recommendations against upzoning. Maintain the existing density levels. Maintain the

existing height limits. The fate of this neighborhood – and the quality of life of Santa Monica – are in your hands.

Sincerely,

David Luboff



## Vernice Hankins

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**From:** Famili, Anita <AFamili@manatt.com>  
**Sent:** Monday, February 13, 2023 4:56 PM  
**To:** councilmtgitems; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Phil Brock  
**Subject:** 2/14/23 City Council Agenda Item 7a - DO NOT SUPPORT UPZONING OCEANPARK AND PICO

EXTERNAL

Dear Council Members:

I voted reelected and elected for the first time most of you.

I a 12 year Santa Monica resident and homeowner with three children who have gone through or our in Santa Monica Schools. I wholeheartedly DO NOT SUPPORT upzoning Ocean Park, Pico, Main St and Montana. We left the home we built on California Avenue and 6<sup>th</sup> Street because the massive development brought **more traffic and unaffordable housing**. A 3 minute drive because 15 to 20 minutes, the small businesses were replace with retail and restaurant chains and the community quality loss. We felt like we were living in New York City, not a So Cal beach town.

And so we sought refuge in one of the few sensible parts of town, Sunset Park. Please follow the advice of the planning commission and **do not allow upzoning on Ocean Park, Pico, Main St and Montana**. NOT ALL DEVELOPMENT IS GOOD DEVELOPMENT.

We already have a downtown area where this type of scale is taking over, not to mention the proposed massive development at Lincoln and Ocean Park. We need to protect the small businesses that make Santa Monica neighborhoods special and unique. And please don't ignore the inevitable traffic issues. There are THREE schools (Will Rogers, JAMS and Grant) that children and families have to cross Ocean Park to get to five days a week. While you might not live in this neighborhood, I implore you to sit on any of those commercial core doors along Ocean Park and watch the number of pedestrians nearly run over. The same is true for children and families crossing Pico to get to these schools or to Edison.

Upzoning would hurt all the small businesses who get pushed out when these developments come along. It is important to "buy local" and support local small businesses and maintain the quality of these walkable/bikeable streets. Where will we all shop when Bob's is replaced for a trendy mixed-use development? It is incumbent upon you to be thoughtful and stop the insane overbuilding.

As was stated by *Commissioner and former Chair of the Santa Monica Rent Control Board, and a Past Commissioner, Commission on the Status of Women, Nicole Phillis* in the SM Mirror

<https://smmirror.com/2021/07/sma-r-t-column-blind-upzonings-false-promise/>

*"Basic economic principles based on land values alone suggest that the primary beneficiaries of upzoning will be developers, who will undoubtedly sweep in and redevelop properties, sell at a greater value to more upper middle class professionals, who typically far exceed the area median income (AMI) for the region—all the while accelerating gentrification."*

*The false promise of upzoning to provide more affordable housing is laid bare when one considers how badly the glut of market rate, luxury housing has failed to produce affordable housing in our City. Upzoning relies on free market principles for the creation of housing, which will almost always skew the economics toward luxury, high value residences, especially where, as here, lot values alone often exceed \$2 million. It is not lost on me that many of the rent controlled properties that we've lost to the Ellis Act in areas zoned for multifamily residences have actually been redeveloped either as luxury condos or single family homes. This again underscores the fundamental flaw of upzoning as a panacea: when we leave the production of affordable housing to the free market in a highly desirable area like Santa Monica or Culver City, upzoning rarely produces affordable residential opportunities for working families."*

Best regards,  
Anita Famili  
Sunset Park Resident

## Vernice Hankins

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**From:** Marty Smith <ms.martysmith@yahoo.com>  
**Sent:** Monday, February 13, 2023 4:55 PM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; laana.negret@santamonica.gov; Christine Parra; carolinetorosis@santamonica.gov; Jesse Zwick  
**Subject:** City Council Agenda Item 7a

EXTERNAL

Dear City Council Members,

My husband and i have lived in the Sunset Park area for 30+years and are very disturbed and concerned about the "upzoning" being considered for our district as well as others in Santa Monica. We have voted for many of you in the past and would certainly appreciate you listening and taking into account what your constituents feel about this particular matter.

We are staunch supporters of buying local and supporting our small businesses and are firmly opposed to this possible change in our (as well as the others) neighborhood. There has already been more and more large scale development forcing small businesses out of the area and making for rent increases and parking nightmares.

We are registering our strong opposition to these changes and ask that you please take our concerns as well as many others into account as you explore and vote on this.

Thank you,

Ms. Marty Smith and Gary Becker

## Vernice Hankins

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**From:** wendie olshan <olshwko@gmail.com>  
**Sent:** Monday, February 13, 2023 4:45 PM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Feb. 14 Meeting - Agenda item 7A

EXTERNAL

We strongly oppose any upzoning for Montana Ave., Ocean Park Blvd, and Pico Blvd. These streets are a lifeline for the adjacent neighborhoods and each respective street listed helps to create a neighborhood community commercial district. There are many independent and small businesses along these streets that provide important affordable services within walking distance of the surrounding neighborhoods. Destruction of these important, affordable, necessary services in order to increase the density will destroy the communities that patronize them. There would be no longer be basic services as the rental prices in these mega projects are too high for small businesses to sustain. The council keeps hammering us with the need for 'affordable' housing, but when you build these mega projects and try to make housing 'affordable', there is no place for the people who live in the 'affordable' housing to shop and access essential services.

Please DO NOT UPZONE these areas!

Thank you for your consideration.

Wendie & Steve Olshan  
Residents of SM for 45+ years.

## Vernice Hankins

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**From:** Vivian Rothstein <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 4:44 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

After working for over 10 years in services to homeless people in Santa Monica, I learned how critical housing is for a stable, healthy life -- for unhoused and housed residents alike! It seems like a no-brainer, but somehow there is debate about whether we need more housing in Santa Monica and L.A. County or not. And to keep it away from our commercial areas.

I live in the Sunset Park area and walk, shop, and dine on Ocean Park Blvd. This street, as others in Santa Monica, would do very well with mixed use housing/commercial projects. More people would be frequenting the shops, and the streets would be more lively. While I value the small businesses that operate currently on these commercial streets, without adequate housing nearby, they can't prosper.

Don't let our city focus on preserving the status quo. Instead, please govern with the vision we need to move into the future together, housed.

Vivian Rothstein

Vivian Rothstein  
Vivroth46@gmail.com  
1107 Pacific St.  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Graham Rigby <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 4:43 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated -- this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,  
~Graham

Graham Rigby  
rigby.graham.e@gmail.com  
651 Grant St, Apt 3  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Megan Zemke <meganzemke@yahoo.com>  
**Sent:** Monday, February 13, 2023 4:42 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Agenda Item 7a

EXTERNAL

I am a resident of Sunset Park and am strongly opposed to “Upzoning” for Ocean Park Boulevard and Pico Boulevard.

I am opposed to changing these unique streets to be developed with new five or six-story projects. It would result in the demolition of existing buildings, and would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents’ quality of life and increasing traffic and parking woes.

I am also opposed to allowing lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. I am opposed to allowing developers to consolidate lots and build larger, mega projects on these Streets.

When the Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council against upzoning these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts. I urge you to take the recommendation of the Planning Commission.

It’s important to “buy local” and support local small businesses and maintain the quality of these walkable Streets. Please do not destroy Santa Monica as we know and love it.

Megan Zemke  
Sunset Park Resident

## Vernice Hankins

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**From:** Richard Dellamora <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 4:38 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage. Allowing more housing in Bergamot shouldn't be an alternative; it should be done in addition to what's already been included in the Housing Element. Bad urban and suburban leadership across the state has prevented the housing we've needed to be built for decades. Now is our chance to change course.

I fully agree with the statement in the above paragraph as they refer to some lots on Pico and Ocean Park Blvds, not to mention Broadway and other important east-west thoroughfares in central and downtown Santa Monica. But I am very concerned about doing away with existing buildings and stores on streets such as Montana and Ocean Park that have individual character (such as on O.P.B. between 16th and 17th Streets) and are ripe for development plus pedestrian activity such as Thyme, the new vintage bread store a couple of doors down Thyme, plus the new, independently owned bagel place next to the bakery. The two newest places have 'taken off' immediately with residents, and Thyme itself is a first-rate example of successful local ownership.

There are similar venues on Montana such as the now well established Caffè Luxxe at Montana and 9th and the immediately successful (and versatile) Bardonna at 16th and Montana.

Places like the ones I've mentioned offer first rate local environments, for those who live here and casual visitors as well. Can't we both densify and protect what is unique and highly



desirable about Santa Monica without resorting to destructive excessive zoning as the State is encouraging at the corner of Lincoln and OCP Boulevard?

Thank you for listening. Please note that I drive to breakfast every morning in SM and run virtually all my daily errands within the city limits. I recently moved back to SM after being away for the past 15th months precisely so that I could enjoy on a daily basis the sort of places that I am mentioning.

Thank you for your attention, and please remember that one-size-fits-all solutions when complexity is required can produce quick action together with permanent negative consequences.

Richard Dellamora

Richard Dellamora  
rdellamora@verizon.net  
1015 3rd Street Apt. 4 Santa Monica  
SANTA MONICA, California 90403

## Vernice Hankins

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**From:** Holly <hollywoodnt@mac.com>  
**Sent:** Monday, February 13, 2023 4:32 PM  
**To:** councilmtgitems; Glean Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Phil Brock  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

I'd like to share a thought on 2/14/23 Agenda Item 7a. Please follow the advice of the planning commission and do not allow upzoning on Ocean Park, Pico, Main St and Montana. We already have a downtown area where this type of scale is taking over. We need to protect the small businesses that make Santa Monica neighborhoods special and unique.

Upzoning would hurt all the small businesses who get pushed out when these developments come along. It is important to "buy local" and support local small businesses and maintain the quality of these walkable/bikable streets.

As was stated by *Commissioner and former Chair of the Santa Monica Rent Control Board, and a Past Commissioner, Commission on the Status of Women, Nicole Phillis* in the SM Mirror

<https://smmirror.com/2021/07/sma-r-t-column-blind-upzonings-false-promise/>

*"Basic economic principles based on land values alone suggest that the primary beneficiaries of upzoning will be developers, who will undoubtedly sweep in and redevelop properties, sell at a greater value to more upper middle class professionals, who typically far exceed the area median income (AMI) for the region—all the while accelerating gentrification."*

*The false promise of upzoning to provide more affordable housing is laid bare when one considers how badly the glut of market rate, luxury housing has failed to produce affordable housing in our City. Upzoning relies on free market principles for the creation of housing, which will almost always skew the economics toward luxury, high value residences, especially where, as here, lot values alone often exceed \$2 million. It is not lost on me that many of the rent controlled properties that we've lost to the Ellis Act in areas zoned for multifamily residences have actually been redeveloped either as luxury condos or single family homes. This again underscores the fundamental flaw of upzoning as a panacea: when we leave the production of affordable housing to the free market in a highly desirable area like Santa Monica or Culver City, upzoning rarely produces affordable residential opportunities for working families."*

Thank you  
Holly Mosher  
1707 Hill St.  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Leslie Bogart <leslieyog12@gmail.com>  
**Sent:** Monday, February 13, 2023 5:17 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special.  
Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.  
This goes for Montana Ave as well.  
PLEASE save the beautiful vibe that Ocean Park bl and Pico bl have.  
Do NOT allow 3-5 story buildings to replace our sweet shops.

Thank you!

Leslie  
Leslie Bogart  
[leslieyog12@gmail.com](mailto:leslieyog12@gmail.com)

## Vernice Hankins

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**From:** Emily (Gelber) Frumkin <emily.gelber@gmail.com>  
**Sent:** Monday, February 13, 2023 5:13 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a: OPPOSE

EXTERNAL

Hello,

I am a resident of Sunset Park Santa Monica (Mom and licensed therapist) and writing to ask that you Oppose proposed upzoning of Ocean Park Blvd.

Please let me know if you have any questions.

Thank you,  
Emily

--

Emily Frumkin, MSW, LCSW, RYT-200

## Vernice Hankins

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**From:** Stephanie Rasband <stephr123@gmail.com>  
**Sent:** Monday, February 13, 2023 5:02 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/2023 Council Agenda Item 7a

EXTERNAL

I am a 3rd generation native to Sunset Park. I went to Rogers, Adams, Samohi and UCLA. I live 2 doors down from where my grandmother's house was in the 30's, 40's and part of the 50's. The mere notion that developers would be able to come into these areas and replace what are charming low profile storefronts that provide the Sunset Park neighborhood with places to do the things of daily life such as market and get our shoes fixed with tall, cement, metal and glass structures is heartbreaking to me. I am sure it is to the other residents of the neighborhood, I have seen what has happened to Lincoln Blvd. with Von's going away and leaving the homes around there north and south without a supermarket to shop at. My mother was in Silver Crest pm 5th street for a time and they all shopped at Vons. Now Von's will be this tiny pop up market in the lobby of a huge building. We can't have that in Ocean Park, or Pico neighborhoods. Who could afford the prices that would go with that overhead for the market?

The City has lost track of what Santa Monica is at heart. It has lined Lincoln and Ocean Ave with cookie cutter high rent ugly cement and glass apartments that make it look like the Soviet Union. Everything looks exactly the same for blocks and blocks. It looks institutional, not residential. No more! And please please NOT in the Sunset Park, or Pico corridor neighborhoods let alone the charm and attractiveness of Montana Ave.

Leave our neighborhoods with character. Take the high rent agenda elsewhere. No one who grew up here would ever even consider these notions as good for the city. It's depressing.

Thank you,

--

Dr. Stephanie Rasband

## Vernice Hankins

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**From:** Grafton Harper <graftonharper@gmail.com>  
**Sent:** Monday, February 13, 2023 5:00 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Cnl Meeting 2/14/2023 Item &A Do not allow changes to NC districts that eliminate local businesses

EXTERNAL

Mayor Davis and City Council Members,

I am a resident of Santa Monica and I do not want my Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue to be upzoned which will eliminate small and local businesses. Neither do I want a change in zoning to allow lots on Pico Boulevard, Ocean Park Boulevard or Montana Avenue to be consolidated which also will eliminate small and local businesses that provide residential needs.

Every time I turn around, the City Council appears to be at war with the residents who elect them. They seem to pass items which encourage density, reward developers, and punish residents with increased congestion reduced services and decreased quality of living. Anything a resident wants to do in Santa Monica is met with bureaucracy and resistance. While developers seem to get anything they want at residents' expense.

You are running contrary to the electorate. You need to pay attention to the people who put you where you are, not new investors in Santa Monica.

Thank-you for supporting local and small businesses,

Grafton

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Grafton S. Harper  
[graftonharper@gmail.com](mailto:graftonharper@gmail.com) (My new inbox as of 12/2018)

Lost track of me?

Permanent Forwarding available at [grafton.harper.1998@anderson.ucla.edu](mailto:grafton.harper.1998@anderson.ucla.edu)

## Vernice Hankins

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**From:** sweetsrngs@aol.com  
**Sent:** Monday, February 13, 2023 4:58 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; sweetsrngs@aol.com  
**Subject:** Hello and thank you! Re: 2.14.23 City Council Agenda Item 7a

EXTERNAL

Re: 2.14.23 City Council Agenda Item 7a

Hello and thank you!

Please NO more "upzoning" for our Santa Monica community!

Our streets of Montana Ave, Ocean Park Blvd, Main St., Pico Blvd NEED "These four walking Streets containing most of the neighborhood-serving, affordable businesses residents use in their daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of people's homes. Residents don't just rely on them – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special!!! "

Thank you! I have lived in Santa Monica for 42 years and have seen enough "upzoning" already. Please preserve what we have left as is!

Thank you!

A concerned resident.

Michèle Vice

## Vernice Hankins

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**From:** Aaron Furlong <aaronfurlong@sbcglobal.net>  
**Sent:** Monday, February 13, 2023 5:40 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Zoning OP and Pico

EXTERNAL

Hello Councilmembers and fellow Santa Monica citizens!

Just a quick note to let you know that I am against upzoning our neighborhoods. I cherish our small town feel and the small businesses that line our streets. I can name at least a sixteen that we frequent on a regular basis. Please don't take that away from us. Upzoning Pico and Ocean Park will force these small businesses out and negatively impact our community. Let's keep the densification in the downtown area and more commercial corridors like Wilshire, Santa Monica Blvd and Lincoln. Let those areas be the cookie cutter business districts, and allow the remaining neighborhoods like Montana, Pico and OP keep their charm, small businesses and unique community feel.

I don't have the money or lobbying of developers nor the political weight of SMRR but hopefully I still have a voice that counts. Please hear me.

Thank you for your time.

Respectfully,

Aaron Furlong  
Santa Monica resident



## Vernice Hankins

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**From:** Joanne Leslie <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 5:35 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

I love one block from Pico Blvd. in the Sunset Park neighborhood. I have no objection to more housing being built on Pico Blvd. In fact, our whole region needs more housing, especially affordable housing and I am proud to be part of the YIMBY contingent. Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, n ow is our chance to change course.

Thank you,

Joanne Leslie  
pjoleslie@gmail.com  
1351 Grant St.  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Edith Brogan <edithbrogan@msn.com>  
**Sent:** Monday, February 13, 2023 5:35 PM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; oscar.delatorres@santamonica.gov; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda

EXTERNAL

As a Sunset Park resident I strongly oppose upzoning Ocean Park Blvd. It will completely ruin our neighborhood. We are already experiencing mega mansions built to accommodate more people than are parking places. Upzoning will take away all our special shops, restaurants and obliterate views. It will not be a neighborhood worth living in.

Respectively, Edith Brogan  
22<sup>nd</sup> Street resident

## Vernice Hankins

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**From:** Yaffa Lerea <yaffalea@gmail.com>  
**Sent:** Monday, February 13, 2023 6:07 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Ocean Park "Upzoning"

EXTERNAL

To my city council members -

As a 27-year resident of the Ocean Park neighborhood, I am writing to urge you to **strongly oppose any "upzoning"** of our beloved, friendly Santa Monica neighborhood commercial districts.

Main Street, Ocean Park Blvd, and Pico Blvd have local businesses that the residents frequent and love - we do **NOT** want those door to door storefront businesses replaced by chain stores or multi-level buildings. What makes Santa Monica special is the light, the air, and the local feel - please do NOT let that be destroyed with *any* "upzoning" changes!

Thank you for being attentive to the interests of your constituents.

Best,  
Yaffa Lerea  
Resident of Santa Monica

## Vernice Hankins

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**From:** Ellis Kirschenbaum <elliskirsch@gmail.com>  
**Sent:** Monday, February 13, 2023 6:04 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** friendsofsp@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

I have personally patronized two dozen of the businesses that would be jeopardized if the proposed zoning rules are approved and 5 story buildings allowed. There is room for a great deal of business expansion under the current zoning rules that allow for 2 stories because so many of the existing buildings are one story. The proposal is not necessary and ultimately destructive of our neighborhood.

It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

Sincerely,  
Ellis Kirschenbaum

## Vernice Hankins

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**From:** Dwight Flowers <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 5:59 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course. As an architect and planner I have followed the LUCE process and the Downtown Community Plan and feel that more housing density along the boulevards will help accommodate the need and better support commercial activity along major corridors.

Thank you, Dwight Flowers AICP

Dwight Flowers  
dwightflowers1@gmail.com  
1400 California Ave.  
Santa Monica, California 90403

## Vernice Hankins

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**From:** Lois Lambert <lois@loislambertgallery.com>  
**Sent:** Monday, February 13, 2023 5:58 PM  
**To:** councilmtgitems  
**Subject:** Oppose

EXTERNAL

I oppose the proposed upzoning in Santa Monica Lois Lambert Lois Lambert Gallery Gallery of Functional Art  
2525 Michigan Ave E3  
Santa Monica, CA. 90404  
310.829.6990  
Lois@loislambertgallery.com  
Loislambertgallery.com  
Galleryoffunctionalart.com  
Ourgallerystore.com

## Vernice Hankins

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**From:** Abraham Jennings <jennings\_abraham@yahoo.com>  
**Sent:** Monday, February 13, 2023 5:56 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

I agree it's important to "buy local" and support local small businesses and maintain the quality of these walkable Streets, please protect these Streets!

Abraham Jennings  
<https://ajbuildinc.shutterfly.com/>

## Vernice Hankins

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**From:** Rich Goldberg <rich@vert-ent.com>  
**Sent:** Monday, February 13, 2023 5:52 PM  
**To:** Lana Negrete; Phil Brock; Gleam Davis; Oscar de la Torre; Christine Parra; Jesse Zwick; Caroline Torosis; Phil Brock  
**Cc:** councilmtgitems; editor@smmirror.com; editor@smobserver.com  
**Subject:** RE: Upzoning Montana Ave. 2023

EXTERNAL

### Dear Council

**I understand that this is being considered on February 14, 2023. Given that it is Valentine's Day, consider the love of Montana Ave. I have been a proud Santa Monica resident for over 29 years. My family and friends shop and dine on Montana Ave. ([Montana Avenue | Santa Monica – A charming 10-block, family-friendly destination in Santa Monica, home to more than 150 boutiques, restaurants, & services.](#))**

**This is what makes Montana charming and the ONLY place I shop and dine. Don't destroy this legacy of what old Santa Monica is and always was. We DON'T need big box retailers and chains. We don't need more housing on Montana. Just say no the greed (developers want this, backed by SMRR).**

**Upzoning would mean allowing higher, more dense development on Montana between 7<sup>th</sup> and 17<sup>th</sup> streets. The current streetscape of low-slung, two-story buildings could be replaced by four-story (or with density bonus', even five-story) projects.**

**Montana is a successful and eclectic street, with many locally-owned, neighborhood-serving businesses. Upzoning will attract larger chains that can afford larger spaces and higher rents. Over time, this will lead to Montana Avenue becoming more homogenized, replacing what makes it unique and special to our neighborhood and to our city with the same generic buildings and nationwide chains we see everywhere else.**



**Say yes to love and simplicity. Say no to greed and overbuilding.**

**Rich Goldberg and Valerie Cabrera**

## Vernice Hankins

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**From:** Lila Yomtoob <lilabird@gmail.com>  
**Sent:** Monday, February 13, 2023 5:48 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 agenda stem 7a

EXTERNAL

Dear Santa Monica city council,

My name is Lila Yomtoob and I am owner and operator of an apartment building in Santa Monica. My family has been here in Santa Monica since 1988.

I understand you're considering changing the zoning on a number of streets that would allow for taller buildings to be built. I would like to voice my opinion that I strongly oppose this for several reasons.

Zoning changes will encourage land sales which will close down many of the independent stores that are left in Santa Monica. Mom and pop shops are the fabric of any city and should be preserved.

From what I can tell, the city infrastructure will not be able to handle any more occupancy. With all of the building that's been going on over the last five years and is yet to come, I have not seen any changes in the infrastructure, except for some bike lanes that make the roads even smaller. While I'm all for the bike lanes, our streets are becoming more congested. I sit in traffic longer than I ever have, and this, along with the uptick in population, are making Santa Monica more crowded and diminishing the quality of life.

Allowing the zoning change will just raise the already inflated price of real estate, and will deter the diversity that makes any city great.

I sincerely hope that you do not rezone any more streets in Santa Monica, there's already been enough.

Thank you,  
Lila Yomtoob

917-887-8535

## Vernice Hankins

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**From:** Drnoelle1@gmail.com  
**Sent:** Monday, February 13, 2023 6:26 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Ocean Park upzoning project

EXTERNAL

Dear Council members,

I am a Sunset Park home owner, today I received several emails from local businesses on Ocean Park which I patronize. I am posted my voice in complete disagreement to this project. Why would we chase out local business owners, only to have chain stores come in their place because they won't be able to afford higher rents? Where will all the traffic go? With new builds means more vehicles, we are already so overwhelmed it's insane. I don't understand this city why are you considering a build in a neighborhood that can't possibly sustain the impact.

Unhappy resident  
Noelle Rodriguez

**"More than cleverness, we need kindness and gentleness"**

*Charlie Chaplin*

## Vernice Hankins

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**From:** Deutsch, Helen <hdeutsch@humnet.ucla.edu>  
**Sent:** Monday, February 13, 2023 6:25 PM  
**To:** councilmtgitems  
**Subject:** no upzoning

EXTERNAL

Dear Santa Monica City Council,

I have lived and paid taxes in the Sunset Park neighborhood since 2006. I am extremely distressed to hear of the plans for upzoning Pico and Ocean Park. As a longtime patron of many small businesses on both of these streets, I am writing to urge you NOT to upzone them and ruin the many wonderful small businesses that make our neighborhood so special.

Many thanks, Helen Deutsch  
2445 28<sup>th</sup> St., Unit E, Santa Monica, 90405

Sent from [Mail](#) for Windows

## Vernice Hankins

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**From:** Paul Dunn <pdnn@earthlink.net>  
**Sent:** Monday, February 13, 2023 6:23 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica city council member-

I writing to urge you to reject the proposals for upzoning and lot consolidation on Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.

When I moved to Santa Monica 22 years ago, one of the major factors in my decision to move here was the human scale of the city. Since then the city has been on a trajectory to become the mini-me of Los Angeles.

Ocean Park Boulevard, Pico Boulevard, and Montana Avenue are unique features of Santa Monica that make it a livable city with a reputation as a great place to live and worthwhile to visit. Wilshire Blvd is becoming a canyon of congestion and obstructed views that would be a tragic model to impose on these remaining "Santa Monica" areas. We need the small businesses like the ones on Ocean Park Boulevard, Pico Boulevard, and Montana Avenue that are supportive of the residents. Please acknowledge the value of these city assets and reject upzoning and lot consolidation.

Sincerely,

Your neighbor  
Paul Dunn  
1141 17th St. #4  
Santa Monica, CA 90403

## Vernice Hankins

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**From:** Kait Urrutia <kaiturrutia@gmail.com>  
**Sent:** Monday, February 13, 2023 6:22 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Hello City Council Members,

I cannot express enough how important it is to the Sunset Park community to NOT be upzoned. Our neighborhood is special and our small businesses are important to us. If I wanted to live on the promenade, I would ;)

Thanks for listening!  
Kaitlyn Urrutia

## Vernice Hankins

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**From:** ADAM DAWSON <adam322@aol.com>  
**Sent:** Monday, February 13, 2023 6:15 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Caroline Torosis; Jesse Zwick; Christine Parra  
**Cc:** friendsofsp@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council members:

Santa Monica brags that it has and promotes walkable neighborhoods. That's certainly the case along Ocean Park Boulevard.

We can and do walk or bike to grocery stores, coffee bars and a yogurt shop with enough sense to call itself Yoga-Urt — coincidentally borrowing the joke I've used with my wife for years when she heads to class at Santa Monica Yoga.

Farther down the boulevard, Il Forno is like part of the family. We've watched the waiters age along with us, though of course we prefer to believe we are aging imperceptibly. We patronize Ocean Park Pharmacy, where we get personal service from a pharmacist who remembers our names —and who has the best greeting-card selection on the Westside.

A similar situation plays out on the south side of Pico Boulevard. Although it has a ways to go to be charming, Pico offers small businesses more reasonable rents that they won't find in trendy areas. It also hosts local treasures like McCabe's and Gilbert's el Indio.

But now, the city proposes to upzone much of Ocean Park and Pico boulevards, as well as areas like Montana Avenue and Main Street.

Neighborhoods like these are a large part of what attracted all of us to Santa Monica in the first place.

If upzoning happens, walkable neighborhoods will go the way of Henshey's and the Tudor House.

Small independent businesses will be squeezed out as their buildings are demolished to make way for greater density. More city corridors will become crowded with Soviet-style apartment blocks, as 14th Street and Lincoln Boulevard are fast becoming.

What will become of Santa Monica's character?

Even if these new buildings reserve the ground floor for commercial use, years-long construction, inevitably higher rents and parking issues will force out current businesses and eliminate any independent merchants. Instead of vibrant neighborhoods with a virtual rainforest of eclectic shopping and dining, we'll be living in a shopping desert. People will take to their cars to run errands, increasing the city's carbon footprint and undermining our quality of life.

Santa Monica used to be a real community, with hardware stores, an ambitious little newspaper and down-to-earth shops. Today, the mall and Promenade cater to tourists, not locals. Neighborhood shopping districts are what make this city livable.

If it is the state that is mandating this change it is way past time to move our state legislators to join the fight to preserve what makes Santa Monica the unique place that it is.

Thank you.

Adam Dawson



## Vernice Hankins

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**From:** Colin Maduzia <colinmaduzia@gmail.com>  
**Sent:** Monday, February 13, 2023 6:11 PM  
**To:** councilmtgitems; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Phil Brock  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

I strongly support the guidance provided by the planning commission to not allow upzoning on Ocean Park, Pico, Main St and Montana. I am in support of changes in zoning to enable more housing units in the city. But the plan needs to be realistic and emphasize:

- Retaining walkable businesses (including commercial space on the first floor of any multi-story buildings)
- Zoning that takes into consideration the neighborhood scale
  - 3-4 stories of residential above commercial would already be a dramatic change to place like Montana and Ocean Park
  - There is only one lane of traffic in each direction on these roads. The traffic is already quite gridlocked on Ocean Park during rush hour, especially when SMC is in session.
  - Removing retail and adding units will only compel residents to get in their cars to make purchases they could now make by foot. It will exacerbate traffic issues and cause more pollution in a city that prides itself on its sustainability practices.

Hopefully you have been able to review points made by *Commissioner and former Chair of the Santa Monica Rent Control Board, and a Past Commissioner, Commission on the Status of Women, Nicole Phillis* in the SM Mirror <https://smmirror.com/2021/07/sma-r-t-column-blind-upzonings-false-promise/>

*“Basic economic principles based on land values alone suggest that the primary beneficiaries of upzoning will be developers, who will undoubtedly sweep in and redevelop properties, sell at a greater value to more upper middle class professionals, who typically far exceed the area median income (AMI) for the region—all the while accelerating gentrification.”*

*The false promise of upzoning to provide more affordable housing is laid bare when one considers how badly the glut of market rate, luxury housing has failed to produce affordable housing in our City. Upzoning relies on free market principles for the creation of housing, which will almost always skew the economics toward luxury, high value residences, especially where, as here, lot values alone often exceed \$2 million. It is not lost on me that many of the rent controlled properties that we’ve lost to the Ellis Act in areas zoned for multifamily residences have actually been redeveloped either as luxury condos or single family homes. This again underscores the fundamental flaw of upzoning as a panacea: when we leave the production of affordable housing to the free market in a highly desirable area like Santa Monica or Culver City, upzoning rarely produces affordable residential opportunities for working families.”*

Thank you for your consideration and service to our city.

--

Colin Maduzia  
1725 Hill Street  
Santa Monica, CA 90405  
310.923.2757  
[colinmaduzia@gmail.com](mailto:colinmaduzia@gmail.com)

## Vernice Hankins

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**From:** alice gordon <alicegordon@hotmail.com>  
**Sent:** Monday, February 13, 2023 6:50 PM  
**To:** councilmtgitems  
**Subject:** City Council Agenda Item 7a

EXTERNAL

Council Members,

I am a Santa Monica resident living at 1257 12<sup>th</sup> St. Apt. 11 and I oppose the changes proposed to upzoning and combining lots. Please consider keeping Santa Monica's charm. The city and residents have suffered enough.

Thank you,  
Alice Gordon

Sent from [Mail](#) for Windows

## Vernice Hankins

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**From:** Jacob Wasserman <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 6:48 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A: Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not block much-needed housing by downzoning our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot shouldn't be an alternative; it should be done in addition to what's already been included in the Housing Element. Please do not heed the voices treating new housing like it is some kind of evil that needs to be accommodated—this attitude and the policies that result from it are exactly why we have a housing shortage. After decades of rising rents, now is our chance to change course.

Thank you,

Jacob Wasserman  
90403

Jacob Wasserman  
JacobLWasserman@gmail.com  
1027 11th Street, Apartment C  
Santa Monica, California 90403

## Vernice Hankins

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**From:** Soledad Ramos <soledad@trulovepost.com>  
**Sent:** Monday, February 13, 2023 6:44 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

To whom it may concern,  
Please tomorrow don't vote to replace the current 2 story buildings. Please don't change the Zoning code for Sunset park area

Soledad Ramos  
Resident: 2609 Cloverfield blvd  
310 927 1811

## Vernice Hankins

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**From:** Soledad Ramos <soledad.ramos.1977@gmail.com>  
**Sent:** Monday, February 13, 2023 6:42 PM  
**To:** councilmtgitems  
**Subject:** NO CHANGE ZONING

EXTERNAL

To whom it may concern,  
Please tomorrow don't vote to replace the current 2 story buildings. Please don't change the Zoning code for Sunset park area Soledad Ramos  
Resident: 2609 Cloverfield blvd  
310 927 1811

## Vernice Hankins

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**From:** Suzanne Watson <soarthumbs@gmail.com>  
**Sent:** Monday, February 13, 2023 6:34 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Oh, please protect our neighborhoods: Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue by voting against “upzoning”. The promenade and downtown Santa Monica are just blocks from my home. For decades, those areas were my “go to” to everything. Now, you can’t drag me there with a tractor. There is no personality, ambiance, light, or SOUL. My gosh PLEASE don’t ruin the historic neighborhoods mentioned above.

Thank you.  
Suzanne Watson  
(Forty-year resident)

## Vernice Hankins

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**From:** hpewriter@yahoo.com  
**Sent:** Monday, February 13, 2023 6:31 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Agenda item 7a 2/14/23

EXTERNAL

Upzoning of the remaining neighborhood commercial districts that still retain a small town appeal, like Montana Avenue, would be a huge mistake. Tourists come to these Santa Monica shopping areas to experience something they can't find in giant malls. Residents depend on them for necessary everyday items: shoe repair, drug stores, specialty food stores. Lincoln Boulevard is already ruined with its wall of high rise apartment buildings. Downtown has been turned into a homeless habitat. Empty stores dominate the Third Street Promenade, Fourth Street and Main Street. For once, listen to the residents and your own Planning Commission and reject the upzoning.

Thank you,  
Harriet P. Epstein



## Vernice Hankins

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**From:** Meri Weingarten <meribw@gmail.com>  
**Sent:** Monday, February 13, 2023 7:11 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7a

EXTERNAL

Please protect small businesses and the culture of Santa Monica. Do not upzone OPB, Main Street, Pico, or Montana Ave.

Meri Weingarten  
SM Resident

## Vernice Hankins

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**From:** katethomas56@aol.com  
**Sent:** Monday, February 13, 2023 7:03 PM  
**To:** councilmtgitems  
**Subject:** NO upzoning!

EXTERNAL

I am a resident of Sunset Park and patronize the local small stores that line Ocean Park Ave. The neighborhood is cohesive and community-based as we can interact on a human scale with each other. There are plenty of larger stores to go shopping at in Shopping Centers such as Century City if we want to have that experience. However, our day-to-day lives are enmeshed by the small-scale, entrepreneurial spirit of our local, smaller shops that even now struggle to pay rent. Please vote against up-zoning our neighborhoods.

Sincerely  
K Schlesinger  
2614 Euclid St  
Santa Monica 90405

## Vernice Hankins

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**From:** Margy Yuspa <margy.yuspa@icloud.com>  
**Sent:** Monday, February 13, 2023 6:50 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear City Council members,

Last weekend (like most weekends), I walked up and down Ocean Park Blvd thinking how much I enjoy my wonderful neighborhood and the feeling that has been established by seeing neighbors and friends at the local shops. Today I was horrified to learn that Ocean Park Blvd is under review for development. I have lived in this neighborhood for 20 years and truly treasure the feeling of community. I have seen Ocean Park grow into an amazing place. Large development, in my opinion, has wiped out the beach culture of Santa Monica that I love so much. I don't enjoy the Promenade anymore, it feels deserted and downright scary in much of downtown and much of Santa Monica's charm has already been eliminated.

Please don't take away what we are clinging to over in the Ocean Park and Pico neighborhoods. It's some of the last vestiges of real community in Santa Monica. People know each other and we know the people that work here too. Relationships like these are the foundation of success of cities and civilizations. Over-development can quickly lead to a loss of civility and safety.

Thank you for reading this and taking the time to consider a person who feels very attached to the amazing community she lives in.

Best,  
Margy Yuspa

## Vernice Hankins

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**From:** Rebecca McLucas <mclegs@hotmail.com>  
**Sent:** Monday, February 13, 2023 7:23 PM  
**To:** jesse.zwick@santamonica.go; Caroline Torosis; Christine Parra; Lana Negrete; Oscar de la Torre; Gleam Davis; Phil Brock; councilmtgitems  
**Subject:** Opposition to Upzoning the neighborhood streets of SMC

EXTERNAL

Dear Council Members,

I wanted to express my strong desire to oppose the upzoning the neighborhood streets of SMC – specifically Main street, Pico, Ocean Park and Montana. The parking, traffic are already a nightmare for residents. There is a strong love for keeping LOCAL business' in SMC. The taxes that we pay are already hideously high and would just force out more long time residents. The homelessness is undeniably not solvable and this decision will only takes us backwards making property values even more unattainable. There is nothing positive to doing this other then a straight up money grab, which SMC does not need at this time.

VOTE NO!

Rebecca and Jason Dodd

Sent from [Mail](#) for Windows

## Vernice Hankins

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**From:** Alejandro Umansky <alejandro.umansky@gmail.com>  
**Sent:** Monday, February 13, 2023 7:22 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Councilmember,

It would be a terrible mistake to change the zoning density for Pico and Ocean Park Blvd.

We have a great neighborhood. And plenty of traffic. This is not the solution to the housing issue. Keep it two stories, and plenty of units can be added with the current zoning.

Sincerely,

Alejandro Umansky (Sunset Park resident, 90405).  
Danielle Umansky  
Chloe Umansky  
Madeline Umansky

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**Alejandro Umansky**

**3435 Ocean Park Blvd. #107-412  
Santa Monica, CA 90405-3301**

**(c) 310.413.5235**

## Vernice Hankins

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**From:** Julie Millett <juliemillett@gmail.com>  
**Sent:** Monday, February 13, 2023 7:16 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members:

I am writing to urge Council to NOT "upzone" Santa Monica's neighborhood commercial districts. Ocean Park Blvd, Pico Ave, Montana Avenue, and Main Street are a few of the only areas left in our beloved City that maintain any sort of character. We do not want larger mega projects.

I think it is critical to Buy Local and I do so whenever possible.

I agree with the Planning Commission's recent recommendation to your Council against upzoning these streets. I urge you to follow their recommendation to keep the existing heights and densities in these neighborhood commercial districts.

Thank you.

Sincerely,  
Julie Millett  
Santa Monica Resident since 2001

February 13, 2023

Santa Monica City Council  
1685 Main Street  
Santa Monica, California

RE: ITEM 7

Dear Mayor Davis, Mayor Pro Tem Negrete and Councilmembers:

The Planning Commission recommends City Council approval of the red lines implementing the upzoning of the Neighborhood Commercial Districts (NC). This recommendation is made to ensure compliance with the certified Housing Element and to avoid another round of “Builder’s Remedy” projects. The Commission also recommends that the City apply to the Department of Housing and Community Development (HCD) to amend the Housing Element in order to retain existing zoning in the Neighborhood Commercial Districts. While this application is pending with HCD, the City will remain in compliance with its Housing Element and therefore exempt from the Builder’s Remedy.

The following summarizes the discussion points raised at Commission hearings and research that has been conducted subsequent to those hearings. I am also attaching the Commission-approved letter requesting the Housing Element amendment. It contains demographic and other information about the four impacted neighborhoods. Also attached is a “white paper”, prepared by Commissioner Fresco, which reports on the findings of numerous research studies that assess the social and economic impacts of the upzoning of neighborhood commercial districts on the communities they serve.

**Upzoning NC districts will result in the displacement of successful, locally owned businesses that have served their surrounding neighborhoods for years and are often owned by people of color or women.** These business districts have the lowest commercial vacancy rates in the city, which proves their sustainability even through a pandemic. It also demonstrates their value in a walkable community setting. A recent walk through of these districts found that Neighborhood Commercial districts have vacancy rates between 7-10% while The Promenade has a much higher vacancy rate of 28%.

**Requiring relocation of existing businesses into new ground floor commercial spaces, at rents they can afford, would seriously compromise project feasibility and would likely be viewed by HCD as a development constraint.** Paying relocation expenses to existing businesses will not solve the displacement problem and is a bit meaningless given there are limited, affordable commercial areas in the city to which these businesses could feasibly relocate. It would also remove them from their customer base, which accounts for their success.

**Existing NC zoning allows for the development of new two to three story mixed use buildings or three to six stories with density bonuses.** Given the frequency of density bonus applications being seen by the City, and the high land costs in these business districts, it is a safe assumption that developers will opt for density bonus projects. We believe this existing and permitted development model to be exactly the “soft density” model that is being promoted by organizations such as Livable Communities.

**According to staff, the State is requiring that housing production must be feasible in all districts for which housing is a permitted use.** The purpose of this requirement is to ensure that housing choices are

available throughout the city with a focus on areas where new housing has not occurred, presumably due to infeasibility. First, there is no State Law requiring this other than the one applicable to SSI properties. Second, no feasibility analyses were performed, using the new AHPP income distribution, for Pico Boulevard, Ocean Park Boulevard or other smaller NC areas. The need to upzone these streets is an extrapolation from the analyses done for Main and Montana. Notwithstanding this fact, the 13 NC parcels on the SSI (5 development sites, 165 units) are on Pico and Ocean Park Boulevards. Third, four affordable housing projects are either recently completed or are under construction in the Pico NC District, which questions the infeasibility conclusion underlying the upzoning. The nonprofit developers of three of these four projects used the density bonus program. One has a ground floor space reserved for community entrepreneurial use (Pico and 19<sup>th</sup> Street), which is exactly the type of commercial development requested by the Pico community during the Wellbeing Project public process in 2018 and 2019.

**The rationale for upzoning NC areas is that housing production on the “south side” (Ocean Park and Sunset Park) and the “north side” (north of Montana) is not providing the array of housing choices required by the State’s Affirmatively Furthering Fair Housing (AFFH) requirements.** The Commission believes this to be an inaccurate assessment. On the south side, during the first two years of the 6<sup>th</sup> Cycle Housing Element, 886 rental units and 23+ condominiums have either been recently completed or are in the pipeline. This represents about ten percent (10%) of the City’s RHNA goal. Of the 886 rental units, 103 are or will be affordable to extremely low, very low and low income households. On the north side, hundreds of ADU’s have been completed or are in the pipeline. The Commission has also proposed zoning amendments that facilitate the development of SB9 duplexes, including the waiver of impact fees for all such projects. (The State has accepted ADU’s and SB9 duplexes as a development strategy for north of Montana in light of the very high land costs in that area.)

The demographic and housing supply diversity, already existing in south side neighborhoods, is described in the attached letter from the Planning Commission.

**Upzoning Neighborhood Commercial Districts could potentially destroy existing, successful, neighborhood-serving business areas.** These business districts offer thousands of local residents, at all income levels, with **walkable and affordable** retail and service options. They include locally owned laundromats, barber shops, family-owned restaurants and bakeries, affordable coffee houses that serve as community gathering spots, florists, and bicycle repair services. We believe it is a safe assumption that few, if any, of these businesses could afford the rents in new buildings. And these new rents are essential for project feasibility.

**The general appeal of walkable and affordable local businesses is that they create unique safe spaces where quantitative diversity becomes genuine integration.** This attracts developers who see it as an amenity to new development. A cycle begins where large floor plate, high price tag new spaces, inaccessible to small local businesses of all stripes, are filled with deep-pocketed corporate businesses. Community-based economic resources are replaced with business that no longer serve all classes of people. Livelihoods are lost, homes are lost, property values rise all around, and Santa Monica’s remaining diverse residents with generations of family history in the city will experience a new wave of systemic displacement. Global application of upzoning disproportionately targets ethnic, racial, cultural and low-income groups who have historically experienced discrimination because they are in the way of zoning regulations passed in the guise of “the greater good.” Citywide upzoning without certain strategic omissions represents the next wave of systemic racism.



**Santa Monica prides itself on being a walkable and sustainable community.** The very successful NC business districts embody that value. Neighborhoods consist of housing, well-maintained public parks and good schools, access to transit and jobs, and accessible, affordable business districts. From the beginning of the Housing Element process, the Planning Commission was clear about protecting neighborhoods while focusing much needed housing production on major boulevards, the Downtown and Bergamot, all of which have the highest transit accessibility in the city.

The Commission fully appreciates the magnitude of the housing crisis, which is why it recommended upzoning 1,171 acres that could accommodate 13,600 new housing units (153% of our RHNA goal). To assert that the Commission is in any way anti-housing is absurd. **However, the Commission does not support the displacement of hundreds of locally owned businesses that serve tens of thousands of residents and the potential erasure of any business district on Ocean Park or Pico as a price it is willing to pay. Nor does it support the redevelopment of these business districts with five to seven story buildings with 85% of the new units available to those who can afford higher rents than those currently in the surrounding neighborhoods. This scenario is not the legacy that many on the Commission wish to leave for Santa Monica.**

Thank you for your consideration and your service to Santa Monica.

Respectfully submitted,

Leslie Lambert, Planning Commissioner

2 attachments

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# The Social Justice Case for a Housing Element Amendment that Maintains Santa Monica’s Longstanding and Effective Neighborhood Commercial Zoning

## I. Executive Summary

This report addresses Affirmatively Furthering Fair Housing (AFFH) issues supporting a proposed amendment to Santa Monica’s 6th Cycle Housing Element that would retain the existing zoning in Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard, Main Street, and Montana Avenue. The Santa Monica Planning Commission believes that in order to Affirmative Further Fair Housing we must preserve access to opportunity in Neighborhood Commercial districts by resisting displacement of existing affordable a culturally significant small businesses with highly upscaled and corporate commercial tenants. Upzoning would undermine decades of targeted economic development efforts and risk the loss of existing opportunities for locally owned small businesses, which will cause displacement and disruption in Santa Monica’s historically diverse neighborhoods. Furthermore, well-established local-serving retail hubs create an environment that fosters genuine integration of different populations without forcing them to assimilate, an important social justice concern. And they make Santa Monica’s residential districts walkable, complete neighborhoods.

Zone	Pre-HE (Requested) Height	Pre-HE (Requested) FAR	Current HE Height	Current HE FAR
NC (includes Pico)	32’	1.5	50’	2.25
NC (Main only)	27’	1.0	55’	2.50
NC (OP Blvd only)	32’	1.0	55’	2.50
NC (Montana only)	32’	1.0	55’	2.50

Neighborhood Commercial districts provide services and access to small business opportunity that go hand-in-hand with fair housing. They make our neighborhoods walkable, thus sustainable; they provide services necessary for quality of life, and perhaps most importantly result in community meeting places that bring people face to face in a manner that makes the quantitative diversity we get from a variety of housing types meaningful. Furthermore, the loss of these businesses can lead to displacement of low-income and ethnic communities through both economic hardship and feelings of adversity and exclusion. Each of Santa Monica’s four Neighborhood Commercial districts has evolved with a unique character that reflects the community it serves. When people have access to opportunity to open a small business near where they live, they cater to well-understood tastes and local needs as a key to their success. They create hospitable places that can where diverse groups eat, play and shop shoulder-to-shoulder, bringing us closer to true, meaningful integration. And, local businesses employ locals. If Neighborhood Commercial areas are upzoned, new business starts must weigh the risk of displacement due to gentrification against financial and human capital investment; if the risk is too great, opportunity evaporates. New construction is built

with larger floor plates designed to appeal to corporate tenants who look better on loan paperwork than small businesses. Legacy businesses fall into the shadows of the big new establishments, forcing them to assimilate to a new standard they struggle to keep up with or die out. Studies of the impacts of gentrification in Neighborhood Commercial districts on local diversity, outlined in more detail below, warn us to proceed with caution.

Neighborhood Commercial Districts are part of the economic engine that will help the city recover from significant economic losses in the past few years. A comparison of new business licenses and vacancy rates in NC zones versus those in Santa Monica's traditional economic center, the Third Street Promenade, show that our NC districts, with vacancies in 7-10% of ground floor spaces versus the 28% vacancy rate on the Promenade, are bouncing back from the Covid-19 downturn, leading the way back to prosperity. We cannot afford to disrupt what took decades to establish in our vibrant Neighborhood Commercial areas. With commercial growth critical to the city's recovery from a significant financial crisis immediately followed by Covid-19 and rioting in our downtown, we must rely on NC districts while we work to bring the Promenade back into bloom again. Keeping that engine going, achieving goals for diversity, equity, and inclusion, and most importantly, providing development capacity for our fair share of housing including a variety of housing types that increase housing opportunity in Santa Monica's eight square miles, requires a zoning scalpel, not an axe.

## **II. Introduction**

As the Planning Commission worked through the drafting of Santa Monica's 6th Cycle Housing Element, feasibility studies suggested that any commercial zone in the city, if upzoned to 55 feet (an increase of two to three stories citywide) could feasibly support inclusionary affordable housing. Upzoning across the city uniformly in this way also provided enough capacity to the parcels on our Suitable Site Inventory (SSI) to meet the Regional Housing Needs Assessment (RHNA) with a modest buffer. The Planning Commission, critical of such a boiler-plate approach to planning, envisioned a more nuanced, holistic approach to upzoning that would more dramatically incentivize housing production in places that would not disrupt existing residential areas full of rent controlled apartments, and which employs additional planning principals along with housing policy. Nor would the approach the Planning Commission had in mind disrupt the community amenities in Neighborhood Commercial districts that are important to quality of life and economic opportunity, consistent with AFFH protocols. By doubling the capacity of most of the city's commercial districts (adding three or four stories instead of two or three), we replaced baseline feasibility with profitability in those areas, a true incentive, and maintained the affordability and livability in our mixed-income residential districts. But we were not able to fine tune zoning standards to reflect this program in the time we had before the initial HCD filing deadline for the Housing Element.

At its February 2, 2002, hearing, with a response from HCD on certification of our adopted Housing Element still pending, the Planning Commission had completed its homework. A detailed discussion

on distribution of capacity took place. Commissioners agreed on a plan to go much higher than 55' on our widest boulevards where there are no residents living under rent control to displace and included over 70% of the likely sites listed on our Suitable Sites Inventory (SSI), a list of properties likely to turn over in the next eight years. This approach increased capacity of our SSI to 153% of the RHNA's 8895 new unit target, a significantly larger buffer, and it dramatically increased the likelihood that the already prime development sites on the SSI will in fact turn over and provide housing. All this while not raising height in the Neighborhood Commercial zones that could trigger catastrophic disruption in the city's most active commercial areas and most diverse residential areas.

In its February 8, 2022, rejection letter, HCD found many faults with Santa Monica first Housing Element submission, of which the non-specific zoning commitment was just one. The Planning Commission-endorsed upzoning plan was further studied and became part of Santa Monica's subsequently certified Housing Element, but with one key change that the Commissioners did not realize made it into the final, certified draft. The Neighborhood Commercial districts were also upzoned, which the Commission for AFFH, social justice, and other important planning reasons had intended to leave as is. This reversion is the requested amendment to the Housing Element: to return NC zones to their former state, otherwise they will have to be upzoned in the course of implementation in order to remain in compliance. Restoring NC zones will result in a 1% change in unit capacity of our SSI sites. A replacement site can be added to the SSI if HCD considers it necessary for approval.

Below is a documented argument for why this is good planning, the best thing for Fair Housing and diversity in Santa Monica, a way to secure the city's economic strength, and is part of a robust approach to providing rich incentives for construction of copious amounts of new homes without constraint.

### **III. Meeting Santa Monica's Regional Housing Needs Assessment and Beyond**

Santa Monica's NC districts cover a total of 71 acres, comprising only 6% of the 1171 acres that have been upzoned as part of 6th Cycle Housing Element implementation to build the 8895 homes required by its RHNA. Housing has been made legal and feasible in every part of the City where it is safe to live. The upzoned areas, which include virtually every other commercial, industrial, and mixed-use zone in the city have been dramatically upzoned, doubled in many cases to ensure not just feasibility for housing but profitability as an added incentive. Some areas have been upzoned even beyond what we proposed in our Housing Element. This shifting of capacity was an intentional strategy of the Planning Commission to ensure that neighborhoods, including the NC districts that run through them, home to rent-controlled tenants and local businesses, including long-time legacy business, are not disrupted by the wave of new growth we are inviting to Santa Monica. This approach makes housing not just feasible, but attractive and likely in the incentivized areas, and ensures a yield of the maximum possible number of inclusionary affordable units in each project. It is likely that this capacity incentive could lead owners of sites not on the SSI to rethink their plans

and choose to build housing as well, adding to the regional supply and perhaps exceeding our housing production requirement.

The Selected Sites Inventory of the Housing Element lists 203 properties of which 13, less than 2% are in Neighborhood Commercial zones. The 13 SSI properties in NC districts represent 165 units after upzoning, about 1% of the 13,600-unit potential of all of Santa Monica's SSI sites. Twelve of the SSI parcels in NC zones, comprise 5 development sites on Pico Boulevard, and one more site is on Ocean Park Boulevard. In spite of how miniscule an impact the 13 Neighborhood Commercial sites have on our demonstrated capacity to build, we have identified a replacement site for the SSI that could yield more units, should HCD determine that is a necessary condition of approval. This would involve further upzoning in the Bergamot Area of the city, our longstanding industrial zone that according to the Housing Element plan will become a new residential high-rise district adjacent to transit. While traditionally thought to be associated with the historically red-lined Pico Neighborhood, it was in fact entirely industrial during that period without housing, presenting enormous housing opportunities for us to meet today's crisis.

#### **IV. In Small High-Demand Cities, Market Rate Housing Price Filter Effects Negatively Impact Cultural, Race and Income Diversity Locally**

Policy on how to solve the urgent housing crisis in California and beyond relies on a series of well-documented quantitative studies that generally conclude that all housing is good housing, and the more the better. Increasing availability at any price point that can get funding and be built will relieve pressure on regional markets overall and will create housing opportunity for lower income people down the line as wealthier tenants abandon older housing stock in order to enjoy the amenities of new construction. This idea is known as the supply effect, or filtering down. The affordable housing released from market pressures down the line does not generally appear adjacent to market rate new construction but materializes in other parts of the region over a few years as five or six people have moved into housing vacated in sequence by those who moved into the newest units. This movement of tenants from one home to the next is referred to as a "migration chain" in the study entitled *The Effect of New Market-Rate Housing Construction on the Low-Income Housing Market*.<sup>1</sup> Author Evan Mast shows that for every 100 market-rate units constructed in major urban centers, 17 low-income units were made available in low-income areas in the region. Mast studied twelve major cities in the United States, each with a dense metropolitan core and a surrounding region of neighborhoods catering to a range of housing markets.<sup>2</sup> The smallest city he studied, Minneapolis, has a population of 429,954, and a metropolitan area of 7962

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<sup>1</sup> *The Effect of New Market-Rate Housing Construction on the Low-Income Housing Market*, by Evan Mast, Upjohn Institute Working Paper 19-307. Kalamazoo, MI: W.E. Upjohn Institute for Employment Research, 2019

<sup>2</sup> In particular, Mast studied the following cities. They are listed with their populations as of the 2020 census. Atlanta (498,715), Boston (675,647), Chicago (2,746,388), Dallas (1,304,379), Denver (715,522), Houston (2,304,580), Minneapolis (429,954), New York (8,804,190), Philadelphia (1,603,797), Seattle (737,015), San Francisco (815,201), and Washington (689,545).

square miles. The largest city he studied was New York with a population of 8,804,190 and a metropolitan area of 300.5 square miles. By comparison, Santa Monica has a population of 91,105 and a total land area of 8.3 square miles. It is this density and compactness, the lack of a surrounding “metropolitan area” with a range of housing markets within the city of Santa Monica that highlights a major drawback to this particular approach to mitigating the state-wide housing crisis in a manner that promotes equity and inclusion here in Santa Monica. None of the affordable units released down the migration chain due to market rate housing built in Santa Monica, or anywhere else for that matter, will be in Santa Monica. The housing market in our small city is just too homogeneous.

Mast himself acknowledges his findings point to a regional effect and may have different impacts locally. This is an important fact to consider and plan for, because with only 8.3 square miles, all of Santa Monica is local. Furthermore, Mast reports on the “shortcomings of market mechanisms” once the chain reaches low-income markets several links down the line. Units in low-income areas relieved of market pressure by increased supply of market-rate housing might not actually be low cost “because the private market will not provide housing at below marginal cost.” So, when the units appear in a low-income area, it is likely that costs are already down as far as they are likely to go. But more importantly, when people who can afford to leave a low-cost area move up the chain to newer units, their spending goes with them which can have “important amenity effects. . . such as reduced retail options, school closures, or increased crime” in their old neighborhoods. This basically means that the low-income units that become available can be in areas that manifest some of the more intractable problems associated with poverty. Applied to Santa Monica’s 8.3 square miles in particular, this means the new market rate development in the wrong places could displace Santa Monica’s fragile low-income population, which enjoys the many advantages of living in a very high resource city and segregate them in run-down low resource areas outside of Santa Monica. Mast encourages us to take heed and remember that his findings are a regional effect that is “geographically diffuse” and “new buildings could have different effects on their immediate neighborhood, where they may change amenities or demographic composition.” In Santa Monica we have to be strategic in how we distribute market-rate incentives in order to ensure the results reflect our goals for equity and social justice.

In an often-quoted paper entitled *Supply Skepticism: Housing Supply and Affordability*, analysis looks at if available land in a tight land market should be reserved for affordable housing, whether the migration chain works, if there will ever be enough supply to meet demand, and if the spillover effect of new construction leads to displacement.<sup>3</sup> *Supply Skepticism* relies on the positive conclusions of Mast’s study by stressing what he found to be generally true, “additions to the housing stock in one submarket can fairly quickly affect prices and rents in other submarkets by alleviating competition that would otherwise be diverted to those submarkets.” But in Santa Monica’s 8.3 square miles, a high resource city with barely discernable interconnected submarkets, this plays out differently, just as Mast warned. Instead, Santa Monica experiences the “filtering up”

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<sup>3</sup> *Supply Skepticism: Housing Supply and Affordability*, Vicki Been, Ingrid Gould Ellen, and Katherine O’Reagan, NYU Furman Center, NYU Furman School of Law, 2018

effect where vacated units are all upgraded to market rents. Vacancy in Santa Monica equals gentrification even without redevelopment. *Supply Skepticism* addresses this by advising subsidized housing programs to fill the gap. But in the meantime, displacement is causing catastrophic change to individuals and families, many of whom are people of color who have been subject to racist land use policies and practices and have made Santa Monica their home for generations. While *Supply Skepticism* asserts that “adding supply may raise neighborhood rents in some cases, but neither theory nor empirical evidence suggest that will be the norm,” in Santa Monica, it is always the norm.

The *Assessment of Fair Housing* in Appendix I to the 6th Cycle Housing Element (AFFH Assessment) asserts that “displacement of residents due to economic pressure is a significant factor to Segregation.” It further states that this displacement due to gentrification is widespread in Santa Monica, impacting “low- moderate- and middle-income families and long-time elderly residents,” which is just about everyone.<sup>4</sup> Rent controlled apartments have been Santa Monica’s major source of unsubsidized affordable housing for decades. Tenants of those units, according to the *AFFH Assessment*, are “disproportionately members of protected classes.” In order to reverse the trend towards an ever wealthier and whiter community from border to border, Santa Monica has to be strategic. For these reasons, the Planning Commission’s approach to upzoning in order to accommodate its RHNA and incentivize new housing in general has been focused on areas that don’t include concentrations of rent-controlled properties, or the Neighborhood Commercial areas through their centers that provide services and amenities.

Santa Monica’s *AFFH Assessment* states that there have not been Racially or Ethnically Concentrated Areas of Poverty (R/ECAP) in Santa Monica since 1990, for over 30 years. There are no concentrations of deteriorated or abandoned properties in the city because vacated parcels are quickly absorbed by the city’s high-priced, high-demand real estate market. Regionally, residents displaced by redevelopment and gentrification are a “major contributing factor to R/ECAPs,” but since Santa Monica doesn’t have any R/ECAPs, our displaced low- moderate- and middle-income families and long-time elderly residents, which disproportionately represent people in protected classes, are being pushed out of the city and landing in new segregated areas elsewhere in the region.

Taking advantage of the regional effects of the migration chain, while attempting to divert the negative effects it could have locally, is the key advantage of the strategic approach to the upzoning proposed by the Planning Commission, a critical piece of which is to leave Neighborhood Commercial zones as they have always been. 100% Affordable Housing Projects can still occur in NC without upzoning, and already have. Local and state density bonuses have and will continue to ensure that the maximum heights affordable housing providers need to take full advantage of the funding sources available to them is allowed. Our RHNA requires 66% of our housing allocation to be deed restricted affordable, so the approach is careful not to impinge upon feasibility of 100%

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<sup>4</sup> *Santa Monica 6th Cycle Housing Element, Appendix I, Assessment of Fair Housing*, City of Santa Monica Housing and Economic Development and the Lawyers’ Committee for Civil rights under Law, City of Santa Monica, April 1, 2020

affordable housing projects, which can tip the balance. Upzoning NC districts is not necessary for affordable housing production.

A report published by the California State Legislative Analyst, Mac Taylor, entitled *Perspectives on Helping Low-Income Californians Afford Housing*, asserts that “more private development is associated with less displacement,” but by displacement, a strictly quantitative measure is used: the number of low-income *units* and whether *population numbers* of low-income residents decline faster relative to the overall population of an area.<sup>5</sup> On a strictly numerical basis, it is possible to maintain the number of low-income housing *units* in Santa Monica because of laws requiring inclusionary affordable housing and the replacement of demolished low-income units on new housing sites. But this measure of displacement does not account for the lives of actual people, many of whom are people of color who have been displaced over and over again by racist laws and policies, who are in fact still being displaced by market rate development and are forced to move to new low-income, segregated areas in the region far from home and family. Quantitative diversity measures applied this way create a new policy that works like the old systemically racist policies we are trying to expunge from our laws. It clears the way to move vulnerable groups out of the way on the name of progress. It was the same in the 1950s, when eminent domain proceedings that robbed people of color of home and investments was justified with the promise of public housing projects. It was all for their own good back then too.

Santa Monica is a very high resource area from end to end. Even the Pico Neighborhood where our most rent burdened residents reside, is a high resource area. In Santa Monica, every vacated unit city-wide is upgraded and up priced. Affordable units that become available down the “migration chain” as people move into newly constructed buildings appear somewhere else in the region, not in Santa Monica. Thus, the idea that we must open up every piece of land to dense housing regardless of the value of the current use, going well above and beyond what the RHNA requires us to build, will harm the city by thwarting our goals of diversity, equity and inclusion.

We have shown that Santa Monica will be able to meet the housing production required by its RHNA and will be able to contribute the regionally effective supply effect from building market-rate housing in appropriate places without building more housing where it will do more harm than good. Next is a discussion of how maintaining existing Neighborhood Commercial districts can contribute to true, economic, cultural, and racial diversity in Santa Monica.

## **V. Upzoning Neighborhood Commercial Districts Leads to Displacement**

A number of studies are available on the impact of gentrification of Neighborhood Commercial districts on low-income communities, on community diversity, and on communities characterized by ethnic, cultural, or racial populations that have experienced discrimination. This information

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<sup>5</sup> *Perspectives on Helping Low-Income Californians Afford Housing*, by Mac Taylor, California Legislative Analyst Office, 2016



weighs heavily on social justice concerns related to incentivizing dramatic change in Neighborhood Commercial districts in Santa Monica.

A Solon Magazine article by sociology professor at the University of Denver, Ellen Berrey, who has written extensively on diversity sums up the term this way: “diversity is how we talk about race when we can’t talk about race. It has become a stand-in when open discussion of race is too controversial or — let’s be frank — when white people find the topic of race uncomfortable.”<sup>6</sup> When we allow our laws and policies for creating housing diversity to be based on a quantitative analysis, as in the Taylor analysis above, that erases the real-life, direct impacts on communities of color and the economically disadvantaged. We are once again erasing them from the conversation, and our city’s history. This purely quantitative approach disregards individuals, seeing them only as faceless place holders, robbing them of opportunities for generational wealth and the opportunity to choose to stay where they are, rather than limit that choice to where they will move until the next cycle of “colorblind” programs and policies moves them again. Unless lawmakers are sensitive to the real time impacts of new programs on living breathing community members, we are not making lives better.

When our laws tell us that we must Affirmative Further Fair Housing, they are directing us to look beyond just housing production and develop policies that make our neighborhoods *diverse* and *inclusive* and to ensure they provide housing opportunity *for all*. The resulting policies can’t just be focused on making areas that are filled with mostly white people less white but must also make herculean efforts to avoid harming and disrupting the lives of non-white people in the path of these changes who *define diversity* and have already endured enough harm and disruption. In her 2007 master’s degree thesis, *The Dynamics of Multiracial Integration: A Case Study of the Pico Neighborhood in Santa Monica, CA*, Deirdre Pfeiffer found Santa Monica’s Pico Neighborhood to be an integrated neighborhood with a fragile balance of white and non-white residents.<sup>7</sup> Pfeiffer found that the strong sense of community fostered by the stable population has been an important contributing factor to maintaining long-term integration. Generational family ties, long-term neighbors and a feeling of “roots” does as much to attract new non-white residents as it does to keep others from moving away. Buildings and units are not diverse, people are. Pfeiffer credits the city’s rent control ordinance and affordable housing programs for making it possible for low-income people and non-whites to stay in the area. Longtime residents in the Pico Neighborhood today remain connected to family and friends who were displaced by the construction of the Santa Monica Freeway, which bisected the neighborhood over a half-century ago. To this group, the painful displacement of hundreds of families for the freeway is not history, remaining a visceral cloud on their current lives.

A PhD dissertation, *Integration without Assimilation: Black Social Life in a Diverse Suburb*, by Alan V. Grigsby examines what diversity looks like in the famously integrated Shaker Heights, Ohio suburb

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<sup>6</sup> *Diversity is for White People: The Big Lie Behind the Well-Intended Word*, by Ellen Berry, www.solon.com, October 26, 2015

<sup>7</sup> *The Dynamics of Multiracial Integration: A Case Study of the Pico Neighborhood in Santa Monica, CA*, Dierdre Pfeiffer, A thesis submitted in partial satisfaction of the requirements for the degree Master of Arts in Urban Planning, University of California, Los Angeles, 2007

just outside of Cleveland.<sup>8</sup> Grigsby examines what meaningful diversity could look like once people are brought together, and concludes that access to housing alone creates only statistical integration, and will not foster the kind of true integration that chips away at the lasting effects of long-term, systemic racism in America. That comes when people have a chance to interact in places where they all feel a sense of belonging so they can start to see each other as individuals. Neighborhood Commercial businesses that cater to specific local tastes can create environments where different kinds of people feel comfortable enough to connect, which leads to progress. Corporation-run business, he found, do not have the flexibility or adaptability to serve this purpose. Grigsby observes that many Black Americans are emotionally guarded outside of safe spaces among others who share their experiences with “racial microaggressions,” even in supposedly non-racist environments. He also notes that pressure towards cultural assimilation engenders feelings of personal disenfranchisement; people need to be who they are and must feel welcomed for there to be genuine integration. Grigsby concludes that quantitative integration without avenues for true connectivity such as welcoming local businesses, leads to “micro segregation,” which is a zero-sum change.

Taking it a step further, Steven Tuttle’s paper *Producing Diverse and Segregated Spaces: Local Businesses and Commercial Gentrification in Two Chicago Neighborhoods*, focusses not only on the role Neighborhood Commercial districts play in genuine integration, but also observes the impacts on racial segregation and integration of gentrifying Neighborhood Commercial districts. It begins with the alienation of long terms residents where they once belonged and ends with financial pressures forcing them out.<sup>9</sup> Tuttle’s study took place in two Latino neighborhoods in Chicago, where he looked at “third places” in their gentrifying neighborhood commercial districts. Functioning like Grigsby’s welcoming local establishments, “third places” are not home, not work, but a third place that is neutral, safe territory. Tuttle observed both segregated and integrated businesses and identified factors that enable them to function as truly integrated places that are welcoming to a range of groups. He saw that low rent cultural enclaves are targets for gentrifiers who see “local flavor” and “authenticity” as an amenity that will enhance the value of their new businesses or developments. The new businesses and developments themselves catered to neighborhood newcomers and did not feel hospitable to those who were already there. To make matters worse, these businesses replaced local legacy businesses that had catered to them, causing feelings of exclusion. Tuttle studied only locally owned businesses because “compared to national chains, locally owned businesses are more closely tied to local communities, more dependent upon them, and are more conducive to socializing.” As the neighborhood transitioned into gentrification, Tuttle encountered with greater frequency long-time residents referring to new businesses as “not for me” indicating a growing sense of alienation in an area where they once felt like they belonged. As more legacy businesses shuttered, disorientation was replaced with anger and the seeds of a

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<sup>8</sup> *Integration without Assimilation: Black Social Life in a Diverse Suburb*, by Alan V. Grigsby, A dissertation submitted to the Graduate School of the University of Cincinnati in partial fulfillment of the requirements for the degree of Doctor of Philosophy in the Department of Sociology of the College of Arts and Sciences, July 19, 2018

<sup>9</sup> *Producing Diverse and Segregated Spaces: Local Businesses and Commercial Gentrification in Two Chicago Neighborhoods*, by Steven Tuttle, Department of Sociology, Loyola University, Chicago, City & Community, American Sociological Association, Washington DC, December 2020

race and class protest. While it is possible for any business owner to intentionally cater to a range of populations by creating a safe space with a variety of offerings, it is a rare occurrence among those who rent spaces in gentrifying new development. Developers focus on securing the highest and best use in pro forma that secure financing, which means attracting deep-pocketed chain stores, who have a corporate structure to respond and conform to. Tuttle also notes that, “increasing neighborhood-level diversity does not seem to necessarily result in increased integration as segregation may remain at smaller levels of analysis,” which is the same concept as the “micro-segregation” reported by Grigsby. To the whites, the differences between the new and old businesses is just about taste and cost, but to the Latino residents in the communities Tuttle studied, the new businesses represent exclusion, the erasure of cultural identity, and finally displacement.

In her study of commercial gentrification in Santa Ana, California, Carolina Sarmiento looks more specifically at how progressive goals for increasing income or racial diversity as part of commercial gentrification actively provides justification for displacement of immigrant and other local businesses by “positioning them as . . . backward.”<sup>10</sup> Sarmiento observed in Santa Ana that “[p]lanning and development actors in this case failed to recognize the value of cultural and economic community networks while also diverting attention and resources away from immigrant-serving businesses.” Roughshod efforts at creating diversity can just as easily wipe out diversity through displacement, which Sarmiento observed can be intentional or unintentional depending on the actor. Intentional or not, such consequences are supported by programs that use quantitative benchmarks without considering individuals and small businesses directly impacted in the field. Sarmiento critiques the way diversity is reflected in planning policy where “color blindness” becomes a virtue that “favor[s] status-quo privileges,” in other words, perpetuating systemic racist practice by supporting values that are legacies of systemic racism. For example, when new high-value businesses create an environment where legacy business must assimilate to survive, they are forced to betray their unique founding cultural characteristics which are undervalued. “Third spaces” in an increasingly competitive business environment disappear. The people associated with them leave the area where there is nothing left for them, just as they did a generation ago when communities were shattered by eminent domain proceedings. Sarmiento shows that diversity policies when applied without regard for those most directly impacted, become just another mechanism for the displacement and segregation of communities of color who are still seen today by overt racists and those who have unconsciously internalized generations of racist indoctrination as bad for property value. As goals for diversity become part of planning policy, we have to be very deliberate to ensure that Black, Mexican, low-income, and other groups not part of the white, gentrified population don’t continue to struggle for equity and inclusion with “diversity” at the center of the onslaught. A terrible irony.

Like everywhere else, in Santa Monica charm, authenticity, and ethnic flavor in Neighborhood Commercial districts are seen as amenities for new infill development taking advantage of the gap

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<sup>10</sup> *Not diverse enough? Displacement, diversity discourse, and commercial gentrification in Santa Ana, California, a majority-Mexican city*, by Carolina Sarmiento, *Urban Studies: An International Journal of Research in Urban Studies*, 2022

between current and potential land values. Land value rises, floor plates enlarge, corporate tenants take over, and the charm, authenticity, and ethnic flavor they came for is destroyed as local businesses are priced out. Yes, new market rate apartment buildings will bring in new housing types to these districts, but at what cost? Does that housing diversity really lead to meaningful population diversity when placed on strips that run through Santa Monica's established residential neighborhoods? The evidence shows that imposing "diversity" in this way can be destructive, doing more harm than good in promoting social justice. The imposition of too much market rate development in Neighborhood Commercial districts, which are the seams that tie our mixed-income residential districts together is an engine of displacement. It becomes the axe that destroys what it meant to create. It destroys "third spaces" where genuine integration has a chance to develop, sending different groups back to their corners, reverting to "micro-segregation." Evidence shows that hospitable "third spaces" outside of the structures of home and work require a concerted effort by business owners invested in the community to cultivate. The insertion of new gentrified businesses appears to gentrifiers as presentation of more choices but to the pre-gentrification residents they are an ominous harbinger of the next displacement.

Quantified diversity based on exogenous indicators unsupported by thoughtful programs and finely tuned zoning can break up communities. Leaving NC zones as they are so they continue to incentivize thriving local businesses and continue to provide the possibility for affordable housing is a start. In a high resource, high-demand city like Santa Monica, we have already met the market rate component of our RHNA in proposed projects before we have even implemented our new Housing Element policies, but we are significantly behind in development of deed-restricted affordable units. Over production of market-rate housing, which is a line easily crossed, in our sensitive residential districts moves the city further away from true diversity to place of all wealthy White people. The city's low-income community, which in many cases includes the city's people of color are seeing their fears of yet another displacement born out, as community members representing generations of Santa Monicans are pushed out or flee to outlying areas.

## **VI. Santa Monica's Four Unique Neighborhood Commercial Districts**

### **Pico Boulevard**

*"The [Pico Boulevard] business improvement district, paired with the award-winning nonprofit Beautify Earth, has adorned buildings here with a variety of striking murals. The people bustling through the area are equally diverse, drawn to a mix of small galleries, live music venues, shops and a variety of restaurants offering temptations for almost any palate. Accessible from the three Metro Expo Line stations in town, Pico ends at the beach and links Santa Monica High School, Santa Monica College and Virginia Avenue Park, where a beloved Santa Monica farmers market takes place each Saturday,"*

– Santa Monica Visitor Information<sup>11</sup>

Since the 1910s, Santa Monica’s non-whites were segregated to an area in up the middle of the city, which they shared with industrial uses including five major brickyards, where many of them were employed. Over the decades, two Neighborhood Commercial strips evolved, one on Broadway and one on Olympic Boulevard where locally owned businesses thrived. Churches, social clubs, restaurants and barbershops tied the community together, which held strong and resilient in the face of racism through the support of those commercial and social institutions. When the Santa Monica Freeway bisected the neighborhood in the 1960s evicting 550 households from the area through eminent domain and cutting the neighborhood commercial districts off from what was left of those it was built to serve, the long-standing social networks crumbled. Today those stretches of Broadway and Olympic Boulevard have more parking lots than buildings. Through various zoning initiatives, single unit dwellings in what remained of the original segregated zone were replaced with apartment buildings in order to accommodate more families moving in from other parts of the city as a result of other condemnation initiatives. This area, between the freeway and Pico Boulevard is what we call the Pico Neighborhood today. The 1970s were a particularly difficult time for the shattered community. Those who were left behind endured crime, gangs, and poverty. It took decades for the strength of the old, unifying social structures to rebuild. The Pfeiffer study outlined above profiles this modern, rebuilt era of the Pico Neighborhood. Eradicating systemic racism means recognizing when we are repeating history.

Pico Boulevard evolved as the new Neighborhood Commercial district and remains the heart of its surrounding community today. The Pico Neighborhood is Santa Monica’s most diverse and integrated district. It enjoys a number of politically active, outspoken groups seeking social justice. Upzoning of Pico Boulevard is in direct conflict with city policy established in 1983 in response to the original advocacy from the neighborhood during the 1980s when progressive Santa Monica emerged, and re-affirmed several times over the decades, including as recently as 2019. The goals of these policies are to improve conditions in the Pico Neighborhood and protect the city’s most rent burdened residents from displacement. Housing Element AFFH guidance directs cities to make a “diligent effort to include all economic segments of the community” in outreach. For decades, Santa Monica has been hearing from residents of the Pico Neighborhood seeking support and city services long lacking in that district and presenting the need to protect economic opportunities for their constituents on their main commercial street, Pico Boulevard. Above all, they wish to keep running their businesses and stay in their homes. After decades of segregation, discrimination, and disruption through eminent domain, exclusionary zoning practices, red-lining, and other racist real estate practices, gentrification is just another form of displacement. But unlike in the 1960s when the destruction of the community gathering places on the area’s local commercial boulevards resulted in poverty and chaos, in the present real estate environment, it will mean erasure. Plans to provide new services for residents of the Pico Neighborhood that will provide economic opportunity have only recently started to show results with a community kitchen to help support seed businesses (coming soon), and a *Protecting Our Diversity* program providing rent subsidies for Pico

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<sup>11</sup> <https://www.santamonica.com/experience-santa-monica/neighborhoods/>

Neighborhood residents. The benefits of small-business micro-grants, another new city program, will end at the micro level if affordable retail spaces for them to grow into that are close to their customer bases are no longer extant. Since 2020, 22% of the businesses in Pico's NC district have newly opened, and 44% have been in business there for ten years or more. A notable 27% of the businesses in Pico's NC district have been serving for over 20 years.

Some Santa Monica neighborhoods are already diverse, and in particular the Pico Neighborhood, which was formerly segregated, has become significantly mixed income and mixed race and ethnicity over time. The city's *AFFH Assessment* notes that "[e]thnic enclaves in particular may help immigrants build a sense of community and adapt to life in the U.S. The businesses, social networks, and institutions in ethnic enclaves may help immigrants preserve their cultural identities while providing a variety of services that allow them to establish themselves in their new homes." This idea has been well documented in ethnographic studies. The particularly high percentage of legacy businesses on Pico Boulevard is a reflection of the well-established community there, which is in constant danger of displacement.

### Main Street

*Like the tides of the Pacific just a few blocks away, Main Street is characterized by a slow shift in personalities. By day, it's a favorite of up-at-dawn locals, who come for breakfast or coffee after a sunrise surf session or to patronize the eclectic collection of businesses with their dogs and children in tow. Visitors can join in, easily filling an afternoon at laid-back patio-lined cafés and indie boutiques. In the evening, trendy restaurants and watering holes glow with a lively mix of options for nightlife lovers.*

– Santa Monica Visitor Information

Main Street serves the historically redlined Ocean Park Neighborhood in Santa Monica. The location of Santa Monica's first African American church, the Ocean Park Neighborhood has been home to a varied and eclectic population of Blacks, Mexicans, poor people, LGBTQ, Jewish Holocaust survivors, and immigrants of all kinds. When the effects of redlining and disinvestment began to lift in the 1970s, Ocean Park improved quickly. This was in large part to the Ocean Park Redevelopment Project, which razed nine square blocks of affordable dwellings and replaced them with luxury hi-rise towers, displacing 1200 low-income households. Several highway improvements also took place in Ocean Park including the widening of the streets the led from the freeway to the new towers. These changes displaced more residents and devalued the properties of several others, including the African American church, by taking twelve feet of frontage from several blocks of parcels. On the heels of those events, Ocean Park became ground zero of Santa Monica's nationally recognized progressive movement. Among literally dozens of social service programs that started in the neighborhood was Community Corporation of Santa Monica (CCSM), Santa Monica's most prolific affordable housing development nonprofit to this day, established with a seed grant from the City of Santa Monica in 1982. CCSM owns and operates 343 affordable housing units on 22 sites across the Ocean Park Neighborhood. Additionally, there are approximately 170 units of deed restricted

affordable rental units for seniors in Ocean Park. According to the *2021 Santa Monica Rent Control Board Annual Report*, 4,684 rental units in Ocean Park are subject to local rent control (17% of the citywide total, on 10% of the land area of the city).<sup>12</sup> The neighborhood elementary school is racially and ethnically integrated with almost sixty percent (60%) of students identifying as non-white. Ocean Park's proximity to the beach contributes significantly to its appeal, putting constant displacement pressure on low-income and long-term residents. This results in the highest risk of turnover of rent controlled units affordable to low- and moderate-income residents in the city according to the city's *AFFH Assessment*. The affordable, locally owned, and community serving businesses on Main Street still serve people of all income levels who rub shoulders there in a true "third space" community-building environment. Many of the businesses are found in Main Street's 33 historic resources, which help attract clientele from all over the region to make the street a success. A BID and a strong Merchants Association have worked hard to keep Main Street vital through the city's economic downturn and subsequent Covid-19 shutdown impacts. Today Main Street enjoys a respectably low 9.4% vacancy rate among its ground floor commercial spaces (compared to approximately 28% vacancy on the Third Street Promenade).<sup>13</sup> Of the current business licenses issued in the Main Street NC by the City of Santa Monica, 35% have started up since 2020, and 36% are legacy business in place for ten years or more.<sup>14</sup> In this time of economic stress for brick-and-mortar shopping streets, Main Street remains a vibrant and appealing place of authentic diversity because everyone feels welcome. Main Street is also vital to the struggling economy of the city because of its rate of recovery. Immediately adjacent to the west of Main Street is a large city-owned site, currently serving as parking lots. A program in the 6th Cycle Housing Element will provide over 600 100% affordable deed-restricted housing units there. The residents of those units will also be served by the businesses in the NC zone on Main Street if they remain affordable. With careful planning, we can maintain the mix of businesses, so it continues to have something for everyone.

### **Ocean Park Boulevard**

*Ocean Park Boulevard boasts an authentic local vibe, a crop of talked-about restaurants and "Where did you get that?!" boutiques and shops. Accentuated by spacious Clover Park, the neighborhood is also home to Barker Hangar, which has hosted many awards shows like the Kids' Choice Awards, People's Choice Awards and more; the Santa Monica Airport and Ruskin Group Theatre Co.; and the Museum of Flying as well as neighboring Spitfire Grill. The airport's observation decks, eco-friendly gardens and twice-monthly antiques market are also big draws.*

– Santa Monica Visitor Information

Ocean Park Boulevard's Neighborhood Commercial district is in the Sunset Park Neighborhood. Its vibrant businesses serve immediate neighbors as well as drawing patronage from the Pico

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<sup>12</sup> *Santa Monica Rent Control Board Annual Report*, City of Santa Monica, California, 2021, <https://santamonica.gov/departments/rent-control>

<sup>13</sup> Main Street Merchants Association

<sup>14</sup> *Business License Spreadsheet*, Santa Monica Department of Economic Development, 2022

Neighborhood and citywide. Sunset Park was the last area of the city to see development, which began very slowly in the 1920s primarily with small bungalow courts that appeared near the new Santa Monica Airport and its primary user, Douglas Aircraft. The airfield was considered a recreational site, so it included a golf course and a shooting range, which were profitably managed by the city to help pay for the land. In spite of these amenities, development didn't take off in Sunset Park until the 1930s when FHA loans made home ownership accessible, but only if the loan applicant was Caucasian. In the 1960s after deed restrictions could no longer stop them, some pioneering middle class Blacks from the Pico Neighborhood began to move into homes in Sunset Park, though the area remains predominantly White. Today there are approximately 7,000 housing units in Sunset Park. Of these, 3,309, 47%, are rentals subject to local rent control and affordable to people of low and moderate incomes. These units are primarily located adjacent to the Neighborhood Commercial zone. The two elementary schools in Sunset Park, which also serve the Pico Neighborhood, are among the most ethnically and racially diverse schools in the city. Immediately adjacent to the eastern portion of Ocean Park Boulevard's Neighborhood Commercial zone is an area of about 55 acres zoned as Office Conservation (OC). This is an area that has never allowed residential development in the past, but as part of the implementation of Santa Monica's 6th Cycle Housing Element will not only allow housing but will incentivize housing projects with enhanced capacity. The new residents in OC will be served by the vibrant neighborhood businesses nearby. Of all the businesses operating in the Ocean Park Boulevard NC zone, 27% have been added since 2020, and 39% have been in operation for ten years or more. The vacancy rate of 7% reflects standards of a healthy business district.

### **Montana Avenue**

*Montana Avenue, which sits at the city's northern edge, is home to a stretch of more than 150 restaurants and retailers. Though it's just a short walk from Downtown Santa Monica, it feels removed from the hustle and bustle of the Promenade and Pier. Late-night options may be limited, but from sunrise to sunset, a steady stream of shoppers browse the surrounding storefronts amid a relaxed crowd of A-list celebrities, out-of-towners and parents pushing strollers, none of whom seem in a hurry to leave the wealth of juice bars, latte vendors and outdoor cafés.*

—Santa Monica's Visitor Information

Montana Avenue, like Main Street has regional appeal, making it a valued piece of our local economy. It is the connecting fabric between the highest of the high resource neighborhoods of the city, North of Montana (NOMA), and the Wilmont Neighborhood. Wilmont is home to 10,481 rent-controlled apartments affordable to low and moderate incomes, comprising 38.2% of the city's total rent-controlled housing stock. Montana Avenue provides a number of shopping and dining choices, which bring residents from a number of different backgrounds together in a welcoming "third space" environment. Much of the appeal is attributed to the long-nurtured atmosphere of community created through several annual events hosted by its BID and Merchant's Association. Of active business licenses on Montana Avenue, 26% were granted since 2020. Legacy businesses in place for ten years or more comprise 37% of the licenses, and the NC district has about a 10%



vacancy rate, which indicates that like the other three NC districts in the city it too is making great strides towards full economic recovery that can help carry the city through a very difficult financial period. Through robust incentive programs in the 6th Cycle Housing Element for ADU's, lot splits, and duplex development, housing opportunity in the North of Montana district will increase over the next several years. Ensuring that this growing area will remain a complete neighborhood served by a well-established commercial street will help the city achieve sustainability goals by reducing car trips as the next-closest commercial street in the city is a half-mile to a mile or more away from most residents.

## **VII. Conclusion**

A strategic effort to retain the long-standing zoning in Santa Monica's Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard, Main Street, and Montana Avenue was omitted in the final certified Housing Element, but is critical to Affirmatively Furthering Fair Housing in the city. For diversity to be meaningful, it must be qualitative. In an increasingly White and wealthy city like Santa Monica, that means protecting actual people and actual local business from displacement. Using only statistics to measure displacement dehumanizes at risk residents and subjects ethnic, racial, and cultural communities to yet another involuntary exodus from the city. We can't be selective about which racist narratives we respond to. Single-unit zoning had terrible racist implications in the past, and global upzoning today will be just as harmful. Existing locally owned small businesses thrive in well-established local-serving retail hubs that make Santa Monica's residential districts walkable, complete neighborhoods and are the driving force for Santa Monica's future economic health.

Nina Fresco  
February 2023

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February 13, 2023

Re: Neighborhood Commercial Zoning

Dear Santa Monica City Council:

We urge you stick with our Housing Element promises. Allowing housing in more areas of Santa Monica, including next to our highest resourced neighborhoods by legalizing apartments on streets like Ocean Park and Montana, was a central pillar of our Affirmatively Furthering Fair Housing (AFFH) commitments. To back out now, just four months after our Housing Element was certified, and after more than two years of public process putting our Housing Element together, violates state housing laws, will likely trigger the ire of HCD, and potentially risks bringing the **Builder's Remedy** back to Santa Monica.

As City Staff has explained, Santa Monica's Housing Element was previously rejected multiple times because of insufficient efforts to address AFFH requirements. HCD did not believe we were doing enough to address historic patterns of segregation and discrimination and implored us to do more.

So City Council made a compromise. There wouldn't be any rezonings in single-family neighborhoods but instead on parcels NEXT TO single-family neighborhoods. Main, Montana, Ocean Park, and Pico (along Sunset Park). These parcels have some of the highest retail rents in the city and almost all of them abut single-family homes which sell for \$3M+, and along Montana \$5M+. By legalizing new mixed-income housing on parcels next to these homes, Santa Monica made a decision to create housing opportunities for more people. No longer would newcomers need at least \$3 million dollars or more to live near these streets.

This plan met state law requirements. But now we're trying to take another bite at the apple by re-opening our Housing Element. **And unlike last time, this attempt to change our Housing Element is being done with no meaningful effort to consult local businesses, no effort to consult all economic segments of the Santa Monica community, and certainly no effort to come up with an alternative AFFH plan to address historic patterns of segregation and discrimination.** Instead, all we see is a rushed and panicked attempt to avoid following through with our own promises.

HCD has specific requirements for AFFH. These requirements are clearly laid out in multiple publicly available documents on HCD's website. Requirements include robust analysis on existing patterns and trends, ample outreach to all economic segments of the community, and **"meaningful, frequent, & ongoing community participation"** with groups such as community-based organizations, lower income

community members, and households that include persons in protected classes. This attempt to back out of our Housing Element promises satisfies none of these requirements.

### *HCD AFFH Guidance - Examples*

## 1. Outreach

### » Existing Housing Element Outreach Requirements

- Reach ALL economic segments of the population.
- Describe meaningful, frequent, & ongoing community participation, consultation, and coordination that is integrated with the broader stakeholder outreach and community participation process for the overall housing element.

### » New AFFH Housing Element Outreach Requirements

- Include a summary of fair housing outreach and capacity. (Gov. Code, § 8899.50, subd. (a)(2))
- Receive public input and local knowledge on Assessment of Fair Housing

Affirmatively Furthering Fair Housing

### **Engagement: Early, Often, Ongoing and More**

Outreach early in the development and throughout the completion of programs and activities is foundational to affirmatively furthering fair housing. Public agencies should seek a variety of methods to gather input from key stakeholders, such as community-based and other organizations that include and represent protected class members, lower income households and households with special needs (e.g., elderly, persons with disabilities, large households, farmworkers, female-headed households and persons experiencing homelessness), public housing authorities, community members that are lower income, and members of protected classes.

- **Early:** Public agencies should involve stakeholders well before releasing drafts of programs and in the early stages of development of other activities. This early engagement often yields better program results and at a nimbler stage in the development of a program. Early engagement is also key to building stronger working relationships and products that are more inclusive by design.
- **Often:** Many times, the development of programs and activities at a state and local level can take months and even years. An effective and inclusive outreach process will have multiple contact points throughout the development.

Based on HCD's prior rejections of our Housing Element, and based on HCD's publicly available AFFH guidance, we believe this effort to back out of our Housing Element promises is doomed to fail. Especially after Staff has said they've discussed with HCD and **HCD said they will very likely say no.**

And remember – **AB2011 will do much of this anyway.** When paired with Density Bonus Law, a builder submitting a project under AB2011 can achieve up to **4-6 stories of height along our Neighborhood Commercial boulevards.** So even if HCD says yes (which we are confident they won't) you still will have accomplished nothing because AB2011 creates similar opportunities anyways.

Housing Element law is complex. If we make any mistake with implementation, Santa Monica could quickly fall out of compliance and become subject to the Builder's Remedy once again. Knowing this, why would we devote our limited staff resources toward an effort that will almost certainly fail? In Santa Monica Forward's view, better to have Staff focus on faithfully implementing our Housing Element so we do not fall out of compliance once again.

Sincerely,

Santa Monica Forward

### Resources

1. [https://www.hcd.ca.gov/community-development/affh/docs/affh\\_webinar\\_slides.pdf](https://www.hcd.ca.gov/community-development/affh/docs/affh_webinar_slides.pdf)
2. [https://www.hcd.ca.gov/community-development/affh/docs/affh\\_document\\_final\\_4-27-2021.pdf](https://www.hcd.ca.gov/community-development/affh/docs/affh_document_final_4-27-2021.pdf)
3. [https://www.hcd.ca.gov/community-development/housing-element/housing-element-memos/docs/ab686\\_summaryhousingelementfinal\\_04222020.pdf](https://www.hcd.ca.gov/community-development/housing-element/housing-element-memos/docs/ab686_summaryhousingelementfinal_04222020.pdf)

*Dear Mayor Davis, Vice Mayor Negrete and Councilmembers:*

The Planning Commission recommends that the City Council request the approval of the California Department of Housing and Community Development (HCD) to amend Program 1J of the City's certified Housing Element (2021-2129) in order to meet Affirmatively Furthering Fair Housing (AFFH) objectives and to protect small, locally owned businesses and service providers. The proposed amendment would finetune the program by retaining the City's long-term commitment to providing access to housing opportunity while ensuring we maintain complete neighborhoods that provide access to economic opportunity and address vehicle miles traveled concerns. Specifically, the proposed amendment would retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue, rather than increasing them as proposed in the current language of Program 1J.

The Planning Commission also recommends that the City request HCD's guidance as to whether the SSI should be amended to remove the thirteen properties in the Neighborhoods Commercial District and to add (a) Replacement Site(s) that is (are) necessary to compensate for the 165 housing units projected for development in the NC District.

Finally, the Commission recommends that the City request HCD's approval for adoption of an Interim Zoning Ordinance (IZO) for the purpose of upzoning the Neighborhood Commercial Districts and meeting the October 2023 deadline for implementing Program 1J of the Housing Element. The IZO would be worded to sunset upon the earlier of (i) the amendment of the Housing Element if HCD approves the amendment, in which case the existing zoning for NC Districts would remain; or (ii) the adoption of permanent Zoning Ordinance amendments to upzone the NC District if HCD denies the amendment request.

This request for approval to amend Program 1J is based on the following:

1. The Commission understands that the State is concerned about accomplishing AFFH goals by upzoning the NC Districts. The City has found through on-going analysis that this upzoning is not necessary to accomplish the City's RHNA goals nor to further AFFH objectives. The City believes that AFFH goals are being reached in all the neighborhoods served by the NC Districts, or will be reached through the implementation of new programs mandated by the Housing Element..
2. The upzoning of our NC districts will cause the displacement of locally owned businesses that provide affordable retail and essential services to residents. In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives. Many of these small businesses are minority-owned. Further, NC Districts currently offer entrepreneurial opportunities for local residents, many of whom are people of color.
3. Proposed Zoning Ordinance amendments would remove the requirement that the ground floors of new projects on Pico and Ocean Park Boulevards include commercial space. This proposed zoning change recognizes the inability of local businesses to afford the rents in

these new buildings and the fact that these two neighborhood commercial streets would not attract sufficient regional interest to attract non-local retailers, which could afford the new, higher rents. The result of this would be the removal of all convenient, walkable commercial opportunities in Sunset Park and the Pico neighborhood.

4. The NC Districts include many designated Landmarks and other significant historic resources. This fact reduces the overall development capacity of NC areas.
5. A Replacement Site that can accommodate more than the 165 units projected for the upzoned NC areas has been identified. With even greater capacity than those sites, it will actually increase the number of affordable and market rate units produced during the 6<sup>th</sup> Cycle.
6. The Replacement Site will locate new residents close to the Expo Light Rail Line, offering access to numerous job nodes throughout the region. Access to high quality transit is critical to the economic health of many residents, especially lower incomes.

### **Data Demonstrating AFFH in Neighborhood Commercial Districts**

The proposed Housing Element amendment will not have negative impacts on the State's AFFH requirements because each neighborhood surrounding the NC zones currently offers or will offer a variety of housing types and affordability levels during the 6<sup>th</sup> Cycle.

#### ***Main Street***

The NC district on Main Street is the major commercial area serving residents of Ocean Park. The historically red-lined Ocean Park community has always provided a variety of housing types and a range of affordability levels. Community Corporation of Santa Monica (CCSM), Santa Monica's most prolific affordable housing development nonprofit established with a seed grant from the City of Santa Monica in 1982, owns and operates 343 affordable housing units on 22 sites across Ocean Park. Of these units, 44 are on Main Street, just north of Main Street's NC District. Across the street from this CCSM project on Main Street is a mixed income rental housing project with approximately 60 units. This existing housing has been developed using the zoning standards of the General Commercial District, which has a lower FAR and height limit than that proposed in the Housing Element for the NC portion of Main Street.

There are approximately 170 units of deed restricted affordable rental units for seniors in Ocean Park.

According to the *2021 Santa Monica Rent Control Board Annual Report*, 4,684 rental units in Ocean Park are subject to local rent control (17% of the citywide total). The median monthly Maximum Allowable Rents for these units range from \$1,521 for a studio apartment to \$2,466 for a three-bedroom apartment. These rents are affordable to moderate income households and include units with long term tenants and those that have been decontrolled to market rate levels.

The feasibility of developing housing with the existing NC development standards has been demonstrated by a recently approved market rate rental housing project with ground floor retail in the NC District. This project demonstrates that housing can be feasibly developed with a retail component on this NC portion of Main Street.

Ocean Park is a diverse community from the standpoint of income levels and demographics. John Muir Elementary School is located in Ocean Park and serves the majority of children who live in that community. It is currently closed for remediation purposes. When in operation, the school is a Title I school, meaning at least thirty five percent (35%) of its students are from families living at or near the poverty level. Forty seven percent (47%) of the students are from low-income families. John Muir is also racially and ethnically integrated with almost sixty percent (60%) of students identifying as non-white.

The Ocean Park housing market also includes many single-family houses and condominiums with values well into the millions of dollars.

The City believes that upzoning the NC District on Main Street is unnecessary because Ocean Park is already a model community for meeting AFFH objectives.

### ***Ocean Park Boulevard***

The NC area on Ocean Park Boulevard is the major neighborhood commercial district for the Sunset Park community with locally owned businesses and necessary community retail and essential services. A common misperception about the Sunset Park community is that it is primarily populated by single family homeowners in R1 districts. Similar to Ocean Park, Sunset Park offers a wide variety of housing choices and affordability levels. There are approximately 7,000 housing units in Sunset Park. Of these, 2,634 are on R1 properties, and 3,309 are rentals subject to local rent control. The median Maximum Allowable Rents for these rent-controlled units range from \$1,140 for a studio to \$2,298 for a three-bedroom unit. These rents are affordable to low and/or moderate-income households. CCSM owns and operates 310 deed restricted affordable rental units in Sunset Park. The balance of the units in Sunset Park (747) are condominiums and post-1978 apartments.

Another interesting fact about Sunset Park is that one of its two elementary schools (Will Rogers) is among the most ethnically and racially diverse schools in the district. It serves the Pico and Sunset Park neighborhoods west of 17<sup>th</sup> Street. Thirty three percent (33%) of the students identify as white, forty five percent (45%) as Hispanic, nine percent (9%) as black, and thirteen percent (13%) as members of other racial/ethnic groups. Will Rogers is designated as a Title I school. John Adams Middle School, which serves the Pico Neighborhood, Sunset Park and Ocean Park is also a Title 1 school. No feasibility analysis showing the need to increase FAR and height in the NC District of Ocean Park Boulevard was performed, but existing conditions demonstrate the district's ability to offer housing opportunity at a wide range of affordability.

### ***Montana Avenue***

The Montana Avenue NC district is the major neighborhood commercial area for the neighborhoods north of Montana Avenue and between Montana Avenue and Wilshire Boulevard. Although the north of Montana neighborhood is primarily R1 with extremely high property values, it is bound by streets with hundreds of units of multi-family housing. The certified Housing Element proposes furthering AFFH objectives in the R1 District north of Montana through active encouragement of ADU construction and enactment of zoning changes that encourage the development of duplexes using SB9.

The neighborhood between Montana Avenue and Wilshire Boulevard is almost entirely developed with multi-family housing and has the highest percentage of the City's rent-controlled housing supply (6,012 units). These rent-controlled units are affordable to and serve all income groups.

### ***Pico Boulevard***

Businesses in the Pico Boulevard NC District serve residents of the Pico Neighborhood and the northern section of Sunset Park with a variety of affordable retail and service options. Although designated a High Resource Area like the rest of the city, the Pico Neighborhood is home to its lowest income and most rent burdened residents. The neighborhood also has the highest concentration of people of color and is the community most at risk because of gentrification and its resulting displacement. Planning for this area is a delicate balance between encouraging diversity and protecting existing residents and the commercial facilities that serve them.

Beginning with the *Pico Neighborhood Community Plan* in 1983, the residents of the Pico Neighborhood have advocated for fair housing, appropriate commercial/industrial development, to reduce crime, support youth, and for public services in their district. Spurred by new energy from the community in 2016, the city began an update of the *Pico Neighborhood Plan* that focused specifically on the NC district. Community advocates brought strong support for maintaining and supporting the ethnic and cultural character of the Pico Neighborhood, protecting residents from displacement, and developing new ways to support business opportunities for local entrepreneurs in the NC district on Pico Boulevard. In 2019, targeted adjustments were made to the city's zoning regulations for NC on Pico Boulevard to support local economic development. For example, a community kitchen that supports seed businesses in food service is under construction. The City also gives micro-grants to local entrepreneurs seeking to start small businesses. And, a *Protecting Our Diversity* program provides rent subsidies for Pico Neighborhood residents.

The Pico Neighborhood also includes an area north of the I10 Freeway, which was severed from the southern portion of the neighborhood by construction of the Santa Monica Freeway in the 1960s. It encompasses the Bergamot Plan area where hundreds of new mixed income housing units are expected because of the upzoning planned for in the City's Housing Element. This is also where the proposed Replacement Site is situated. This aggressive development scenario will



maintain the cultural and economic diversity in the Pico Neighborhood, while adding a robust program of new housing choices adjacent to transit.

### **Conclusion**

The Neighborhood Commercial District zones support Santa Monica's most diverse communities with locally owned, legacy businesses that have been serving their neighborhoods for decades. Many of these businesses are minority owned. These businesses include laundromats, shoe repair shops and affordable grocery stores, restaurants, and family entertainment options. The Venice Family Clinic is located in the NC District of Pico Boulevard. Its displacement would eliminate affordable health care for the many lower income families in the community. NC areas define "community" for many current and future residents of Santa Monica at all income levels. Business owners are also neighbors who often know their customers by name. They provide daily neighborhood gathering opportunities, support for neighborhood organizations and schools, and job opportunities for local youth and Santa Monica College students.

Affirmatively Furthering Fair Housing requires a holistic approach to meeting housing needs and providing neighborhood-serving and affordable businesses, employment opportunities, and the kind of community cohesion that ensures safe and vibrant places for people at all income levels in Santa Monica. The city's Neighborhood Commercial districts on Main Street, Pico Boulevard, Montana Avenue and Ocean Park Boulevard provide these opportunities. The Commission believes that protecting these resources is consistent with AFFH objectives.

Sincerely,

**Jim Ries, Chair**

## Vernice Hankins

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**From:** Beverly Gray <beverlygray@earthlink.net>  
**Sent:** Monday, February 13, 2023 7:55 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Councilmembers,

As 30-year residents of Sunset Park, we are dismayed by the proposed upzoning measure that would significantly increase building heights on Pico Blvd. and Ocean Park Blvd. We have long been glad that we live in a friendly community where local shop owners can thrive. On an almost weekly basis, we patronize Ocean Park Pharmacy, The UPS Store, and Executive Cleaners. We enjoy our nights out at restaurants like Il Forno, The Counter, Society Kitchen, and Crimson. We buy bread at Jyan Isaac, coffee at Estate, and flowers at Edelweiss. We would not want to see these local merchants and restaurateurs displaced by impersonal big-box stores, nor would we be comfortable with the increased traffic that bigger buildings would certainly bring.

Please consider the needs of this family-centric neighborhood and reject this ill-conceived proposal.

Many thanks!

Beverly and Bernie Bienstock  
2618 31<sup>st</sup> Street  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Janet Alison Hoskins <jhoskins@usc.edu>  
**Sent:** Monday, February 13, 2023 7:51 PM  
**To:** councilmtgitems; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra  
**Subject:** I oppose Upzoning Ocean Park

EXTERNAL

Dear City of Santa Monica leaders,

I have been a resident of Santa Monica since 1989, and oppose upzoning areas like Ocean park, which have many valuable local businesses. I love walking to Bobs, to Santa Monica yoga, to Thyme and to many other small shops that keep the character of Santa Monica friendly and accessible. If we lose that character, we lose what is best about our city.

Sincerely,

Janet Hoskins  
1118 Marine Street  
Santa Monica 90405

## Vernice Hankins

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**From:** dvoren@verizon.net  
**Sent:** Monday, February 13, 2023 7:44 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

I am very opposed to upzoning business districts on Ocean Park Blvd. in Santa Monica.

Thank you,

Joyce Dvoren  
Santa Monica resident

## Vernice Hankins

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**From:** Jasmin Manner <jasmin.manner@yahoo.com>  
**Sent:** Monday, February 13, 2023 7:38 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council,

I just learned about the upzoning project in my Ocean Park and Pico Blvd neighborhood and am shocked! I bought a condo in this neighborhood for the sole reason that it is a very walkable neighborhood with beautiful small businesses. Upzoning would destroy small businesses and the charming appearance of the neighborhood. Please do not support the upzoning of Santa Monica in this neighborhood!

Thank you.

Best regards,  
Jasmin Manner

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Jasmin Manner  
cell: +1(480)280-4420  
email: [jasmin.manner@yahoo.com](mailto:jasmin.manner@yahoo.com)  
profile: [www.linkedin.com/in/mannerjasmin](http://www.linkedin.com/in/mannerjasmin)

## Vernice Hankins

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**From:** David Blackman <davidmaxblackman@icloud.com>  
**Sent:** Monday, February 13, 2023 7:38 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council Members,

I am a 20 year resident of the Ocean Park and Sunset Park area. I know you are considering changing the development requirements to allow taller buildings. I strongly believe it will have a negative impact on our community. I urge you to keep the current requirements and not allow the taller buildings in this neighborhood.

I'm certainly not against progress or development, but one of the great attributes of Santa Monica is its local, community feel. One of the reasons my family loves living here is we run into our neighbors at Bob's Market, my son's soccer team at Ghisallo, schoolmates at the library, and all the other local businesses. This gives us a real feeling of home and a sense of community. Santa Monica is already facing enough issues with overcrowding, traffic, crime and how to successfully tackle the many unhoused people living here. We're hoping the council uses its time and energy to take on the multitude of existing problems and not destroying community and creating new ones.

Thank you for the time and consideration.

Best,  
David Blackman

## Vernice Hankins

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**From:** Lian Gill <lian.b.gill@gmail.com>  
**Sent:** Monday, February 13, 2023 7:26 PM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Subject:** 2/14 agenda item 7-A

EXTERNAL

Dear Council Members,

As a resident of Santa Monica since 1983, we oppose any proposition to “upzone” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Blvd, Pico Blvd and Montana Avenue.

Please maintain existing heights and densities in these neighborhood commercial districts.

Lian Gill

## Vernice Hankins

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**From:** Sylvie Rokab <sylviero@gmail.com>  
**Sent:** Monday, February 13, 2023 7:24 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a - NO upzoning

EXTERNAL

Dear Santa Monica City Council,

It was brought to my attention that you are planning to discuss whether to “upzone” Santa Monica commercial districts such as Main Street, Ocean Park, Pico Blvd, and Montana.

I strongly disagree with the idea of upzoning our commercial streets. What makes our city precious is the small town feel, the sense of community, and the small businesses whose owners we know by name.

Please don’t allow the spirit of our neighborhoods to be replaced by a metropolis design that would turn us all Santa Monicans into mere numbers on crowded streets.

Thank you for your careful consideration,

Sylvie

*"Let the beauty of what you love be what you do. There are a thousand ways to kneel and kiss the earth" Rumi*

Sylvie Rokab, M.A. (she/her)  
Mindfulness Teacher / Nature Therapy Guide / Filmmaker  
P. +1-310-570-7374  
Santa Monica, CA, USA  
Land of the Tongva People  
[www.lovetheynature.com](http://www.lovetheynature.com)



## Vernice Hankins

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**From:** A. Harewood <aharewood@verizon.net>  
**Sent:** Monday, February 13, 2023 8:15 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Councilmembers:

It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets. Upzoning of our NC districts on Pico Blvd. and Ocean Park Blvd. has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents. The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives. We do not have to keep “growing” until we block out the sun!

Adrian Harewood  
Santa Monica resident and homeowner since 1980

## Vernice Hankins

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**From:** Kate Beauchene <k8beauchene@gmail.com>  
**Sent:** Monday, February 13, 2023 8:11 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Greetings city council members,

I am writing today to express my strong opposition to the proposed “upzoning” of Santa Monica’s neighborhood commercial districts that includes Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

The demolition of existing buildings that this would entail would displace and eliminate most of the essential neighborhood-serving businesses that I have depended upon and made use of most of my life. The subsequent replacement of the aforementioned business with higher-rent tenants like chain stores, would undoubtedly destabilize the surrounding neighborhoods, thus reducing residents’ quality of life, increasing traffic and parking woes. Further gentrifying the downtown areas of our formerly idyllic beach town would degrade its character and dilute its diversity. Not to mention obscuring the ocean views that are a quintessential part of our beautiful city.

Sincerely,  
Kate Beauchene

Kate Beauchene, MA, LPC, LPCC  
Clinical Psychology PhD Candidate  
k8beauchene@gmail.com  
(310) 804-3634  
Pronouns: she, her, hers

## Vernice Hankins

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**From:** Nikki Kolhoff <nkolhoff@yahoo.com>  
**Sent:** Monday, February 13, 2023 8:07 PM  
**To:** councilmtgitems  
**Cc:** David White; Susan Cline; David Martin; Jing Yeo  
**Subject:** 2.14.23 City Council Meeting - Agenda Item 7.A.

EXTERNAL

Dear City Council -

I support the position of SMCLC in the email below and ask that you do NOT upzone our Neighborhood Commercial zones. Your own Planning Commission has told you this is a bad move for our neighborhoods. Planning Commissioner Leslie Lambert told FOSP that it was a "staff error" to have included this in the Housing Element. I doubt that. This is the same staff that brought us the A-Lot conversions and to this day we still have not been told who made that change. I also urge you to direct the City Manager to investigate who is responsible for these continued "errors" that go against the residents and the direction of City Council.

I also support the request by NEN not to allow the increased lot consolidations in Neighborhood Commercial that will bring in larger retailers and make spaces unaffordable to small businesses.

Finally, the parking off Main Street must be maintained and not converted to housing in order for Main Street to survive.

All three of these are needed to maintain and preserve our neighborhoods as required by the LUCE.

Regards,  
Nikki Kolhoff  
Santa Monica Resident

----- Forwarded Message -----

**From:** Santa Monica Coalition for a Livable City <info@smclc.net>  
**To:** "nkolhoff@yahoo.com" <nkolhoff@yahoo.com>  
**Sent:** Sunday, February 12, 2023 at 01:43:59 PM PST  
**Subject:** URGENT ACTION: Protect our neighborhood streets from UP-ZONING!

February 12, 2023

Dear SMCLC supporter,

**This Tuesday the City Council will be discussing whether to “upzone” Santa Monica’s neighbor**

**“Upzoning” would allow these unique Streets to be developed with new five or six-story proje**  
with **higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents**

**Also being considered is whether to allow lot consolidation for Ocean Park Boulevard, Pico Bo**

**When our Planning Commission recently reviewed these changes it made a strong, well-sup**  
commercial districts. Read the Planning Commission letter here:

<https://santamonicacityca.iqm2.com/Citizens/FileOpen.aspx?Type=4&ID=14074&MeetingID=1353>

These four walking Streets contain most of the neighborhood-serving, affordable businesses residents us  
just rely on them – they are a vital part of the fabric of our community that contribute to making Santa

**We agree with the Planning Commission and will urge the City Council to protect these neigh**

The City Council needs to hear our voices. If you agree it’s important to “buy local” and support these s  
**protect these Streets.**

Please refer to 2.14.23 City Council Agenda Item 7a in your email subject line and send it to:

[CouncilMtgItems@santamonica.gov](mailto:CouncilMtgItems@santamonica.gov), [phil.brock@santamonica.gov](mailto:phil.brock@santamonica.gov), [gleam.davis@santamonica.gov](mailto:gleam.davis@santamonica.gov), [oscar](mailto:oscar)

Thank you,

Victor, Diana, Sherrill and Jeff

*Please forward this [email to your friends and neighbors to sign up for updates](#) and join in our efforts.*

Santa Monic

## Vernice Hankins

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**From:** Anne Coscarelli <anne.coscarelli@gmail.com>  
**Sent:** Monday, February 13, 2023 8:05 PM  
**To:** councilmtgitems  
**Subject:** Upcoming

EXTERNAL

Dear city council members,

I understand that you would like to take under consideration the idea of being allowed to have taller buildings on pico and Ocean Park Boulevard in the Sunset Park area. I live in this area and I'm totally opposed to this idea. This will take away some of the mom and pop type stores that exist there that many of us are used to shopping at and supporting locally. It will also change the nature of the neighborhood as well as bring in hire traffic to an area that is dense with schools in which parents and children are walking the neighborhood all the time. We are not supportive of this action. In fact, we are strongly opposed to it in our household. Many of my neighbors have expressed the same kinds of issues and do not want this to happen. Please vote now on this proposal.

We feel that there is already too much large development around the city, and it has changed the nature of the city in which we live and not for the better. The traffic is getting much worse and we do not want buildings taller than two stories in our neighborhoods in the commercial districts. Please note that I am writing but I speak for many people that I know in the neighborhood.

Anne Coscarelli  
1120 Grant street

## Vernice Hankins

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**From:** Charles Fox <catkinsonfox@gmail.com>  
**Sent:** Monday, February 13, 2023 8:02 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Agenda item 7a

EXTERNAL

Please restrain the "upzoning" of the present Santa Monica areas. Retail has not been a great winner for us over the almost 50 years we have lived here. And it certainly doesn't lend any charm or neighborhood feeling when it's suddenly as many as three stories higher. "Tokyo on the Pacific" is a description we have been dreading to see applied correctly to us ever since we escaped that monstrosity of a city to settle here.

Don't louse it up, no matter how much is offered. There are better ways to earn what we need.

## Vernice Hankins

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**From:** Valerie Alter <valerie.alter@gmail.com>  
**Sent:** Monday, February 13, 2023 7:59 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Councilmembers,

I write in connection with 2/14/23 agenda item 7-A and in opposition to upzoning on Pico and Ocean Park. I have lived in Santa Monica since 1983, and in Sunset Park specifically since 2008.

One of the things that we love about our neighborhood is its walkability and our access to family-owned shops and restaurants--for example, Gilbert's, Blossom, Lunetta, Lazy Daisy, and Vito, where my family has gone for 30+ years. These restaurants are part of our local community. When we needed hot chocolate for 24 to bring to a holiday party at Grant Elementary, Starbucks wouldn't do it. We called Lo/Cal Coffee with less than an hour to spare. Originally, they said they couldn't make it work, but then the barista pulled my number off the caller ID, called me back, and said they'd figured out a way to help us -- could I come by in 20 minutes? This is what makes Sunset Park unique. The proposed upzoning has the potential to threaten these local businesses and the character of our neighborhood. We don't need more big-box retailers or massive chain restaurants.

Moreover, traffic in our neighborhood is already at a choking point. We cannot go east on a weekday after 3:30. Sometimes we drop our daughter off at JAMS for soccer practice, and the traffic is so horrendous on both Pico and Ocean Park--and even Pearl Street, which is supposed a residential street, not a rush -hour thoroughfare--that we park midway through the 1.6-mile drive home and walk because there is so much traffic. Our infrastructure is not built to withstand the density that the proposed upzoning would entail, and we don't need it. We have a 7.7% vacancy rate right now.

Please do not upzone our neighborhood.

Thank you for your consideration,  
Valerie Alter

## Vernice Hankins

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**From:** Robert Konecki <rkonecki@hotmail.com>  
**Sent:** Monday, February 13, 2023 8:39 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Caroline Torosis; Jesse Zwick  
**Cc:** Zina Josephs  
**Subject:** "2/14/23 agenda item 7-A"

EXTERNAL

**We urge you to call or email City Council members right now** to express your opinion on upzoning Ocean Park Blvd. and the south side of Pico Blvd.

Please put "**2/14/23 agenda item 7-A**" in the subject line or your email.

Send to:

CouncilMtgItems@santamonica.gov, phil.brock@santamonica.gov, gleam.davis@santamonica.gov, oscar.deltorre@santamonica.gov, [mailto:lane.negrete@santamonica.gov,%20]lane.negrete@santamonica.gov, [mailto:christine.parra@santamonica.gov,%20]christine.parra@santamonica.gov, caroline.torosis@santamonica.gov, jesse.zwick@santamonica.gov

**Emails must be received before 12 noon on Tuesday, February 14.**

Please cc us at FriendsOfSP@yahoo.com so we can track our neighborhood response.

Tell our Councilmembers what makes our local businesses special to you and your family and how you feel about upzoning the streets.

### **Sample short email:**

**It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special.**

**Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.**

Below is the letter the FOSP Board sent to the Planning Commission back in January with more detail. Feel free to include the information in your email.

***Thank you! Robert Konecki and Merlee Konecki***

**Santa Monica Residents since 1968  
1325 Sunset ave.  
SM.CA. 90405  
Tel 310 392 0901**

**Santa Monica Residents since 1968**

***Robert W. Konecki***

Mobile: 310-570-3024



skype: robert.konecki4

emails: rkonecki@hotmail.com rwkfinancial40@hotmail.com

**DISCLAIMER:** Sender is a Consultant and makes no warranties or representations as to the Client, Buyer, Seller and/or Contemplated Transaction. All due diligence is the responsibility of the Client, Buyer and/or Seller. This E-mail letter and the attached related documents are never to be considered a solicitation for any purpose in any form or content. Upon receipt of these documents, the Recipient hereby acknowledges this Disclaimer. If acknowledgment is not accepted, Recipient must return any and all documents in their original received condition to Sender. This electronic communication is covered by the Electronic Communications Privacy Act of 1986, Codified at 18 U.S.C 1367, 2510-2521, 2701-2710, 3121-3126. Also see: <http://www.ftc.gov/privacy/glbact/glbsub1.htm> Gramm-Leach-Bliley Act 15 USC, Sub chapter 1, Sec. 6801-

## Vernice Hankins

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**From:** ALICE WEXLER <alicewexler43@gmail.com>  
**Sent:** Monday, February 13, 2023 8:39 PM  
**To:** councilmtgitems  
**Subject:** 2.14.23 City Council Agenda item 7a

EXTERNAL

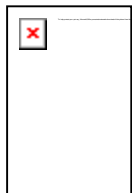
I am writing to support the recommendation of the Santa Monica City council to oppose upzoning the commercial streets of Santa Monica! We need our local businesses that are accessible to walkers and bikers as well as drivers!

These are the businesses that make Santa Monica such a desirable place to live and work! Please vote against upzoning these streets and spoiling our neighborhoods!

Thank you!

Alice Wexler, Santa Monica resident at 1930 Ocean Avenue, SM 90405. Resident since 1994.

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(20% discount code CUP20) <https://cup.columbia.edu/book/the-analyst/9780231202787>

## Vernice Hankins

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**From:** kelly capp <kellycapp@hotmail.com>  
**Sent:** Monday, February 13, 2023 8:32 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

We agree with the Planning Commission and will urge the City Council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.

Thank you,

Kelly Snopek

## Vernice Hankins

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**From:** Sharon Everitt <sharonpolito@mac.com>  
**Sent:** Monday, February 13, 2023 8:29 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

As a 20 year resident of the Sunset Park neighborhood, I speak for myself and my family in opposing the 'upzoning' of Ocean Park Blvd.. This area is already at capacity. There is nowhere to park on weekends, and there are lines around the block for two of the new restaurants. Adding more traffic or construction to this area is untenable without increasing street sizes and building city run parking structures.

The city continues to grow in vertical size without any concern to increased number of car trips and lack of parking. Building vertically also impacts natural light, space, and privacy for existing tenants and owners. There is no upside to this 'upzoning' for residents of the city - the only benefit is to create more money for taxes and generate profits for developers.

Please put an stop to this uncontrolled growth.

Thank you,  
Sharon Everitt  
1360 Ashland Ave. Santa Monica

## Vernice Hankins

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**From:** Helen Corrigan <hcorrigan24@gmail.com>  
**Sent:** Monday, February 13, 2023 8:20 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members:

I want to register my opposition to "upzoning" Santa Monica's main commercial arteries of Main Street, Montana Avenue, Pico Boulevard, and Ocean Park Boulevard with new five or six-story projects. Upzoning allows for the introduction of big box stores and increased heights that will destroy the unique character of Santa Monica that draws tourists and locals to these neighborhoods and is an ongoing source of income for the city.

Enough commercial development for now! Let's not become Downtown Los Angeles. No more mega projects on Ocean Park, Pico, or Montana.

Please protect our walkable streets and local businesses. We're counting on you.

Sincerely,  
Helen Corrigan  
2500 4th Street #8  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Judy Branfman <branfman@ucla.edu>  
**Sent:** Monday, February 13, 2023 8:18 PM  
**To:** councilmtgitems; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Phil Brock  
**Subject:** Feb 14, 2023 City Council Agenda Item 7a

EXTERNAL

Dear Councilmembers,

I'm writing to oppose any 'upzoning' on our unique small business centers, specifically Pico, Ocean Park, Main, and Montana. These are special places to shop and visit, where you can 'buy local' and even ride your bike to do your errands. These areas attract both local residents and many out-of-towners. The example of downtown Santa Monica, where I live, should be enough to prevent any thought of upzoning elsewhere – dark sterile streets under towering buildings, an overabundance of (empty) upscale housing, a complete lack of affordable amenities, and, every day, fewer small, local businesses.

There are many problems with the upzoning proposal. One is the false promise of affordable housing. It's easy to see how the glut of market rate, luxury housing has failed to produce enough affordable housing in Santa Monica - and many of the rent controlled properties lost to the Ellis Act in areas zoned for multifamily residences have actually been redeveloped either as luxury condos or single family homes.

In addition it seems the city has only limited lot consolidation on Main street but are leaving the other areas open for free-for-all over-development.

We need to value the scale of life and small business districts we have in Santa Monica. You must think much more creatively about providing the NEEDED housing and community life in Santa Monica.

Sincerely,

Judy Branfman  
Santa Monica CA 90401

## Vernice Hankins

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**From:** Tim Hanson <timhans@gmail.com>  
**Sent:** Monday, February 13, 2023 8:17 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** CouncilMtgItems@santamonica.gov, phil.brock@santamonica.gov, gleam.davis@santamonica.gov, oscar.delatorre@santamonica.gov, lana.negrete@santamonica.gov, christine.parra@santamonica.gov, caroline.torosis@santamonica.gov, jesse.zwick@santamonica.gov

EXTERNAL

Dear Santa Monica City Council Members,

Please do not approved the upzoning of Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. With the loss of so many local businesses and the rampant construction of high density high-priced mixed use developments, we have already lost so much of what made Santa Monica special and liveable. Please do not continue this trend. Protect Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

Thank you,  
Tim Hanson  
Strand St.

## Vernice Hankins

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**From:** Lynn Sturgis <lasturgis58@gmail.com>  
**Sent:** Monday, February 13, 2023 3:51 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

As an almost 30 year Santa Monica resident, I'm writing you to show my opposition to any change in zoning for the Ocean Park, Pico, Main or Montana Street commercial neighborhoods.

I understand that when the Planning Commission recently reviewed these proposed changes it made a strong, well-supported recommendation to Council against upzoning these streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts

Part of the charm of our little city is it's small neighborhoods. Please preserve them.

Lynn Sturgis  
2427 Pearl Street

Sent from my iPad



## Vernice Hankins

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**From:** Sim Borodach <sborodach2@gmail.com>  
**Sent:** Monday, February 13, 2023 4:01 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

Please do not psas this! I attend incredible yoga sessions at Santa Monica Yoga. I love it there. THE neighborhood is quaint. Keep SM small as much as possible!

Thank you for your hard and dedicated work!

## Vernice Hankins

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**From:** Psk.susan <psk.susan@yahoo.com>  
**Sent:** Monday, February 13, 2023 8:58 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

City Council Members,

It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special.

Please do NOT throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

Thank you,  
Susan Kagiwada  
homeowner of 2509 23rd Street Santa Monica 90405

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### *Partial list of Sunset Park businesses:*

#### **Ocean Park Blvd. from 16th to 18th:**

- Merrihew's Sunset Gardens
- Hair Brains salon
- Ghisallo (bread baked on the premises)
- Bicycle Workshop
- Santa Monica Yoga
- Bob's Market
- Yoga-urt (plant-based soft serve)
- Antequera Bakery
- Edelweiss Flower Boutique
- Goods LA (handcrafted artisan goods from around the world)
- Quinnie & B – A Tiny Toy Shoppe
- Local Kitchen & Wine Bar
- Thyme Café & Market
- Café Bolivar

#### **Ocean Park Blvd. from roughly 25th Street to Centinela:**

- OP Market
- Ocean Park Pharmacy
- Classic Tailors
- Juice Crafters
- Blossom Vietnamese
- Bubble Boba
- National Mailbox Center/FedEx
- The Counter
- Il Forno Trattoria
- Hurry Curry of Tokyo

- Menchie's Frozen Yogurt
- Crimson (Mediterranean kabobs)
- Enzo Caruso Custom Tailor

**Pico Blvd. south side from Euclid to 16th:**

- Andy's Cleaners
- Cosmoprof (cosmetics)
- Byron Woodley Tire
- Nostalgia Bar & Lounge

**Pico Blvd. from 20th to 31st: to Centinela:**

- Campos Famous Burritos
- Tel's Barber Shop (3 generations of barbers)
- Santa Monica Lock & Safe
- Computer Business Center (computer repair)
- Kick/Goju Ryu Karate
- Westwood Appliances
- Lo/Cal Coffee & Market
- Lazy Daisy Cafe
- Sundance Physical Therapy
- Wilson Brothers Appliance Repair
- Z Garden Mediterranean
- Lunetta
- Sunset Car Wash
- Gilbert's El Indio
- Paws & Effect Pet Spa
- Tim Clarke Design
- Eco Heads Salon
- Laura's Nails

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January 16, 2023

To: Planning Commission  
From: Board of Directors, Friends of Sunset Park  
RE: 1/18/23 agenda items 9-A  
Study Session on Implementation of the 6<sup>th</sup> Cycle (2021-2029) Housing Element Programs  
[Agenda](#)

The FOSP Board supports the letter in agenda item 9-A from Planning Commissioners Nina Fresco, Leslie Lambert, and Jim Ries.

We are particularly interested in retaining the existing heights and FARs in the Neighborhood Commercial districts on Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element.

Upzoning of our NC districts on Pico Blvd. and Ocean Park Blvd. has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents.

The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives.

The Issue: Upzoning of Sunset Park's Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR)

and 32' maximum height to an FAR of 2.50 and 55' height.  
The NC districts are the following areas on

- Ocean Park Blvd. from 16th to 18th: Merrihew's Sunset Gardens, Hair Brains beauty salon, Ghisallo (bread baked on the premises), Bicycle Workshop, Santa Monica Yoga, Bob's Market, Yoga-urt (plant-based soft serve), Antequera Bakery, Edelweiss Flower Boutique, Goods LA (handcrafted artisan goods from around the world), Quinnie & B – A Tiny Toy Shoppe, Local Kitchen & Wine Bar, Thyme Café & Market, Café Bolivar
- Ocean Park Blvd. from roughly 25th Street to Centinela: OP Market, Ocean Park Pharmacy, Classic Tailors, Juice Crafters, Blossom Vietnamese, Bubble Boba, National Mailbox Center/FedEx, Bubble Boba, The Counter, Il Forno Trattoria, Hurry Curry of Tokyo, Menchie's Frozen Yogurt, Crimson (Mediterranean kabobs), a small UPS store, Caruso Enzo Custom Tailor
- Pico Blvd. south side from Euclid to 16th: Andy's Cleaners, Cosmoprof (cosmetics), Byron Woodley Tire, Nostalgia Bar & Lounge
- Pico Blvd. from 20th to 31st: Campos Famous Burritos, Tel's Barber Shop (3 generations of barbers), Santa Monica Lock & Safe, Kick/Goju Ryu Karate, Westwood Appliances, Lo/Cal Coffee & Market, Sundance Physical Therapy, Wilson Brothers Appliance Repair, Z Garden Mediterranean, Lunetta, Sunset Car Wash, Gilbert's El Indio, Paws & Effect Pet Spa, Tim Clarke Design, Eco Heads Salon, Laura's Nails

Selected Sites Inventory (SSI) – The SSI is part of the Housing Element and lists properties “likely” to be redeveloped as housing during the Element’s term (from now until 2029). Sites are listed using HCD’s site selection criteria.

There are 203 properties on the City’s SSI, of which 13 are in Neighborhood Commercial Districts. 12 are on Pico Blvd. and one is on Ocean Park Blvd. (the NE corner of 17th & OPB). The total housing unit capacity, if the SSI sites are developed, is 13,000+ units. Of these, only 165 are in the NC Districts.

The Housing Element calls for the upzoning of 1,171 acres along the boulevards, in Bergamot, and Downtown. Of these, only 71 are in NC Districts. (This is an overstatement of NC capacity, given the number of historic resources and rent controlled housing in them.)

Upzoning Ocean Park Blvd. is unnecessary to meet Affirmatively Furthering Fair Housing goals.

1. 50% of Sunset Park households have annual incomes at or below the Moderate Income level.
2. Two Sunset Park schools (Rogers & JAMS) qualify for the Title 1 Federal lunch program, meaning that at least 35% of students are from families at or below the Federal poverty level. The majority of students in both schools are children and youth of color.
3. Of the approximately 7,000 housing units in Sunset Park, 3,309 are rent controlled apartments with median rents affordable to households at moderate income and below; 2,645 are single family houses; and the remainder are condominiums or post-1979 apartment units.
4. The required (LUCE) specific plan to be prepared for the Santa Monica Business Park will focus on mixed income housing, which makes new housing in NC unnecessary.

Impacts of Upzoning Ocean Park Blvd.

1. Displacement of locally owned businesses, a number of which are minority owned.
2. Loss of the commercial district altogether since ground floor commercial space will not be required for new projects given the likely unmarketability of this space for neighborhood serving businesses.

## Vernice Hankins

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**From:** davidaleal <davidaleal@aol.com>  
**Sent:** Monday, February 13, 2023 8:51 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** "2/14/23 agenda item 7-A"

EXTERNAL

Dear Council Members,

I just received a very distressing memo about agenda item 7-A requesting upzoning buildings along Ocean Park from two stories to five stories. At present our city is completely overbuild. Downtown Santa Monica is a excellent example of overbuilding in our community. It is next to impossible to drive anywhere around downtown Santa Monica. Half of the available storefront on the Promenade are closed. In addition Lincoln Blvd is home to massive development. So many of the small unique businesses have been run out of our city. There are many of us who have lived in this community when Ocean Ave was home to rows of beach bungalows. While progress and development is inevitable, it should be handled with care and consideration for the integrity of the community. That community includes the small businesses that are being run out of town in droves. So much of what made our community one of the jewels of LA is lost. It is time to treat this city with the love and tenderness it deserves and cease mass development.

The last city council election was a statement from the people that they did not like how our city was being managed. We voted out many of the incumbents with the optimism that new members would actually act in the best interest of their constituents, and not the developers.

With Consideration,  
Davida Raffa  
Long time resident over 43 years

It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special.

Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets.

## Vernice Hankins

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**From:** ANGELA DEMOTT <angelademott@verizon.net>  
**Sent:** Monday, February 13, 2023 8:49 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Angela de Mott  
tel. 310.450.7025  
[www.angelademott.com](http://www.angelademott.com)

PLEASE listen to the Planning Commission and protect our neighborhoods and small businesses by keeping the current zoning that protects us, and doesn't allow lot consolidation enabling larger mega projects.

Why do you think we chose to live here? We love our walking streets and local businesses which we count on.

We don't want your overbuilt projects crowding us in with even more traffic and air pollution. Upzoning new five or six story projects will decimate the character of our neighborhoods!

Sincerely,

Angela deMott  
2338 21st. St.

## Vernice Hankins

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**From:** zinajosephs@aol.com  
**Sent:** Monday, February 13, 2023 8:48 PM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Cc:** zinajosephs@aol.com; aagrs@aol.com; jeannelaurie@msn.com; jbmlaw@hotmail.com; clarethomasdo@aol.com; fospairport@rocketmail.com; nhkolhoff@yahoo.com; omglaw@gmail.com; pdonald@me.com  
**Subject:** FOSP: City Council 2/14/23 agenda item 7-A -- OPPOSE upzoning the Neighborhood Commercial districts

EXTERNAL

February 13, 2023

To: Mayor Davis and Council members

From: Board of Directors, Friends of Sunset Park

RE: 2/14/23 agenda item 7-A: **Study Session on Implementation of the 6th Cycle (2021-2029) Housing Element Programs**

Agenda: [https://santamonicacityca.iqm2.com//Citizens/detail\\_meeting.aspx?ID=1353](https://santamonicacityca.iqm2.com//Citizens/detail_meeting.aspx?ID=1353)

The FOSP Board **supports** the January 23rd letter from the Planning Commission in Attachment F and **opposes** upzoning the Neighborhood Commercial districts on Main Street, Montana Avenue, and especially on the two Neighborhood Commercial districts in our neighborhood: Ocean Park Blvd. and the south side of Pico Blvd.

It is the small locally-owned businesses on Ocean Park Blvd. and the south side of Pico Blvd. that "make" the Sunset Park neighborhood.

**Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts.**

We want to retain the existing heights and FARs in the Neighborhood Commercial districts on Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element.

Upzoning of our NC districts has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents.

The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives.

**The Issue:** Upzoning of Sunset Park's Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR) and 32 ft maximum height to an FAR of 2.50 and 55 ft maximum height.

The NC districts in our neighborhood are the following areas on:

**Ocean Park Blvd. from 16th to 18<sup>th</sup>:** Merrihew's Sunset Gardens, Ghisallo (wood fire pizza and bread baked on the premises), Hair Brains salon, Brooke Rodd Boutique, Wild Moon Kids, Bicycle Workshop, Santa Monica Yoga, Bob's Market, Yoga-urt (plant-based soft serve), Antequera Bakery (Mexican breads, cakes, cookies, and tamales), Edelweiss Flower Boutique, Goods LA (handcrafted artisan goods from around the world), Quinnie & B – A Tiny Toy Shoppe, Local Kitchen & Wine Bar, Thyme Café & Market, The First School (relationship-based, developmental preschool & transitional kindergarten), and Café Bolivar (coffee, sandwiches & South American arepas)

**Ocean Park Blvd. from roughly 25th Street to Centinela:** OP Market, Ocean Park Pharmacy, Classic Tailors, Juice Crafters, Blossom Vietnamese, Bubble Boba, Miyako Sushi, National Mailbox Center/FedEx, The Counter, Il Forno Trattoria, Hurry Curry of Tokyo, Menchie's Frozen Yogurt, Crimson (Mediterranean kabobs), a small UPS store, and Caruso Enzo Custom Tailor

**Pico Blvd. south side from Euclid to 16<sup>th</sup>:** Cosmoprof (cosmetics), Byron Woodley Tire, and Nostalgia Bar & Lounge

**Pico Blvd. from 20<sup>th</sup> to 31<sup>st</sup>:** Campos Famous Burritos, Tel's Barber Shop (3 generations of barbers), Santa Monica Lock & Safe, Kick/Goju Ryu Karate, Westwood Appliances, Lo/Cal Coffee & Market, Sundance Physical Therapy, Wilson Brothers Appliance Repair, Z Garden Mediterranean, Lunetta, Sunset Car Wash, Gilbert's El Indio, Paws & Effect Pet Spa, Tim Clarke Design, Eco Heads Salon, and Laura's Nails

**Selected Sites Inventory (SSI)** – The SSI is part of the Housing Element and lists properties “likely” to be redeveloped as housing during the Element’s term (from now until 2029). Sites are listed using HCD’s site selection criteria.

**There are 203 properties on the City’s SSI, of which 13 are in Neighborhood Commercial Districts.** 12 are on Pico Blvd. and one is on Ocean Park Blvd. (the NE corner of 17th & OPB). The total housing unit capacity, if the SSI sites are developed, is 13,000+ units. Of these, **only 165** are in the NC Districts.

The Housing Element calls for the upzoning of 1,171 acres along the boulevards, in Bergamot, and Downtown. Of these, only 71 are in NC Districts.

**Upzoning Ocean Park Blvd. is unnecessary to meet Affirmatively Furthering Fair Housing goals.**

1. 50% of Sunset Park households have annual incomes at or below the Moderate Income level.
2. Two Sunset Park schools (Rogers & JAMS) qualify for the Title 1 Federal lunch program, meaning that at least 35% of students are from families at or below the Federal poverty level. The majority of students in both schools are children and youth of color.
3. Of the approximately 7,000 housing units in Sunset Park, 3,309 are rent controlled apartments with median rents affordable to households at moderate income and below; 2,645 are single family houses; and the remainder are condominiums or post-1979 apartment units.
4. The required (LUCF) specific plan to be prepared for the Santa Monica Business Park will focus on mixed income housing, which makes new housing in NC unnecessary.

**Impacts of Upzoning Ocean Park Blvd.**

1. Displacement of locally owned businesses, a number of which are minority owned.



2. Loss of the commercial district altogether since ground floor commercial space will **not** be required for new projects given the likely unmarketability of this space for neighborhood serving businesses.

## Vernice Hankins

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**From:** David Finch <davidmfinch@me.com>  
**Sent:** Monday, February 13, 2023 8:45 PM  
**To:** councilmtgitems  
**Subject:** Against upzoning

EXTERNAL

Hello! We live in the Sunset Park neighborhood and are against upzoning; this would greatly erode the charm of the neighborhood as well as disrupt well-established local businesses. Thank you for your consideration.

David, Nancy and Michael Finch

## Vernice Hankins

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**From:** Georgia Jessup <gljessup@aol.com>  
**Sent:** Monday, February 13, 2023 8:44 PM  
**To:** councilmtgitems  
**Subject:** Upzoning

EXTERNAL

Please vote NO, SM is being destroyed by developers! We are better than this.

Georgia Jessup  
SM

## Vernice Hankins

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**From:** Louise Stanton <ava@avalouisestanton.com>  
**Sent:** Monday, February 13, 2023 2:41 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please don't over load the Bergamot area with more housing. We are already a housing dense area, and we don't need more traffic on our residential streets. Housing on big commercial streets that are built for traffic would be much better and housing on these boulevards can address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Louise Stanton  
ava@avalouisestanton.com  
1640 Berkeley St  
Santa Monica, California 90404

## Vernice Hankins

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**From:** Allon Percus <allon.percus@cgu.edu>  
**Sent:** Monday, February 13, 2023 2:43 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please maintain the city's Housing Element that allows for more housing on our commercial boulevards. Santa Monica urgently needs this, in order to address our housing crisis while allowing people to live in close proximity to their local shopping and retail needs.

I support building more housing in the Bergamot area, but this should be in addition to and not instead of what is currently in the Housing Element.

Our housing situation is desire and our sprawl is untenable. We have an opportunity to help solve both problems. Let's please take advantage of it and not turn back the clock on our city's Housing Element.

Sincerely,  
Allon Percus

Allon Percus  
allon.percus@cgu.edu  
1105 Centinela Ave.  
Santa Monica, California 90403

## Vernice Hankins

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**From:** John Zinner <john@zinnerconsultants.com>  
**Sent:** Monday, February 13, 2023 2:56 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council:

As a former Planning Commissioner and long-time resident, I urge that the Council not support the proposal to downzone our Neighborhood Commercial boulevards.

Santa Monica needs to do everything it can address the housing shortage, especially for affordable housing. More housing around Bergamot should be added to the current Housing Element, not a substitute. This city has terrible traffic, partially because of the lopsided jobs/housing balance. Only new housing can address this and many other needs.

Thank you,  
John Zinner

John Zinner  
john@zinnerconsultants.com  
528 21st Place  
Santa Monica, California 90402

## Vernice Hankins

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**From:** Neil Cohen <storeroad@aol.com>  
**Sent:** Monday, February 13, 2023 9:00 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

To the Councilmembers,

Stop it, please: stop it. Re: 2.14.23 City Council Agenda Item 7a, please follow the lead of the Planning Commission and do NOT upscale Montana Ave, Main Street, Ocean Park Boulevard or Pico.

I ask you to take a five minute drive west to West Los Angeles/Brentwood and 'experience' Wilshire Boulevard between Bundy and Federal - years ago there were abundant small shops and there was street life, but now among the mega-developments there is nothing here that is 'human scale' and thus there is no pedestrian life to be found. West of "Big 5" along Wilshire, among the 'consolidated' parcels and their large dull buildings it is a virtual dead cityscape only broken up by ramps to underground parking garages. Is this what we want for Santa Monica?

As a Santa Monica resident since 1988, and a business license holder, please do not UPSCALE our walkable neighborhood streets; if we upscale and allow for parcel consolidation you know the result will be the driving out our remaining small businesses that work so hard to serve our communities.

Thank you,

Neil Cohen  
California Avenue

## Vernice Hankins

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**From:** Babak Mozaffari <bm@contactbm.com>  
**Sent:** Monday, February 13, 2023 3:50 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Babak Mozaffari  
bm@contactbm.com  
525 Santa Monica Blvd, 404  
Santa Monica, California 90401



## Vernice Hankins

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**From:** danielle moosbrugger <daniellemoosbrugger@gmail.com>  
**Sent:** Monday, February 13, 2023 7:44 AM  
**To:** Phil Brock  
**Cc:** Caroline Torosis; christine.parra@santaminica.gov; councilmtgitems; Gleam Davis; Jesse Zwick; lana.negrete@santamonica.go; Oscar de la Torre  
**Subject:** Re-Zoning of Ocean Park Blvd and Pico blvd

Hello all,

I am a lifelong resident, born and raised in Santa Monica. I am also a small business owner in Santa Monica. I would like to express my **STRONG** disapproval of the rezoning of Ocean Park Blvd and Pico Blvd to allow structures to be permitted to go up higher for housing projects.

As you know, replacing small businesses on Ocean Park Blvd and Pico Boulevard would force the current established businesses to go out of business. The rents would skyrocket; look at our downtown Santa Monica area now! Empty units, no one can afford the rent. Homeless people scattered amongst the residents and visitors. The downtown businesses stay for short periods of time and then have to leave because the rent is so high. People that live here love the small mom and pop businesses. The business owners are also residents many just down the street from their businesses. There are businesses on Ocean Park that took many years just to get all the permits and had to come up with how much money???? just to get a little a tiny bagel shop put in. If Ocean Park is rezoned big corporations are going to come in and tempt the owners with a big pay out to sell their property. That means all the people that just established their businesses will have to leave. It will also increase rates on everything that would be sold for the new businesses coming in to offset their rent. there are just so many reasons I am strongly opposed from this happening. Please listen to the people that live here and vote for you.

Sincerely,

Danielle Moosbrugger  
2618 16th street  
Santa Monica, CA 90405

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Danielle Moosbrugger  
@danielle\_moosbruggerjewelry  
[www.daniellemoosbrugger.com](http://www.daniellemoosbrugger.com)

## Vernice Hankins

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**From:** Jamie Grossman <maxineandleo0507@gmail.com>  
**Sent:** Monday, February 13, 2023 10:38 AM  
**To:** Gleam Davis; Council Mailbox; Phil Brock; Oscar de la Torre; Jesse Zwick; rosis@santamonica.gov; councilmtgitems; parra@santamonica.gov; Lana Negrete  
**Subject:** Don't change the zoning

Do not mess with what is currently working and getting more people out.

1. Changing the zoning on Ocean Park will be a nightmare, there is already too much traffic and with 2 schools in the area more accidents are going to occur.
2. Ocean Park is filled with family-owned and operated businesses, and this is what makes the areas so special when people pay 3+ mm for a home it's the neighborhood and community that excites them.
3. We have way too many high rises that are either already on Lincoln or will be going up. It's important to fill these locations before adding more.
4. Since pulling seating on the streets on main street, people go to Main Street. While there is still a good deal of vacancies, this area now has a life and is now a place people come to from other areas. Asking small businesses to pay more for outdoor seating is going to put them out of business and only hurt the street more as it will be empty once again.

### **Solution Options:**

Convert all the empty office spaces into residential ones. This would be so much more cost-effective, and environmentally friendly, and not change the structure of our beautiful city.

The business park that is largely empty now up on Ocean Park east of clover park could create so much housing inventory .... so many of the small businesses up there have had to close because they lost so much \$\$\$ when everyone started working from home.

The empty restaurant on Ocean Park and Centinela should be converted asap.

Make the Santa Monica Mall into a residential on the top floor. The mall is empty with a ton of space and parking is already available.

If you change the zoning to allow all the development issues you will be ruining this amazing community. You have so many issues that need to be addressed with the developments today.

Please do not pass this bill when there is so much space already not being used to it's fullest. Do not take away our Main Street parklets requesting small businesses to pay fees that cannot afford. We must look after our own.

## Vernice Hankins

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**From:** Nancy Richler <rednancy@gmail.com>  
**Sent:** Monday, February 13, 2023 12:05 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** FEB14 2023 City Council Agenda Item 7a : OPPOSE upzoning

As your constituent, I urge you to vote NO regarding concerns covered in Item 7a on the FEB 14, 2023 agenda. I have lived in Ocean Park for 41 years. I urge Council to OPPOSE "upzoning" our neighborhood commercial districts, ESPECIALLY Main St. and Ocean Park Blvd.

**OCEAN PARK is Santa Monica's ORIGINAL NEIGHBORHOOD.** I tend to agree with the Planning Commission that we need to keep the current zoning and NOT allow lot consolidation so we can preserve the charm of this special area.

While these items are under consideration, I'm wondering what visions you may have to encourage and extend the art-vibe we feel on the vibrant thriving Abbot Kinney Blvd.

Respectfully,

Nancy Richler  
Santa Monica, Ocean Park resident for 41 years

## Vernice Hankins

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**From:** Neal Payton <npayton@tortigallas.com>  
**Sent:** Monday, February 13, 2023 1:42 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

I am a resident of 1211 Grant Street, in the Sunset Park neighborhood. I am also an architect and urban designer, and in that role had the opportunity to be the City's principal consultant on the Downtown Community Plan.

However, today I write to urge you to not support the calls to ask the state to allow us to downzone the City's Neighborhood Commercial boulevards. These underdeveloped boulevards hold the possibility of significant capacity to address the housing shortage without disrupting the residential neighborhoods behind them. Moreover, more residential density and mixed-use development along these corridors, will actually help create the critical mass to create more walkable neighborhoods and a more vibrant serving retail experience.

The City's corridors are actually fairly wide, and allowing taller buildings along them will provide a more coherent edge condition and a better sense of 'spatial enclosure' which will actually make walking more pleasant, especially, if the buildings are setback to allow at least 15' from curb to building face. and are accompanied by street trees. Additional housing along these boulevards will also provide more 'eyes on the street' a key component Crime Prevention through Environmental Design (CPTED).

It is my understanding that the alternative being floated is to allow more housing in Bergamot. While I also support more housing there as well, particularly to leverage the value of the LRT station, this is not an alternative, but part of a larger strategy, i.e., both/and.

In thinking of new housing, we might consider how it can support the making of a sustainable urban environment. A shorthand way to think of this is with the four Ds: Density, Diversity, Design and Destination. If we treat the addition of new housing according to these four criteria, we have the potential, to make a more walkable, equitable, sustainable, diverse, and vibrant

city than we have a present. So, let's stop treating new housing, as something to run from, but something to embrace.

Thank you,

Neal I. Payton, FAIA

Neal Payton  
npayton@tortigallas.com  
1211 GRANT St  
Santa Monica, California 90405

## Vernice Hankins

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**From:** greg chasen <gchasen@chasenarc.com>  
**Sent:** Monday, February 13, 2023 2:20 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Allow more housing on Neighborhood Commercial boulevards! Allow these streets to evolve into vibrant walkable neighborhoods filled with both residents and more local businesses. My own neighborhood close to downtown has been positively transformed by nearby mixed use development - allowing me to walk and bike to take care of most of my daily needs - reducing traffic and pollution. More housing is needed so my own kids can live in the area - legalize more housing everywhere!

Thank you,

Greg Chasen

greg chasen  
gchasen@chasenarc.com  
1318 10th St  
santa monica, California 90401

## Vernice Hankins

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**From:** fabrizio giorgi <giorgifabri@hotmail.com>  
**Sent:** Monday, February 13, 2023 9:21 PM  
**To:** councilmtgitems  
**Cc:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Re: Upzone Oppostion

EXTERNAL

To the Santa Monica City Council Members,

I oppose “upzoning” on Ocean Park Blvd, Montana Ave, and Main Street. I support the small businesses and want to maintain the quality of these walkable streets. I urge you to protect these streets. I also oppose the personal guarantee and water waste capital fee imposed on restaurants who want to continue to provide outdoor seating options for their patrons on these streets.

Thank you.

Sincerely,  
Fabrizio Giorgi  
1352 HILL ST  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Kirsten Campisi <kjcamp03@mac.com>  
**Sent:** Monday, February 13, 2023 9:18 PM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Upzone Oppostion

EXTERNAL

To the Santa Monica City Council Members,

I oppose “upzoning” on Ocean Park Blvd, Montana Ave, and Main Street. I support the small businesses and want to maintain the quality of these walkable streets. I urge you to protect these streets. I also oppose the personal guarantee and water waste capital fee imposed on restaurants who want to continue to provide outdoor seating options for their patrons on these streets.

Thank you.

Sincerely,  
Kirsten Campisi  
1352 HILL ST  
Santa Monica, CA 90405



## Vernice Hankins

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**From:** smanes1@aol.com  
**Sent:** Monday, February 13, 2023 9:09 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Please oppose any "upzoning" of Ocean Park Blvd. We are proud of the small businesses in our area (specifically between 16th and 18th Streets), and certainly don't want high rises to be built instead, which would change the whole feel and atmosphere of our neighborhood to the point that we would not want to live there any longer! Thank you. Stephen Manes and Dr. Marta Vago (2929 16th Street, Santa Monica)

## Vernice Hankins

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**From:** Julia Pratt <juliampratt@gmail.com>  
**Sent:** Monday, February 13, 2023 9:05 PM  
**To:** Julia Pratt  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

As a life long Santa Monica resident I am writing to express my OPPOSITION to the upzoning of our neighborhood commercial districts.

Julia Pratt-Elkus

## Vernice Hankins

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**From:** Katy MacLeod <katy\_macleod@hotmail.com>  
**Sent:** Sunday, February 12, 2023 8:55 PM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Caroline Torosis; Jesse Zwick; Oscar de la Torre; Lana Negrete; Christine Parra  
**Subject:** 2.14.23 City Council Meeting - Agenda Item 7.A.

Dear Mayor Davis and Esteemed Council Members,

As a long time Santa Monica resident, please respect the Planning Commission and **do not vote to upzone our NC areas** (Pico, Ocean Park, Main Street and Montana Avenue). Having 5- 6 story buildings in these areas will threaten local businesses, livability, air quality, conservation, water sustainability and so much more. Let's keep the character and livability of our great city. Thank you.

Sincerely,  
Catherine "Katy" MacLeod  
13 Year Santa Monica Resident

## Vernice Hankins

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**From:** Anne Giammarco <AnniePatriceGia@hotmail.com>  
**Sent:** Monday, February 13, 2023 6:35 AM  
**To:** Phil Brock  
**Cc:** Gleam Davis  
**Subject:** Zoning Project

Good morning,

I recently read about a meeting for a new zoning project that would make 2 story buildings into 5 story projects on Pico & Ocean Park Blvd.

A great part of the appeal of our area are the small Mom & Pop shops which have acquired great followings, and are also wonderful for tourism.

I definitely do not want to see higher buildings in our area. It would be physically unattractive, potentially block some views, and harm community businesses that have worked so hard to stay afloat. Plus, locals would not want the noises of construction as projects like this can take a lot of time.

Please keep our buildings as they are and do not go through with this zoning project.

Thank you kindly!  
Annie

Sent from my iPhone

## Vernice Hankins

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**From:** ml.verville@verizon.net  
**Sent:** Monday, February 13, 2023 9:28 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Meeting 2/14/23 - Item 7A - Do not allow changes to NC districts that will eliminate local and small businesses.

EXTERNAL

Dear Mayor Davis and City Council Members,

As a resident of Santa Monica and Sunset Park, I do not want my Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue to be upzoned which will eliminate our unique small and local businesses. Neither do I want a change in zoning to allow lots on Pico Boulevard, Ocean Park Boulevard or Montana Avenue to be consolidated which also will eliminate small and local businesses that provide for residential needs.

You have repeatedly stated the value of our small neighborhood businesses. I often hear that we want a walkable city. Please do not implement destructive policies that will eradicate these walkable resident resources in the name of the absurd RHNA targets that Council, and this Mayor, had the opportunity to contest and chose not to.

Respectfully,

Marc Verville  
Sunset Park

## Vernice Hankins

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**From:** ml.verville@verizon.net  
**Sent:** Monday, February 13, 2023 9:43 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Meeting 2/14/23 - Item 7A - Do not allow changes to NC districts and Parking behind Main Street that will eliminate our historic local and small businesses.

EXTERNAL

Dear Mayor Davis and City Council Members,

As a resident of Santa Monica and Sunset Park, I do not want my Neighborhood Commercial districts on Main Street to be upzoned. I also implore you not to eliminate the parking lots between Main Street and Neilson Way. Effecting such changes will eliminate our walkable unique small and local businesses.

Main Street is the definition of a walkable city district. Please do not implement destructive policies that will eradicate these walkable resident resources in the name of the absurd RHNA targets that Council, and this Mayor, had the opportunity to contest and chose not to.

Respectfully,

Marc Verville  
Sunset Park

## Vernice Hankins

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**From:** Gretchen Goetz <ggoetzdesign@gmail.com>  
**Sent:** Monday, February 13, 2023 9:39 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** David Goetz  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

As a 35 year Sunset Park home owner on Pine Street near 14th Street, I strongly oppose “upzoning” on Ocean Park Blvd and Pico Blvd.

We need to protect and support our unique, local businesses and the existing heights and densities of our neighborhood commercial districts.

Our neighborhood is walkable, livable, friendly and seemingly thriving.

***Please do not support upzoning that would drastically change that!***

Thank you,  
Gretchen Goetz

Gretchen Goetz  
t 310-452-4278  
c 310-386-2240  
[ggoetzdesign@gmail.com](mailto:ggoetzdesign@gmail.com)

## Vernice Hankins

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**From:** Clare Driscoll <cdriscollca@gmail.com>  
**Sent:** Monday, February 13, 2023 9:36 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Hello,

I am a resident in the Ocean Park area, and I agree with the Panning Commission and urge the City Council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation.

Please keep our neighborhoods unique and local with our small businesses and retain what makes Santa Monica special.

Sincerely,

C. Driscoll

Sent from my iPhone



## Vernice Hankins

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**From:** Megan FitzGerald <mfoodstylist@verizon.net>  
**Sent:** Monday, February 13, 2023 10:33 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Councilmembers:

It is the small locally-owned businesses on Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special. Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts on these two streets. Upzoning of our NC districts on Pico Blvd. and Ocean Park Blvd. has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents. The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives. We do not have to keep “growing” until we block out the sun!

Megan FitzGerald  
Santa Monica resident and homeowner since 1980

## Vernice Hankins

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**From:** Catherine Gentile <info@email.actionnetwork.org>  
**Sent:** Monday, February 13, 2023 10:32 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,  
Catherine Gentile

Catherine Gentile  
cathiegentile1953@gmail.com  
1128 Ocean Park Blvd., #312  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Wendy Dembo <wendydembo@gmail.com>  
**Sent:** Monday, February 13, 2023 10:28 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a -- Don't Ruin Santa Monica

EXTERNAL

Dear Council Members,

Sunday morning I walked with my friend on Montana Avenue. I returned some books to the library. We got a coffee at one place and then a bagel at another. I ran into one of my neighbors and chatted with her. And my friend saw her son's soccer coach. We stopped to chat. We commented on how lovely it is to walk on Montana Avenue. Besides walking on the beach or on La Mesa, it is one of my favorite walks in Santa Monica. Montana Avenue has character, interesting stores, and cute cafes. They are not all multinational chain stores.

I walked 12 blocks to the Aero on Saturday night to see "Boogie Nights" in 70mm. Paul Thomas Anderson spoke before the screening.

If you upzone Montana, the first thing that will go will be the Aero. Which would be a huge loss to Santa Monica and really the Westside.

Ocean Park from 18th to 16th street has become a destination. There are now great coffee, pizza, and bread spots.

Lincoln from the 10 up to Broadway and beyond, is not an enjoyable place to walk. It is a canyon of boxy buildings. It has no character. My friends, who live close enough to walk to the new Trader Joe's, drive to the one on 23rd and Wilshire. That whole area is void of character and community. For a friendly beach community, it is incredibly dystopian. Were City Planners involved at all?

There is so much empty commercial real estate in Santa Monica. We don't need any more. We do need more housing, but we don't need expensive housing that people from other countries use as a place to park their money.

I live on 21st and California. In the near future, there are going to be three new GIGANTIC buildings on Wilshire near me. It is going to create so much more traffic on 20th street (where by the way, there is still no left turn light from Wilshire onto 20th. It is so dangerous).

Wilshire, Santa Monica, and Lincoln Boulevards are already being turned into homogeneous ugly blocks of 4 and 5-story buildings with empty first floors.

Please don't take away what little character Santa Monica still has.

Please oppose the upzoning.

Thank you,

Wendy Dembo  
Santa Monica Resident



## Vernice Hankins

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**From:** Susan Alinsangan <hellosusan@me.com>  
**Sent:** Monday, February 13, 2023 10:24 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Zina Josephs  
**Subject:** 2/14/23 agenda item 7-A

### EXTERNAL

Please do not upzone our neighborhood commercial districts on Ocean Park Boulevard and Pico Boulevard.

These small, locally-owned businesses are an intrinsic part of our Sunset Park community. They primarily serve our neighborhood on a daily basis. By up-zoning you'll force out these small businesses that are the backbone of our local economy--and our community. And in their place we'll get the types of businesses that can actually afford the kind of overhead a new 5-story building would charge. Businesses that don't enrich or contribute to our neighborhood and we really don't need around the corner: like a Gap, or Lululemon. Maybe even a Sephora.

And calling Ocean Park a boulevard is a misnomer if there ever was one. Ocean Park is ONE LANE in each direction. With 5-story buildings on both sides it will appear as if it were a wide alley. And there goes that iconic Ocean Park view driving west toward the ocean. 10-20 years from now people will wonder why the street is even named Ocean Park.

I understand that Santa Monica needs more housing, but what we need is more "affordable" housing. New construction has so far not provided that. Case in point: 2903 Lincoln Boulevard, 47 units of which FOUR are affordable housing. Those aren't compelling numbers, and that's just one example. I'm sure that if we look at other Santa Monica new housing construction data we might find more truths. And I'm not sure how new construction on Ocean Park and Pico could or would, buck this seeming trend.

So if we're looking to get creative with zones, let's look at re-zoning some office buildings that have an over-abundance of available space. What about zoning some of that existing infrastructure for residential (entire buildings can be a combination live/work zone) and letting some of the go-getter developers wrap their heads around that?

I also get that the idea is to flood the city with so much housing that it forces the per unit price down. But other cities have tried this and failed. New York, San Jose, Maimi, Boulder, San Diego, Portland, Washington D.C., Austin, San Francisco and many other cities have discovered one common truth: the same tide raises all boats. Said another way: the same rising cost of living raises all costs. Even housing.

While much of the nation is embroiled in a housing shortage, we're not likely to come out of it soon. Especially here in Santa Monica. Who wouldn't want to live in a beach city? We should play the long game and build--but we need to build for posterity not out of anxiety. Because like the saying, as long as we build, they will come. And people will keep coming because Santa Monica is a nice place to live, so our housing shortage woes will never end.

Turning Ocean Park and Pico Boulevard into literally, Ravine Street is not conducive to "populous felix in urbe felici" or "a happy people in a happy city".

Otherwise known as the motto for the City of Santa Monica.

Kind Regards,  
Susan Alinsangan

## Vernice Hankins

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**From:** Amy Anderson <ananderson27@outlook.com>  
**Sent:** Monday, February 13, 2023 10:23 PM  
**To:** councilmtgitems  
**Cc:** Gleam Davis; Phil Brock; Oscar de la Torre; Christine Parra; Lana Negrete; Jesse Zwick; Caroline Torosis  
**Subject:** Item 7A - Housing Element Study Session

EXTERNAL

Mayor Davis and Councilmembers,

Congratulations to staff and to Council for moving so expeditiously to implement the programs in the City's State-approved Housing Element. Item 11A captures why quick adoption of the zoning and regulatory changes recommended by the Planning Commission are crucial – we are in a housing affordability crisis. Decades of underbuilding and policies discouraging housing growth mean that all sorts of households struggle to find housing options. It's great that Santa Monica recognizes how it can play a role in easing both the local and regional housing shortage with these new rules.

I'm proud to be part of a community that is leading in the adoption of pro-housing regulations. Recognizing that -

- Where someone lives is the greatest determinant of economic outcomes,
- Living in a high-resource community, like Santa Monica, offers unparalleled opportunity for families and individuals to thrive, and
- Building housing in our jobs-rich city can reduce traffic and decrease greenhouse gas emissions.

I urge you to approve the official recommendation of the Planning Commission, including upzoning of Montana, Main, Ocean Park and Pico. These are ideal locations for new residential development, given their adjacency to transit and services, and the increased business and vibrancy that new residents could bring to these streets.

Thanks.

Amy Anderson

## Vernice Hankins

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**From:** Troy Parr <troyarr@hotmail.com>  
**Sent:** Monday, February 13, 2023 10:21 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

I am writing to voice my opposition to the upzoning of commercial districts up for consideration. We do not need additional 5 story cookie cutter massive buildings. Santa Monica is quickly becoming an unrecognizable mass of giant apartment/commercial buildings. Our city is losing its charm to these oversized developments. We need to support our small businesses and stop replacing them!!

Sincerely,  
Troy Parr  
(Voter)

Sent from my iPhone

## Vernice Hankins

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**From:** Lora Cicconi <chicones77@yahoo.com>  
**Sent:** Monday, February 13, 2023 10:10 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Hi,

I am a Sunset Park resident writing about the above agenda item to allow more commercial development on South Pico and Ocean Park Blvds. I strongly urge you to keep the current zoning limitations, since any more development will push out local businesses which are already struggling. I personally visit many local businesses on both streets, including Thyme Cafe at least once a week, Merrihew's Gardens every couple of months, Beadahs, as well as my capoeira studio, Capoeira Besouro. I love going to each of these places, especially my capoeira studio. If you aren't familiar with it, Capoeira Besouro is an amazing community space on 21st and Pico. Mestre Batata used to have his studio on 29th and Ocean Park for many years before the rent became too high, then he moved to a far inferior space in Venice for five years, and I feel so lucky to have him back in Santa Monica in a beautiful space on Pico. The rent is high, but he is able to make it work but renting the space out to other local dance instructors (salsa, hip hop) and even some photographers when he is not using it. Everyone who comes by absolutely loves the studio, and those of us who attend class regularly are really like a large family--it brings people together from all different walks of life with this one shared interest. People often walk by and see us playing music and dancing and want to join in, especially on Saturdays with the farmers market across the street. I am almost certain that Capoeira Besouro and other local businesses would not be able to afford this neighborhood if it became overtaken by 5-story buildings that only big companies could afford to rent. Please keep this neighborhood a place where local businesses that bring communities together still have a chance.

I'm happy to answer any questions if it would be helpful.

Sincerely,  
Lora Cicconi  
3108 Pearl Street



## Vernice Hankins

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**From:** Susan Freiman Ross <susanfreimanross@me.com>  
**Sent:** Monday, February 13, 2023 10:04 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; ocar.delatorre@santamonica.gov; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Proposed Zoning Changes to Montana Avenue

EXTERNAL

Dear Council Members Brock, Davis, DeLaTorre, Negrete, Parra ,Torosis and Zwick,

I am writing in opposition to the proposed zoning changes to Montana Avenue. A proud Santa Monica resident, I have lived walking distance from Montana Avenue for nearly four decades. My children were raised here, in what once was a sweet, modest neighborhood, and now I'm helping rear my grandchildren in this area as well.

Our neighborhood has changed vastly over these past years. I have watched gas stations give way to shopping plazas, our hardware store become a nationally known retail store, and local diners replaced by Starbucks. Sadly, the children's bookstore we used to frequent, the toy store, and most of the children's clothing boutiques have given way to mattress stores, hydration therapy stations, facial salons, waxing salons and nail salons.

Although I bemoan the loss of the sweetness Montana Avenue held for me, it still has the feel of a unique, fairly safe neighborhood, even though whereas it was a rarity to see a homeless person, now it is commonplace. Another concerning change I've noticed is that traffic has increased significantly on Montana Avenue. It has become much more dangerous to cross the street, and finding a parking spot is nearly impossible, especially since we lost spaces to outdoor dining venues.

Most importantly, please keep in mind that there are two large elementary schools and two preschools on Montana Avenue, making the stretch from 7th to 24th Street very heavily trafficked by young children, especially during drop off and pick up times. Well over a thousand children are either walking, riding bikes, riding scooters, being pushed in strollers or being driven to these Montana Avenue schools.

Increasing the volume of businesses and/or residential units along this already busy corridor is highly ill advised. We have already lost so much of what has made our neighborhood safe and special. Encouraging increased density will increase traffic and will further decrease our safety and potentially put our children at greater risk.

I urge you to make the responsible decision to protect our children and to preserve our neighborhood for future generations.

Thank you,

Susan Freiman Ross  
Retired Santa Monica-Malibu Unified School District Special Education Teacher  
Long Term Santa Monica Resident

## Vernice Hankins

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**From:** JANET RICHARDSON <janetrichardson@aol.com>  
**Sent:** Monday, February 13, 2023 9:48 PM  
**To:** councilmtgitems  
**Subject:** Upzoning Montana Avenue

EXTERNAL

To All City Council Members and The City Manager:

I'm so against upzoning on Montana Avenue, and the negative impact that will have.

Further, lack of parking is already a nightmare for residents near Montana Avenue. This just makes a bad situation even worse.

-Why would you allow an increase in height? Because that's what developers want?

-With so many empty and shut-down businesses in Santa Monica, why would you add more commercial space? That is extremely irresponsible.

-Most of the apartments just South of Montana Avenue don't provide adequate parking, and it's a nightmare for residents. Why would you make matters even worse for residents?

Have some respect for the residents you supposedly represent. Do not increase height restrictions on Montana Avenue.

Janet Richardson

## Vernice Hankins

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**From:** Nora Reynolds Lerer <reynoldslerer@me.com>  
**Sent:** Monday, February 13, 2023 11:55 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear council members;

I support the recommendations made by the Planning Commission, to not allow the upzoning of the areas of Main Street, Pico and Montana.

I urge the City Council to protect our neighborhoods and businesses by keeping the current zoning and not allowing lot consolidation.

Please stop the destruction of our beach community and neighborhoods.

Thank you,  
Nora Lerer  
Santa Monica, Ca.

Sent from my iPhone

## Vernice Hankins

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**From:** Bernice Glenn <btglenn1@yahoo.com>  
**Sent:** Monday, February 13, 2023 11:20 PM  
**To:** councilmtgitems  
**Subject:** Protect ALL of our neighborhoods!

EXTERNAL

We who have lived in Santa Monica have used our local business for many years. We lost some of them when the Downtown Mall opened its gate to national and world wide chains that do not serve the Santa Monica population!!! They do not serve our local demographics! They do not serve tourists who do not need to see stores that are open nationwide.

We need our LOCAL restaurants LOCAL clothing stores and LOCAL services!!!! Local serves not only those of us who LIVE IN SANTA MONICA, BUT ALSO PROVIDE A SANTA MONICA EXPERIENCE TO OUR VISITORS.

I have lived in Santa Monica for fifty years and seen the Downtown degraded to a host of chain restaurants and clothing stores that have no attachment to Santa Monica, and has become a hollow version of its past presence.

I have seen a hidden racist and higher income preference for the Montana district in its open Montana library choice over libraries in lower income and mixed white brown and Black demographics.

I have seen a Santa Monica Council that persisted over time in calling the brown/black demographics evenly mixed throughout the City, even when the US Cencus clearly showed otherwise!

While some Council members are breaking the old Council members voting preferences, the Santa Monica City Council needs to work on major long-term planning for all of Santa Monica needs and issues: and work with planners who have the knowledge and education in these areas that members are lacking.

Bernice Glenn

a 50 year resident in Ocean Park, Santa Monica who has seen the degredation of the Downtown Mall,  
and the preference of Council for North of Arizona solutions over the districts Pico and south!

## Vernice Hankins

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**From:** MinnieT's <minniets@verizon.net>  
**Sent:** Monday, February 13, 2023 11:15 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

To All Whom it May Concern,

We at Minnie T's are strongly opposed to the "Upzoning" of Ocean Park Blvd. As a shop owner at 1624 Ocean Park Blvd for 10 years, I have cultivated a clientele that is predominately local and have experienced a unique sense of community that is slowly being wiped out of Los Angeles with each new redevelopment project. I can honestly say that all who come in our store, whether local or coming from across LA, are strongly against this proposal. Please think of the community and the wishes of all those involved and vote against this soulless venture.

As our good neighbors at Santa Monica Yoga so perfectly put it, "Upzoning" would allow these unique Streets to be developed with new five or six-story projects. The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents' quality of life and increasing traffic and parking woes.

To allow this to happen would be a tragedy.

Best Regards,  
Barbara Phillips, Stacy Wright, Cari Cantrell  
1624 Ocean Park Blvd  
Santa Monica CA, 90405

## Vernice Hankins

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**From:** Carolyn Cohen <2carolyncohen@gmail.com>  
**Sent:** Monday, February 13, 2023 10:56 PM  
**To:** councilmtgitems  
**Subject:** Council agenda item 7A

EXTERNAL

Regarding the proposal to change and “up zone” several of our favorite walking streets: I think it’s a terrible idea. It will eliminate the charm, add to traffic and take away our desire to buy local. Please don’t do this

Thank you  
Concerned citizen,  
Carolyn Cohen  
Stanford street 90404

Sent from my iPad

## Vernice Hankins

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**From:** Adam Gross <afgross@gmail.com>  
**Sent:** Monday, February 13, 2023 10:55 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Councilmembers,

I'm writing to strongly oppose upzoning along Pico and Ocean Park, which is being discussed as 2/14/23 agenda item 7-A. I have lived between Pico and Ocean Park since 2008 and watched traffic get worse and local businesses slowly go out of business and be replaced with empty storefronts. New buildings have not filled their ground floor retail with small businesses and usually sit empty, which is not just my observation but is supported by the 7.7% vacancy rate. This upzoning will not result in a vibrant local street culture.

Traffic now spills onto Pearl every night while Ocean Park and Pico are filled. These aren't local residents but commuters leaving Santa Monica. Building larger buildings won't result in these people leaving comfortable homes to move into expensive and cramped Santa Monica apartments. Instead, it will result in more traffic.

Please do not upzone our neighborhood.

Sincerely,  
Adam Gross



## Vernice Hankins

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**From:** Lisa Priestley <priestley.lisa@gmail.com>  
**Sent:** Monday, February 13, 2023 10:46 PM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Cc:** friendsofsp@yahoo.com  
**Subject:** Oppose Upzoning Neighborhood Commercial zones - 2/14/23 agenda item 7-A: Study Session on Implementation of the 6th Cycle (2021-2029) Housing Element Programs

EXTERNAL

Dear Mayor and City Council Members:

It has just been brought to my attention that the city council is considering upzoning several neighborhood commercial zones including my direct neighborhood bordered by Pico and Ocean Park Blvds. My husband and I who have lived in this neighborhood since the early 1990s STRONGLY OPPOSE upzoning the Neighborhood Commercial districts - 2/14/23 agenda item 7-A: Study Session on Implementation of the 6th Cycle (2021-2029) Housing Element Programs Agenda. And AGREE with the letter submitted by the Friends of Sunset Park and other neighborhood businesses.

The upzoning in our community especially on the two Neighborhood Commercial districts in our neighborhood: Ocean Park Blvd. and the south side of Pico Blvd will harm our neighborhood local businesses and is unnecessary. We agree as stated by FOSP that "It is the small locally-owned businesses on Ocean Park Blvd. and and the south side of Pico Blvd. that "make" the Sunset Park neighborhood." Please do not give away our community to developers and greed by upzoning the Neighborhood Commercial (NC) districts.

Please leave the height restrictions as they stand rather than increasing them, as proposed in the Housing Element. Upzoning will push out small locally-owned businesses that provide affordable retail and essential services to Sunset Park residents not to mention many of these have been part of the community for many years.

We agree with FOSP letter :

The loss of these neighborhood businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives. The Issue: Upzoning of Sunset Park's Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR) and 32 ft maximum height to an FAR of 2.5 and 55 ft maximum height. The NC districts in our neighborhood are the following areas on:

Ocean Park Blvd. from 16th to 18th: Merrihew's Sunset Gardens, Ghisallo (wood fire pizza and bread baked on the premises), Hair Brains salon, Brooke Rodd Boutique, Wild Moon Kids, Bicycle Workshop, Santa Monica Yoga, Bob's Market, Yoga-urt (plant-based soft serve), Antequera Bakery (Mexican breads, cakes, cookies, and tamales), Edelweiss Flower Boutique, Goods LA (handcrafted artisan goods from around the world), Quinnie & B – A Tiny Toy Shoppe, Local Kitchen & Wine Bar, Thyme Café & Market, The First School (relationship-based, developmental preschool & transitional kindergarten), and Café Bolivar (coffee,

sandwiches & South American arepas) Ocean Park Blvd. from roughly 25th Street to Centinela: OP Market, Ocean Park Pharmacy, Classic Tailors, Juice Crafters, Blossom Vietnamese, Bubble Boba, Miyako Sushi, National Mailbox Center/FedEx, The Counter, Il Forno Trattoria, Hurry Curry of Tokyo, Menchie's Frozen Yogurt, Crimson (Mediterranean kabobs), a small UPS store, and Caruso Enzo Custom Tailor Pico Blvd. south side from Euclid to 16th: Cosmoprof (cosmetics), Byron Woodley Tire, and Nostalgia Bar & Lounge Pico Blvd. from 20th to 31st: Campos Famous Burritos, Tel's Barber Shop (3 generations of barbers), Santa Monica Lock & Safe, Kick/Goju Ryu Karate, Westwood Appliances, Lo/Cal Coffee & Market, Sundance Physical Therapy, Wilson Brothers Appliance Repair, Lazy Daisy, Z Garden Mediterranean, Lunetta, Sunset Car Wash, Gilbert's El Indio, Paws & Effect Pet Spa, Tim Clarke Design, Eco Heads Salon, and Laura's Nails Selected Sites Inventory (SSI) – The SSI is part of the Housing Element and lists properties “likely” to be redeveloped as housing during the Element’s term (from now until 2029). Sites are listed using HCD’s site selection criteria. There are 203 properties on the City’s SSI, of which 13 are in Neighborhood Commercial Districts. 12 are on Pico Blvd. and one is on Ocean Park Blvd. (the NE corner of 17th & OPB). The total housing unit capacity, if the SSI sites are developed, is 13,000+ units. Of these, only 165 are in the NC Districts. The Housing Element calls for the upzoning of 1,171 acres along the boulevards, in Bergamot, and Downtown. Of these, only 71 are in NC Districts. Upzoning Ocean Park Blvd. is unnecessary to meet Affirmatively Furthering Fair Housing goals. 1) 50% of Sunset Park households have annual incomes at or below the Moderate Income level. 2) Two Sunset Park schools (Rogers & JAMS) qualify for the Title 1 Federal lunch program, meaning that at least 35% of students are from families at or below the Federal poverty level. The majority of students in both schools are children and youth of color. 3) Of the approximately 7,000 housing units in Sunset Park, 3,309 are rent controlled apartments with median rents affordable to households at moderate income and below; 2,645 are single family houses; and the remainder are condominiums or post-1979 apartment units. 4) The required (LUCE) specific plan to be prepared for the Santa Monica Business Park will focus on mixed income housing, which makes new housing in NC unnecessary. Impacts of Upzoning Ocean Park Blvd. 1) Displacement of locally owned businesses, a number of which are minority owned. 2) Loss of the commercial district altogether since ground floor commercial space will not be required for new projects given the likely unmarketability of this space for neighborhood serving businesses.

Although housing MAY be an issue there are already many new developments and the upzoning in these areas will cause more harm than benefits FOR THE COMMUNITY! Please put the community, both residents and long time contributing local businesses ahead of this push for unwarranted development in our already congested neighborhood.

Sincerely  
Residents  
Elizabeth Priestley & John Wintersteller  
2250 23rd Street  
Santa Monica.

## Vernice Hankins

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**From:** Tracy Lewis <tracybexplore@gmail.com>  
**Sent:** Monday, February 13, 2023 10:34 PM  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica Council Member:

I am a longtime Sunset Park resident who is very concerned about any potential change in zoning for Santa Monica. I am very against 2-story buildings being demolished and replaced by 5-story projects. We need to protect and support the existing businesses on Ocean Park Blvd, Pico Blvd and Montana Ave! Please protect Santa Monica's small businesses, local residents and the character and uniqueness of our community by voting NO to this zoning change!

Sincerely,  
Tracy Lewis  
71 Village Pkwy,  
Santa Monica, 90405

## Vernice Hankins

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**From:** Jenny Steadman <jennyschmidt78@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 3:16 AM  
**To:** councilmtgitems; Phil Brock; Glean Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City council 2/14 agenda item 7a

EXTERNAL

Dear representatives,

I'm a 22 year resident of ocean park and a 5 year resident of the Montana Ave area. I can assure you my neighbors agree with me. To upzone ocean park, pico, and Montana is to destroy the remaining charms of our coastal city. Those streets are not downtown but they are for locals and small businesses. If you want giant multiplexes you should focus on the promenade and leave our local, small businesses alone. It doesn't make any sense to create that traffic, congestion, and invite a bunch of chain stores while the promenade remains a disaster.

Sincerely,  
Jennifer Steadman

## Vernice Hankins

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**From:** Teri Meyer <tmshopsalotla@mac.com>  
**Sent:** Tuesday, February 14, 2023 1:17 AM  
**To:** councilmtgitems  
**Subject:** Upzoning Sunset Park

EXTERNAL

To All Parties Involved,

I'm writing you this morning at 1:00am because I am very troubled by the idea of upzoning my community. I have lived on Oak Street between 17th & 18th street for 56 years street and I am greatly opposed to this idea. This is my community and all of the businesses on OP that would be affected by the upzoning are apart of our daily life. We support all of the small businesses. Goods, all of Brook Rodd stores. The Mexican Bakery, Santa Monica Yoga. We eat at Local and Thyme, get out pizzas from Ghisallo and get our fresh bread from Juan Isaac and just recently bagels from laylas. All of these small business are supported by my neighbors and the community. Closing any of these small business would be losing a part of Sunset Park. Please vote NO on the upzoning.

Kindly,

Teri Meyer

Have a nice day!!!!

Have a nice day!!!!

## Vernice Hankins

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**From:** Lynn Gephart <lynngephart@mac.com>  
**Sent:** Tuesday, February 14, 2023 12:50 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council Members -

When my family first moved to Sunset Park, it was very specifically the proximity to Bob's Market that sold us. I can't imagine Sunset Park without Tel's, Merrihew's and others. It's these small locally-owned independent businesses along Ocean Park Blvd. and Pico Blvd. that make the Sunset Park neighborhood special.

I ask you to retain the existing heights and FARs in the Neighborhood Commercial districts on Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element.

Not every square inch of Santa Monica needs to be filled with 5 story mixed use projects.

Thank you,  
Lynn Gephart

## Vernice Hankins

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**From:** A NORRIS <amezzo@aol.com>  
**Sent:** Tuesday, February 14, 2023 12:50 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear council members:

I am a 45 year resident of Santa Monica, a small business owner in the Ocean Park neighborhood, a resident of the Montana Ave neighborhood, and a voter. My family members are also small business owners in Santa Monica.

I strongly urge you to VOTE NO to any upzoning in our city - especially not in Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue ("Streets"). These four walking Streets contain most of the neighborhood-serving, affordable businesses residents use in their daily lives – local food stores and restaurants, laundromats, shoe repair and pharmacies, all within a short distance of people's homes. Residents don't just rely on them – they are a vital part of the fabric of our community that contribute to making Santa Monica feel special.

We are already witnessing the over crowding, traffic issues, and building projects that DO NOT FIT OUR CITY's personality, people, or priorities. These neighborhoods and streets are among the last that make our city unique.

We'll be watching your votes carefully.

Sincerely,  
A. Norris

## Vernice Hankins

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**From:** Kathleen Murphy <kathleenmurphyphotographer@gmail.com>  
**Sent:** Tuesday, February 14, 2023 12:31 AM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members

We are a Santa Monica family living in Sunset Park since 2001. Our three children have attended SMASH, SAMO, and SMC schools. We shop at local stores and eat at local restaurants. We drive, bike, skate and walk all over town. I am writing to you about the upzoning of Ocean Park Blvd, Pico Blvd, Main Street, and Montana Ave. We do not want it. It will destroy the way of life in Santa Monica as we know it. Too crowded, too many people, too many cars, increase in crime. We will lose the local businesses we frequent and cherish. All these things are bad. We are counting on you to protect our local streets.

Sincerely  
Kathleen Murphy & Francis Whitebloom



## Vernice Hankins

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**From:** Elizabeth Lerer <elerer@elizabethlerer.com>  
**Sent:** Tuesday, February 14, 2023 12:22 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Item 7. Zoning NC Districts

EXTERNAL

Re: Neighborhood Commercial Districts

Dear Mayor Davis and Councilmembers,

Please take the recommendation of the Planning Commission and make a request to amend the approved Housing Element so the city can avoid upzoning all commercial districts uniformly. This request should not put the city out of compliance.

Will YOU stand up, push back and negotiate with the State in order to protect our residential neighborhoods?

Please make your individual positions on this issue clear.

Thank you,  
Elizabeth Lerer  
Resident

## Vernice Hankins

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**From:** Rosemary Sostarich <r.sostarich@gmail.com>  
**Sent:** Tuesday, February 14, 2023 12:03 AM  
**To:** councilmtgitems  
**Subject:** City Council mtg 2/24/23. Item 7A

EXTERNAL

Dear Mayor Gleam and Council Members.

I am contacting you regarding agenda item 7A. Please maintain the NC districts to support small businesses and residential shopping.

Thank you,

Rosemary Sostarich  
Santa Monica Resident

Rosemary Sostarich

## Vernice Hankins

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**From:** Amy Fraz <livianme46@gmail.com>  
**Sent:** Tuesday, February 14, 2023 12:02 AM  
**To:** councilmtgitems  
**Subject:** change of zoning

EXTERNAL

Mayor Davis and City Council Members,

I am a resident of Santa Monica and I do not want my Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue to be upzoned which will eliminate small and local businesses. Neither do I want a change in zoning to allow lots on Pico Boulevard, Ocean Park Boulevard or Montana Avenue to be consolidated which also will eliminate small and local businesses that provide residential needs.

Thank-you for supporting local and small businesses,

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*Amy F*

## Vernice Hankins

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**From:** Oak OConnor <oakoconnor@mac.com>  
**Sent:** Tuesday, February 14, 2023 6:55 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; FriendsOfSP@yahoo.com  
**Subject:** 2/14/23 agenda 7-A.

EXTERNAL

Ocean Park Blvd - Sunset Park area is a wonderful family oriented neighborhood. This beautiful stretch of small businesses and our neighborhood market is flourishing happily without turning it over to real estate developers without a need.. Downtown Santa Monica has many commercial vacancies. We don't need the same here. Fill those first. Traffic is already at it's peak and commuters race down residential side streets during "rush" hours. Please do not change the zoning of this area for the sake of a minority of few big bucks investors. The residents within a 3.5 mile circumference would be burdened by this over development. No one who lives near this proposed area needs or wants 5 story commercial buildings.

James Oak OConnor  
2117 Oak Street  
Santa Monica, CA 90405  
[oakoconnor@mac.com](mailto:oakoconnor@mac.com)  
310-993-3589

## Vernice Hankins

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**From:** Elizabeth Ostrom <emo229@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 6:48 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** "2/14/23 agenda item 7-A"

EXTERNAL

Dear Council Members,

Please, why do we constantly jump to "more is better" mentality"? 3rd Street Promenade, at first a success - but then rents emptied out **local businesses**. Once gone, chain stores took over the Promenade - now they have exited, leaving a sad and mainly empty shell of itself. The Santa Monica Mall was shifted to high end, huge businesses. Who did it serve? Not the community, neighborhood - empty abandoned store fronts shout the failure.

During COVID, so many areas of our city fell apart. **Not the Ocean Park and Pico Corridor**. Small beloved local businesses were supported by our community. Our neighborhood continues to thrive.

A true community is not just about capitalism. Along with our successful commercial district, our true community thrives with trust, inclusion, opportunity, and a feeling of belonging and being safe. That's what we are. Do not destroy this. Please, do NOT upzone the Neighborhood Commercial (NC) districts to these two streets.

Sincerely,

Elizabeth Ostrom  
2519 21st Street  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Robin Mitchell <rmcobalt@aol.com>  
**Sent:** Tuesday, February 14, 2023 6:48 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council Members

I live on Euclid Street just south of Ocean Park Boulevard. I have lived in this neighborhood for over 40 years. It is my home and community. I love the neighborhood and the character of this community.

### **I ENCOURAGE YOU TO VOTE NO TO UPZONING OCEAN PARK AND PICO.**

There is already more traffic than the community can bear. You have approved the construction of an enormous complex at Lincoln and Ocean Park that will bring even more traffic and congestion into the neighborhood.

Ocean Park Blvd, especially between 16th and 20th Street is already impacted but it has character and that character must be maintained. It is a major part of what makes living here special.

Upzoning this area is not progress, but a change of attitude and is not welcome.

Robin Mitchell  
2614 Euclid Street  
Apartment E  
Santa Monica CA 90405

I agree:

“Upzoning” would allow these unique Streets to be developed with new five or six-story projects. The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents’ quality of life and increasing traffic and parking woes.

Also being considered is whether to allow lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. If approved this would allow developers to consolidate lots and build larger, mega projects on these Streets.

When the Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council against upzoning these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts.

The City Council needs to hear our voices. If you agree it's important to "buy local" and support local small businesses and maintain the quality of these walkable Streets, please email the City Council by noon on Tuesday February 14, and tell them to protect these Streets.

## Vernice Hankins

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**From:** janet carpenter <artenviro1@gmail.com>  
**Sent:** Tuesday, February 14, 2023 6:32 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Agenda 7a

EXTERNAL

I am opposed to the up zoning of Ocean Park. We need low density neighborhoods with small local businesses.

Janet Carpenter  
2415 28th Street  
Santa Monica, CA 90405



## Vernice Hankins

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**From:** DARLENE VOGEL <dvogel1223@icloud.com>  
**Sent:** Tuesday, February 14, 2023 6:15 AM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Please protect our street from upzoning

EXTERNAL

Hello , I'm sure you won't read this since you'll be inundated with emails , but the community has spoken and we don't want any upzoning on our quaint streets of Santa Monica . We need to save our appeal of small town communities with small business and not replace with big retailers and big buildings .

Keep ocean park , main st , pico and Montana the way they are . Save our city and our small businesses.

Thank you.

Darlene Vogel  
Sunset park

Sent from my iPhone

## Vernice Hankins

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**From:** Shana Kaplan <Shana@wolffurban.com>  
**Sent:** Tuesday, February 14, 2023 5:14 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Protect our neighborhood streets from UP-ZONING!

EXTERNAL

Dear Councilmembers:

Please vote no on upzoning and lot consolidation. Please do not ruin our special city.

Shana Kaplan  
922 14<sup>th</sup> Street  
SM 90403

## Vernice Hankins

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**From:** Dr. Anna Rogers <beagle.family@gte.net>  
**Sent:** Tuesday, February 14, 2023 5:01 AM  
**To:** councilmtgitems  
**Subject:** A sound rejection of Item 7

EXTERNAL

Dear Councilmembers,

I am writing to you this morning to strongly urge and, as a longtime active resident and participant in city affairs, insist that you reject in every way Item 7, the potential plan to “upzone” several streets including Montana Avenue. Absurd and unnecessary 4, 5 or more story buildings among this street being forced upon residents of our city would inevitably turn a quiet, pedestrian friendly street enjoyed by neighbors and tourists alike into a clogged, constricted pipe of traffic, noise, gridlock and over-densification that gets thinner with time until it bursts. No one benefits-no one is helped nor entertained, no one prospers other than the special interest corporations and individuals who seem to have purchased a great deal of our property over time. They do not live here. They could care less about the safety and quality of life of actual residents. But they would benefit financially to the greatest extent. And this is where the ethics of priorities present themselves.

Several of you know this information to be true and will thankfully reject this damaging and unrealistic intention. However, there are some whose minds are already made up and closed tight despite the valid and consistent objections of residents who have lived in our small city for anywhere from a few years to many decades. You do them more than a disservice to ignore, disrespect, and dismiss the credible concern and advice of the people, particularly those with longtime experience in the areas of housing, local and state governance, responsible, progressive development, and preserving what remains of the city’s architectural and cultural history. Our comparatively smaller locally-owned, neighborhood-serving businesses are cherished and enjoyed by many, while the diverse nature of both new and long standing restaurants and shops are ideal for individuals, families and visitors. Many memories of walking along the streets, looking in windows, meeting friends and shopping for unusual items you would never have found in a large commercial chain store have been and will continue to be made.

To be clear, no one is “afraid,” misinformed, or possessing whatever demographic or political stereotype that will most likely be thrown in their direction for opposing this potential catastrophe. In asking you to follow your respective consciences, it is already obvious from past experience that some will be true to their oath of office and some will look the other way to please donors and others who live outside of Santa Monica. The actual consideration of such a flawed concept is not progressive in any sense of the word. Instead, this machination for financial gain under the guise of progress or a twisted version of problem-solving represents many giant steps backwards into an eventual over-densified debacle with consequences for which you would not want to be responsible. Please think for yourself on this one, and remember that our 8 square miles represent a very small town, regardless of the enormous profit to be made by the exceptionally wealthy few who see our beachside home as a financial trophy and ignore the actual people living and working within city limits.

Sincerely,

Anna M. Rogers, Ph.D.

## Vernice Hankins

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**From:** Lauri Fraser <laurifraser2@gmail.com>  
**Sent:** Tuesday, February 14, 2023 7:45 AM  
**To:** councilmtgitems  
**Cc:** Christine Parra; Jesse Zwick; Phil Brock; Gleam Davis; Lana Negrete; Caroline Torosis; Oscar de la Torre; Lauri Fraser  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Please refer to 2/14/23 City Council Agenda Item 7a in your email subject line and send it to:

Dear City Council Members,

I am a concerned resident and citizen of Sunset Park. I was born in Los Angeles and have been a resident of Santa Monica for over two decades. I say this because I have seen lots of changes and unfortunately the building and development of our precious city of Santa Monica has made it almost impossible to do business or dine, or shop, due to over development and traffic and lack of parking. PLEASE DO NOT ALLOW this to happen to Ocean Park Blvd. This is the last pocket of peace in Los Angeles. So far it is still civilized. More development, high rises, over-flowing parking lots may mean more income for the developers and it will also bring in more traffic, and crime. Our neighborhood is still a neighborhood. We are

PLEASE consider the human condition before you go for the dollar instead of the people.

Thank you for your time

Most sincerely,

Lauri Fraser

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You received this message because you are subscribed to the Google Groups "Chapelle Villas HOA - Owners" group.

To unsubscribe from this group and stop receiving emails from it, send an email to [ChapelleVillas-Owners+unsubscribe@googlegroups.com](mailto:ChapelleVillas-Owners+unsubscribe@googlegroups.com).

To view this discussion on the web visit <https://groups.google.com/d/msgid/ChapelleVillas-Owners/C53B7E9D-95D9-4A41-A6CA-FC2451332D64%40laurifraser.com>.

## Vernice Hankins

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**From:** Karen Sampson <kes1498@gmail.com>  
**Sent:** Tuesday, February 14, 2023 7:44 AM  
**To:** councilmtgitems  
**Subject:** Opposition to 2/14/23 City Council Agenda 7a

EXTERNAL

I am writing to voice my strong opposition to "upzoning" Montana Avenue.

I believe strongly in supporting the local businesses on Montana Avenue, and in maintaining the quality and walkability of the area. From my understanding, "upzoning" would allow a level of development on Montana Avenue that would destroy the very character and charm of this neighborhood where I shop, eat, and spend a lot of my time. I don't own a car, so living within walking distance of this low-key, quiet, and very safe neighborhood commercial district is a big part of what makes my day-to-day life not only possible but also enjoyable. Allowing the personality of this neighborhood to be stripped away in favor of commercial interests would be a terrible disservice to not only everyone who lives in or spends time visiting the area but also to the city itself.

It was my dream for many years to move to Santa Monica; I came back year after year to vacation in the area with my daughter, which is how I knew it was where I wanted to live out the rest of my life. Working remotely due to Covid gave me a window of opportunity, and I made the move here exactly two years ago. Other than its proximity to the ocean, the north of Wilshire/Montana Avenue area's walkability, suburban feel, and safety are the main reasons I relocated here.

Frankly, I'm incredibly upset to hear that the city is willing to consider substantially altering the essential composition, look, feel, and experience of Montana Avenue -- all for profit and money. Doing so would make Montana Avenue indistinguishable from so many other areas of the city, stuffed to the brim with chain stores and high rises and traffic. If you allow developers to combine lots and build five- or six-story buildings on Montana Avenue, it will no longer BE Montana Avenue.

I sincerely hope the Santa Monica City Council will think long and hard about this issue and its long-term implications. Please don't destroy the essence of the very place I longed for years to -- and now happily do -- call "home."

Sincerely,

Karen Sampson  
Proud Santa Monica resident (for now)

## Vernice Hankins

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**From:** Tracy Kahaner <kahanerr@icloud.com>  
**Sent:** Tuesday, February 14, 2023 7:43 AM  
**To:** Shana Kaplan  
**Cc:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Re: Protect our neighborhood streets from UP-ZONING!

EXTERNAL

AMEN!

On Feb 14, 2023, at 5:13 AM, Shana Kaplan <[Shana@wolffurban.com](mailto:Shana@wolffurban.com)> wrote:

Dear Councilmembers:

Please vote no on upzoning and lot consolidation. Please do not ruin our special city.

Shana Kaplan  
922 14<sup>th</sup> Street  
SM 90403

## Vernice Hankins

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**From:** Danny Guggenheim <dbg20@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 7:37 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Dear Council,

We are strongly opposed to the proposal to upzone in our Sunset Park neighborhood.

We have lived in Sunset Park for 17 years, and have children attending Grant and JAMS. The existing character of our neighborhood would be forever changed for the worse by the NC upzone proposal for Ocean Park and Pico. We and our kids regularly walk around the neighborhood, visiting our favorite locally-owned small businesses along Pico and Ocean Park, including Ghisallo, SM Yoga, Bob's Market, Local Kitchen, Thyme Market, Blossom, Il Forno, Vito, Olympia Club barber shop, Lunetta, Gilbert's and Lares. Our neighborhood revolves around the sense of community anchored by (1) our strong public schools to which many students walk or ride bikes, and (2) flourishing small businesses to which many of us walk or bike, with owners and staff who live among us, welcome us and participate and support our community activities - all mostly in the sunshine with a sense of openness and (usually) light traffic thanks to the low density and low building heights.

Many of those who choose to move into (or stay) in these neighborhoods despite rising costs cite the uniqueness of the neighborhood and local community that revolve around these features. More density and higher building heights would be devastating to the Sunset Park identity and character - there would be new development just for development's sake, necessarily increasing the costs of operating, which will push out the small businesses and bring in large national businesses who can afford to operate without profits in desirable locations. This would also have the hugely detrimental, depressing, and irreversible effect of our main streets - often lined with students, families and other residents going about their day on foot or on bikes, often with their pets - being transformed from bright and airy corridors to industrial-like, uninviting, and unsafe-feeling areas that are deprived from sunshine, open sky and transparency. We don't want to turn into downtown!

Several of you campaigned in front of our schools, introducing yourselves to parents who had walked or biked to school with their kids, petting our dogs, and telling us how you're just like us and share a vision for preserving and enhancing our neighborhood and community, and want to focus the Council's attention on the needs of our city's residents. How then could you even consider this proposal? Don't forget who put you in office (hint: it wasn't the staff who live outside of SM), or what you said to us in person to get our votes - we certainly have not forgotten - and it would be a major betrayal of trust to now decide to pull the rug out from under us by upzoning the NC districts on Pico and Ocean Park.

Respectfully,  
Daniel Guggenheim  
Sunset Park resident since 2006

## Vernice Hankins

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**From:** Mimi Brown <mooie48@aol.com>  
**Sent:** Tuesday, February 14, 2023 7:21 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/24/23 agenda item 7a

EXTERNAL

I am writing this email to indicate my very strong opposition to the "upscaling" proposition for Ocean Park Blvd and other Santa Monica neighborhoods. I am a 30 year resident of the Sunset Park area of Santa Monica. I patronize the local businesses. I also am concerned about the traffic in my neighborhood. This proposal would make the traffic situation even worse than it already is. Please vote NO . Thank you. Mimi Brown 310 963-7588



## Vernice Hankins

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**From:** RONNA JOSEPH <ronnaahj@aol.com>  
**Sent:** Tuesday, February 14, 2023 7:06 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda item 7a

EXTERNAL

Dear City Council members,

I am a home owner in the Ocean Park area of Santa Monica. I live on Hill Street. I am horrified at the notion of up-zoning the area of Ocean Park Blvd. Please do not allow this over commercializing over populating to take over this street that has so many charming businesses.

NO on up zoning.

Thank you,

Ronna Joseph

Sent from my iPad

## Vernice Hankins

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**From:** Sarah A Spitz <sasco1900@icloud.com>  
**Sent:** Tuesday, February 14, 2023 8:11 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** NO TO UPZONING

EXTERNAL

On this Valentine's Day, do NOT break the hearts of Santa Monicans by approving upzoning in commercial districts. There HAS TO BE A BETTER WAY to meet the state's requirements than complete displacement of neighborhood-serving small businesses, increasing traffic (BAD for the environment so not in line with sustainability goals) and HIGHER RENTS and PARKING PROBLEMS.

Do not give in to the pressure to create a Santa Monica no one recognizes!

NO ON COMMERCIAL ZONE UPZONING!

Sarah Spitz, KCRW Producer/Publicity Director (retired)  
Culture writer, The Canyon Chronicle (current)  
Former "Culture Watch" columnist, Santa Monica Daily Press (2011-2020)  
UC/CE LA County Master Gardener (2006-active); Certified Master Food Preserver (2011-2014)  
Food Forward Kitchen Cabinet Advisory Board [www.foodforward.org](http://www.foodforward.org)  
CERT (Community Emergency Response Team 10) Santa Monica Volunteer

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 8:09 AM  
**To:** councilmtgitems  
**Subject:** Fw: 5 story building code Pico ocean park?

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**From:** pattyhmj <pattyhmj@aol.com>  
**Sent:** Monday, February 13, 2023 5:06 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** 5 story building code Pico ocean park?

EXTERNAL

Dear City Santa Monica's council members.  
Hearing about a new code to be voted on for 5 Story building Pico Ocean Park? Is this correct?  
Please keep the code the same The impact would be disasterious in our area of dense schools and walking streets.  
Please do not add to crowding and construction...this is why we voted you in to keep taller buildings out and keep our area safe.  
Thank you  
Patty  
68 years in Santa Monica local resident.

Sent from my Galaxy

## Vernice Hankins

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**From:** billie williams <billiejoewilliams@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:09 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Please Vote NO on Agenda Item 7a

I strongly oppose the suggested upzoning and expansion in these areas.

Billie Williams  
24th Street  
90405

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 8:09 AM  
**To:** councilmtgitems  
**Subject:** Fw: Keep Montana and Main Street as is!

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**From:** Katherine Reuter <kereuter@aol.com>  
**Sent:** Monday, February 13, 2023 4:21 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Keep Montana and Main Street as is!

EXTERNAL

Dear Council,

Santa Monica's charm, and economic and tourist draw come from the City's charming neighborhood districts. Please see if there is anything you can do with the State zoning requirements to especially keep Main Street and Montana just as they are, and any new construction is in line with the current buildings. Are these historical zones? If not these should be.

Thank you,  
Katherine Reuter  
1210 Grant Street  
90405

## Vernice Hankins

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**From:** Sara Sluss <sara.sluss@gmail.com>  
**Sent:** Tuesday, February 14, 2023 7:46 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Please **DO NOT** "upzone" Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Please leave neighborhoods intact. Not every building, every block needs replacement with multi story buildings. We need neighborhoods that feel like neighborhoods. We need our existing local businesses, not chain stores. These businesses survived a pandemic. Please do not kill them off with overdevelopment.

Thank you.

Sara Sluss  
2129 Glencoe  
Venice, CA

## Vernice Hankins

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**From:** Janis Flax <janisflax56@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:43 AM  
**To:** councilmtgitems  
**Subject:** Please don't up-zone Santa Monica!!

EXTERNAL

Save Bobs's Market, Save Santa Monica Yoga, Save Yoga-urt!  
Do not get rid of the small businesses that make Santa Monica a neighborhood!  
Please!!!

Janis Flax  
2694 31st Street  
Santa Monica 90405

Sent from my iPhone

## Vernice Hankins

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**From:** Ann Maggio <annmaggio@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:43 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Ann Maggio  
**Subject:** 2/14/23 Council Meeting - Item 7A

EXTERNAL

Show me a city where chain stores and vanity spaces didn't take over retail and restaurant spaces when cities upzoned and I'll sell you a bridge to Mars for a dollar.

NO DOUBLEWIDE LOTS!

Moral bankruptcy could lie in the majority and **if Gleam has her way she'll gut the folks fighting to make home ownership a reality for the renters in this town.**

Thanks in advance to those of you who will vote NO on the upzoning of Montana, Pico and OP Blvd.

**You** already know there is little to NO OPEN SPACE within walking distance for the vast majority of SM children because they live in apartments and have no yards. So, WHERE WILL THEY PLAY?

Your individual decisions have been made so on with your charade.

Ann Maggio Thanawalla

"Unthinking respect for authority is the greatest enemy of truth." - Albert Einstein



## Vernice Hankins

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**From:** Paula Kayton <pekayton@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:36 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7a

EXTERNAL

Please do NOT vote to up-zone Santa Monica commercial districts including Montana Avenue, Main Street, Ocean Park and Pico Boulevard. We, who live in Santa Monica, need to be able to be listened to and do NOT approve of this possibility. Please protect the current streets and businesses.

Paula Kayton  
722 Adelaide Place  
Santa Monica 90402

## Vernice Hankins

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**From:** BStolier <billiam101@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:32 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

I have recently become aware of the “upzoning” and lot consolidation recommendation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. As a 40+ year resident and homeowner in Ocean Park, we vehemently oppose this idea. It will completely ruin the unique character and charm of these neighborhoods and turn them into cookie-cutter retail chain abominations.

Horrible, horrible, horrible idea and a ghastly mistake.

We are not opposed to growth and density, but these are not the places to do it. Leave the larger development to Lincoln Blvd and downtown Santa Monica.

Thank you for listening and please don’t ruin these unique neighborhoods and the unique local businesses.

William Stolier  
Kathy Weber  
2707 Highland Avenue  
Santa Monica, CA 90405



## Vernice Hankins

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**From:** Ellen Hiura <ellen.hiura@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:31 AM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda item 7a

EXTERNAL

Sent from my iPhone  
Dear Council Member(s):

As long term Santa Monica homeowners in Sunset Park, we wish to express our vehement opposition to up zoning on Ocean Park Bl, Main St and Montana Ave.

Sincerely,  
Ellen and Howard Hiura

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 8:12 AM  
**To:** councilmtgitems  
**Subject:** Fw: Housing element amendment

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**From:** ejs2514 <ejs2514@verizon.net>  
**Sent:** Monday, February 13, 2023 3:52 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>; councilmtgitems <councilmtgitems@santamonica.gov>  
**Subject:** Housing element amendment

**EXTERNAL**

Please approve the proposed upzoning of the Bergamot Plan area Replacement Site at 1757 Stanford Street, as requested by the property owner.

Please reject the proposal to undo existing upzoned areas along Main, Montana, Pico, and Ocean Park.

As a resident of Sunset Park, both Ocean Park and Pico need upzoning for increased pedestrian/retail activity and vitality. Significantly, retail uses are consistent with upzoning, and neighborhood commercial (NC) zoning uses can be incorporated as street level occupancies within new developments (example: the recent development at 28<sup>th</sup> and Pico).

Best wishes  
Ed Salisbury  
2514 30th Street  
Santa Monica

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 8:12 AM  
**To:** councilmtgitems  
**Subject:** Fw: No upzoning

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**From:** Richard Orton <laxlon@aol.com>  
**Sent:** Tuesday, February 14, 2023 1:01 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** No upzoning

EXTERNAL

I've lived in Santa Monica since 1970 and I don't want the council to vote for increased density this would involve. We already have 10,000 people per square mile and it is crowded enough.

Don't make it worse.

Richard Orton  
Ocean Park

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 8:11 AM  
**To:** councilmtgitems  
**Subject:** Fw: 2.14.23 City Council Agenda Item 7a

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**From:** Faustino Garza <Faustino\_Garza@msn.com>  
**Sent:** Monday, February 13, 2023 7:40 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

As a 35-year homeowner and resident of Santa Monica, I wish to express my strong opposition to any proposal to "upzone" our commercial district walk-streets: Ocean Park Ave; Montana Ave; Main Street, and Pico Blvd.

I also oppose any proposal for "lot consolidation" along Ocean Park Blvd; Pico Blvd and Montana Ave.

Such proposals would lead to the closing of many, if not most, of our remaining local businesses while turning over these sites to corporate investment and development.

I urge you to enact policies to maintain existing heights and densities along these streets, which are vital to maintaining any remaining local character to our city.

We've had more than enough destruction of our quality of life.

Faustino Garza  
Sunset Park



## Vernice Hankins

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**From:** joey brighton reynolds <joeyreynolds@mac.com>  
**Sent:** Tuesday, February 14, 2023 9:09 AM  
**To:** councilmtgitems  
**Subject:** City Council 2/14/23 agenda item 7-A -- OPPOSE upzoning the Neighborhood Commercial districts

EXTERNAL

To whom it may concern,

I have lived on Ocean Park Blvd (and 14th) for almost 17 years. I love my sweet, quiet neighborhood. I love the small town feeling that it still has. I OPPOSE upzoning any neighborhood in Santa Monica and especially mine.

Thank you and sending some extra love on this Feb 14th.

Joey Brighton Reynolds  
Life Coach with a side of woowoo  
ACC, CPC, ELI-MP  
[www.joeybrightonreynolds.com](http://www.joeybrightonreynolds.com)  
[Join me on Tuesdays...](#)



## Vernice Hankins

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**From:** Erin Jones <eejonesy2001@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 9:03 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council,

I oppose the proposed upzoning of Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

If you allow these unique streets to be developed with new five or six-story projects, what will happen to our loved and valued small businesses? Santa Monica Yoga, Bob's Market, Merrihew's, Rita's Rags, Art's Table, Caffe Luxxe to name only a few!

It saddens me to think of these charming streets losing their homey neighborhood feel, with tall buildings blocking out the sun and with traffic to match Lincoln Boulevard. No thank you!

When the Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council against upzoning these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts.

Let our long-standing business maintain their foothold - please honor their contributions to our City!

Let Santa Monicans continue to support our treasured small businesses, and enjoy the walkability of our neighborhood commercial districts!

Find another solution to the housing mandates!

Erin Jones

Wilmington Neighborhood Resident and Avid Walker

## Vernice Hankins

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**From:** nancy GOODSTEIN <nancygoodstein@icloud.com>  
**Sent:** Tuesday, February 14, 2023 9:03 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Upzoning in Santa Monica

EXTERNAL

Currently the city of Santa Monica already struggles to protect and maintain its homes and businesses. Upzoning would invite investors whose motivation is to make money, not create community. Even if it does not lead to empty buildings and unfinished projects, which is likely, it still is very likely to lack the charm and personality which draws tourists, businesses and residents. There will be increased traffic, and even higher crime rates and disenchantment with what used to be the city others aspired to be. Invest in our current residents and business owners to encourage organic growth which will inherently is built upon both capital and heart. That is what makes a great city and community. That is real vision.

Sincerely,  
Nancy Goodstein  
310-709-1839

## Vernice Hankins

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**From:** Linda Larson <lindalarson26@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:01 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; FriendsofSP@yahoo.com  
**Subject:** 2/14/23 Agenda Item 7-A

EXTERNAL

Dear Counsel members,

I have been living in Sunset Park since 1988. I moved to this area with my two daughters because of the walking distance to schools, Clover Park, Bob's Market, Sunset Gardens Nursery, the Fairview Library, and the various shops and cafes within the immediate area. These smaller businesses are the HEART of our neighborhood. Families thrive on the familiarity and convenience of these things. Our "smaller, independent" businesses have provided us community and opportunities to engage with and support one another. Allowing for the development and construction of larger buildings along Ocean Park Blvd. would destroy what is loved, appreciated and important to our community.

PLEASE do not promote a zoning change to this area.

A Zoning change would be damaging to this neighborhood and the people who live here.

Please VOTE AGAINST a change to the Zoning Ordinance.

Sincerely,

Linda Larson

## Vernice Hankins

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**From:** Brent Cohen <brentc123@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:58 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council,

We are writing to ask that you do your job to protect our city's neighborhoods and small businesses. I urge you to **follow the Planning Commission's recommendations** to keep current zoning and NOT allow lot consolidation on Main Street Ocean Park Boulevard Pico Boulevard and Montana Avenue.

It's time the city shows more care and consideration to its residents and spend less time, money and attention catering to developers.

Thank you.

- Brent & Wendy Cohen, 2254 Cloverfield Blvd.

## Vernice Hankins

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**From:** Esther Hickman <estherheidi@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:57 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Cnl. meeting 2/14/23 - Item 7A- Do not allow changes to NC districts that will eliminate local and small businesses + a master plan

EXTERNAL

Dear Mayor Davis and City Council Members,

Please do not authorize the upzoning or any zoning change to Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue which will irreversibly harm small and local businesses.

Making it more profitable for developers to transform our industrial and commercial zones into residential/mixed used housing could make for a more elegant transition. Other cities throughout the world have successfully adopted this model. Santa Monica can accommodate far more density while keeping it's beautiful beach side facade, attracting people from all over the world.

Please help reverse the reputation that Santa Monica doesn't support local and small businesses and that Santa Monica adopts a provincial view when it comes to master city planning.

--

Esther Hickman (Pico Neighborhood Resident)  
310.600.7306

## Vernice Hankins

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**From:** Nancy Ong <nong618@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:55 AM  
**To:** councilmtgitems  
**Subject:** Upzoning

EXTERNAL

Please, please vote against upzoning and stop the “Manhattanization” of Santa Monica! We have enough apartment buildings replacing businesses already, which no one can afford, and creating a traffic nightmare and do not need to destroy the diversity of our neighborhoods further. SLOW DOWM all these changes and see the ramifications of projects already in development before doing any more. Nancy Ong

## Vernice Hankins

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**From:** Margaret Bach <mnlbach@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:35 AM  
**To:** councilmtgitems; Lana Negrete; Phil Brock; Gleam Davis; Oscar de la Torre; Christine Parra; Jesse Zwick; Caroline Torosis  
**Cc:** NOMABoard@gmail.com  
**Subject:** Item 7: Housing Element and Neighborhood Commercial

EXTERNAL

To the City Council,

For the well-being of our community, neighborhoods, and our local small businesses, I urge you to refrain from any upzoning to the neighborhood commercial zoning designation. Any increase in heights and density along our treasured shopping districts would have a deleterious effect on their viability and role as neighborhood-serving businesses. Small businesses would be priced out of the market with the higher rents that would result from new developments -- thus creating a double-whammy: for residents and for our valued local businesses.

Surely there is a way of satisfying the requirements of the Housing Element without sacrificing our neighborhood commercial districts.

Please listen to the voices of your constituents, the residents of Santa Monica, and reject any modifications to the Neighborhood Commercial zoning now in place.

Sincerely,  
Margaret Bach

## Vernice Hankins

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**From:** Esther Hickman <estherheidi@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:33 AM  
**To:** Council Mailbox; councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Item 7A: Prioritize Affordable Home Ownership Opportunities

EXTERNAL

Dear Mayor David and Members of the City Council,

While all of these city planning decisions are made I hope that Santa Monica can lead the way in affordable homeownership opportunities for current resident renters. This has been done in many ways throughout the country. We don't even have to reinvent the wheel but we could be West coast leaders. So many incredible models! TORCA 2 is brilliant, 80/20 developments, Industrial/Commercial Conversions with 80/20 models, Habitat for Humanity partnerships, Land lease models on church and city owned land. Endless. Let's think 20% Affordable Deed Restricted Units. Why should all the wealth be consolidated with developers and non-profit affordable housing corporations. Why aren't we empowering our renters to become homeowners or worse yet, they keep their rent control units and buy investment properties outside of Santa Monica. Let's empower people to pay property taxes in Santa Monica. AND you don't need to upzone or change zoning in Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue which will irreversibly harm small and local businesses. There is plenty of land and opportunity and sustainable city planning with your leadership!

THANK YOU!

Esther Hickman  
310.600.7306



## Vernice Hankins

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**From:** kbenk2u@aol.com  
**Sent:** Tuesday, February 14, 2023 9:29 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

It is the small locally owned businesses on Ocean Park Blvd. and Pico Blvd. that make Sunset Park neighborhood special. I have lived in this neighborhood /community for over 29 years and my daily walks are so inspiring. I love the locally owned business that create this community, along with the engaged residents.

As I see it. there would be no benefit nor is there a need for upzoning in this community.

Karyn Benkendorfer  
2027 Euclid Street, Apt. F  
90405

## Vernice Hankins

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**From:** Mathew Millen <matmillen@msn.com>  
**Sent:** Tuesday, February 14, 2023 9:27 AM  
**To:** councilmtgitems  
**Cc:** Oscar de La Torre; Phil Brock; Lana Negrete; Christine Parra  
**Subject:** 2/14 #11A STOP DUMPING REGIONAL SOCIAL SERVICES IN THE PICO NEIGHBORHOOD

EXTERNAL

### Stop Dumping Regional Social Services In the Historically Segregated Pico Neighborhood

The Pico Neighborhood has the following Regional Social Service Programs

1. CLARE Fdn residential housing for substance abusers
2. Salvation Army residential housing for substance abusers
3. Two Ocean Park Community Center 55 bed homeless shelters
4. Two facilities The Manor housing for the mentally ill (whose residents have committed 2 murders)
5. 55 Unit 4 story homeless housing at 14<sup>th</sup> and Michigan w/ 5 parking spaces for residents, across the street from a pre school
6. 84 Unit **SEVEN STORY HIGH** homeless housing w/ 26 parking spaces at 1634 20<sup>th</sup> St. 1 block from Crossroads school (architectural renderings look like the LA County Jail)
7. City developed low income housing projects on almost every block that the State of Calif. Dept of Housing determined "perpetuated segregation"

IF THE CITY INTENDS TO USE THIS DECLARATION OF AN EMERGENCY TO APPLY FOR FUNDS TO HOUSE THE HOMELESS WHO COME HERE FROM EVERYWHERE, THERE MUST BE A PROHIBITION ON THE DEVELOPMENT OF MORE PROJECTS IN THE PICO NEIGHBORHOOD. We have more than our fair share, now the Wilshire to San Vicente Blvd neighborhood can provide these services. if the City wants more facilities., build a 7 story homeless housing project on Montana Ave if the Council wants more Regional homeless housing.

The City should offer our highly paid grant applicant staff to other cities so those cities can provide homeless housing. Call La Canada Flintridge, San Marino, Bradbury, Arcadia, Cerritos, Altadena, Rancho Palos Verdes, Manhattan, Redondo and Hermosa Beach and assist those cities in applying for grant money to build homeless housing.

Mathew Millen  
16<sup>th</sup> St. 90404

## Vernice Hankins

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**From:** Angelique Glennon <angelique90403@hotmail.com>  
**Sent:** Tuesday, February 14, 2023 9:17 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Cnl. meeting 2/14/23 - Item 7A- Do not allow changes to NC districts that will eliminate local and small businesses.

EXTERNAL

Mayor Davis and City Council Members,

I am a resident of Santa Monica and I do not want my Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue to be upzoned which will eliminate small and local businesses. Neither do I want a change in zoning to allow lots on Pico Boulevard, Ocean Park Boulevard or Montana Avenue to be consolidated which also will eliminate small and local businesses that provide residential needs.

Thank-you for supporting local and small businesses,

Angélique Glennon  
Santa Monica

## Vernice Hankins

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**From:** Kathy KelleherMcCarthy <kathykelleher@verizon.net>  
**Sent:** Tuesday, February 14, 2023 9:10 AM  
**To:** councilmtgitems  
**Subject:** re: Upzoning Ocean Park Blvd and the south side of Pico Blvd.

EXTERNAL

February 14, 2023

To: Santa Monica City Council  
RE: 1/18/23 agenda item 7-A

Dear Santa Monica City Council,

It is the small, locally-owned businesses on Ocean Park Blvd that make Sunset Park neighborhood unique and wonderful for people who live here but also patrons who come for the particular small town feel of OP Blvd and south of Pico. I am a 30+ year homeowner of Sunset Park. I'm particularly interested in retaining the existing heights and FARs (Floor Area Ratio) in the Neighborhood Commercial (NC) districts on Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element.

Upzoning our NC districts on Pico Blvd. and Ocean Park Blvd. could potentially displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents.

The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives.

The Issue: Upzoning of Sunset Park's Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR) and 32' maximum height to an FAR of 2.50 and 55' height.

The NC districts in Sunset Park are

- Ocean Park Blvd. between 16th and 18th (Merrihew's Sunset Gardens, Bob's Market, etc.), and between 25th Street and Centinela (Ocean Park Pharmacy, National Mailbox Center, tailor shops, numerous small restaurants, UPS, etc.)

- South side of Pico Blvd. between Euclid and 16th, and between 20th and 31st (Campos Famous Burritos, Superfast Copying, Sunset Car Wash, Gilbert's El Indio, Paws & Effect dog grooming, Laura's Nails, etc.)

Selected Sites Inventory (SSI) – The SSI is part of the Housing Element and lists properties “likely” to be redeveloped as housing during the Element’s term (from now until 2029). Sites are listed using HCD’s site selection criteria.

There are 203 properties on the City’s SSI, of which only 13 are in Neighborhood Commercial Districts. 12 are on Pico Blvd. and one is on Ocean Park Blvd. (the NE corner of 17th & OPB). The total housing unit capacity, if the SSI sites are developed, is 13,000+ units. Of these, only 165 are in the NC Districts.

The Housing Element calls for the upzoning of 1,171 acres along the boulevards, in Bergamot, and Downtown. Of these, only 71 are in NC Districts.

Upzoning Ocean Park Blvd. is not necessary to meet Affirmatively Furthering Fair Housing goals.

1. 50% of Sunset Park households have annual incomes at or below the Moderate Income level.
2. Two Sunset Park schools (Rogers & JAMS) qualify for the Title 1 Federal lunch program, meaning that at least 35% of students are from families at or below the Federal poverty level. The majority of students in both schools are children and youth of color.
3. Of the approximately 7,000 housing units in Sunset Park, 3,309 are rent controlled apartments with median rents affordable to households at moderate income and below; 2,645 are single family houses; and the remainder are condominiums or post-1979 apartment units.
4. The required (LUCE) specific plan to be prepared for the Santa Monica Business Park will focus on mixed income housing, which makes new housing in NC unnecessary.

Impacts of Upzoning Ocean Park Blvd.

1. Displacement of locally owned businesses, a number of which are minority owned.
2. Loss of the commercial district altogether since ground floor commercial space will not be required for new projects given the likely unmarketability of this space

for neighborhood serving businesses. (This could include the Bob's Market property, which is currently for sale.)

Conclusion -- To reiterate, I support the letter from the 3 Planning Commissioners regarding retaining the existing FAR and height limit in the Neighborhood Commercial areas of Ocean Park Blvd. and Pico Blvd.

Sincerely,

Kathleen Kelleher McCarthy  
1206 Grant St.  
Santa Monica, CA 90405

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## Vernice Hankins

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**From:** Jan Cherubin <jancherubin22@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:10 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Upzoning

EXTERNAL

Hi Council People,  
I'm a longtime resident of Sunset Park and I'm concerned about the plan for Santa Monica that involves upzoning. What's good for Pico Boulevard is not necessarily good for Ocean Park Boulevard. Pico with its tire stores, gas stations, and motels could use more housing and a vibrant street life. But Ocean Park Boulevard already provides housing for diverse income levels, with a mix of locally-owned retail shops that serve the neighborhood. Please don't paint with such a broad brush. Why not upzone Pico and see how that goes? That makes more sense than bulldozing so many neighborhoods and paving them with good intentions.

Sincerely,  
Jan Cherubin  
1710 Oak Street  
Santa Monica 90405

## Vernice Hankins

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**From:** Peter Spelman <pspelman829@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:45 AM  
**To:** Bea Nemlaha  
**Cc:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Re: City Council 2/14/23 agenda item 7-A; Protect Neighborhood Serving Streets

EXTERNAL

Hello All:

I totally and completely agree with Ms. Nemlaha's comments. Please do your part to keep this little section of Santa Monica as beautiful and people-friendly as it has always been.

Thank you.

Peter Spelman  
45 year Ocean Park resident  
730 Marine St.  
SM 90405

On Sun, Feb 12, 2023 at 11:02 AM Bea Nemlaha <[tobea@nottobe.com](mailto:tobea@nottobe.com)> wrote:

Honorable Council Members,

Please use your authority to protect Santa Monica's unique Main and Montana Streets and portions of Pico and Ocean Park Boulevards from ever higher buildings and more density. Greater density and taller buildings would inevitably result in loss of their sunny walkable appeal and neighborhood serving businesses.

Apply to the State to modify our City's Housing Element to exempt these Neighborhood Commercial Districts from upzoning. Upzoning would allow significantly taller buildings than these streets currently host. Resulting increasing rents would drive out small, local businesses.

Main Street in particular is a draw for many Santa Monica visitors and tourists. Its one and two story low rise buildings, many historic and beautiful, create an appealing destination for them. Please don't lose that. Certainly there are a few places in our City where we can afford to save a bit of what was and is special about Santa Monica. Main Street is one.



Bea Nemlaha,  
43 year Ocean Park Resident

## Vernice Hankins

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**From:** BC <bcc333@verizon.net>  
**Sent:** Tuesday, February 14, 2023 9:45 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a - Please NO to Upzoning!

EXTERNAL

To the Santa Monica City Council,

The city has allowed developers to consolidate lots and build larger, mega projects on our streets for at least the last 10 years.

We urge the City Council to please protect OUR neighborhood and small businesses by keeping the current zoning and NOT allowing lot consolidation.

Sincerely,  
Billy

## Vernice Hankins

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**From:** Will von Bernuth <wvonbe@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 9:42 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Santa Monica City Council,

As a long time Santa Monica resident I am concerned about the proposal to upzone neighborhood commercial districts such as Main Street, Ocean Park Blvd., Pico Blvd., and Montana Ave. I'm also concerned with the proposal to allow lot consolidation in these areas.

I'd like to voice my opposition to these proposals and am glad to hear the city planning commission is also opposed to them.

I enjoy the local feel and flavor of these communities and believe with upzoning local merchants and eateries will be forced out due to higher rents. I also believe 5 and 6 story buildings will block out the open feel and nature of these streets leaving us with dark corridors.

These street are wonderful places for our community to shop, eat, and lead our daily lives. I do not want to see them upzoned and I do not want lot consolidation to be approved.

Thank you for your time,

Will von Bernuth

## Vernice Hankins

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**From:** Kathy Knight <kathyknight66@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:42 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2-14/23 Agenda Item 7-A

EXTERNAL

February 13, 2023

To: Council Members Phil Brock, Gleam Davis, Oscar Delatorre, Lana Negrete, Christine Parra, Caroline Torosis, Jesse Zwick

From: Kathy Knight and Joe Faris,  
Sunset Park Residents on Oak St. for 36 years  
[kathyknight66@gmail.com](mailto:kathyknight66@gmail.com)  
(310) 613-1175

PLEASE DO NOT approve ANY change in the allowed height of the Neighborhood Commercial Districts on Ocean Park Blvd., Pico Blvd. or Montana Ave. Such a change could end up with our wonderful neighborhood business districts ruined by the businesses taken out and up to 5 story high residential buildings with retail on the bottom. Our local businesses that we love would not be able to survive in such an environment.

Such a plan is also very bad for the following reasons:

1. There has not been proper notification to our local Neighborhood Commercial District businesses on Ocean Park Blvd. Today, February 13, 2023, I and another person walked Ocean Park Blvd. between 16th St. and 18th St. We talked to representatives in most of the businesses. We were surprised to learn that all the businesses except one did NOT KNOW about this proposal! They were shocked and upset by the news.
2. There needs to be **full disclosure** to each business in these NCD's of what is being proposed.
3. These neighborhood businesses are very popular with the local population. Today on our walk, Bob's Market at 17th St. was totally full inside and the parking lot was totally full. Thyme Cafe in the same block was jammed at lunch time. We had to go back later to talk to them.
4. Having these NCD's cuts down on car trips. We can WALK to these businesses. We walk to Bob's Market every other day to do shopping. We not only get our healthy organic food there, but we also get good exercise in walking that keeps us in very good health.

AGAIN, PLEASE DO NOT MAKE ANY CHANGES TO OUR WONDERFUL NEIGHBORHOOD COMMERCIAL DISTRICTS.

Thank you.



## Vernice Hankins

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**From:** lflaten4@gmail.com  
**Sent:** Tuesday, February 14, 2023 9:41 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Upzoning Pico Blvd/Ocean Park Blvd.

EXTERNAL

Hello,

I and my husband have lived in our home on Cloverfield Blvd. since 1971. We have witness the continual building in Santa Monica.

I write to ask you NOT to up zone Pico Blvd and Ocean Park Blvd. To have no more than 2 stories in these areas helps maintain some sense

of community and livability. There are already so many multi storied buildings built or under construction in the city.

When they are completed and occupied, I can only guess at the difference in traffic and congestion.

Leave at least some areas with limitation of 2 stories and DO NOT UPZONE parts of Pico Blvd ... and Ocean Park Blvd.

Also the plans for the Gelson's market area are so inhuman in skill and size. City Council needs to protect our city.

Thank you for your attention to my thoughts.

Sincerely,

Leota Flaten



## Vernice Hankins

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**From:** Karen Croner <kcroner@me.com>  
**Sent:** Tuesday, February 14, 2023 9:37 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Charles Andrews  
**Subject:** Upzoning

EXTERNAL

I am writing to oppose up zoning on Ocean Park and Main Street. It is a strong community that absolutely depends on our small mom and pop shops. I also firmly believe that Mayor Gleam should recuse herself from voting on this the because her husband is a real estate lawyer who makes money from development in Santa Monica. I don't know if any others on CC profit from development but they should also recuse themselves if they do. If any CC members were elected from developer funds and they vote for Upzoning, it will become time for a criminal investigation into bribery.

Do the right thing. Save Ocean Park blvd and Main Street so that Santa Monica is a special city that people will want to visit. Keep it special and Santa Monica will be profitable again. Which you all desperately need.

Thank you,

Karen Croner and Jonathan Feldman  
Santa Monica residents.



## Vernice Hankins

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**From:** Jackie Stansbury <jvstansbury@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:52 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Council Agenda Item 7a

EXTERNAL

No upzoning! The density in our city has become unsustainable. Protect our existing small businesses and the quality of life for our residents.

Overdevelopment of a seaside community will NEVER lead to affordable housing. You will be creating problems, not solving them.

Sincerely,  
Jackie Stansbury

**Jackie Stansbury**  
[jvstansbury@gmail.com](mailto:jvstansbury@gmail.com)  
(310) 339-9417

## Vernice Hankins

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**From:** JC <kcl@verizon.net>  
**Sent:** Tuesday, February 14, 2023 9:52 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council,

In regards to today's agenda item 7a, I urge the City Council to please protect these neighborhood and small businesses by keeping the current zoning and NOT allowing lot consolidation.

Thank You!

Jacqueline

## Vernice Hankins

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**From:** Korin Tarin <korintarin@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:49 AM  
**To:** councilmtgitems  
**Subject:** Objection to "upzoning: Montana Ave

EXTERNAL

Dear City Council,

I would like to voice my objection to the possible plan to change the zoning on Montana Ave to anything more than the 2 stories currently allowed. I believe time and money would be better spent doing something about the already built Third Street Promenade, just a thought.

Thank you for your time,  
Korin Tarin

**Vernice Hankins**

**From:** Karen M. Fisher <karen@fisherdesigncompany.com>  
**Sent:** Tuesday, February 14, 2023 9:49 AM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Lana Negrete; Gleam Davis; Jesse Zwick; Oscar de la Torre; Phil Brock  
**Cc:** Karen M. Fisher  
**Subject:** FOSP: City Council 2/14/23 agenda item 7-A -- OPPOSE upzoning the Neighborhood Commercial districts February 13, 2023

**EXTERNAL**

The FOSP Board supports the January 23rd letter from the Planning Commission in Attachment F and opposes upzoning the Neighborhood Commercial districts on Main Street, Montana Avenue, and especially on the two Neighborhood Commercial districts in our neighborhood: Ocean Park Blvd. and the south side of Pico Blvd. It is the small locally-owned businesses on Ocean Park Blvd. and the south side of Pico Blvd. that "make" the Sunset Park neighborhood. Please do not throw these businesses to the wolves by upzoning the Neighborhood Commercial (NC) districts. We want to retain the existing heights and FARs in the Neighborhood Commercial districts on Pico Blvd. and Ocean Park Blvd., rather than increasing them, as proposed in the certified Housing Element. Upzoning of our NC districts has the strong potential to displace locally-owned businesses that provide affordable retail and essential services to Sunset Park residents. The loss of these neighborhood-serving businesses will also be in direct conflict with Affirmatively Furthering Fair Housing (AFFH) objectives. The Issue: Upzoning of Sunset Park's Neighborhood Commercial (NC) District from a 1.0 Floor Area Ratio (FAR) and 32 ft maximum height to an FAR of 2.5 and 55 ft maximum height. The NC districts in our neighborhood are the following areas on: Ocean Park Blvd. from 16th to 18th: Merrihew's Sunset Gardens, Ghisallo (wood fire pizza and bread baked on the premises), Hair Brains salon, Brooke Rodd Boutique, Wild Moon Kids, Bicycle Workshop, Santa Monica Yoga, Bob's Market, Yoga-urt (plant-based soft serve), Antequera Bakery (Mexican breads, cakes, cookies, and tamales), Edelweiss Flower Boutique, Goods LA (handcrafted artisan goods from around the world), Quinnie & B – A Tiny Toy Shoppe, Local Kitchen & Wine Bar, Thyme Café & Market, The First School (relationship-based, developmental preschool & transitional kindergarten), and Café Bolivar (coffee, sandwiches & South American arepas) Ocean Park Blvd. from roughly 25th Street to Centinela: OP Market, Ocean Park Pharmacy, Classic Tailors, Juice Crafters, Blossom Vietnamese, Bubble Boba, Miyako Sushi, National Mailbox Center/FedEx, The Counter, Il Forno Trattoria, Hurry Curry of Tokyo, Menchie's Frozen Yogurt, Crimson (Mediterranean kabobs), a small UPS store, and Caruso Enzo Custom Tailor Pico Blvd. south side from Euclid to 16th: Cosmoprof (cosmetics), Byron Woodley Tire, and Nostalgia Bar & Lounge Pico Blvd. from 20th to 31st: Campos Famous Burritos, Tel's Barber Shop (3 generations of barbers), Santa Monica Lock & Safe, Kick/Goju Ryu Karate, Westwood Appliances, Lo/Cal Coffee & Market, Sundance Physical Therapy, Wilson Brothers Appliance Repair, Lazy Daisy, Z Garden Mediterranean, Lunetta, Sunset Car Wash, Gilbert's El Indio, Paws & Effect Pet Spa, Tim Clarke Design, Eco Heads Salon, and Laura's Nails Selected Sites Inventory (SSI) – The SSI is part of the Housing Element and lists properties "likely" to be redeveloped as housing during the Element's term (from now until 2029). Sites are listed using HCD's site selection criteria. There are 203 properties on the City's SSI, of which 13 are in Neighborhood Commercial Districts. 12 are on Pico Blvd. and one is on Ocean Park Blvd. (the NE corner of 17th & OPB). The total housing unit capacity, if the SSI sites are developed, is 13,000+ units. Of these, only 165 are in the NC Districts. The Housing Element calls for the upzoning of 1,171 acres along the boulevards, in Bergamot, and Downtown. Of these, only 71 are in NC Districts. Upzoning Ocean Park Blvd. is unnecessary to meet Affirmatively Furthering Fair Housing goals. 1) 50% of Sunset Park households have annual incomes at or below the Moderate Income level. 2) Two Sunset Park schools (Rogers & JAMS) qualify for the Title 1 Federal lunch program, meaning that at least 35% of students are from families at or below the Federal poverty level. The majority of students in both schools are children and youth of color. 3) Of the approximately 7,000 housing units in Sunset Park, 3,309 are rent controlled apartments with median rents affordable to households at moderate income and below; 2,645 are single family houses; and the remainder are

condominiums or post-1979 apartment units. 4) The required (LUCE) specific plan to be prepared for the Santa Monica Business Park will focus on mixed income housing, which makes new housing in NC unnecessary. Impacts of Upzoning Ocean Park Blvd. 1) Displacement of locally owned businesses, a number of which are minority owned. 2) Loss of the commercial district altogether since ground floor commercial space will not be required for new projects given the likely unmarketability of this space for neighborhood serving businesses.

## Vernice Hankins

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**From:** Julie Kim <julieykim@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:49 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Edmund Kim  
**Subject:** Proposed Upzoning of SM Commercial Districts

EXTERNAL

Good morning,

As residents of Santa Monica, we respectfully request that the City Council VOTE AGAINST upzoning the commercial districts nestled in our residential neighborhoods. We understand the extreme pressure you must be under to build bigger/taller buildings to address the housing shortage and parking issues. However, doing so would come at a huge cost to our community.

We used to live in New York City and raised our young children surrounded by dangerous traffic, loud honking and fumes from cars and trucks, the constant noise of construction, and crowds of people visiting soulless chain stores. It was a stressful place to raise our kids. And despite the swarms of people around us, it was easy to feel lonely.

When we moved to Santa Monica 8 years ago, we were delighted to join a lovely community that values peacefulness and civility. We got to know our local store owners and became regulars at local coffee shops and restaurants. Today, we often run into people we know while walking, and the friendly atmosphere of the shops along Pico, Main Street, Ocean Park and Montana encourages us to stop and chat. Montana Avenue is especially wonderful with its annual traditions that bring the community together, such as the Art Walk and winter holiday celebration. Such a tradition would be logistically impossible due to congestion if Montana Avenue were built up with enormous box stores and apartment complexes.

As you already know, Santa Monica is very special because it's a city but still a livable place. We can still feel a sense of community when leisurely walking by the shops and restaurants near our homes. Please don't fall prey to the view that upzoning is inevitable or represents "progress." Our residents' sense of connection and collective mental health matter as well. We hope you too have felt the joys of walking along our streets and agree with us that Santa Monica's neighborhoods deserve to be protected. Thank you, as always, for your hard work.

Best regards,  
Julie & Edmund Kim

## Vernice Hankins

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**From:** Bruce Leddy <bruce.leddy@gmail.com>  
**Sent:** Tuesday, February 14, 2023 9:47 AM  
**To:** councilmtgitems; Clerk Mailbox; Phil Brock; Gleam Davis; Christine Parra; Lana Negrete; Jesse Zwick; Caroline Torosis; Oscar de la Torre  
**Subject:** ITEM 7 A. - SUPPORT

EXTERNAL

Mayor and Councilmembers -

I urge you to support the Planning Commission's recommended amendment to the Housing Element which would omit Neighborhood Commercial areas from upzoning. These are some of the last remaining areas in our city that have character and appropriate scale and would be destroyed by the development upzoning would allow.

Contrary to what the Santa Monica Forward group has convinced its members, this amendment is NOT anti-housing. It is not in any way dodging our responsibility to address the serious housing crisis or meet our state-mandated needs. The amendment applies to 71 acres throughout the city (Main Street, Montana, etc.) and leaves the other 1171 acres of boulevards, Downtown, and Bergamot to be upzoned. These upzoned areas have capacity for over 13,000 units of development, well beyond the state's requirements.

We face a sea change of development in this city, due to the state's mandates. This amendment is a chance for Santa Monica to at least retain the smallest of control over how and where the onslaught of development will take place, allowing small businesses to survive while retaining some of the unique character of our city.

Thank you for your time and consideration.

Bruce Leddy  
23 year Santa Monica resident

## Vernice Hankins

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**From:** Judy Kramer <abaglady46@hotmail.com>  
**Sent:** Tuesday, February 14, 2023 9:46 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Caroline Torosis; Jesse Zwick  
**Subject:** Fw: 2/14 /2023 City Council agenda item 7a

EXTERNAL

These are terrible things listed below. Santa Monica is being ruined. This wonderful city that I have lived in for 40 years is becoming something that is difficult to watch happen. We don't need bigger buildings and complexes. We have enough traffic and congestion and difficult parking. I know you want everyone to ride transit and bikes but that is not the reality. The unique streets with small businesses, restaurants and shopping are what makes Santa Monica special. Don't continue to allow it to be spoiled.

### Please don't pass upzoning !!!!

**Judy Kramer**  
**1325 Pine Street**

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### Help save small businesses on Ocean Park and Pico Oppose Proposed Upzoning



This Tuesday, February 14, the Santa Monica City Council will be discussing whether to “upzone” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

**If you are a Santa Monica resident, please let your city council members know that you oppose this change.**

“Upzoning” would allow these unique Streets to be developed with new five or six-story projects. The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents’ quality of life and increasing traffic and parking woes.

Also being considered is whether to allow lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. If approved this would allow developers to consolidate lots and build larger, mega projects on these Streets.



When the Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council against upzoning these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts.

The City Council needs to hear our voices. If you agree it's important to "buy local" and support local small businesses and maintain the quality of these walkable Streets, please email the City Council by noon on Tuesday February 14, and tell them to protect these Streets.

**Please refer to 2/14/23 City Council Agenda Item 7a in your email subject line and send it to:**

[CouncilMtgItems@santamonica.gov](mailto:CouncilMtgItems@santamonica.gov)  
[phil.brock@santamonica.gov](mailto:phil.brock@santamonica.gov),  
[gleam.davis@santamonica.gov](mailto:gleam.davis@santamonica.gov)  
[oscar.delatorre@santamonica.gov](mailto:oscar.delatorre@santamonica.gov)  
[ana.negrete@santamonica.gov](mailto:ana.negrete@santamonica.gov)  
[christine.parra@santamonica.gov](mailto:christine.parra@santamonica.gov)  
[caroline.torosis@santamonica.gov](mailto:caroline.torosis@santamonica.gov)  
[jesse.zwick@santamonica.gov](mailto:jesse.zwick@santamonica.gov)

## Vernice Hankins

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**From:** Wendy Murray <pennygreenlane@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:11 AM  
**To:** councilmtgitems  
**Subject:** Council meeting for today. Item 7A

EXTERNAL

- > Please consider the quality of life in our town and don't let developers destroy our ability to buy locally and support small businesses on Ocean park Boulevard.
- > Once it has gone, we can never get it back.
- > Please protect our communities in your council meetings.
- > Sincerely,
- > Wendy Murray

## Planning Commission

January 23, 2023

Honorable Mayor and City Councilmembers  
Santa Monica City Council  
1685 Main St  
Santa Monica, CA 90401

Honorable Councilmembers:

The Planning Commission recommends that the City Council request the approval of the California Department of Housing and Community Development (HCD) to amend Program 1J of the City's certified Housing Element (2021-2129) in order to meet Affirmatively Furthering Fair Housing (AFFH) objectives and to protect small, locally owned businesses and service providers. The proposed amendment would fine-tune the program by retaining the City's long-term commitment to providing access to housing opportunity while ensuring we maintain complete neighborhoods that provide access to economic opportunity and address vehicle miles traveled concerns. Specifically, the proposed amendment would retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue, rather than increasing them as proposed in the current language of Program 1J.

The Planning Commission also recommends that the City request HCD's guidance as to whether the SSI should be amended to remove the thirteen properties in the Neighborhoods Commercial District and to add (a) Replacement Site(s) that is (are) necessary to compensate for the 165 housing units projected for development in the NC District.

This request for approval to amend Program 1J is based on the following:

1. The Commission understands that the State is concerned about accomplishing AFFH goals by upzoning the NC Districts. The City has found through on-going analysis that this upzoning is not necessary to accomplish

the City's RHNA goals nor to further AFFH objectives. The City believes that AFFH goals are being reached in all the neighborhoods served by the NC Districts, or will be reached through the implementation of new programs mandated by the Housing Element.

2. The upzoning of our NC districts will cause the displacement of locally owned businesses that provide affordable retail and essential services to residents. In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives. Many of these small businesses are minority-owned. Further, NC Districts currently offer entrepreneurial opportunities for local residents, many of whom are people of color.
3. Proposed Zoning Ordinance amendments would remove the requirement that the ground floors of new projects on Pico and Ocean Park Boulevards include commercial space. This proposed zoning change recognizes the inability of local businesses to afford the rents in these new buildings and the fact that these two neighborhood commercial streets would not attract sufficient regional interest to attract non-local retailers, which could afford the new, higher rents. The result of this would be the removal of all convenient, walkable commercial opportunities in Sunset Park and the Pico neighborhood.
4. The NC Districts include many designated Landmarks and other significant historic resources. This fact reduces the overall development capacity of NC areas.
5. A Replacement Site that can accommodate more than the 165 units projected for the upzoned NC areas has been identified. With even greater capacity than those sites, it will actually increase the number of affordable and market rate units produced during the 6<sup>th</sup> Cycle.
6. The Replacement Site will locate new residents close to the Expo Light Rail Line, offering access to numerous job nodes throughout the region. Access to high quality transit is critical to the economic health of many residents, especially lower incomes.

#### Data Demonstrating AFFH in Neighborhood Commercial Districts

The proposed Housing Element amendment will not have negative impacts on the State's AFFH requirements because each neighborhood surrounding the NC zones

currently offers or will offer a variety of housing types and affordability levels during the 6<sup>th</sup> Cycle.

### Main Street

The NC district on Main Street is the major commercial area serving residents of Ocean Park. The historically red-lined Ocean Park community has always provided a variety of housing types and a range of affordability levels. Community Corporation of Santa Monica (CCSM), Santa Monica's most prolific affordable housing development nonprofit established with a seed grant from the City of Santa Monica in 1982, owns and operates 343 affordable housing units on 22 sites across Ocean Park. Of these units, 44 are on Main Street, just north of Main Street's NC District. Across the street from this CCSM project on Main Street is a mixed income rental housing project with approximately 60 units. This existing housing has been developed using the zoning standards of the General Commercial District, which has a lower FAR and height limit than that proposed in the Housing Element for the NC portion of Main Street.

There are approximately 170 units of deed restricted affordable rental units for seniors in Ocean Park.

According to the *2021 Santa Monica Rent Control Board Annual Report*, 4,684 rental units in Ocean Park are subject to local rent control (17% of the citywide total). The median monthly Maximum Allowable Rents for these units range from \$1,521 for a studio apartment to \$2,466 for a three-bedroom apartment. These rents are affordable to moderate income households and include units with long term tenants and those that have been decontrolled to market rate levels.

The feasibility of developing housing with the existing NC development standards has been demonstrated by a recently approved market rate rental housing project with ground floor retail in the NC District. This project demonstrates that housing can be feasibly developed with a retail component on this NC portion of Main Street.

Ocean Park is a diverse community from the standpoint of income levels and demographics. John Muir Elementary School is located in Ocean Park and serves the majority of children who live in that community. It is currently closed for remediation purposes. When in operation, the school is a Title I school, meaning at least thirty five percent (35%) of its students are from families living at or near the poverty level. Forty seven percent (47%) of the students are from low-income families. John Muir is also racially and ethnically integrated with almost sixty percent (60%) of students identifying as non-white.

The Ocean Park housing market also includes many single-family houses and condominiums with values well into the millions of dollars.

The City believes that upzoning the NC District on Main Street is unnecessary because Ocean Park is already a model community for meeting AFFH objectives.

#### Ocean Park Boulevard

The NC area on Ocean Park Boulevard is the major neighborhood commercial district for the Sunset Park community with locally owned businesses and necessary community retail and essential services. A common misperception about the Sunset Park community is that it is primarily populated by single family homeowners in R1 districts. Similar to Ocean Park, Sunset Park offers a wide variety of housing choices and affordability levels. There are approximately 7,000 housing units in Sunset Park. Of these, 2,634 are on R1 properties, and 3,309 are rentals subject to local rent control. The median Maximum Allowable Rents for these rent-controlled units range from \$1,140 for a studio to \$2,298 for a three-bedroom unit. These rents are affordable to low and/or moderate-income households. CCSM owns and operates 310 deed restricted affordable rental units in Sunset Park. The balance of the units in Sunset Park (747) are condominiums and post-1978 apartments.

Another interesting fact about Sunset Park is that one of its two elementary schools (Will Rogers) is among the most ethnically and racially diverse schools in the district. It serves the Pico and Sunset Park neighborhoods west of 17<sup>th</sup> Street. Thirty three percent (33%) of the students identify as white, forty five percent (45%) as Hispanic, nine percent (9%) as black, and thirteen percent (13%) as members of other racial/ethnic groups. Will Rogers is designated as a Title I school. John Adams Middle School, which serves the Pico Neighborhood, Sunset Park and Ocean Park is also a Title 1 school. No feasibility analysis showing the need to increase FAR and height in the NC District of Ocean Park Boulevard was performed, but existing conditions demonstrate the district's ability to offer housing opportunity at a wide range of affordability.

#### Montana Avenue

The Montana Avenue NC district is the major neighborhood commercial area for the neighborhoods north of Montana Avenue and between Montana Avenue and Wilshire Boulevard. Although the north of Montana neighborhood is primarily R1 with extremely high property values, it is bound by streets with hundreds of units of multi-family housing. The certified Housing Element proposes furthering AFFH objectives in the R1 District north of Montana through active encouragement of ADU

construction and enactment of zoning changes that encourage the development of duplexes using SB9.

The neighborhood between Montana Avenue and Wilshire Boulevard is almost entirely developed with multi-family housing and has the highest percentage of the City's rent-controlled housing supply (6,012 units). These rent-controlled units are affordable to and serve all income groups.

#### Pico Boulevard

Businesses in the Pico Boulevard NC District serve residents of the Pico Neighborhood and the northern section of Sunset Park with a variety of affordable retail and service options. Although designated a High Resource Area like the rest of the city, the Pico Neighborhood is home to its lowest income and most rent burdened residents. The neighborhood also has the highest concentration of people of color and is the community most at risk because of gentrification and its resulting displacement. Planning for this area is a delicate balance between encouraging diversity and protecting existing residents and the commercial facilities that serve them.

Beginning with the *Pico Neighborhood Community Plan* in 1983, the residents of the Pico Neighborhood have advocated for fair housing, appropriate commercial/industrial development, to reduce crime, support youth, and for public services in their district. Spurred by new energy from the community in 2016, the city began an update of the *Pico Neighborhood Plan* that focused specifically on the NC district. Community advocates brought strong support for maintaining and supporting the ethnic and cultural character of the Pico Neighborhood, protecting residents from displacement, and developing new ways to support business opportunities for local entrepreneurs in the NC district on Pico Boulevard. In 2019, targeted adjustments were made to the city's zoning regulations for NC on Pico Boulevard to support local economic development. For example, a community kitchen that supports seed businesses in food service is under construction. The City also gives micro-grants to local entrepreneurs seeking to start small businesses. And, a *Protecting Our Diversity* program provides rent subsidies for Pico Neighborhood residents.

The Pico Neighborhood also includes an area north of the I10 Freeway, which was severed from the southern portion of the neighborhood by construction of the Santa Monica Freeway in the 1960s. It encompasses the Bergamot Plan area where hundreds of new mixed income housing units are expected because of the upzoning planned for in the City's Housing Element. This is also where the proposed


Replacement Site is situated. This aggressive development scenario will maintain the cultural and economic diversity in the Pico Neighborhood, while adding a robust program of new housing choices adjacent to transit.

### Conclusion

The Neighborhood Commercial District zones support Santa Monica's most diverse communities with locally owned, legacy businesses that have been serving their neighborhoods for decades. Many of these businesses are minority owned. These businesses include laundromats, shoe repair shops and affordable grocery stores, restaurants, and family entertainment options. The Venice Family Clinic is located in the NC District of Pico Boulevard. Its displacement would eliminate affordable health care for the many lower income families in the community. NC areas define "community" for many current and future residents of Santa Monica at all income levels. Business owners are also neighbors who often know their customers by name. They provide daily neighborhood gathering opportunities, support for neighborhood organizations and schools, and job opportunities for local youth and Santa Monica College students.

Affirmatively Furthering Fair Housing requires a holistic approach to meeting housing needs and providing neighborhood-serving and affordable businesses, employment opportunities, and the kind of community cohesion that ensures safe and vibrant places for people at all income levels in Santa Monica. The city's Neighborhood Commercial districts on Main Street, Pico Boulevard, Montana Avenue and Ocean Park Boulevard provide these opportunities. The Commission believes that protecting these resources is consistent with AFFH objectives.

Sincerely,

DocuSigned by:  
  
DF752C577591452...

Jim Ries, Chair



## Vernice Hankins

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**From:** Justine Lowe <justinel70@icloud.com>  
**Sent:** Tuesday, February 14, 2023 10:20 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; caroline.torosis@satnamonica.gov; Jesse Zwick  
**Subject:** 2.14.23 city council agenda item 7a

EXTERNAL

Dear Council members

As a 15 year resident of Santa Monica, I strongly oppose the 'up-zoning' of our local streets and urge our council members to protect the community of local small businesses that we all enjoy and love on a daily basis.

Sincerely

Justine Lowe  
2117 Navy Street  
Santa Monica

## Vernice Hankins

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**From:** lindalhall1000@gmail.com  
**Sent:** Tuesday, February 14, 2023 10:28 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear City Councilors:

I am writing to oppose the so called UPZONING in the Ocean Park, Main Street, Pico Blvd and Montana Avenue areas. This idea will take all the small businesses away and be a complete bland blot on our community. What we have left is wonderful – we do not need lot consolidation selling the same items that you can get anywhere in the U.S. We need individualism . We need small, restaurants/cafes that people have worked so hard for us during the pandemic – we need the small shops and local supermarket.

Thank you for considering.

Yours sincerely,

Linda Hall Hiscock  
1330 Pine Street  
Santa Monica, 90405

P.S. Jesse Zwick: Hi Jesse – this is Linda (volunteer from the Saturday Pico Farmers Market)  
Hope none of this goes through.

## Vernice Hankins

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**From:** Blair Khosla <blairkhosla@me.com>  
**Sent:** Tuesday, February 14, 2023 10:26 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

**I, Katherine Khosla, a Santa Monica resident, oppose upzoning Santa Monica's neighborhood commercial districts that includes Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. I urge you to keep the existing heights and densities in these neighborhood commercial districts.**

**I also oppose lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.**

**Thank you,  
Katherine Khosla**

## Vernice Hankins

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**From:** Perry Holmes <info@email.actionnetwork.org>  
**Sent:** Tuesday, February 14, 2023 10:24 AM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

I am a renter living in the Ocean Park neighborhood and I am writing to register my support for more housing in my neighborhood and in Santa Monica in general.

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience.

Thank you,

Perry Holmes  
wpholmes@gmail.com  
511 Pier Ave  
Santa Monica, California 90405

## Vernice Hankins

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**From:** Gretchen Humbert <humdoozi@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:23 AM  
**To:** councilmtgitems; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Phil Brock  
**Subject:** Subject: 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

I strongly support the guidance provided by the planning commission to not allow upzoning on Ocean Park, Pico, Main St and Montana. I am in support of changes in zoning to enable more housing units in the city. But the plan needs to be realistic and emphasize:

- Retaining walkable businesses (including commercial space on the first floor of any multi-story buildings)
- Zoning that takes into consideration the neighborhood scale
  - 3-4 stories of residential above commercial would already be a dramatic change to places like Montana and Ocean Park
  - There is only one lane of traffic in each direction on these roads. The traffic is already quite gridlocked on Ocean Park during rush hour, especially when SMC is in session.
  - Removing retail and adding units will only compel residents to get in their cars to make purchases they could now make by foot. It will exacerbate traffic issues and cause more pollution in a city that prides itself on its sustainability practices.

Hopefully, you have been able to review points made by *Commissioner and former Chair of the Santa Monica Rent Control Board, and a Past Commissioner, Commission on the Status of Women, Nicole Phillis* in the SM Mirror <https://smmirror.com/2021/07/sma-r-t-column-blind-upzonings-false-promise/>

*“Basic economic principles based on land values alone suggest that the primary beneficiaries of upzoning will be developers, who will undoubtedly sweep in and redevelop properties, sell at a greater value to more upper middle-class professionals, who typically far exceed the area median income (AMI) for the region—all the while accelerating gentrification.”*

*The false promise of upzoning to provide more affordable housing is laid bare when one considers how badly the glut of market-rate, luxury housing has failed to produce affordable housing in our City. Upzoning relies on free market principles for the creation of housing, which will almost always skew the economics toward luxury, high-value residences, especially where, as here, lot values alone often exceed \$2 million. It is not lost on me that many of the rent-controlled properties that we’ve lost to the Ellis Act in areas zoned for multifamily residences have actually been redeveloped either as luxury condos or single-family homes. This again underscores the fundamental flaw of upzoning as a panacea: when we leave the production of affordable housing to the free market in a highly desirable area like Santa Monica or Culver City, upzoning rarely produces affordable residential opportunities for working families.”*

Thank you for your consideration and service to our city.

## Vernice Hankins

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**From:** Rachel Harms <rharms@ix.netcom.com>  
**Sent:** Tuesday, February 14, 2023 10:32 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** re 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council Members

I am a 28-year resident of Santa Monica and I am writing to tell the city council that I strongly oppose the "upzoning" of Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

As I watch Santa Monica's decline into bland and mediocre overdevelopment, it breaks my heart. I urge the City council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation. I am deeply concerned about Santa Monica becoming even more homogenized, replacing what makes it unique and special with the same generic buildings and nationwide chains we see everywhere else.

The priority of the City Council should be to support resident's quality of life, our local businesses and to preserve the character of Santa Monica. I urge you to do the right thing and not to sell out the place we all call home.

Thank you.

Rachel Harms

## Vernice Hankins

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**From:** DENNY KENNEDY <kennedydenny@me.com>  
**Sent:** Tuesday, February 14, 2023 10:31 AM  
**Subject:** UPZONING

EXTERNAL

Please DO NOT “upzone” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Please leave neighborhoods intact. Not every building, every block needs replacement with multi story buildings. We need neighborhoods that feel like neighborhoods. We need our existing local businesses, not chain stores. These businesses survived a pandemic. Please do not kill them off with overdevelopment.

Sincerely,  
Denny Kennedy



## Vernice Hankins

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**From:** Rachel Harms <rharms@ix.netcom.com>  
**Sent:** Tuesday, February 14, 2023 10:32 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** re 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council Members

I am a 28-year resident of Santa Monica and I am writing to tell the city council that I strongly oppose the "upzoning" of Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

As I watch Santa Monica's decline into bland and mediocre overdevelopment, it breaks my heart. I urge the City council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation. I am deeply concerned about Santa Monica becoming even more homogenized, replacing what makes it unique and special with the same generic buildings and nationwide chains we see everywhere else.

The priority of the City Council should be to support resident's quality of life, our local businesses and to preserve the character of Santa Monica. I urge you to do the right thing and not to sell out the place we all call home.

Thank you.

Rachel Harms

## Vernice Hankins

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**From:** DENNY KENNEDY <kennedydenny@me.com>  
**Sent:** Tuesday, February 14, 2023 10:31 AM  
**Subject:** UPZONING

EXTERNAL

Please DO NOT “upzone” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Please leave neighborhoods intact. Not every building, every block needs replacement with multi story buildings. We need neighborhoods that feel like neighborhoods. We need our existing local businesses, not chain stores. These businesses survived a pandemic. Please do not kill them off with overdevelopment.

Sincerely,  
Denny Kennedy

## Vernice Hankins

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**From:** phillis dudick <phdphillis@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:44 AM  
**To:** councilmtgitems; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Phil Brock  
**Cc:** phillis dudick  
**Subject:** ITEM 7 (UPZONING) 2/14/23

EXTERNAL

Honorable Mayor Davis and City Councilmembers:

As a longtime Santa resident who would be affected by upzoning, I strongly oppose the upzoning of Montana Avenue, Main Street, Pico Blvd, and Ocean Park Blvd.

These iconic corridors play a huge role in the quality of life of these unique neighborhoods, character of Santa Monica and long standing relationships with mom and pop businesses serving our communities.

A walk to a tea garden, a market, a shoe repair, or stop by for Taco Tuesday, or an ice cream cone makes it a "neighborhood". Please do not allow Montana, Main, Pico or Ocean Park to be destroyed by upzoning and lot consolidation. It is important that limits on lot consolidations apply to all!

These areas not only benefit residents, but restaurants and other small businesses attract tourists and clientele from other areas as well. This is not to mention tour buses I have seen highlighting Main Street and Montana Avenue for visitors to Santa Monica/LA area. Evidently, there is a story to show and tell.

These "neighborhood" venues must be preserved as "essential" to Santa Monica.

Thank you for your consideration.

Sincerely,  
Phillis Dudick  
San Vicente Resident

## Vernice Hankins

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**From:** Claudia Seizer <ilove4xys@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:43 AM  
**To:** Lana Negrete; Phil Brock; Glean Davis; Jesse Zwick; Caroline Torosis; Christine Parra; councilmtgitems; Oscar de la Torre  
**Subject:** Council Item 7a

EXTERNAL

Hello City Council,

My name is Claudia Seizer and I am a long time resident in the Ocean Park area, Sunset Park. I have been following and understand that you are coming up with ideas for “upzoning” Ocean Park Boulevard. I really am hoping to persuade you to look that through once again. I completely understand the need for housing, our cousin has worked for the city of Santa Monica in this specific area and has explain to us the necessity.

With that said, I still persuade you not to up zone, Ocean Park Boulevard. We have John Adams Middle School, Will Rogers Elementary, and SMC traffic, that we the residents, deal with on a daily basis. I understand SMC is now hybrid, which has alleviated maybe a quarter of the traffic. But traffic is still an issue, and with traffic, car, accidents, and frustrated drivers. Since the pandemic, the city cut crossing guards, and those kids crossing Ocean Park with all the traffic already is always an issue. As you can see, in reports of how many accidents have occurred just at 16th and Ocean Park Boulevard. Therefore, bringing more cars to run up and down a one lane road is just not feasible idea.

I once again, urge you to please look at other areas. I have a business on 14th and Broadway. There are many areas around Broadway and Colorado that can actually be a better idea for housing.

Thank you a long time resident and parent of school children.

Claudia Seizer

## Vernice Hankins

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**From:** Ruthann Lehrer <ruthannpreserves@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 10:40 AM  
**To:** councilmtgitems; Gleam Davis; Lana Negrete; Phil Brock; Christine Parra; Oscar de la Torre; Jesse Zwick; Caroline Torosis  
**Subject:** Item 7a

EXTERNAL

February 14, 2023  
City Council Agenda Item 7a

Honorable Mayor Davis and Councilmembers,

This letter supports the position of the Planning Commission regarding the retention of the Neighborhood Commercial zoning on Main Street, Montana Avenue, Pico Boulevard and Ocean Park Boulevard.

There is an abundant supply of alternative sites in other areas of Santa Monica to fulfill our housing mandates without destroying those unique enclaves of local business activity and pedestrian life that make Santa Monica an enjoyable place to live and visit.

Main Street contains a concentration of designated landmarks that create a highly distinctive presence in the City. Its visual character, small scale, and collection of local businesses make it an attractive place to explore. It's a vibrant and interesting walk street, an important asset to Santa Monica and should be stabilized, not threatened.

Montana Avenue offers a similar vibrant pedestrian environment, with many small businesses and a strong sense of place. It's one of the City's most appealing visitor attractions, vital to the revival of our tourism industry. It's a community gathering place, with services for locals as well as attractive to a broader public.

The Neighborhood Commercial areas of Pico and Ocean Park Boulevard contain small locally-owned businesses serving their local residential neighborhoods as well as allowing diverse businesses to flourish. Pico Boulevard Neighborhood Commercial supports our most integrated neighborhood. These places are important community assets, that could be wiped out with the proposed upzoning.

Remember place-making? This is an important planning concept that identifies those special places that are physical, social and economic assets. Those few Neighborhood Commercial areas in Santa Monica that support pedestrian activity, local businesses and diversity should be protected in our zoning code. They serve local residents as well tourists.

Setting aside these few Neighborhood Commercial zones from potential building activity with large retail floorplates that will displace local businesses deserves your support. Fortunately, such a decision will not jeopardize the abundant opportunities for new housing construction in other locations. Please support the Housing Element amendment proposed by the Planning Commission.

Thank you for your consideration.

Ruthann Lehrer  
Resident, Northeast Neighborhood

## Vernice Hankins

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**From:** Bradley Ewing <bradleyewing@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:48 AM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Subject:** 7A - Neighborhood Commercial

EXTERNAL

Mayor Davis and Councilmembers,

I urge the council to follow through with the Neighborhood Commercial upzoning that is promised in our submitted, compliant Housing Element.

Refusing to follow through on these changes is a total abandonment of Santa Monica's commitment to Affirmatively Further Fair Housing (AFFH). AB 686 requires cities to take "deliberate action to explicitly address, combat, and relieve disparities resulting from past and current patterns of segregation to foster more inclusive communities." If we wish to undo past patterns of segregation, that requires us to take deliberate steps to ensure new housing opportunities are available in neighborhoods that have historically produced little to no housing.

Upzoning Main, Montana, etc. has been in the Housing Element since June 2021. It was added after the Planning Commission and then City Council abandoned plans to add more housing in NOMA and Sunset Park. HCD told us that we needed to do more for AFFH so the Planning Staff, Planning Commission, and City Council decided to upzone Main, Montana, Ocean Park, and Pico to add new housing opportunities in areas of the city that haven't accommodated housing before.

Almost all of the parcels being downzoned as part of this proposal adjoin single-family neighborhoods. Homes that are worth \$2M+, and in NOMA easily \$5M+. So after abandoning rezonings of R1 neighborhoods, we're now talking about abandoning rezonings of parcels next to R1 neighborhoods. This doesn't affirmatively further fair housing!

**AFFH is about creating housing opportunities where there were none before, it says nothing about business displacement.** If the city wants to mitigate business displacement, we can and should create programs to ease disruption to business owners (AB2011 is one model on how to do this, requiring commercial space on smaller parcels is another). That does not give us an out to prevent housing!

The Planning Commission's letter claims we are already AFFH in these neighborhoods. If this were true, why did HCD reject an earlier draft of our housing element over insufficiently AFFH? The statistics cited in their letter are incorrect and misleading: landlords are allowed to reset Maximum Allowable Rents under the city's vacancy decontrol law and almost all of them do! The MAR of my first apartment here was \$1600/month when I moved out; it's \$2300 today. The affordable rents paid by longtime tenants in rent controlled units are not available to newcomers.

Reneging on our commitments to the state opens the door to another Builder's Remedy opportunity, allowing unlimited size and density on any parcel in the city (including R1 and the NC corridors).

If we want to retain our local control, we need to exercise local responsibility.

Best,  
Brad Ewing

## Vernice Hankins

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**From:** bobbie sheets <bobbiesheets@icloud.com>  
**Sent:** Tuesday, February 14, 2023 11:01 AM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

To Whom it May Concern:

PLEASE DO NOT "upzone" Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Please leave neighborhoods intact. Not every building, every block needs replacement with multi story buildings. We need neighborhoods that feel like neighborhoods. We need our existing local businesses, not chain stores. These businesses survived a pandemic. Please do not kill them off with overdevelopment.

Thank you,

Bobbie Sheets



## Vernice Hankins

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**From:** Janet Chesne <pleasenotspam@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:01 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Vote No on upzoning and lot consolidation// 2.14.23 City Council Agenda Item 7a

EXTERNAL

Please don't tear down present small business locations and erect more multistory buildings. We are losing the small beach town character of Santa Monica. It could become just a Lego city of 5 story buildings and more traffic, probably with no parking spaces. People who live here don't want that. I am shocked and sorry to learn that you are considering moving more in that direction. Please think of Santa Monica's future.

Janet Chesne  
Santa Monica resident

## Vernice Hankins

---

**From:** Nancy M <nancym@netzero.net>  
**Sent:** Tuesday, February 14, 2023 10:56 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra;  
◆caroline.torosis@santamonica.gov; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

To: Commissioners  
From: Nancy Morse  
Re: 2.14.23 City Council Agenda Item 7a

Please do not increase height and density of any of the neighborhoods in Santa Monica, as this will change the character of the areas. An increase in height will reduce the air and sunlight which are assets to the community. An increase in density will require infrastructure that I'm not sure Santa Monica has such as water and sewer.

The small businesses and walking streets serve not only locals, but are a draw for visitors.

The Neighborhood Serving Districts are unique areas of Santa Monica, and have been considered special to the city for years. It would be a shame to destroy that.

Sincerely,  
Nancy Morse

## Vernice Hankins

---

**From:** murchiedon@verizon.net  
**Sent:** Tuesday, February 14, 2023 10:56 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members:

Every time the city comes up with one more thing to disrupt the lives of its citizens - - residents and small businesses alike - - I think things couldn't get any worse. Now we have a proposal to densify four main thoroughfares of Santa Monica and yes, things are getting worse. The lot consolidation and planned mega development on these arteries can only intensify the traffic, noise, air pollution and overall frustration, even misery, of living and working in those zones. As a 90-year-old resident who's seen the city continually eat away at itself over the years, I strongly support the Planning Commission's recommendation to the City Council to OPPOSE the proposed changes!

Donald Murchie  
2338 21st St.  
Santa Monica 90405  
(310) 450-8639

## Vernice Hankins

---

**From:** betzi richardson <betzir77@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 10:54 AM  
**To:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; councilmtgitems  
**Subject:** Item 7A on February 14 Agenda

EXTERNAL

Dear Mayor Davis and Council Members,

I am completely opposed to the proposed upzoning in Item 7A on your Agenda for tonight's meeting.

Please Do Not Do This!!!

I am a resident of Santa Monica and I highly value our small and local businesses. Please do not upzone the Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue. That will diminish if not completely destroy the neighborhood feel and our accessibility to small businesses. Also, please refrain from allowing the consolidation of lots on Pico Boulevard, Ocean Park Boulevard or Montana Avenue. This will eliminate access to our highly valued small and local businesses.

Thank-you for supporting local and small businesses and acting to preserve our neighborhoods,

Betzi Richardson  
916 15<sup>th</sup> St. #9  
Santa Monica,

CA 90403

## Vernice Hankins

---

**From:** Elaine Vukadinovich <E.Vukadinovich@musickpeeler.com>  
**Sent:** Tuesday, February 14, 2023 10:53 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear City Council Members:

This email is to inform you that I oppose the “upzoning” of Santa Monica’s neighborhood commercial districts including, but not limited to, Montana Ave., Pico Blvd., Main Street and Ocean Park Blvd. The change in character would displace and eliminate most of the unique, essential local businesses that serve our neighborhoods and would act to price those local small businesses out, replacing them with large, higher rent tenants like chain stores and mega projects. We, the residents, do not need this type of development. We already have enough traffic and density and chains. Please help keep the unique character of our neighborhoods and do not further destabilize the neighborhoods by allowing such development. Please keep the existing heights and densities in these neighborhood commercial districts.

Sincerely,

Elaine Vukadinovich  
Santa Monica Resident

## Vernice Hankins

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**From:** John <johnhiscock@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:52 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear City Councilors:

I am writing to oppose the so called UPZONING in the Ocean Park, Main Street, Pico Blvd and Montana Avenue areas.

This idea will take all the small businesses away and be a bland blot on our community.

What we have is wonderful – we do not need lot consolidation or chain stores selling the same items that you can get anywhere in the U.S.

We need individualism . We need small restaurants/cafes that people have worked so hard for us during the pandemic – we need the small shops and local supermarket.

Thank you for considering.

Yours sincerely,

John Hiscock.  
Pine Street, Santa Monica

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[http://www.telegraph.co.uk/journalists/John\\_Hiscock/](http://www.telegraph.co.uk/journalists/John_Hiscock/)

[www.johnhiscock.blogspot.com](http://www.johnhiscock.blogspot.com)

## Vernice Hankins

---

**From:** Janet Chesne <pleasenotspam@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:01 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Vote No on upzoning and lot consolidation// 2.14.23 City Council Agenda Item 7a

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

EXTERNAL

Please don't tear down present small business locations and erect more multistory buildings. We are losing the small beach town character of Santa Monica. It could become just a Lego city of 5 story buildings and more traffic, probably with no parking spaces. People who live here don't want that. I am shocked and sorry to learn that you are considering moving more in that direction. Please think of Santa Monica's future.

Janet Chesne  
Santa Monica resident



## Vernice Hankins

---

**From:** Nancy M <nancym@netzero.net>  
**Sent:** Tuesday, February 14, 2023 10:56 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra;  
◆caroline.torosis@santamonica.gov; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

EXTERNAL

To: Commissioners  
From: Nancy Morse  
Re: 2.14.23 City Council Agenda Item 7a

Please do not increase height and density of any of the neighborhoods in Santa Monica, as this will change the character of the areas. An increase in height will reduce the air and sunlight which are assets to the community. An increase in density will require infrastructure that I'm not sure Santa Monica has such as water and sewer.

The small businesses and walking streets serve not only locals, but are a draw for visitors.

The Neighborhood Serving Districts are unique areas of Santa Monica, and have been considered special to the city for years. It would be a shame to destroy that.

Sincerely,  
Nancy Morse

## Vernice Hankins

---

**From:** murchiedon@verizon.net  
**Sent:** Tuesday, February 14, 2023 10:56 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

EXTERNAL

Dear Council Members:

Every time the city comes up with one more thing to disrupt the lives of its citizens - - residents and small businesses alike - - I think things couldn't get any worse. Now we have a proposal to densify four main thoroughfares of Santa Monica and yes, things are getting worse. The lot consolidation and planned mega development on these arteries can only intensify the traffic, noise, air pollution and overall frustration, even misery, of living and working in those zones. As a 90-year-old resident who's seen the city continually eat away at itself over the years, I strongly support the Planning Commission's recommendation to the City Council to OPPOSE the proposed changes!

Donald Murchie  
2338 21st St.  
Santa Monica 90405  
(310) 450-8639

## Vernice Hankins

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**From:** Carol Lemlein <carol@smconservancy.org>  
**Sent:** Tuesday, February 14, 2023 10:48 AM  
**To:** councilmtgitems  
**Cc:** Tom Cleys  
**Subject:** City Council Item 7A, February 14, 2023, Study Session on Implementation of 6th Cycle (2021-2029) Housing Element Programs  
**Attachments:** 2023-02-14 City Council Item 7A-Santa Monica Conservancy Comments.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

EXTERNAL

Please see attached letter from the Santa Monica Conservancy Board regarding this item and the treatment of the Neighborhood Commercial areas in the requested zoning changes..

Thank you,

Carol Lemlein  
Vice President  
Santa Monica Conservancy  
Email: [carol@smconservancy.org](mailto:carol@smconservancy.org)  
Mobile: 310.729.1165

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## Vernice Hankins

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**From:** betzi richardson <betzir77@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 10:54 AM  
**To:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; councilmtgitems  
**Subject:** Item 7A on February 14 Agenda

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

EXTERNAL

Dear Mayor Davis and Council Members,

I am completely opposed to the proposed upzoning in Item 7A on your Agenda for tonight's meeting.

Please Do Not Do This!!!

I am a resident of Santa Monica and I highly value our small and local businesses. Please do not upzone the Neighborhood Commercial districts on Pico Boulevard, Ocean Park Boulevard and Montana Avenue. That will diminish if not completely destroy the neighborhood feel and our accessibility to small businesses. Also, please refrain from allowing the consolidation of lots on Pico Boulevard, Ocean Park Boulevard or Montana Avenue. This will eliminate access to our highly valued small and local businesses.

Thank-you for supporting local and small businesses and acting to preserve our neighborhoods,

Betzi Richardson  
916 15<sup>th</sup> St. #9  
Santa Monica,

CA 90403

## Vernice Hankins

---

**From:** Elaine Vukadinovich <E.Vukadinovich@musickeeler.com>  
**Sent:** Tuesday, February 14, 2023 10:53 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

EXTERNAL

Dear City Council Members:

This email is to inform you that I oppose the “upzoning” of Santa Monica’s neighborhood commercial districts including, but not limited to, Montana Ave., Pico Blvd., Main Street and Ocean Park Blvd. The change in character would displace and eliminate most of the unique, essential local businesses that serve our neighborhoods and would act to price those local small businesses out, replacing them with large, higher rent tenants like chain stores and mega projects. We, the residents, do not need this type of development. We already have enough traffic and density and chains. Please help keep the unique character of our neighborhoods and do not further destabilize the neighborhoods by allowing such development. Please keep the existing heights and densities in these neighborhood commercial districts.

Sincerely,

Elaine Vukadinovich  
Santa Monica Resident

## Vernice Hankins

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**From:** Marianne O'Donnell <marianne@well.com>  
**Sent:** Tuesday, February 14, 2023 11:03 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Council,

I'm writing to oppose the City considering upzoning Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Each of these districts include many small local businesses, which are a critical component of our neighborhoods character, vibrancy, and safety. They are loved by our community, and an integral part of our social, cultural, and consumer life.

Upzoning would allow these unique streets to be consolidated into large lots, for the type of behemoth developments that have already defaced Downtown, making it a ghastly, unsafe place to visit, with too many dead ground-floor fronts.

Is this Santa Monica's desire future? No.

The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents' quality of life, bringing further hardship to low-income residents, and increasing traffic and parking issues.

It would fly in the face of City Hall's "We are Santa Monica" and "Buy Local" campaigns, prompting the community to buy online instead, or drive miles to find the items, and community feel, they need. Too many essential small businesses have been lost already.

A recent Staff Report quoted: "The City has taken responsibility to act locally and address the risks of climate change, drought, extreme heat, social injustice and economic volatility by integrating sustainable practices across our organization and knitting sustainability into the fabric of our community." And yet, City Hall keeps doing the exact opposite, by increasing social injustice with its discriminatory initiatives, including the skewed selection of development sites; increasing economic volatility and vulnerability, by destroying local businesses and initiatives; and turning our beloved city into an unsustainable dystopia, with increased traffic, noise, pollution, crime, and incivility -- as well as putting unsustainable pressure on its limited resources (energy, utility, infrastructure, public services.)

When the Planning Commission recently reviewed these changes, it made a strong, well-supported recommendation to the Council against upzoning these streets, and urged the Council to keep the existing heights and densities in these neighborhood commercial districts.

We urge you to follow the Planning Commission recommendation.

A final word: Santa Monica Airport is an ideal site to build housing in a sustainable, vibrant manner, rather than the cramped developments that suffocate our neighborhoods. The argument that this is not legally feasible no longer holds; it is no longer audible, when our very own State tramples local laws and ordinances, with all neighborhoods except the airport bearing the brunt of their diktat. Santa Monica does not need a Central Park: it needs to remain livable, with development and green areas distributed throughout the entire city. It's high time this development option be revisited.

Thank you for your consideration.

Marianne O'Donnell  
Santa Monica, CA 90405

## Vernice Hankins

---

**From:** Pam Hall <pamhall@verizon.net>  
**Sent:** Tuesday, February 14, 2023 11:04 AM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Caroline Torosis; Jesse Zwick; Oscar de la Torre; Lana Negrete; Christine Parra; David White; Susan Cline; David Martin; Jing Yeo  
**Subject:** No UpZoning

EXTERNAL

Dear Mayor Davis and Council Members,

Please do not vote to upzone the NC areas. We look to you for your support. This is an urgent issue for our city's future.

Sincerely,  
Pamela Hall  
Santa Monica Resident  
48 years



## Vernice Hankins

---

**From:** lee wolfort <lwolfort@mac.com>  
**Sent:** Tuesday, February 14, 2023 11:24 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members,

I am a long time resident of Santa Monica and I am writing to tell the city council that I strongly oppose the “upzoning” of Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. I urge the City council to protect these neighborhoods and small businesses by keeping the current zoning and not allowing lot consolidation. I am deeply concerned about Santa Monica becoming more homogenized, replacing what makes it unique and special with the same generic buildings and nationwide chains we see everywhere else. I want to support local businesses and preserve the character of Santa Monica.

Thank you for your attention to this important matter,

Lee Wolfort

## Vernice Hankins

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**From:** Randolph Wright <rwright969@verizon.net>  
**Sent:** Tuesday, February 14, 2023 11:20 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 02/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Council Members:

I strongly oppose the "upzoning" of our neighborhood commercial districts, including but not limited to Main Street and Ocean Park Blvd. Please protect these streets!

Randolph Wright  
2607 6th St  
Santa Monica, CA 90405

## Vernice Hankins

---

**From:** Julian Billings <info@email.actionnetwork.org>  
**Sent:** Tuesday, February 14, 2023 11:19 AM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a SERIOUS housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. And in fact, we should be upzoning everywhere.

PLEASE stop treating new housing like it is some kind of evil that needs to be accommodated- this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Julian Billings  
jabillings@gmail.com  
1129 Lincoln Blvd Apt 4  
Santa Monica, California 90403

## Vernice Hankins

---

**From:** bobhall1@verizon.net  
**Sent:** Tuesday, February 14, 2023 11:16 AM  
**To:** councilmtgitems; Gleam Davis; Phil Brock; Caroline Torosis; Jesse Zwick; Oscar de la Torre; Lana Negrete; Christine Parra; David White; Susan Cline; David Martin; Jing Yeo  
**Subject:** No Upzoning

EXTERNAL

Dear Mayor Davis and Council Members,

Please do not vote to upzone the NC areas. We look to you for your support. This is an urgent issue for our city's future.

Sincerely,  
Robert Hall  
Santa Monica Resident  
48 years

## Vernice Hankins

---

**From:** Kimberly Headstrom <kheadstrom@mac.com>  
**Sent:** Tuesday, February 14, 2023 11:16 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

To the City Council,

I am a resident of Santa Monica and love the small town feel of Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. It's important to "buy local" and support the local small businesses and maintain the quality of these walkable Streets. **I am against "upzoning" these streets.** It's important to have some variety in cities and if they all "upzone" there will be no character across our city as well as it will make it difficult for small business to continue.

Kimberly Headstrom  
Long time Santa Monica Resident

**Vernice Hankins**

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**From:** lerussell24@gmail.com on behalf of Lauren Russell <lrussellquain@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:14 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council 2/14/23 agenda item 7-A -- OPPOSE upzoning the Neighborhood Commercial districts  
Zoning Changes Not Acceptable

EXTERNAL

Dear Council Members,

Please note that as residents of Sunset Park, Santa Monica we are strongly opposed to the zoning changes to our beloved neighborhood of Ocean Park Blvd. and Pico Blvd. Losing the current skyline to add five story buildings is an architectural fiasco, a traffic inducing nightmare and will negatively impact the quality of life of the neighbors living close by and the small businesses that operate here.

The only way we knew about this potential project was via Next-door. The City Council should have made this upcoming vote/proposal more public. Have any studies been done on traffic and air pollution consequences if this proposal passes? Nobody I know is for adding taller buildings, adding traffic and density to already ridiculously crowded streets, which are often nearly impassible during various hours.

Please note our total opposition to this proposal. We are voters.

Sincerely,  
Lauren and Kenneth Quain

## Vernice Hankins

---

**From:** Maire Byrne <maire@thymecafeandmarket.com>  
**Sent:** Tuesday, February 14, 2023 11:10 AM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Maire Byrne  
maire@thymecafeandmarket.com  
1630 Ocean Park Blvd. Santa Monica, CA 90405  
Santa Monica, California 90405

**Vernice Hankins**

---

**From:** Raquel Vallejo <raqvallejo310@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:34 AM  
**To:** carolyn.torosis@smgov.net; Christine Parra; councilmtgitems; Gleam Davis; jesse.zwick@smgov.net; lana.negrete@smgov.net; Oscar de la Torre; Phil Brock  
**Subject:** NO REZONING

EXTERNAL

## Dear council member:

How long have you lived in Santa Monica? What do you love about Santa Monica?

Me, I've lived here'd 25 years. As a student, then a single professional and as the last 18 years as a mom of 2 students who are now both at Samohi.

What I love about our city is mostly our Sunset Park Neighborhood - but also the various parts of the city we can choose to visit. The beach, of course, the restaurants and shopping districts, especially those with local flavor, "Mom and Pop", and spaces where we can gather and still appreciate the surroundings. What I love less and less about our city is the growing TRAFFIC and CONGESTION, especially in our continually developing downtown, and the loss of what Santa Monica used to look like. What is incredibly disturbing to me is the looming transition of Gelsons into a massive development that will no doubt exacerbate the high traffic on Ocean Park and Lincoln and put a strain on our resources, especially water and our schools.

AND NOW, we learn our city council is considering further traffic exacerbation and loss of our city's charm and culture and these mom and pop stores BY REZONING our Ocean Park, Pico, and Montana districts? ENOUGH! WHATEVER GAIN is to be had by such a seismic transition of these districts is far outweighed by the lasting loss to our City and neighborhoods. Keep downtown downtown and stop with the expansion of higher and larger structures, and denser areas - and traffic saturation. It's NOT SUSTAINABLE. And it's not worth losing our Santa Monica.



## Vernice Hankins

---

**From:** ann major <annsomersmajor@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:33 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear Santa Monica City Council,

I am **OPPOSED** to “upzoning” Santa Monica’s neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. I am not a Santa Monica resident, but the low buildings and local neighborhood shops create a lovely shopping and dining experience and have encouraged me and my husband to spend our money in these charming areas instead of closer areas of Los Angeles. I encourage a “no” vote on upzoning!

Thank you,

Ann Major  
3726 Boise Ave. Los Angeles 90066

## Vernice Hankins

---

**From:** Patricia Nakao <pattinakao@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:33 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Item 7A upzoning

EXTERNAL

Hello,

I am a longtime resident and voter of Sunset Park.

I am 100% AGAINST upzoning in my local community on Ocean Park Boulevard, Main Street and Pico, as well on Montana.

Please DO NOT cave to the financial incentives of others who will profit while changing the character of our beloved city. Upzoning would have a devastating impact on our local small businesses, as well as the special charm of Santa Monica.

Sincerely,

Patricia Nakao  
Danny Nakao

1321 Hill Street  
Santa Monica, CA 90405

## Vernice Hankins

---

**From:** Ashley Karubian <ashleymchristensen@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:32 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** please upzone!

EXTERNAL

I just received an email lamenting the possible changes to the major commercial streets in SM. This frustrates me, because how are we supposed to solve our housing / unhoused issues if we don't build more units?! YES PLEASE TO DENSITY! Obviously we want local retailers to stay put and *benefit* from the extra people and foot traffic their businesses will eventually enjoy. My hope is that these redevelopments are zoned thoughtfully, with provisions to limit the chain stores and/or rethink the economics of the development so the rents allow for smaller shops. No one wants a street full of bank retail outposts, but we also need to reorient to saying YES to change and progress.

Side note: please don't let [this](#) happen. LA is ugly enough with all the chain malls. These developments are an opportunity to do something appealing and different.

Thank you,  
Ashley

## Vernice Hankins

---

**From:** Sherna Berger-Gluck <shernabergergluck@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:29 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Sherna Berger-Gluck  
**Subject:** Agenda Item 7a

EXTERNAL

Dear Council Members,

I strongly urge you to maintain the character of the streets/neighborhoods in Santa Monica, and not "upzone," the areas on Ocean Park Blvd, Pico and Montana. Allowing greater heights and densities would transform the character of these neighborhoods and transform the character and charm of these areas, rendering them into the same monotonous, uniformity of so many other neighborhoods in LA County.

Sherna Berger Gluck  
404 San Vicente Blvd, Santa Monica, CA 90402

## Vernice Hankins

---

**From:** Alison Perchuk <alison.perchuk@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:37 AM  
**To:** councilmtgitems  
**Subject:** Proposed Upzoning

EXTERNAL

I oppose upzoning of Ocean Park & Montana Boulevards.

These street are vibrant pedestrian, shopping, service, and dining zones precisely because of their small scale and slower traffic.

We should promote larger developments on Olympic, Wilshire, Santa Monica, San Vicente: streets that already have larger scale in architecture and in roadway. Before building new commercial & live/work spaces, we should ensure full occupancy of existing commercial areas, like the now woefully empty Third Street Promenade -- the previous, local, query and vibrant iteration of which was destroyed by development 20 years ago. Conversion of existing structures is also important before building more.

--

Dr. Alison L. Perchuk  
Professor of Art History

California State University Channel Islands  
One University Drive  
Camarillo CA 93012

[alison.perchuk@gmail.com](mailto:alison.perchuk@gmail.com)

## Vernice Hankins

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**From:** Ellen Hannan <elhasm@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:40 AM  
**To:** councilmtgitems; Council Mailbox  
**Subject:** Upzone of all of SM

EXTERNAL

Plan for all of us.

Ellen Hannan

## Vernice Hankins

---

**From:** Michele Perrone <micheleperrone@me.com>  
**Sent:** Tuesday, February 14, 2023 11:41 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Santa Monica City Manager's Office; Clerk Mailbox  
**Subject:** Item 7a

EXTERNAL

Hello City Council,

I am writing in complete support of the letter to you from SMCLC dated January 23, 2023 regarding Item #7a. You are addressing this issue tonight.

Please do everything in your power to stop ANY upzoning in our neighborhoods. It is unfair to take any more away from our city, most especially in our neighborhoods. What's next?

Some of you already know that I am against increasing density overall, which means including downtown. While I (hopefully) have a little moment of your attention... I do support adaptive reuse of existing buildings. There are so many empty stores, SM Place is a ghost town. Have there been studies turning any of this into residential?

Thank you for your time!

Michele Perrone  
Ocean Park Resident since 1997  
Santa Monica Resident since 1991

## Vernice Hankins

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**From:** Mimi Archie <mimiarchie@icloud.com>  
**Sent:** Tuesday, February 14, 2023 11:49 AM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Hello

As I long time Santa Monica resident. I oppose upzoning of our local neighborhoods. It is so important to maintain and support local small businesses and the quality of these walkable business locations. Please stop the over development of our city.

Thank You!

M. Archie



## Vernice Hankins

---

**From:** Bill Elswick <belswick@companyv.com>  
**Sent:** Tuesday, February 14, 2023 11:52 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Oppose upzoning of Montana Ave

EXTERNAL

Hi,

I'm writing to oppose any upzoning of Montana Avenue. The neighborhood is already too dense, and the overflow parking for the existing businesses impacts residents for many blocks in all directions. Upzoning would certainly make Montana Avenue and the surrounding neighborhoods even more congested than they currently are. The council needs to stand up for the residents that elected them.

Bill Elswick  
917 Eleventh Street

## Vernice Hankins

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**From:** John Murdock <jbmlaw@hotmail.com>  
**Sent:** Tuesday, February 14, 2023 11:54 AM  
**To:** councilmtgitems  
**Cc:** ZinaJosephs@aol.com  
**Subject:** No to upzoning NC in Sunset Park.

EXTERNAL

We the residents do not need or want upzoning of the NC strips in Sunset Park. Your 2018 interim zoning ordinance included a directive and policy to preserve "neighborhood character". Upzoning would in fact destroy the existing character of the neighborhood.

Thank you,

**John Murdock**  
**1209 Pine Street**  
**Santa Monica, CA 90405**  
**tel. (310) 450-1859**

## Vernice Hankins

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**From:** JOHN BUCKINGHAM <jlegb@aol.com>  
**Sent:** Tuesday, February 14, 2023 11:54 AM  
**To:** Phil Brock; Gleam Davis; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Oscar de la Torre; councilmtgitems  
**Subject:** 2.14.23 Council Agenda Item 7a

EXTERNAL

Council members,

I am imploring you to take the advice of our Planning Commission - DO NOT allow our local neighborhoods to be upzoned!! Santa Monica residents deserve to have at least a few neighborhoods that still serve local residents, many of whom are older.

Greedy developers (you all know who they are!) have plenty of areas to overdevelop. Don't let them destroy what is left of our city. Traffic is already a nightmare for cars and cyclists and rents (both commercial and residential) are off the charts.

Please use some common sense for once and vote to keep these neighborhood streets a true "neighborhood."

John Buckingham

Linda Buckingham

Sent from my iPad

## Vernice Hankins

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**From:** Katherine Newall <katherinecnewall@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:56 AM  
**To:** Katherine Newall  
**Cc:** carolyn.torosis@smgov.net; Christine Parra; councilmtgitems; Gleam Davis; jesse.zwick@smgov.net; lana.negrete@smgov.net; Oscar de la Torre; Phil Brock  
**Subject:** NO REZONING

EXTERNAL

How long have you lived in Santa Monica? What do you love about Santa Monica? I've lived here as a young teen of a divorced immigrant mother who had no family, but the Santa Monica community. And now I continue to live here as a mother of three children now taking care of my elder mother....so I would say for the last 50+ years. I have been an active member of the community supporting the schools, youth sports and community leaders.

What I love about our city is mostly our Sunset Park Neighborhood - but also the various parts of the city we can choose to visit. The beach, of course, the restaurants and shopping districts, especially those with local flavor, "Mom and Pop", and spaces where we can gather and still appreciate the surroundings. What I love less and less about our city is the growing TRAFFIC and CONGESTION, especially in our continually developing downtown, and the loss of what Santa Monica used to look like. What is incredibly disturbing to me is the looming transition of Gelsons into a massive development that will no doubt exacerbate the high traffic on Ocean Park and Lincoln and put a strain on our resources, especially water and our schools.

AND NOW, we learn our city council is considering further traffic exacerbation and loss of our city's charm and culture and these mom and pop stores BY REZONING our Ocean Park, Pico, and Montana districts? ENOUGH! WHATEVER GAIN is to be had by such a seismic transition of these districts is far outweighed by the lasting loss to our City and neighborhoods. Keep downtown downtown and stop with the expansion of higher and larger structures, and denser areas - and traffic saturation. It's NOT SUSTAINABLE. And it's not worth losing our Santa Monica.

What about making this a CITY that people want to live in and raise their children and give back...now you are STRIPPING us of the opportunity to have small business flourish, community members old and young meet live and work together because Seniors will not be able to afford to live here - and they will be too scared to walk down such congested streets.

I urge you to listen to the community and preserve the CITY I love.

Katherine Caulfield Newall

## Vernice Hankins

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**From:** Bruce Brown <[bbrown@bob-inc.com](mailto:bbrown@bob-inc.com)>  
**Sent:** Tuesday, February 14, 2023 11:56 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Dear City Council Members,

I am a long time resident of Sunset Park (40 years) and my wife and I have a deep connection to Pico and Ocean Park Blvd stores and essential businesses that are walkable and accessible in our neighborhood. Any changes such as are being considered (UpZoning) go against the way our neighborhood is as the Very Livable Santa Monica people love.

Thank you, Bruce



Bruce F Brown  
1333 Pine St.  
Santa Monica, CA 90405  
[bbrown@bob-inc.com](mailto:bbrown@bob-inc.com)  
C/ 310-351-5149  
Lic. 523683

## Vernice Hankins

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**From:** George Ferrell <jesebus@verizon.net>  
**Sent:** Tuesday, February 14, 2023 11:55 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2-14-23 Agenda Item 7-A

EXTERNAL

I urge council members to reject the Planning Departments recommendation to upzone the commercial streets of Main Street, Pico Boulevard, Montana Avenue, and Ocean Park Boulevard. These commercial streets are about the only thing Santa Monica left in Santa Monica, the only thing left that is imbedded in the local community and serves or is owned by or employs neighborhood residents. Of course, doing what best serves residents may not be the highest priority for many council members. For those who do place the highest value on what benefits residents of Santa Monica, I urge you to not upzone these commercial streets.

George Ferrell  
338 15th Street

**HARDING LARMORE KUTCHER & KOZAL, LLP**  
ATTORNEYS AT LAW

WRITER'S DIRECT DIAL

(310) 451-3669

1250 SIXTH STREET, SUITE 200  
SANTA MONICA, CALIFORNIA 90401-1602  
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WRITER'S E-MAIL ADDRESS

kutcher@hlkklaw.com

February 14, 2023

VIA E-MAIL

Santa Monica City Council  
1685 Main Street, Room 102  
Santa Monica, CA 90401

Re: Agenda Item 7-A (Study Session on Implementation of Various 6<sup>th</sup> Cycle  
Housing Element Programs)  
Program 2D: Update Density Bonus (SMMC ch. 9.22)  
Program 1A: Streamlined Approvals  
Our client: Santa Monica Housing Council  
LASC Case No. 22STCV11610  
Our File No. 639.67

Dear Councilmembers:

This letter is submitted on behalf of the Santa Monica Housing Council ("SMHC"). I am writing on the subject of density bonuses, as well as streamlining for housing projects.

**STATE DENSITY BONUS LAW IMPLEMENTATION**

The City's obligation to comply with State Density Bonus Law (Gov't Code §§ 65915, *et seq.*) is set forth in the Third Cause of Action in SMHC's pending lawsuit. (Los Angeles County Superior Court Case No. 22STCV11610.)

The City's Density Bonus Ordinance is codified in Chapter 9.22 of the Zoning Ordinance. It does not presently comply with State law. Since the filing of SMHC's lawsuit, the City has been considering amendments needed to comply with State Density Bonus Law. Those amendments are reflected on pages 108-120 of the Zoning Ordinance redlines listed as Attachment B of your Staff Report.

The City appears to be on the verge of making substantial progress towards belatedly bringing its density bonus ordinance into compliance with State law. However, at least two concerns remain.

One is with the City's failure to adopt a scheduled end-date for processing density bonus applications. (See Zoning Ordinance § 9.22.080.) As currently drafted, there is no deadline by which the City will make a determination on a project's density bonus application once it has been filed, deemed complete and reviewed for code compliance.



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The second has to do with the overbroad and overreaching nature and scale of supporting documentation called for from applicants to establish the basis for granting incentives/concessions. (See Zoning Ordinance § 9.22.080(A)(3)(c).) The California Court of Appeal has clearly held: “The applicant is not required to prove the requested incentives will lead to cost reductions; the incentive is presumed to result in cost reductions and the city bears the burden to demonstrate otherwise if it intends to deny the incentive.” (*Bankers Hill 150 v. City of San Diego*, 74 Cal. App. 5<sup>th</sup> 755, 770 (2022).)

To come into compliance with State law, the City needs to address both of these issues. State Density Bonus Law is binding on charter cities such as Santa Monica. (Gov’t Code § 65918.) And State Density Bonus Law “shall be interpreted liberally in favor of producing the maximum number of total housing units.” (Gov’t Code § 65915(r).)

In this regard, the State Legislature has formally declared and codified its intentions with regard to State Density Bonus Law:

The Legislature finds and declares that the intent behind the Density Bonus Law is to allow public entities to reduce or even eliminate subsidies for a particular project by allowing a developer to include more total units in a project than would otherwise be allowed by the local zoning ordinance in exchange for affordable units. It further reaffirms that the intent is to cover at least some of the financing gap of affordable housing with regulatory incentives, rather than additional public subsidy

It is therefore the intent of the Legislature to make modifications to the Density Bonus Law by the act adding this subdivision to further incentivize the construction of very low, low-, and moderate-income housing units. It is further the intent of the Legislature in making these modifications to the Density Bonus Law to ensure that any additional benefits conferred upon a developer are balanced with the receipt of a public benefit in the form of adequate levels of affordable housing. The Legislature further intends that these modifications will ensure that the Density Bonus Law creates incentives for the construction of more housing across all areas of the state.

(Gov’t Code § 65915(t)(1) & (2).)

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**A. The City Must Establish Procedures And Timelines For Approving Density Bonus Applications.**

The first deficiency in the draft redlines has to do with the apparently sensitive issue of adopting timelines for processing density bonus applications. In this regard, State Density Bonus Law clearly requires as follows:

In order to provide for the **expeditious** processing of a density bonus application, the local government **shall** do all of the following:

- (A) **Adopt** procedures and **timelines** for processing a density bonus application.

(Gov't Code § 65915(a)(3)(A); emphasis added.)

This unambiguous requirement comes directly from State law.

The City's "procedures" for processing density bonus applications are set forth on pages 119-120 of the Zoning Ordinance redlines. Among other procedures, the draft redlines state: "The [Planning] Director shall grant the concession or incentive required by the applicant unless [certain narrow findings can be made] based upon substantial evidence [in the record]" (9.22.080(C)(1)), and also state: "The [Planning] Director shall grant the waiver or reduction if the development standard will have the effect of physically precluding the construction of a housing development at the densities permitted" (9.22.080(C)(2)). However, the redlines state nothing about timelines for rendering these decisions.

This deficiency means that density bonus projects are held in limbo in Santa Monica. Like SMHC, the Planning Commission was concerned with this lack of accountability and raised it multiple times during their public hearings. Also keep in mind that Housing Element Program 1A and your February 14 Staff Report discuss "streamlining" the review process for housing projects, but apparently City Staff contends that "streamlining" means no public hearings but does not mean reaching a timely decision.

In order to comply with State law, Santa Monica Zoning Ordinance Chapter 9.22 in general, and Section 9.22.080 in particular, need to set forth a timeline or timelines for decision-making. It does no good to have a timeline for deeming an application complete and for reviewing an application for code compliance, but not for determining the amount of the eligible density bonus or the adequacy of the supporting information to approve incentives, concession, waivers or reductions of development standards. Per State law:

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- (D)(i) If the local government notifies the applicant that the application is deemed complete pursuant to subparagraph (C), [it shall then] provide the applicant with a determination as to the following matters:
  - (I) The amount of density bonus, calculated pursuant to subdivision (f), for which the applicant is eligible.
  - (II) If the applicant requests a parking ratio pursuant to subdivision (p), the parking ratio for which the applicant is eligible.
  - (III) If the applicant requests incentives or concessions pursuant to subdivision (d) or waivers or reductions of development standards pursuant to subdivision (e), whether the applicant has provided adequate information for the local government to make a determination as to those incentives, concessions, or waivers or reductions of development standards
- (ii) Any determination required by this subparagraph shall be based on the development project at the time the application is deemed complete. The local government shall adjust the amount of density bonus and parking ratios awarded pursuant to this section based on any changes to the project during the course of development.

(Gov't Code § 65915(a)(3)(D).)

Right now, there is no timetable for the City to render decisions on density bonus applications. And density bonus requests are in limbo for long periods of time without a decision being made. By comparison, for discretionary projects that are exempt from CEQA, the Permit Streamlining Act requires decisions to be made within 60 days from the exemption determination. (Gov't Code § 65950(a)(5).)

The City should set forth a similarly expeditious timeline for granting density bonus applications. (See Gov't Code § 65915(a)(3) ("In order to provide for the **expeditious** processing of a density bonus application"; emphasis added).) Regardless of City Staff's resistance, the City must establish a timeline for its own decision-making on density bonus applications in order to comply with State Density Bonus Law.

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**B. Section 9.22.080(A)(3)(c) Of The Draft Redlines Runs Afoul Of Caselaw Limiting A City's Ability To Require Applicants To Demonstrate Economic Feasibility (As Distinct From Cost Savings) To Justify Concessions/Incentives Under Density Bonus Law.**

State Density Bonus Law provides as follows:

A local government shall not condition the submission, review, or approval of an application pursuant to this chapter on the preparation of an additional report or study that is not otherwise required by state law, including this section.

(Gov't Code § 65915(a)(2); emphasis added.)

As to density bonus requests for concessions or incentives, they are to be evaluated based on "identifiable and actual cost reductions." (See Gov't Code § 65915(d)(1)(A).) The criterion is cost savings, not economic feasibility.

On September 28, 2021, the California Court of Appeal held as follows:

A local ordinance is preempted if it conflicts with the density bonus law by increasing the requirements to obtain its benefits. [Citation omitted.] The ordinance here does so; it conflicts with the state density bonus law to the extent that it requires an applicant to demonstrate that an incentive is needed to make the project "economically feasible." It is therefore preempted by state law. [Footnote omitted.]

(*Schreiber v. City of Los Angeles*, 69 Cal. App. 5<sup>th</sup> 549, 558. See also *Bankers Hill 150*, *supra*, 74 Cal. App. 5<sup>th</sup> at 774 ("the Density Bonus Law does not require a developer to establish that the requested incentives and waivers are necessary to ensure financial feasibility").)

The Zoning Ordinance redlines partially address this restriction on the City's purview by striking the Zoning Ordinance's past unlawful requirement for a project pro forma. However, even with this change, Section 9.22.080(A)(3)(c) still crosses the line. As proposed, it purports to give Planning Staff overly broad and overreaching latitude to seek project financial information far beyond "cost savings" as a basis for granting concessions and incentives. This is not lawful.

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Please turn to page 119 of the Zoning Ordinance redlines. The redlines on that page read in pertinent part as follows:

An application for a density bonus, incentive, or concession, waiver ~~or reduction /, modification of development standards,~~ or revised parking standard pursuant to this Chapter shall be submitted with the first application for approval of a housing development and processed concurrently with all other applications required for the housing development. The application shall be submitted on a form prescribed by the City and shall include at least the following information:

\* \* \*

3. Description of any requested incentives ~~or,~~ concessions, waivers or ~~modifications reduction~~ of development standards, or modified parking standards. For all incentives ~~and or~~ concessions that are not included within the menu of incentives ~~/ or~~ concessions set forth in subsections B and C of Section 9.22.060, the application shall include ~~documentation a pro forma~~ providing evidence that the requested incentives and concessions result in identifiable, ~~financially sufficient,~~ and actual cost reductions. ~~The cost of reviewing any required pro forma or other financial data submitted as part of the application in support of a request for an incentive/concession or waiver/modification of developments standard, including, but not limited to, the cost to the City of hiring a consultant to review said financial data, shall be borne by the developer.~~ The ~~pro forma~~ documentation shall include all of the following items:
  - a. The ~~identifiable and~~ actual cost reduction achieved through the incentive or concession;
  - b. Evidence that the cost reduction allows the applicant to provide affordable units or affordable sales prices; and
  - c. Other ~~information documentation~~ requested by the Director. ~~The Director may require~~ that any ~~pro forma~~ documentation include ~~information regarding~~

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capital costs, equity investment, debt service,  
projected revenues, operating expenses, and such  
other information as ~~is required to evaluate the pro~~  
~~forma~~ deemed necessary by the Director.

The wording of (a) and (b) is fine. But the wording of (c) highlighted in yellow goes far beyond cost savings and strays again into financial feasibility and must be stricken to comply with established caselaw. Capital costs, equity investment, debt service, projected revenues, and operating expenses have nothing to do with cost savings, and instead relate to financial feasibility, which is exactly what the Court in *Schreiber* held to be unlawful. Subsection (c) should be deleted in its entirety.

### STREAMLINING HOUSING PROJECTS

As drafted, the review and decision-making process for Administrative Approval ("AA") applications **does not establish any timetable for City Staff to issue their ministerial decision to approve an AA** for a housing or mixed-use housing project. (See draft Zoning Ordinance § 9.39.060 at pages 165-166 of Attachment B.) Moreover, the draft Zoning Ordinance **adds the requirement to obtain Architectural Review Board ("ARB") approval prior to the City approval of the AA**, which could easily add more time (as well as upfront cost) rather than result in streamlining.

**A. To Better Implement Housing Element Program 1.A, The Zoning Ordinance Redlines Should Establish Actual Deadlines By Which The City Will Issue Its Ministerial Approvals Of New Housing Projects.**

We contend that not having any deadline for completing review of AA applications for housing projects is the exact opposite of the meaning of the term "streamlining." Instead, it is anti-streamlining. That is not consistent with the purpose and intent of the 6<sup>th</sup> Cycle Housing Element.

**B. By Contrast, The Zoning Ordinance Formerly Had A 90-Day Deadline For Review And Decision On Administrative Approval Applications.**

In contrast to the current lack of any timetable proposed in the draft Zoning Ordinance, the City's 1988 Zoning Ordinance committed to a clear 90-day timetable for issuing decisions on all Administrative Approval applications:

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**9.04.20.28.020 Permit required.**

(a) An Administrative Approval, approved by the Zoning Administrator, shall be required for all new construction and new additions to existing buildings of more than one thousand square feet of floor area located in residential and nonresidential zoning districts, not otherwise subject to discretionary review and shall be issued prior to issuance of any Building Permit for the development. However, no Administrative Approval shall be required for new construction and new additions to existing buildings located in the R2, R3 and R4 Districts or for any new single-family homes or additions thereto in any zoning district. A public hearing shall not be required for issuance of an Administrative Approval. An application for an Administrative Approval shall be in a form prescribed by the Zoning Administrator and shall be filed with the Planning and Zoning Division pursuant to Part 9.04.20.20.

(b) The Zoning Administrator shall issue an Administrative Approval if the proposed development conforms precisely to the development standards for the area and does not require discretionary review or approval as outlined in this Chapter. The Zoning Administrator shall deny the Administrative Approval only if the development is not in compliance with the development standards for the area as outlined in this Chapter.

(c) **The Zoning Administrator shall within ninety calendar days after a complete application has been filed, prepare a written decision which shall contain the findings of fact upon which such decision is based.** A copy of the decision shall be mailed to the applicant at the address shown on the application within ten days after the decision is rendered. (Prior code § 9134.2; amended by Ord. No. 1732CCS § 10, adopted 3/8/94; Ord. No. 2131CCS § 13, adopted 7/27/04; Ord. No. 2139CCS § 8, adopted 9/14/04; Ord. No. 2148CCS 1, adopted 1/25/05)

**C. A Timetable For Approval Of Administrative Approval Projects Is Needed.**

As discussed above, an open-ended application process runs counter to streamlining and counter to the urgent need for expedited housing production.

The City Council should insist on revising Section 9.39.060 to establish reasonable deadlines for decision-making on AA applications for housing projects. Overall, these decisions should take no longer than 60-90 days once an AA application for a housing project is deemed complete. To be fair to City Staff, this deadline could exclude any time during which the applicant is asked to respond to City requests for additional information from the applicant concerning the project.

Following are suggested timetables:

1. For Housing Projects of 150 units or less, the City has 60 days from the application being deemed complete to issue the AA.
2. For Housing Projects exceeding 150 units, the City has 90 days from the application being deemed complete to issue the AA.

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3. The time periods in #1 and #2 above are tolled while City is waiting for an applicant to respond to a City request for a project revision necessary for the project to conform with the Zoning Code or to provide other legally required information.

Imposing the above time periods for review and processing of AAs should not be burdensome on the City as the Housing Accountability Act already requires the City to notify the applicant within 30 days (for projects of 150 units or less) or 60 days (for projects of more than 150 units) if the City considers the project to be inconsistent with the Code. (Gov't Code § 6589.5(j)(2).) Thus, the above time periods allow an additional 30 days (with tolling for any time period required for the applicant to respond) beyond when the City is required to identify any Code inconsistencies to approve the project.

In addition to the above, time periods for processing of AA applications for housing projects, including the time period for the City to respond to an applicant's resubmittal and/or schedule a hearing before the Architectural Review Board, should be tracked by the City and the City Council should receive periodic reporting (quarterly or at least annually) tracking the City's actual timelines for processing and approval of AAs for housing projects.

### CONCLUSION

Based on the foregoing, the City Council should direct City Staff to come up with an expeditious timeline for rendering decisions on density bonus applications. Furthermore, the City Council should direct City Staff to remove the unlawful terms relating to financial feasibility from Section 9.22.080(A)(3)(c).

In addition, the City should further ensure the streamlining of housing projects as outlined in this letter.

Very truly yours,



Kenneth L. Kutcher

KLK:sna

cc: David White  
David Martin  
Jing Yeo  
Douglas Sloan  
Heidi von Tongeln  
Michelle Hugard  
SMHC Board of Directors



## Vernice Hankins

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**From:** Donna Gregory <dgcom@verizon.net>  
**Sent:** Tuesday, February 14, 2023 12:00 PM  
**To:** Phil Brock; Gleam Davis; Oscar de la Torre; lana.negrete@monica.gov; Jesse Zwick; councilmtgitems  
**Cc:** Hamilton Sterling  
**Subject:** City Council Agenda item 7A for Feb. 14th meeting

EXTERNAL

We have lived in the Sunset Park neighborhood for over 40 years, first as renters and subsequently as owners. Over these four decades, we have enjoyed seeing a wonderfully changing mix of mom and pop businesses and services evolve along Ocean Park Boulevard between 16th and 18th.

As the zoning currently stands, we enjoy a vibrant commercial corridor. Upzoning the corridor would drastically reduce the quality of life in the neighborhood. Traffic and parking are already growing problems. In addition, placing a high density residential building in this area would further erode the quality of life here.

It has taken decades to progress to this vibrant community. Destroying it just as it has gotten off the ground would countermand the State's goals for both current and new residents. Please do not let this happen to our neighborhood.

## Vernice Hankins

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**From:** John Zemke <zemkejohn@gmail.com>  
**Sent:** Tuesday, February 14, 2023 11:58 AM  
**To:** councilmtgitems; Caroline Torosis; Christine Parra; Gleam Davis; Jesse Zwick; Lana Negrete; Oscar de la Torre; Phil Brock  
**Subject:** Re: City Council Agenda Item 7a

EXTERNAL

I am a resident of Sunset Park and am strongly opposed to “Upzoning” for Ocean Park Boulevard and Pico Boulevard.

I am opposed to changing these unique streets to be developed with new five or six-story projects. It would result in the demolition of existing buildings, and would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents’ quality of life and increasing traffic and parking woes.

I am also opposed to allowing lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue. I am opposed to allowing developers to consolidate lots and build larger, mega projects on these Streets.

When the Planning Commission recently reviewed these changes it made a strong, well-supported recommendation to Council against upzoning these Streets and urged the Council to keep the existing heights and densities in these neighborhood commercial districts. I urge you to take the recommendation of the Planning Commission.

Ocean Park Blvd is heavily congested from the ocean to Bundy throughout much of the day. Lincoln Boulevard is jammed. 23rd street operates at a crawl. There are already big developments being built (on Lincoln at Ashland) or in the works (Ocean Park/Lincoln /Gelsons) that will have a huge impact on the quality of life in our too-rapidly growing city. Despite studies that may have been done we do not have any real idea how these massive projects will negatively impact our neighborhood. It seems the height of foolishness and poor, insensitive planning to be thinking of upzoning Ocean Park boulevard at this moment in time.

It’s important to “buy local” and support local small businesses and maintain the quality of these walkable Streets. Please do not destroy Santa Monica as we know and love it.

I’m hoping that the greed of developers (who don’t live here, only care about making money) does not yet again win out over the people who’ve chosen to live in Santa Monica and build their lives here, raise families, contribute to the community.

John Zemke  
3030 Paula Dr

## Vernice Hankins

---

**From:** Bronwyn Poole / Touch Interiors <Bronwyn@touchinteriors.com>  
**Sent:** Tuesday, February 14, 2023 12:25 PM  
**To:** councilmtgitems; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Phil Brock  
**Subject:** PLS. NO TO UPZONING OCEANPARK AND PICO

EXTERNAL

To our valuable Council Members,

I have lived in Santa Monica since 2014 and recently bought our home on 14th & Hill Street with my husband and 3 children in 2021.

I urge your to not allow the upzoning Ocean Park, Pico, Main St and Montana.

We need to protect the small businesses that make Santa Monica neighborhoods special and unique. Not to mention the inevitable traffic issues.

If you need to meet state mandates for affordable housing then consider creating a corridor along Wiltshire in keeping with Westwood.

PLEASE DO NOT RUIN OUR BEACHSIDE HAVEN.

Kind Regards,  
**Bronwyn Poole** - 310 661 0627  
[www.touchinteriors.com](http://www.touchinteriors.com)

## Vernice Hankins

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**From:** Craig Hamilton Hamilton <chamilton@cannondesign.com>  
**Sent:** Tuesday, February 14, 2023 12:21 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

We need to support opportunities to provide more housing in Santa Monica and the Housing Element is a step in the right direction.

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot, shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element.

New housing on the boulevards will actually improve the boulevards. New residents living on streets like Ocean Park Boulevard in Sunset Park, where I live will support the kind of local serving retail and restaurants that I'd like to see more of.

Thank you,  
Craig Hamilton

Craig Hamilton Hamilton  
chamilton@cannondesign.com  
2524 25th St  
SANTA MONICA, California 90405

## Vernice Hankins

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**From:** George Gleason <info@email.actionnetwork.org>  
**Sent:** Tuesday, February 14, 2023 12:12 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

EXTERNAL

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot shouldn't be an alternative, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated--this attitude and the policies that result from it are exactly why we have a housing shortage. New housing will only help Santa Monica to grow and be a more inclusive community.

Restrictive policies across the state have prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,  
George

George Gleason  
gleason.george@gmail.com  
811 20th St  
Santa Monica, California 90403

## Vernice Hankins

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**From:** rhona attwater <adeelforu@live.com>  
**Sent:** Tuesday, February 14, 2023 12:12 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** VOTE NO!!

EXTERNAL

My parents came to Santa Monica in the early 50's from the UK. I was born in '59. We lived in the Ocean Park area where rents were cheap and the area at the time was considered a dump. My brother and I, who is a retired SM firefighter were raised in Santa Monica. Our lives have revolved around this City for many years. I raised my own children here and am a Santa Monica property owner. We are all absolutely disgusted at the overdevelopment that is taking place around us and the total disregard for what is best for the residents and taxpayers of Santa Monica. The overdevelopment must stop. It can not be allowed to creep onto Ocean Park, Montana or Pico. Upzoning these areas will have a detrimental impact on the surrounding neighborhoods and the residents of these areas that will trickle down all of us. It's horrific what you've allowed to happen to Lincoln Blvd. Don't allow this to happen to what is left of our quaint 8 square mile city. Do what's right and VOTE NO to upzoning!!

Rhona Attwater

## Vernice Hankins

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**From:** Rosa Hogle <hoglerosa@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 12:07 PM  
**To:** councilmtgitems  
**Subject:** 2.14.23 City Agenda Item 7a

EXTERNAL

We have lived in Sunset Park on Pearl Street since 1956. We patronize the shops and restaurants on Ocean Park Blvd, and Pico Blvd and Montana Avenue.

PLEASE DO NOT DEVELOPE AND DESTROY OUR NEIGHBORHOOD.

Thanks,

William and Rosa Hogle

## Vernice Hankins

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**From:** Gavin Scott <gavin.scott@verizon.net>  
**Sent:** Tuesday, February 14, 2023 12:52 PM  
**To:** councilmtgitems  
**Cc:** Nicola Scott  
**Subject:** 2.14.23 City Council Agenda Item 7a

EXTERNAL

**Dear Council members,  
My wife Nicola and I live in Sunset Park and strongly agree with the Planning Commission's urging that you protect our neighborhoods and local small businesses by keeping the current zoning and not allowing lot consolidation.  
Sincerely,  
Gvin and Nicola Scott**



## Vernice Hankins

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**From:** bill weiner <billsw222@gmail.com>  
**Sent:** Tuesday, February 14, 2023 12:46 PM  
**To:** Lana Negrete; Phil Brock; Gleam Davis; Oscar de la Torre; Christine Parra; Jesse Zwick; Caroline Torosis; councilmtgitems  
**Cc:** kate@northhofmontana.com  
**Subject:** Montana Ave upzoning - NO

EXTERNAL

Please do not include Montana Ave. in your upzoning plans. Montana Ave survives because of its smallness, its small town feel. It is not in the same league as a Pico Blvd. Main street or Ocean Park Blvd or the other major shopping streets. It is narrower and less dense by its very geography, it's walk and shop nature. You will increase the parking on local streets, crowds in a residential area, more crime and less appealing for the many locally owned, neighborhood serving businesses that are here now. We do not need large chain stores that can pay more for larger spaces.

We already have districts that lend themselves to multi-story developments: Wilshire Blvd, Lincoln Blvd, Santa Monica Blvd, as well as the more commercial parts of major streets such as 4th, 7th, 11th, 14th, 17th, and 20th.

Leave Montana Ave the way it is.

Bill Weiner

## Vernice Hankins

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**From:** Vincent Licassi <reallyvincent@gmail.com>  
**Sent:** Tuesday, February 14, 2023 12:43 PM  
**To:** councilmtgitems  
**Subject:** Up-zoning Ocean Park

EXTERNAL

Dear city councilmembers,

Please do not vote to up-zone the Ocean Park district. There has long been small business grassroots entrepreneurship there - recent efforts from new businesses has increased the vibrancy of this quaint area of town that is on the upswing and has potential to continue to do so. It's nice to walk there now and then as I live in the area. If I want to frequent any kind of big business, I can drive there within a 5- 10 minutes - that said, I stay away from Lincoln Boulevard (crowded with lack of parking), which has lots of semi high-rise, multi-use buildings that are barren of the personality that had given Santa Monica it's unique charm. I don't need more in my immediate neighborhood. If we voted on it, I'm sure my friends and neighbors would agree with me. The traffic on Ocean Park is one lane each way - plus the bike lanes (which are appreciated). But the traffic is backed up every day. A lot of people passing through use Ocean Park as an alternate route going east and west, to and from the freeway - there is a lot of speeding already. It would be reckless to try to increase the load on our current transportation system in this area. (Main Street also has a lovely charm - I feel the same about that.) Your votes will mean a lot for us in this neighborhood. Certainly increased tax revenues will make it tempting to build and build and build but let's ask the people - we pay the taxes, vote and know what is needed!  
Thank you, Vincent Licassi

## Vernice Hankins

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**From:** Larry E. Verbit <lverbit@dhvlaw.com>  
**Sent:** Tuesday, February 14, 2023 12:35 PM  
**To:** councilmtgitems  
**Subject:** Upzoning Montana

EXTERNAL

Dear Councilpersons,

I have been a resident of and homeowner on the 1000 block of 9<sup>th</sup> and 10<sup>th</sup> streets since 1987. I am strongly opposed to the upzoning of Montana avenue which is a local neighborhood shopping street. To allow higher density and building on that block is absurd and an act against the residents of the neighborhood who pay taxes to support the city.

You're really trying to drive out those who sought refuge in a wonderful and quiet community. Now this type of action, along with the City's nonfeasance, basically resulting in misfeasance by not timely filing a development plan with the state risks a 12 story apartment building planned for my 1000 10<sup>th</sup> street block. This will drive our prices down, cast shade on multiple residents of 9<sup>th</sup>, 10<sup>th</sup> and 11 streets and make parking impossible. How can you have let the City be so ignorant to such impact resulting from timely failures.

Very truly yours,

Larry Verbit

*Selected by Thomson Reuters as a 2016 - 2023 Southern California Super Lawyer®*

Law Offices of Larry E. Verbit  
6922 Hollywood Boulevard, Suite 300  
Hollywood, CA 90028  
Telephone: 323/469-6400  
Cell: 310/486-4141  
Email: [lverbit@dhvlaw.com](mailto:lverbit@dhvlaw.com)  
Website: [www.dhvlaw.com](http://www.dhvlaw.com)

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## Vernice Hankins

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**From:** yelena sonkin <yelenasonkin@gmail.com>  
**Sent:** Tuesday, February 14, 2023 12:30 PM  
**To:** councilmtgitems  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

I am SM resident for more them 30 years and I **oppose** this Upzoning change that includes Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

thank you

Yelena Sonkin

## Vernice Hankins

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**From:** Kendra Desai <kendraleah23@gmail.com>  
**Sent:** Tuesday, February 14, 2023 1:25 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

Hi Council Members,

I am writing to express my concern for the proposal to upzone Santa Monica's neighborhood commercial districts. I strongly disagree with the idea of upzoning our neighborhoods. My hope is that we can maintain the quality of these walkable streets by keeping local small businesses. Santa Monica is already getting crowded and there are a large number of high-rise apartment buildings already being built. This is only going to create more traffic and worse air quality. I have small children and we love Santa Monica for its small neighborhood feel. Please protect our neighborhoods!!!

Thank you,  
Kendra

**KENDRA LEAH DESAI**  
**310.980.7507**

## Vernice Hankins

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**From:** Debra Jean <creativemuse711@gmail.com>  
**Sent:** Tuesday, February 14, 2023 1:15 PM  
**To:** councilmtgitems  
**Subject:** UPZONG on Montana Ave

EXTERNAL

Dear City of Santa Monica Council Members;

I am adamantly opposed to the upzoning on Montana Avenue (and in all neighborhoods in our beautiful city).

I urge you to oppose this.

Thank you.

Debra Rawdin  
Santa Monica 90401

## Vernice Hankins

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**From:** Perry Friedrich <phfriedrich@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 1:10 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Feb 14 2023 City Council Agenda item 7a

EXTERNAL

My wife and I have lived in Santa Monica for over 40 years and STRONGLY OPPOSE the proposed upzoning of our city's commercial districts and the proposal to allow lot consolidations for Ocean Park Blvd, Pico Blvd and Montana Avenue. The character of our city has already been diminished by overdevelopment. Skyrocketing utility rates are making Santa Monica less affordable. Increasing demand for water, sewer, gas and electric will only exacerbate the problem. I'm a retired CPA who has worked with developers for most of my career and know they only care about density which allows them to increase profitability. None of them ever live in the projects they develop or have any sympathy of the problems their project create in the local communities.

## Vernice Hankins

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**From:** Amanda Robertson <aen.robertson@gmail.com>  
**Sent:** Tuesday, February 14, 2023 1:57 PM  
**To:** Jesse Zwick; Christine Parra; Lana Negrete; Oscar de la Torre; Gleam Davis; Phil Brock;  
councilmtgitems  
**Cc:** Caroline Torosis  
**Subject:** Please vote NO on upzoning

EXTERNAL

This will destroy the unique small town feel Santa Monica is famous for. It will destroy the family friendly environment we all strive for and pay huge amounts of property taxes for. This should be reserved for downtown Santa Monica only. If Bobs on OP was forced into the ground floor of a steel and glass building, all hope is lost for our beautiful beach side city. PLEASE VOTE NO ON LOT CONSOLIDATION AND UPZONING ESPECIALLY ON OCEAN PARK AND MONTANA. It will destroy everything we have created together.

Amanda Robertson (310) 614-8071

Please excuse any typos! Sent from my iPhone



## Vernice Hankins

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**From:** Roger Young <rogereyoung@gmail.com>  
**Sent:** Tuesday, February 14, 2023 1:55 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** No "Up Zone"

EXTERNAL

Do not destroy the "village" atmosphere of SM.

Roger Young  
Resident

## Vernice Hankins

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**From:** Natalya Zernitskaya <nzernitskaya@gmail.com>  
**Sent:** Tuesday, February 14, 2023 1:43 PM  
**To:** councilmtgitems  
**Cc:** Gleam Davis; Christine Parra; Oscar de la Torre; Phil Brock; Lana Negrete; Jesse Zwick; Caroline Torosis; David White  
**Subject:** 2/14/2023 City Council Agenda Item 7A- Public Comment

EXTERNAL

Dear Mayor Davis, Mayor Pro Tem Negrete, and City Councilmembers,

Thank you for the opportunity to provide my input on the implementation of our City's 6th Cycle Housing Element for 2021-2029. At a high level, I am writing to urge you to implement zoning changes, as we agreed to in our Housing Element, so that we can not only meet our RHNA requirements, but so we can continue on our path toward making Santa Monica a City that genuinely reflects our values.

The staff report for Item 7A lays out a number of discussion topics and questions that you will need to opine on. Before I provide my feedback on the specific questions raised in the staff report, I feel that I need to comment on the "hot topic" that I am sure you've received many emails on from community members on urging you to seek an amendment to our approved Housing Element to limit upzoning of certain neighborhood commercial districts based on a recommendation from the Planning Commission.

I understand and support the underlying premise of seeking to protect small businesses and neighborhood-serving retail, but I do not believe that the proposed method of limiting new housing in these districts is the appropriate path forward. If our goal is to protect small businesses and create new opportunities for business owners from marginalized backgrounds, as the City Council, you can implement other policies that would allow for displaced businesses to return (within certain parameters) or create incentives to provide under-market rents to certain types of businesses/business owners. The possibilities are vast, and we have not yet sufficiently explored them. The types of businesses that we are looking to protect and encourage can and should co-exist alongside homes. In fact, proximity to homes can help businesses succeed and when we allow for new possibilities, architects can design creative and aesthetically pleasing buildings that create exciting opportunities and benefit all of us.

Outside of the exploration of other ways to support a thriving business community, as stated in the staff report "it appears that not rezoning the NC zone and further upzoning a portion of the Bergamot area beyond that already stated in the certified Housing Element **would likely be rejected by HCD.**" (*emphasis added*)

We do not want to put ourselves at risk of our housing element being de-certified and once again becoming subject to all of the potential consequences of having a non-compliant housing element, including once again opening ourselves up to additional builder's remedy projects. With our limited resources and time, we should follow through on implementing the policy changes we committed to in our Housing Element.

With regards to the remaining discussion topics and questions laid out in the staff report, my suggestions are below:

- Program 1.F (Revise Downtown Community Plan Standards) - We should eliminate the tier system for housing in Downtown. As we know, 20% of 0 is 0 and if our inclusionary requirements are too high for projects to pencil, we will not get any housing at all, including deed-restricted affordable housing. The inclusionary zoning requirement in Downtown should be lowered to 15%. Consistency in our zoning codes citywide will also help make the development process more predictable, which will reduce costs

at the project level and may even help reduce the per-unit costs to renters and homeowners who will live in these new homes.

- Program 1.J (Revising Development Standards for Housing Projects) - As you consider whether ground floor commercial use should be required for Neighborhood Commercial zones on Pico Boulevard and Ocean Park Boulevard, I urge you to consider the practical outcomes of such a requirement and explore the nuances of the topic including asking the following questions: Should this requirement be a blanket requirement for all new buildings? Should it apply only in cases when a new project is replacing a building with commercial space on the ground floor? Could this be a flexible requirement that could potentially allow for more live/work units for people like artists?
- Program 1.A (By Right Approvals for Housing Projects) - As for program 1.F above, the standards for Downtown should be consistent with the zoning standards citywide.
- Program 1.D (Reduce Minimum Parking Requirements for Housing) - At a high level, we should eliminate parking minimums and institute parking maximums citywide. In order to be consistent with AB 2097, we must eliminate parking minimums in the areas shown on the map on page 43 in the staff report, but knowing what we know about the high costs of parking and in order to align with our values, we should go a step further and eliminate parking minimums city-wide. We should not eliminate parking maximums, and we should institute parking maximums citywide as well. An off-street parking spot routinely adds \$30,000-\$100,000 to the cost of a new housing project and takes up valuable space that we could use for homes, for businesses, or for other community-serving needs. We should prioritize people over cars and we can show that by eliminating parking minimums.
- Program 2.A (Establish a Moderate-Income Housing Zoning Overlay "MHO") - We should expand the MHO citywide, but we should not exclude R1 or OP1 zoning districts, although we may want to include some considerations if it is applied in those areas. If we are truly serious about alleviating the strains of high housing costs on Santa Monica residents and meeting our RHNA requirements, it does not make sense to exclude a majority of the City's land. We should also allow for some inclusion of market-rate units as an incentive to create more housing in projects built under this policy.
- Program 4.E (Incentives for SB9 units in R1 zones) - We should make it easier for people to transform their single-family homes into what works for their families and help incentivize gentle increases to density through development impact fee waivers for SB9 projects. We should also go a step further and re-examine our development impact fees for projects that have smaller numbers of units and for ADUs. Additionally, although the specific issue is not before you today, we should consider allowing deferral of development impact fees as it would help reduce development costs in the long-term, allowing for lower per-unit costs.

All people deserve access to safe, stable, affordable, and accessible homes. Please follow through on implementing the programs and zoning changes we agreed to in our HCD-certified Housing Element so that Santa Monica can meet its RHNA requirements and live up to our values of equity, inclusivity, sustainability, and accessibility.

I appreciate your careful consideration of the issues before you today and look forward to listening to your discussion this evening.

Sincerely,  
Natalya Zernitskaya

Natalya Zernitskaya (she/her)  
[nzernitskaya@gmail.com](mailto:nzernitskaya@gmail.com)

## Vernice Hankins

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**From:** John Okulick <okulick@gmail.com>  
**Sent:** Tuesday, February 14, 2023 1:39 PM  
**To:** councilmtgitems  
**Subject:** Oppose upcoming

EXTERNAL

Vote no on item 7A  
Sent from John's iPhone.

## Vernice Hankins

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**From:** Jeffrey Prince <jeffreymuse@gmail.com>  
**Sent:** Tuesday, February 14, 2023 2:04 PM  
**To:** councilmtgitems  
**Subject:** Please Keep Supporting Sustainability in our amazing city!

EXTERNAL

Dear City Council Members,

As a long-time Santa Monica resident, CERT Team member and Community Garden Volunteer (Ishihara Learning Garden and the new Marine Park Garden), I want to thank you for your continued support in addressing climate change and sustainability issues.

I also hope you will continue all efforts to expand urban agricultural projects that promote community gardens and their educational components.

Everyone benefits from these efforts!

Thank you again,  
Jeffrey Prince

--

**Jeffrey Prince**  
(310) 770-8656

*"Music is what feelings sound like."* - Author Unknown

## Vernice Hankins

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**From:** Eden Kusmiersky <edenkusmiersky@hotmail.com>  
**Sent:** Tuesday, February 14, 2023 2:31 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a  
**Importance:** High

EXTERNAL

Dear Santa Monica City Council Members:

I am a longtime resident of Santa Monica, living just off of Ocean Park Boulevard for 25 years. I vehemently oppose the proposed "upzoning" of Santa Monica's neighborhood commercial districts, including our very special Ocean Park Boulevard. These proposed changes would bring an end to the local small businesses that are the heart of our neighborhood - the rents would preclude the small bakeries, restaurants, shops, architecture offices, and other small businesses. The street is welcoming to the local residents and the Will Rogers Elementary and John Adams Middle School students.

These neighborhood-serving businesses would invariably be replaced with higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents' quality of life and increasing traffic and parking woes.

We do not want bigger buildings or consolidated lots on Ocean Park Boulevard.

We agree with the Planning Commission's well-supported recommendation against upzoning these Streets and instead keeping the existing heights and densities in these neighborhood commercial districts.

Respectfully,

Eden Kusmiersky  
1321 Pine Street  
Santa Monica, CA 90405

## Vernice Hankins

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**From:** Reza Shapouri <reza@shapouri.com>  
**Sent:** Tuesday, February 14, 2023 3:03 PM  
**To:** councilmtgitems; Gleam Davis; Lana Negrete; Christine Parra; Oscar de la Torre; Jesse Zwick; Caroline Torosis  
**Cc:** Kate@northofmontana.com  
**Subject:** Upcoming vote on up-zoning four of our neighborhoods

EXTERNAL

Dear Santa Monica City Council,

Tonight you will be discussing and forming an opinion on whether to upzone four of our neighborhood commercial districts: Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. We already have districts that lend themselves to multi-story developments: Wilshire Blvd, Lincoln Blvd, Santa Monica Blvd, as well as the more commercial parts of major streets such as 4th, 7th, 11th, 14th, 17th, and 20th.

I'm asking you to please keep Main St, Ocean Park Blvd, Pico Blvd, and Montana Ave. as the few last shopping areas to keep its old Santa Monica charm and character. We are powerless against the commercial builders who have infiltrated Santa Moinca using the "builder's remedy" to erect buildings up to 10 stories high. Let's not allow these unique walk and shop streets to turn into tall corridors of generic large chain stores, blocking out sunlight and small businesses from thriving. If there is anything worth preserving in our seaside town, it's these districts!

Thank you,

**Reza Shapouri**

Shapouri Consulting, Inc.  
Mobile: +1-310-266-9816  
Reza@Shapouri.com

**Vernice Hankins**

**From:** Cynthia Hill <zakchill@gmail.com>  
**Sent:** Tuesday, February 14, 2023 2:57 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com; Cynthia Hill  
**Subject:** 2/14/23 agenda item 7-A

**EXTERNAL**

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Cynthia Hill  
SM small business owner and Sunset Park resident  
310-399-4000



## Vernice Hankins

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**From:** Burt Goldstein <burtgoldsteinmusic@gmail.com>  
**Sent:** Tuesday, February 14, 2023 2:55 PM  
**To:** councilmtgitems  
**Cc:** Oscar de la Torre; Phil Brock; Lana Negrete; Christine Parra; Jesse Zwick; Carol Dickinson  
**Subject:** City Council Agenda Item 7a

EXTERNAL

Dear Council Member:

Please vote down any and all proposals to upzone or consolidate lots or otherwise facilitate further large-scale development.

I have read the article at:

[https://www.surfsantamonica.com/ssm\\_site/the\\_lookout/news/News-2023/February-2023/02\\_13\\_2023\\_Council\\_Caught\\_in\\_a\\_Tight\\_Spot.html](https://www.surfsantamonica.com/ssm_site/the_lookout/news/News-2023/February-2023/02_13_2023_Council_Caught_in_a_Tight_Spot.html)

We are ALL in a “tight spot” here in Santa Monica.

That is why residents oppose further development and overcrowding.

The cost of possible State and developer litigation, with its uncertain outcome, should be weighed against the cost of rolling over and upzoning ourselves, with its certain depredation of living standards for us.

At the very least, litigation could delay development. “Injustice delayed is injustice denied (for a while)”.

This might provide some breathing room and the possibility of change at the State level as other communities put pressure on the State in defense of their right to zone themselves.

The alternative is certain increase in overdevelopment.

Burt Goldstein

On Feb 14, 2023, at 10:41 AM, Tricia Crane <[1triciacrane@gmail.com](mailto:1triciacrane@gmail.com)> wrote:

Dear Northeast Neighbors and friends,

**Tonight, Santa Monica City Council will be holding a study session to implement our city's Housing Element**, which has already been approved by Council and includes upzoning four commercial boulevards (Main Street, Montana Ave, Pico Blvd, and Ocean Park Blvd). But opposition to this element in the Housing Element has been

mounting among residents, small business owners, members of the Planning Commission and Santa Monica Coalition for a Livable City.

**Defending the zoning** increase in the Housing Element are City Planning Department staff who have expressed fears that such changes could place the City's certified Housing Element in jeopardy and risk rejection by the State Housing and Community Development (HCD) with potentially dire consequences.

Below is an article in the LookOut. You can watch the Council meeting live tonight at

<https://www.youtube.com/user/Citytv16santamonica>

The Agenda with Written Comments submitted to Council on Agenda Item 7-A can be accessed at

[https://santamonicacityca.iqm2.com/Citizens/Detail\\_Meeting.aspx?ID=1353](https://santamonicacityca.iqm2.com/Citizens/Detail_Meeting.aspx?ID=1353)

Tricia

## Santa Monica LOOKOUT - Council Caught in a Tight Spot on Development

February 13, 2023 -- The City Council on Tuesday will face a volatile political dilemma -- change the unique nature of Santa Monica's four Neighborhood Commercial (NC) districts or open the floodgates to virtually unchecked State-sanctioned development.

[https://www.surfsantamonica.com/ssm\\_site/the\\_lookout/news/News-2023/February-2023/02\\_13\\_2023\\_Council\\_Caught\\_in\\_a\\_Tight\\_Spot.html](https://www.surfsantamonica.com/ssm_site/the_lookout/news/News-2023/February-2023/02_13_2023_Council_Caught_in_a_Tight_Spot.html)

## Vernice Hankins

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**From:** Joan Sekler <joan.sekler@gmail.com>  
**Sent:** Tuesday, February 14, 2023 2:50 PM  
**To:** councilmtgitems; Phil Brock; Sue Himmelrich; Lana Negrete; Oscar de la Torre; Christine Parra; Gleam Davis; Kristin McCowan; Council Mailbox; info@smrr.org  
**Subject:** Feb 14 City Council Agenda Item 7A regarding Upzoning

EXTERNAL

As Santa Monica residents, we strongly oppose the upzoning of Montana, Pico, Ocean Park and Main St. This will further prevent low and middle income people to rent and to shop on their incomes.

We need to downzone these areas, otherwise, Santa Monica will just turn into a city for the wealthy!

Sent from my iPhone

## Vernice Hankins

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**From:** Rochelle Siegel <rtortorete@hotmail.com>  
**Sent:** Tuesday, February 14, 2023 2:46 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

As a 20 years plus Westside resident, I urge you to vote no in the choice to "upzone" Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. Please leave neighborhoods intact. Not every building, every block needs replacement with multi story buildings. We need neighborhoods that feel like neighborhoods. We need our existing local businesses, not chain stores. Please protect the soul and "sense of place" in Santa Monica.

*Rochelle Siegel*

cel 310-902-0159

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## Vernice Hankins

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**From:** Matt Elkus <melkus01@gmail.com>  
**Sent:** Tuesday, February 14, 2023 2:45 PM  
**To:** Matt Elkus  
**Subject:** 2/14/23 City Council Agenda Item 7a

EXTERNAL

As a current Santa Monica resident and concerned citizen, I believe you should OPPOSE the upzoning of our neighborhood commercial districts.

Thanks,  
Matt Elkus

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 3:45 PM  
**To:** councilmtgitems  
**Subject:** Fw: Agenda Item 7 - Study Session Housing Element

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**From:** Laurel Overman <laurel.overman@gmail.com>  
**Sent:** Tuesday, February 14, 2023 12:02 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Agenda Item 7 - Study Session Housing Element

EXTERNAL

I am against up zoning Montana, Ocean Park, Main Street and Pico.

It's a false choice to say you either up zone or we will have the "builder's remedy" throughout the city.

UP ZONE ANOTHER AREA. The area that should be up zoned is Wilmont from 4th Street east to 20th Street.

This is rent control Area G and the most populous SMRR voting base. Wilmont Area G and NOMA have historically allied to downzone Wilmont because NOMA doesn't want the traffic in their neighborhood that will come from increased Wilmont development.

As a voting block, Wilmont and NOMA have ganged up on the southern portion of the city for 40 years, keeping SMRR in power.

In 1990, before Prop R was voted in, the density in Wilmont was 8 units on a 7500 square foot lot. Prop R downzoned it to 5 units and it has been downzoned again to 3 units. The limited new construction is \$2M+ condominiums.

At 8 units per lot, more affordable condominiums could be built. The people want 3 bedroom condominiums for families. Families in this area will send their kids to our public schools and the tax base will be increased.

Any renter who is truly low income would automatically go to the head of the line for a new rent restricted unit.

I have been in my current location on 7th Street for 30 yers. The "low income" renters are all long-stayers who don't work — or work very little — because their rent is so cheap they don't have to.

My next door neighbor will tell you she is a poor grandmother. In reality, she is a 50% owner in another rent controlled building in Santa Monica which she operates illegally. Under AirB&B. Hers is not an unusual situation,

When developing the boulevards was initially voted in, then Council Member Kevin McKeown stated that developing the boulevards would provide 20 years worth of our housing needs for the Housing Element.

So, in 20 years, you are going to have to upzone the multi-family areas anyway. Why not have a more balanced plan?

You should have the Planning Department present a plan view of the city with the boulevards built out with 4 and 5 story buildings with low density residential in between. It's going to look like a wall of overhead rail lines lining the

streets.

Thank you.

Laurel Overmaan  
953 7th Street  
SM 90403

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 3:45 PM  
**To:** councilmtgitems  
**Subject:** Fw: 2/14/23 agenda item 7-A

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**From:** rick salzman <ricksalz@yahoo.com>  
**Sent:** Tuesday, February 14, 2023 10:13 AM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** 2/14/23 agenda item 7-A

EXTERNAL

Hi--I am a long time resident of Sunset Park. I urge you to leave the Pico Blvd and Ocean Park Blvd development standards as is. There are many small local business establishments which make this neighborhood feel like a neighborhood

Please do not upzone the Neighborhood Commercial (NC) districts on these streets.

Thank you.

Rick Salzman  
1109 Pearl St



## Vernice Hankins

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**From:** Jan Brilliot <janbrilliot@gmail.com>  
**Sent:** Tuesday, February 14, 2023 3:38 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Upzoning commercial areas.

EXTERNAL

For 35 years I ran a business on Montana Ave. It was very successful (I sold and retired in 2008) I would attribute my success to hard work and a vision but also to the fact that it existed in a low key friendly neighborhood where business owners and employees knew our clients and cared about them. It wasn't just about the bottom line \$\$\$.

I am afraid the City of Santa Monica has not learned this lesson from the failing Promenade and now wants to try again on the smaller neighborhood commercial streets.

Please do not vote to upzone these neighborhood commercial districts. Do not support this mistaken vision. Vote NO.

Jan Brilliot  
former owner Weathervane II

## Vernice Hankins

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**From:** Ellen Mark <ellenmark93@gmail.com>  
**Sent:** Tuesday, February 14, 2023 3:28 PM  
**To:** councilmtgitems  
**Cc:** Caroline Torosis; Lana Negrete; Gleam Davis; Jesse Zwick; Oscar de la Torre; Phil Brock; Christine Parra  
**Subject:** 2/14/23 agenda item 7-A: Study Session on Implementation of the 6th Cycle (2021-2029) Housing Element Programs  
  
**Importance:** High

EXTERNAL

To Mayor Davis and Council members:

Please retain the existing heights and FARS in the Neighborhood Commercial districts on Ocean Park Blvd, and the south side of Pico Blvd., rather than increasing as proposed in the certified Housing Element.

Small businesses need our protection, and our neighborhoods need them!

Sincerely,

Ellen Mark  
Navy St.

## Vernice Hankins

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**From:** Tony Harris <iamtonyharris@gmail.com>  
**Sent:** Tuesday, February 14, 2023 3:27 PM  
**To:** councilmtgitems  
**Cc:** Janis Flax  
**Subject:** No rezoning Ocean Park and Pico!

EXTERNAL

Please vote NO on rezoning Ocean Park and Pico. I am a homeowner on 31<sup>st</sup> Street and Ocean Park and I am strongly against this money grab and surely unpopular idea. Please register my voice.

Tony Harris  
2526 31<sup>st</sup> Street

## Vernice Hankins

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**From:** Donna <sternbergdancers@gmail.com>  
**Sent:** Tuesday, February 14, 2023 3:05 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Agenda Item 7a

EXTERNAL

Dear Councilmembers,

As a long time Santa Monica resident one of the things I value most are the distinct neighborhoods with their small stores and restaurants. It makes the city seem like an oasis in the midst of the sprawling megalopolis of Los Angeles. Upzoning Santa Monica's neighborhood commercial districts would destroy that and lose the uniqueness that makes Santa Monica special. It would become like any other street and shopping district in Los Angeles, full of large chain stores with no character. Chain stores can go to Third Street Promenade, which many have left, without destroying our neighborhood shopping areas. I shop locally because there are stores that aren't in a zillion other places, if those stores go out of business I would have no incentive to shop here. Tax dollars would be lost and city revenue would decrease.

I urge you to vote no to the upcoming proposal. Keep Santa Monica full of charming small businesses and restaurants.

Thank you.

Donna Sternberg  
Donna Sternberg & Dancers  
Artistic Director  
[www.dsdancers.com](http://www.dsdancers.com)  
310-260-1198

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 4:07 PM  
**To:** councilmtgitems  
**Subject:** Fw: Neighborhood Commercial

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**From:** Thomasine Rogas <teharvin@aol.com>  
**Sent:** Tuesday, February 14, 2023 3:52 PM  
**To:** Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Neighborhood Commercial

EXTERNAL

As a tour guide I regularly come down Main Street in a bus with people from Canada, UK, and other parts of the USA.

This has given me a unique opportunity to experience just how special our Main Street is.

PLEASE DO NOT CHANGE IT!

Thomasine Rogas  
110 Ocean Park Blvd #214  
Santa Monica CA 90405

## Vernice Hankins

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**From:** Amanda Kerner <amandakerner@gmail.com>  
**Sent:** Tuesday, February 14, 2023 4:02 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick; Alan Kerner; Amanda Kerner  
**Subject:** We LOVE all of our local business. They are necessary to the quality of life for our community!

EXTERNAL

Dear City Council Members,

More is not better. We need you to support our quality of life!

We love our small local businesses please give them all the support that they need to thrive so they can serve our community.

We do not support - upzoning our Neighborhood Commercial (NC)

Thank you for your service and thank you for listening to the people's concerns,

Amanda and Alan Kerner  
1761 Sunset Avenue  
Santa Monica CA 90405

310.452.0658  
310-261.7798

[amandakerner@gmail.com](mailto:amandakerner@gmail.com)  
[kerners@aol.com](mailto:kerners@aol.com)

## Vernice Hankins

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**From:** Ben Swett <info@email.actionnetwork.org>  
**Sent:** Tuesday, February 14, 2023 4:01 PM  
**To:** councilmtgitems  
**Subject:** Housing on our Boulevards - More, Not Less! (please at least skim)

EXTERNAL

Council Comments ,

Dear Friends:

Please don't downzone commercial boulevards. That would be going EXACTLY THE WRONG DIRECTION on housing.

Some of parts of them have housing already - and those are vital areas, full of life and services. There is housing on Montana, Ocean Park & Wilshire already --- and it hasn't ruined or hurt those areas - the new housing on Eastern SM blvd has brought life and services to that area.

Look at the new services and vibrancy that's come with new(ish) housing in downtown santa monica.

Housing is not bad or evil. Housing = Good. More Housing = Good.

Housing is nothing to fear.

People fear change. Housing is fine. We need it as a state, a region, a city ... and we're required to add it as a city. The NIMBYs want ... what? Roll back the clock? Pull up the Drawbridge?

Why would you restrict housing, anywhere, when we need more of it, so desperately? Just because people who are unhappy and fearful anyway think it's going to .... do what, exactly? We got a message from NOMA saying Montana is at risk of "becoming homogenized, replacing (specialness) with generic buildings and nationwide chains." and that we should be alarmed. Ridiculous. (and several nationwide chains on Montana already: californa closests; citibank, wells fargo, whole foods, william sonoma; Menchies, Panda Express; Starbucks,

Drybar, Kiehls, Massage Place, Chase Bank; Coldwell Banker, Compass Realty; Engel and volkers; One West Bank (pavillions (safeway corp) union bank, etc ).

You need to add something like 9,000 units, right? So add them at Bergmont, AND the airport someday - AND boulevards. Please be grown ups about this, do your jobs, and be kindly, firm and understanding towards the fearful. They'll be fine. You'll be fine.

We need housing, period. More housing will IMPROVE our commercial boulevards.

If you read this, thanks. If you get it, please hold the line. It's time to grow up. Please change direction on "fear of housing" and show leadership - thank you.

Thank you,

Ben Swett  
90402

Ben Swett  
bswett@gmail.com  
614 San Vicente  
Santa Monica, California 90402



## Vernice Hankins

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**From:** Noma Boardmember <nomaboard@gmail.com>  
**Sent:** Tuesday, February 14, 2023 4:01 PM  
**To:** councilmtgitems  
**Subject:** Council Agenda Item 7: Study session, 2/14/23

EXTERNAL



Dear Mayor Gleam and Council Members,

The NOMA Board supports the concepts previously expressed in the letter sent by several members of the Planning Commission asking the City Council to request the California Department of Housing and Community Development (HCD) amend the City's certified Housing Element to enhance Affirmatively Furthering Fair Housing (AFFH).

The request asks to "retain the existing heights and Floor Area Ratios (FAR) in the Neighborhood Commercial Districts (NC) on Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue rather than increasing them as proposed" in the certified Housing Element. This is acknowledgement that the upzoning of our NC districts has the strong potential to displace locally owned businesses that provide affordable retail and essential services to residents. The letter cautions that "In fact, the loss of these neighborhood-serving businesses will be in direct conflict with AFFH objectives."

The letter clearly states the need to maintain our Neighborhood Commercial Districts in order to provide essential services to residents. The last major zoning update (2015) considered increasing the height and FARs for the neighborhood commercial districts and decided that these were not warranted and should remain resident serving commercial areas.

Neighborhood Commercial Districts each have a unique feel which is vital to Santa Monica, its residents and business community. They provide a special mix serving us all. We would be substantially poorer as a community if we were to lose their distinctive nature and local ownership.

The NOMA Board urges the City Council to seek a modification in the City's certified Housing Element to protect the Neighborhood Commercial Districts.

Thank you.

[smnoma.org](http://smnoma.org)  
[NOMAboard@gmail.com](mailto:NOMAboard@gmail.com)

## Vernice Hankins

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**From:** Pico Blvd Santa Monica <picoblvdsm@gmail.com>  
**Sent:** Tuesday, February 14, 2023 3:52 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** Sharon@Paws-Effect.com  
**Subject:** City Council 2/14/23 agenda item 7-A; Protect Neighborhood Serving Streets

EXTERNAL

Dear Council Members,

Please use your authority to protect Santa Monica's Pico Boulevard from higher-sized buildings, and more density.

Pico Boulevard is Santa Monica's longest 'working boulevard', starting at the beach and running 3 miles up to Centinela Avenue at the 10. There is a unique concentration of family-owned small businesses, many second- and third-generation, along with national supermarkets, specialty shops, professional offices, gyms, bars and restaurants, non-profits, Santa Monica College, and community open spaces Virginia Ave Park. This mix is how Pico Boulevard survived the recent pandemic, and continues to attract more small businesses to the neighborhood.

- Nearly half of all businesses on Pico Boulevard are professional offices in areas such as law, healthcare, real estate and property management, financial services, general contracting, creative production, and non-profits.
- Food and drink businesses (excluding exclusively retail-based businesses) also have a strong presence on Pico Boulevard, including coffee shops, bakeries, bars, and restaurants like Lunetta, Upper West and The Brixton
- Personal services such as hair salons and barbers, massage, fitness, laundry and other services are also common, as are retail businesses for a wide variety of goods including groceries, liquor, clothing, sporting goods, general merchandise, and many auto repair and tire shops.
- Some of Pico Boulevard's many legacy businesses include McCabe's Guitar Shop, the Morgan-Wixson Theatre, Rae's Diner, and Gilbert's El Indio restaurant.
- Retail anchors include Trader Joe's, the 99 Cent Store, Rite Aid, Walgreens, and Whole Foods 365.
- Pico's newest businesses in 2022 are small and/or independent, including Adriana's Hair Studio, Nostalgia Bar, In2Scuba, Vela Massage and Go Get Em Tiger, opening June 2023.

Please apply to the State to modify our City's Housing Element to exempt this Neighborhood Commercial District from upzoning. Upzoning would allow significantly taller buildings than Pico Boulevard can currently host, and disrupt its thriving small business community. Resulting increasing rents would drive out the small, local businesses that are the backbone of this district's economy.

Thank you.

Sharon Town Lee  
Chair  
Pico Improvement Organization

[picoblvdsm@gmail.com](mailto:picoblvdsm@gmail.com)

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**Dana Moorehead**  
Merchant Engagement Director  
Pico Improvement Organization  
[picoblvdsm@gmail.com](mailto:picoblvdsm@gmail.com)

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 4:38 PM  
**To:** councilmtgitems  
**Subject:** Fw: Outdoor dining

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**From:** Jen Liles <jenniferrliles@gmail.com>  
**Sent:** Friday, February 10, 2023 1:22 PM  
**To:** gleam.davis@cityofsantamonica.gov <gleam.davis@cityofsantamonica.gov>; Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** Outdoor dining

EXTERNAL

Hi to whoever may actually read this!

I'm writing to say horribly sad it is that the city is making it so difficult for our beloved restaurants to continue outdoor dining, specifically Crudo e Nudo in Santa Monica.

Main Street has been dead for years, and the pandemic outdoor dining project brought it back to life. We got to know the owners well while they opened, and know they truly care for the city, sustainability, community and more.

Making it so difficult for businesses to save outdoor dining is absolutely baffling to me. We live in Southern California! We want to eat outside! What do you save, like 3 parking spots? Don't we pay enough in taxes to keep programs like this running?

Restaurants have suffered enough and so have angelenos. Please reconsider the recent measures you have put into place.

Thanks,  
Jen

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 4:38 PM  
**To:** councilmtgitems  
**Subject:** Fw: MAIN STREET OUTDOOR DINING - NO to personal guarantee and water waste capital facility fee

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**From:** Brooke Oliver <brooke.k.oliver@gmail.com>  
**Sent:** Friday, February 10, 2023 1:21 PM  
**To:** Gleam Davis <Gleam.Davis@santamonica.gov>; Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** MAIN STREET OUTDOOR DINING - NO to personal guarantee and water waste capital facility fee

EXTERNAL

Hello City of Santa Monica,

As a resident of Santa Monica for the past 10 years and Los Angeles resident for 30, I have seen businesses go to die on Main Street. Over the past 3 years since Santa Monica opened up the streets of Main Street for outdoor dining, there has been a new wave of life and interest on the street. It has become a nice place to dine, walk, gather with friends and find new places to eat/shop. Where in the past it was a sleepy street, quiet during the day with almost only indoor dining (some with dining off the street in dark outdoor patios). Such a shame when we live in such a beautiful place with great weather year round.

It has come to my attention by business owners on Main Street that the city is now requiring new fees for business owners making it impossible for them to survive.

I am asking you to remove the personal guarantee and the water waste capital facility fee entirely from your new contract. Save these companies who saved the city during the pandemic. Keep local businesses alive.

Respectfully,

Santa Monica Resident Brooke Oliver

## Vernice Hankins

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**From:** Council Mailbox  
**Sent:** Tuesday, February 14, 2023 4:38 PM  
**To:** councilmtgitems  
**Subject:** Fw: We should be helping restaurants

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**From:** Kevin Tyler <kevinctyler2@gmail.com>  
**Sent:** Friday, February 10, 2023 1:13 PM  
**To:** gleam.davis@santamonica.com <gleam.davis@santamonica.com>; Council Mailbox <Council.Mailbox@santamonica.gov>  
**Subject:** We should be helping restaurants

EXTERNAL

My partner and I chose to live in Santa Monica because of how charming and walkable the Main St corridor seemed. As soon as we saw it, we envisioned all of the outdoor dinners we could walk to, sitting under the lights lining our street.

Now, the city has decided to take aim at an industry left hobbling throughout and after the pandemic: neighborhood restaurants.

In 2021, according to Santa Monica Travel and Tourism, visitor spending on meals was Alonso's \$160m and over \$60m was spent on beverages - each a fraction of 2019/pre-pandemic levels. (\$343m and \$146m, respectively).

That means restaurants are working double time to claw themselves back to profit, while enduring extreme hiring difficulties and other obstacles. The City of Santa Monica should be assisting these vital businesses, not harming them. As a prominent destination for business, families, and others, our dining scene deserves support from the municipality it serves.

As a tax payer, I'm asking you to consider removing the personal guarantee and the water waste capital faculty fee so these restaurants can get back on their feet and continue serving the residents and tourists in our neighborhood.

Thank you.  
Kevin Tyler.

Sent from my iPhone

## Vernice Hankins

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**From:** Cheryl LaMee <cheryllamee@gmail.com>  
**Sent:** Tuesday, February 14, 2023 4:34 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Agenda Item 7a

EXTERNAL

Hello City Council:

Upzoning Pico, Main, Ocean Park and Montana is not called for at this time. We have plenty of open storefronts (take a look at 3rd St as an example) and we need to address immediate eyesores before we create more havoc in our beautiful city.

Kind Regards,  
Cheryl

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Cheryl LaMée  
c | 512-968-2506  
e | [cheryllamee@gmail.com](mailto:cheryllamee@gmail.com)

## Vernice Hankins

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**From:** sally landau <sallylandau@me.com>  
**Sent:** Tuesday, February 14, 2023 4:10 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** "upzoning" of Pico and Ocean Park Boulevard

EXTERNAL

I'm unable to attend tonight's City Council meeting, so I'm taking this time to share my feelings and thoughts about increasing zoning in my neighborhood on Ocean Park Boulevard and West Pico.

In years past, I've co-managed an architecture firm and fully understand the need for space requirements and neighborhood upgrades, not to mention increased revenue for the City.

However, the blocks under consideration are occupied by small business owners that greatly contribute to the community and enrich our lives. Many of us shop and dine often in establishments that will be affected by their removal. In fact, some are so popular, they attract people from all over Los Angeles County.

The speculation that 5-story behemoths will transform our neighborhood is chilling, and because of the anticipated much higher rents, the developers will only be able to sign leases with mighty chain stores (at which I rarely shop) or fast food restaurants (where I do not eat).

I'm sure you're considering many aspects of this potential zoning change, perhaps some I'm unaware of, but from my point of view, it would be a travesty for the neighborhood I have lived in for 18 years and hold dear.

Thank you,

Best regards,

SALLY LANDAU

2444 25th Street  
Santa Monica CA 90405

"Be yourself. Everyone else is already taken."  
Oscar Wilde

"I dwell in possibility."  
Emily Dickenson

"Curiosity is the cure for boredom. there is no cure for curiosity."  
Dorothy Parker





## Vernice Hankins

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**From:** Barbara Fuchs <fuchsbar@humnet.ucla.edu>  
**Sent:** Monday, February 13, 2023 6:21 PM  
**To:** councilmtgitems  
**Subject:** City Council Item 7A- Support Housing on our Neighborhood Commercial Boulevards

Council Comments ,

Dear Mayor Davis, Mayor Pro Tempore Negrete, and members of the Santa Monica City Council,

Please do not support the calls to ask the state to allow us to downzone our Neighborhood Commercial boulevards. We have a serious housing shortage and should be allowing more housing on these boulevards to address the housing shortage and create a more vibrant, local serving retail experience. Allowing more housing in Bergamot shouldn't be an alternative; instead, it should be done in addition to what's already been included in the Housing Element. Please stop treating new housing like it is some kind of evil that needs to be accommodated-- this attitude and the policies that result from it are exactly why we have a housing shortage. Bad city leadership across the state has prevented the housing we've needed to be built for decades, now is our chance to change course.

Thank you,

Barbara Fuchs

Barbara Fuchs  
fuchsbar@humnet.ucla.edu  
1068 Yale St.  
Santa Monica, California 90403

## Vernice Hankins

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**From:** Jane <itisdone9999@aol.com>  
**Sent:** Monday, February 13, 2023 8:55 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** NO on Up-Zoning our Neighborhood Commercial Districts

Dear City Council Members,  
I am asking - pleading with you **DO NOT Up-Zone our Neighborhood Commercial Districts!!**

Please STOP with the over building and destroying the unique neighborhood charm of Santa Monica!  
Stop it!

For the past 25 years I have lived less than a block of Montana Ave, I raised my son here - Please don't destroy this lovely neighborhood, OUR HOME by building 6-story buildings!

**Enough with the over building in Santa Monica!!!**  
**Stop destroying Santa Monica!**  
**Stop making destroying Santa Monica's charm!!**  
**People over Profit!!**  
**Prioritize the quality of life for Santa Monica residents!**

P.S. I VOTE IN EVERY ELECTION!

Thank you.  
Jane Tucker  
Long time Resident of Santa Monica, Parent and Voter

## Vernice Hankins

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**From:** Rachel Maguire <rmag2002@icloud.com>  
**Sent:** Monday, February 13, 2023 10:26 PM  
**To:** councilmtgitems  
**Cc:** Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2.14.23 City Council Agenda Item 7a

Hello-

As a homeowner in Santa Monica, I am opposed to "upzoning" of the Santa Monica's neighborhood commercial districts that include Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. I am also opposed to lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.

Santa Monica is currently being overrun by big projects and taller buildings. We need to preserve the charm and diversity that still exists.

Thank you for your time.

Rachel Maguire  
101 California Avenue  
Santa Monica, CA 90403lean

## Vernice Hankins

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**From:** Sue Edwards <brassfam@earthlink.net>  
**Sent:** Tuesday, February 14, 2023 12:15 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

Dear Councilmembers:

Again, please protect Pico, Main, Ocean Park, and Montana from upzoning by requesting a modification to the City's Housing Element regarding NC Zones.

In addition, please oppose lot consolidation on Pico, Ocean Park, and Montana, as well as Main.

We have come to a crossroads in terms of development in our city.

Please consider that upzoning and lot consolidation will have profound and negative effects on our local environment, sustainability, and quality of life for future generations of Santa Monica residents, workers, and visitors.

Thank you.  
Sue Edwards

## Vernice Hankins

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**From:** Caoimhe Whitebloom <caoimhewhitebloom@gmail.com>  
**Sent:** Tuesday, February 14, 2023 5:28 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Cc:** FriendsofSP@yahoo.com  
**Subject:** 2/14/23 agenda item 7-A

Hello,

My name is Caoimhe Whitebloom and I have grown up in Santa Monica. There are a lot of things changing in our city now, some things for the better but some for the worse. Upzoning the Neighborhood Commercial districts on Ocean Park Blvd and Pico Blvd would hurt Santa Monica and our locally owned small businesses in a hugely detrimental way.

The businesses that would replace them would be large corporate chains that you can find anywhere else in the states and we would lose what makes us unique.

I patron many of the business on Ocean Park and Pico weekly, if not daily. Bob's Market, Thyme Cafe, Santa Monica Yoga, The Counter, Lunetta, Gilbert's, and so many more make Santa Monica the amazing place it is and if we lose them, which is what will definitely happen if this item goes through, then we might as well be any other boring city in California.

Please understand that the gravity of this decision.

Thank you,  
Caoimhe Whitebloom

## Vernice Hankins

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**From:** Kristin Kreiger <kristinkreiger@gmail.com>  
**Sent:** Tuesday, February 14, 2023 7:45 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

Hello Council members,

Please do not "Upzone" more streets in Santa Monica, allow lot consolidation on Ocean Park Boulevard, Pico Boulevard and Montana Avenue.

It is vitally important to support our small businesses which are being so driven out of business in all the country by large buildings and enormous chain stores.

Please, please, please make your votes for the local people. Thank you.

Kristin Kreiger

## Vernice Hankins

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**From:** Victoria Schlue <vlara16@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:19 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

I'm a Santa Monica resident and strongly feel that Ocean Park Blvd, Main St, Pico Blvd, and Montana Ave need to be protected against upzoning and lot consolidation. It's important to support local small businesses and maintain the quality of these walkable streets in our neighborhoods.

Thank you,

Victoria Schlue  
Sunset Park resident



## Vernice Hankins

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**From:** Jenee Castellanos <jeneecastellanos@gmail.com>  
**Sent:** Tuesday, February 14, 2023 8:40 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Agenda Item 7a

Council members,

I'm writing as a resident of Santa Monica for almost 20 years, and as a voter and tax payer, I am voicing my opposition to the proposed "upzoning" of our retail areas of the city.

Support small business, support your residents, listen to your residents.

Protect the integrity of Santa Monica and do not upzone these areas. This city is over developed as it is.

Thank you,

Jenée Castellanos

## Vernice Hankins

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**From:** Thomas Polson <tpolson@3dpaint.com>  
**Sent:** Tuesday, February 14, 2023 9:40 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 City Council Agenda Item 7a

To the city council,

I'm a 25+ resident in Santa Monica who lives near Montana and has an office on Main St. I strongly oppose the zoning change. We need to preserve these areas as they are some of the few remaining walkable neighborhoods in Los Angeles.

Traffic and parking are already a problems and I'm sure you've heard all the arguments. It is time to do what is right and preserve the things that make Santa Monica special.

Thomas Polson

## Vernice Hankins

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**From:** Steve Housden <stephen.a.housden@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:14 AM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** SAVE OUR NEIGHBORHOODS

We will not stand for Ocean Park Blvd becoming a dark, depressing canyon like you've created on parts of Lincoln. This over simplistic (greed based, imho) approach to "The Housing Crisis™" has never and will never solve the issues it purports to. It is --at best-- misguided, wasteful, and an assault on those of us who have set down roots here over decades.

Steve Housden

## Vernice Hankins

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**From:** Kat Blandino <katblandino@gmail.com>  
**Sent:** Tuesday, February 14, 2023 4:48 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Item 7A Santa Monica City Council 2.14.23

EXTERNAL

Dear Elected Officials and Mayor Davis,

I implore you to hear from the people you are elected and responsible to serve.

I write to you regarding item 7A on tonights (2.14.23) city council agenda. We the people do not want to upzone our neighborhood commercial streets (Montana, Main, Pico and Ocean Park) please stop with the overdevelopment that is destroying our city, our quality of life and the future of Santa Monica for our children.

I understand that there are personal agendas at play and the machine that is Santa Monica politics including SM Dem Club and SMMRR is why we have Gleam Davis as Mayor once again and Council Member Torosis and Council Member Zwick holding seats but it is time to realize that you don't own this city and it's residents won't allow you to destroy our neighborhoods.

We are working, living and raising our children here. Many have lived here far longer than I have but what we all have in common is a love for this iconic city. Please stop destroying it. Please stop making it unsafe to live in, impossible to park anywhere and devoid of the basic amenities needed. Please listen to the people you are elected to serve.

We do not want a consolidation of lots and large mega projects happening. We want to support local businesses and live in a thriving neighborhood community.

Please stop destroying our city.

I stand with the planning commission and what is outlined in their letter.

[https://urldefense.com/v3/\\_\\_https://santamoniacityca.iqm2.com/Citizens/FileOpen.aspx?Type=4&ID=14074&MeetingID=1353\\_\\_!!OfuUnHCITYtmmjM!pgsPNx9CSRMiF9r73wRUrcFliFnbM6R5NCfgjgI3SwXAumXrfGqV5a\\_2VgjaI45QitF1wDxe11riQu0LRzrwDYrNn9xQkAj1\\$](https://urldefense.com/v3/__https://santamoniacityca.iqm2.com/Citizens/FileOpen.aspx?Type=4&ID=14074&MeetingID=1353__!!OfuUnHCITYtmmjM!pgsPNx9CSRMiF9r73wRUrcFliFnbM6R5NCfgjgI3SwXAumXrfGqV5a_2VgjaI45QitF1wDxe11riQu0LRzrwDYrNn9xQkAj1$)

Please vote to keep the current zoning and not allow lot consolidation.

Thank you for your time and service,  
Kat Blandino

Sunset park resident and parent to elementary and middle school children in our district.

Sent from my iPhone

## Vernice Hankins

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**From:** Mitchell, Jonathan <jmitch5@lausd.net>  
**Sent:** Tuesday, February 14, 2023 4:47 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Re: Please vote NO upzoning Item 7a city council meeting 2/14/23

EXTERNAL

### **PLEASE vote NO on upzoning Item 7a city council meeting tonight 2/14/23**

We do not want our city destroyed by overdevelopment. The shade and eyesore of tall buildings on these quaint streets that still have family run businesses is the foundation of our city. Please do not ruin it any more than recent development has already done!!!!

Thank you,  
Jono Mitchell  
Santa monica, 90403

## Vernice Hankins

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**From:** banafsheh@shapouri.com  
**Sent:** Tuesday, February 14, 2023 4:53 PM  
**To:** councilmtgitems; Gleam Davis; Lana Negrete; Christine Parra; Oscar de la Torre; Jesse Zwick  
**Cc:** Kate@northofmontana.com  
**Subject:** Upcoming vote on up-zoning four of our neighborhoods

EXTERNAL

Dear Santa Monica City Council,

Tonight you will be discussing and forming an opinion on whether to upzone four of our neighborhood commercial districts: Main Street, Ocean Park Boulevard, Pico Boulevard and Montana Avenue. We already have districts that lend themselves to multi-story developments: Wilshire Blvd, Lincoln Blvd, Santa Monica Blvd, as well as the more commercial parts of major streets such as 4th, 7th, 11th, 14th, 17th, and 20th.

I'm asking you to please keep Main St, Ocean Park Blvd, Pico Blvd, and Montana Ave. as the few last shopping areas to keep its old Santa Monica charm and character. We are powerless against the commercial builders who have infiltrated Santa Moinca using the "builder's remedy" to erect buildings up to 10 stories high. Let's not allow these unique walk and shop streets to turn into tall corridors of generic large chain stores, blocking out sunlight and small businesses from thriving. If there is anything worth preserving in our seaside town, it's these districts!

Thank you,  
Dr. Banafshe Bayati MD

[1450 10th Street, Suite 305](#)  
[Santa Monica, Ca. 90401](#)

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## Vernice Hankins

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**From:** Carmen Joseph <carmenjoseph@mac.com>  
**Sent:** Tuesday, February 14, 2023 5:07 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** 2/14/23 Agenda item 7a

EXTERNAL

I am a concerned Sunset Park resident of 22 years. I have been a regular customer of Bob's Market, Santa Monica Yoga and Merrihew's Sunset Gardens as well as many other businesses on Ocean Park, Pico and Montana Avenue. I have been heartened to see the recent small businesses thriving on Ocean Park lately. I feel like our little neighborhood is starting to thrive. The prospect of "up zoning" will undermine all the positive growth in this area. Pushing out long-term small businesses for denser, high-rents doesn't make sense.

I am not a NIMBY person. I desperately want to house the unhoused and to provide much needed affordable housing. I worry about these small businesses being forced out if there are rent increases. The last thing that small commercial areas need are more large corporate retail stores and restaurants. I want to support small business and affordable housing.

Please vote no on up zoning. This will destroy our small residential areas by changing the commercial landscape.

Thank you.

Carmen Joseph  
2101 Pearl Street

## Vernice Hankins

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**From:** Jero Books & Templet Co. <jero.book@gte.net>  
**Sent:** Tuesday, February 14, 2023 5:20 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** Re: Protect our neighborhood streets from UP-ZONING! NO and NO to these Projects!!

EXTERNAL

Hello,

We have been S.M. residents since 1978 and have also opposed the Miramar and now the Gelson Project at Lincoln and Ocean Park. Enough is Enough!! No to these Projects that will do more to Harm our city then help in anyway!! Traffic Sucks already!! Mary & Jerry Rojas

**“Upzoning” would allow these unique Streets to be developed with new five or six-story projects.** The resulting demolition of existing buildings would displace and eliminate most of the essential neighborhood-serving businesses. They would be replaced with **higher rent tenants like chain stores, destabilizing the neighborhoods, reducing residents’ quality of life and increasing traffic and parking woes.**

**Also being considered is whether to allow lot consolidation for Ocean Park Boulevard, Pico Boulevard, and Montana Avenue.** If approved this would allow developers to consolidate lots and build larger, mega projects on these Streets.”



## Vernice Hankins

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**From:** Gerald Zelinger <doodalin@gmail.com>  
**Sent:** Tuesday, February 14, 2023 5:17 PM  
**To:** councilmtgitems; Phil Brock; Gleam Davis; Oscar de la Torre; Lana Negrete; Christine Parra; Caroline Torosis; Jesse Zwick  
**Subject:** City Council Agenda Item 7a

EXTERNAL

To Council-members,

I have lived in Santa Monica most of my life.

I have seen Montana Avenue evolve from laundromats, gas stations and upholstery shops to a street of good restaurants, shops and now a bookstore.

To propose gutting our walking streets and neighborhoods for more ugly high-rise, non-descript architecture and make Main Street, Ocean Park Blvd., Pico, Montana and other low density shopping streets into what Lincoln Blvd. is becoming would be a tragic end to the Santa Monica Community.

As a former business owner told me when he was closing Weathervane for men on Montana Ave. (and moving to Laguna) a few years ago "Santa Monica is not beachy anymore".

If Santa Monica loses its "beachy-ness" Santa Monica will lose its unique desirability and say "by-by" to tourists and visitors.

Gerald Zelinger



P.O. BOX 653  
SANTA MONICA, CA 90406  
310-496-3146  
[www.smconservancy.org](http://www.smconservancy.org)

February 14, 2023

City Council  
City of Santa Monica  
1685 Main Street  
Santa Monica, CA. 90401

Re: City Council Item 7A, February 14, 2023, Study Session on Implementation of 6<sup>th</sup> Cycle (2021-2029) Housing Element Programs

Dear City Council,

We salute the city's diligent efforts to meet Santa Monica's housing goals, particularly regarding affordable housing. However, we are concerned about some recommendations in the current proposal that upzone neighborhood commercial districts, threatening some of our most valuable community assets.

We are commenting on the section of the Staff Report which refers to Planning Commission discussions as to whether rezoning the Neighborhood Commercial ("NC") district to 55 feet in height with a 2.5 FAR as required by the Housing Element was necessary to meet the goals of the Housing Element. We are very concerned about the impact on the character of the Main Street, Montana Avenue, and the Pico and Ocean Park Boulevard NC districts.

Main Street is one of Santa Monica's most appealing pedestrian streets with unique character and distinctive historical ambience. Importantly, it contains a very high concentration of designated landmarks: the Mendota block, the Elks Club, the Biedler-Heuer Building, the Ocean Park Library, the first Roy Jones house, the Merle Norman Building, the Parkhurst Building, the Horizons West Surf Shop. This is an unusually dense group of identified and protected historic resources compared with other commercial streets. Additionally, it's directly adjacent to the Third Street Historic District.

The proposal to allow 55 ft. high heights on Main Street potentially threatens its existing streetscape scale and viability. The existing height limit of 32 ft. should be maintained, and lot consolidation should not be allowed. This staff-proposed zone change is not needed for our overall housing production goals and will only undermine one of our strongest neighborhood commercial areas.

We look to the LUCE for guidance on goals and policies for our neighborhood commercial areas; here is what it says about Main Street:

- Goal D31: Preserve and enhance the distinctive qualities of Main Street that allow it to be a vibrant local and regional shopping and dining destination.
- Goal D32: Ensure that new and remodeled buildings on Main Street are compatible in scale and character with existing buildings and the surrounding residential neighborhood.

Montana Avenue presents a similar unique pedestrian-oriented street with special character and small-scale businesses. Several historic resources are listed on the Historic Resource Inventory. The eastern part contains older apartment buildings that have been identified in the HRI as the Montana Avenue Multi-Family Residential Historic District. As with the San Vicente Courtyards Historic District, they contain primarily affordable rental housing. For Montana Avenue, the LUCE contains a set of goals targeted to protecting and enhancing its high-quality pedestrian and

retail environment, such as Goal D35: Ensure that new and remodeled buildings on Montana Avenue are compatible in scale and character with existing buildings and the surrounding residential neighborhood.

Pico Boulevard is where a concentration of the city's locally owned legacy businesses serve our most integrated neighborhood. Disruption of the delicate balance of Mexican eateries, small entertainment venues and practical services by displacement and construction of new, large ground-floor-plate retail that attracts corporate tenants will erase decades of living histories of Mexican and African American businesses and families who have been in Santa Monica for generations.

Ocean Park Boulevard has become a thriving hub of small businesses in a setting representative of the historic character of the surrounding residential neighborhood. Large floorplate new retail spaces affordable only to corporate tenants would not be marketable in such a small "inside Santa Monica" neighborhood, likely wiping out the district all together.

The City's major commercial corridors and other parts of the City have underutilized potential for new housing opportunities. Please do not affirm zoning changes to Main Street, Montana Avenue and parts of Ocean Park and Pico Boulevards that threaten their future survival.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Tom Cleys". The signature is fluid and cursive, with a long horizontal stroke at the end.

Tom Cleys  
President of the Board

