



Los Angeles County
Department of Regional Planning



Planning for the Challenges Ahead

Director
Richard J. Bruckner

September 23, 2010

TO: Wayne Rew, Chair
Pat Modugno, Vice-Chair
Esther Valadez, Commissioner
Leslie G. Bellamy, Commissioner
Harold V. Helsley, Commissioner

FROM: Mi Kim
Principal Regional Planning Assistant
Zoning Permits I Section

SUBJECT: **October 6, 2010 RPC PUBLIC HEARING**
AGENDA ITEM NO. 6
PROJECT NO. R2009-02015-(2)
GENERAL PLAN AMENDMENT NO. 200900013
ZONE CHANGE NO. 200900013
CONDITIONAL USE PERMIT NO. 200900150
ENVIRONMENTAL ASSESSMENT NO. 200600147
MILLENNIUM-PLAYA DEL MAR APARTMENTS

This item is continued from May 12, 2010, June 16, 2010, and July 14, 2010 public hearings.

SUMMARY OF PROCEEDINGS

May 12, 2010

This item was continued to allow the applicant and residents to meet to discuss concerns raised by the community. Commissioners Valadez, Bellamy, and Helsley were present at the hearing. There was no staff presentation and no testimony other than the request for the continuance.

June 16, 2010

The project was continued to allow the applicant and residents to continue to meet to reach an agreement on the proposed development. Commissioners Rew, Valadez,

Bellamy, and Helsley were present at the hearing. There was no staff presentation and no testimony other than the request for the continuance.

July 14, 2010

A revised project proposal resulting from the community meetings was presented to the Commission. The project was revised from a 216-unit apartment with 433 parking spaces to 196-unit apartment with 353 parking spaces and reduction in height.

Commissioners Rew, Valadez, Bellamy, and Modugno were present at the hearing. The Commission took testimony from the applicant and the public. Many speakers testified that they were not opposed to the development of the property, but were opposed to the density, scale, access, and potential impacts of the project.

Portions of the Draft Environmental Impact Report had to be re-circulated as a result of the revised project description and request for a parking deviation permit. The Commission continued the public hearing to October 6, 2010 and instructed staff and applicant to respond to issues raised at the hearing.

ISSUES RAISED AT THE PUBLIC HEARING

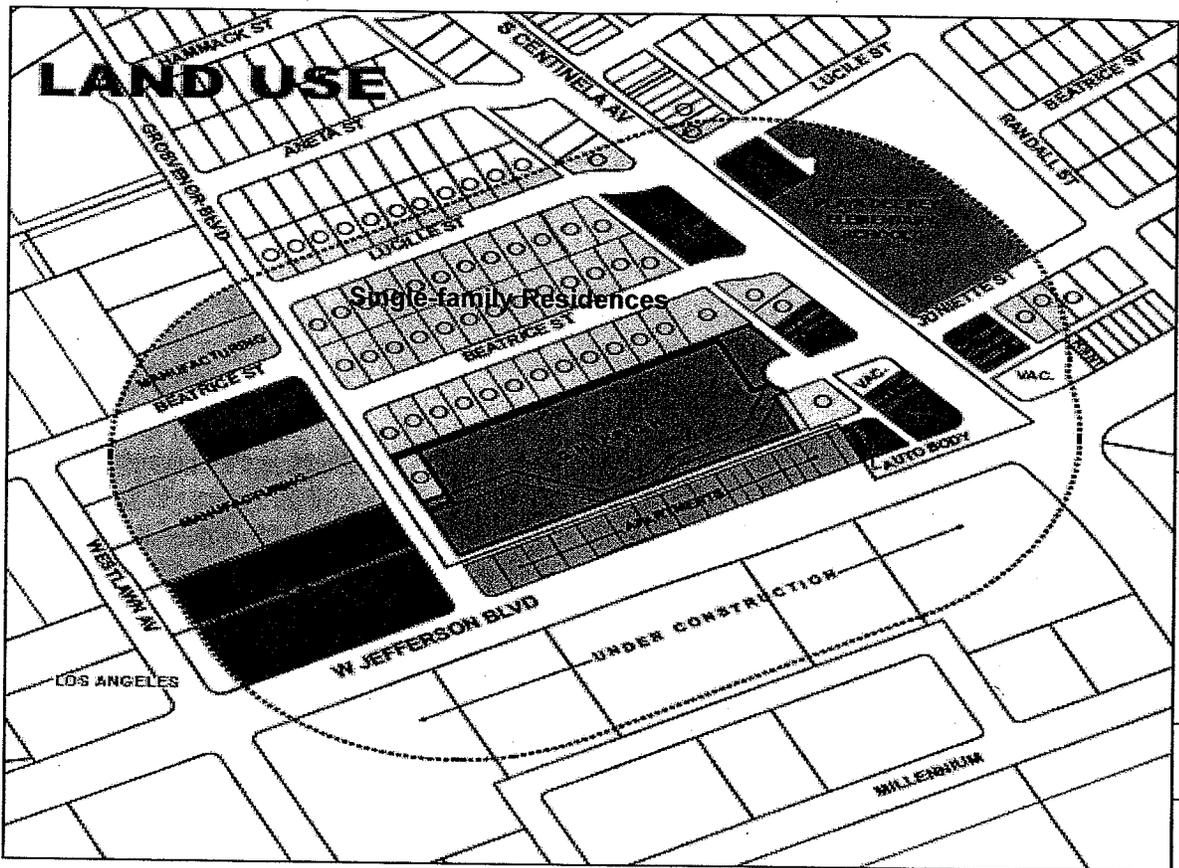
Issues raised by the testifiers are paraphrased by topic and highlighted in bold. Staff and applicant responses and analysis follow each topic.

Density

The project density is too high. Density acceptable to the community is 150 to 165 units, not 196.

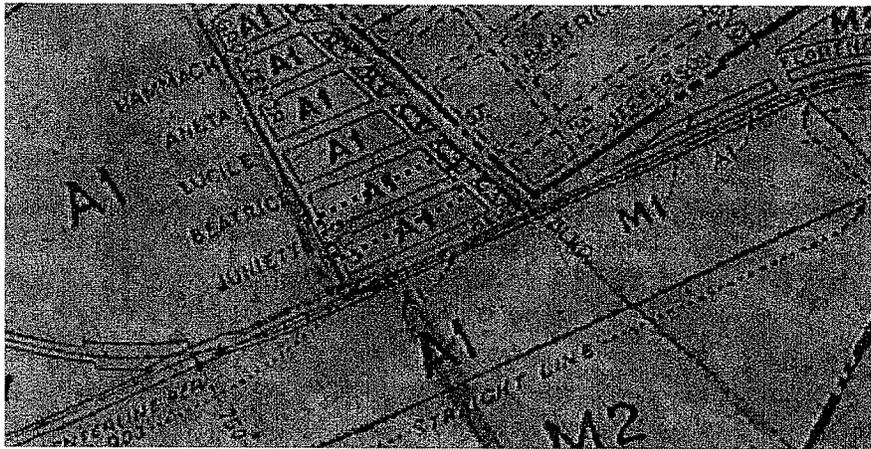
The project is compatible with surrounding land uses and density within 500 feet radius of the project site as shown by the map below. Surrounding land uses consist of single-family residences on the north; apartment buildings on the south; businesses and an elementary school on the east; light industry and manufacturing on the west.

Surrounding Land Use Map

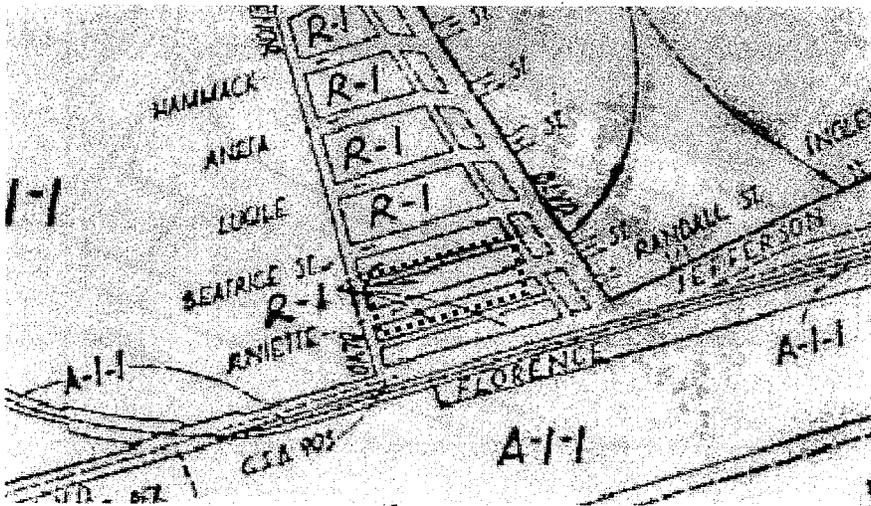


Density within 500-foot radius of the subject property is approximately 60 units per acre. Density of the proposed project is 45 dwelling units per acre. The project is bounded by low-density single-family residential development to the north and high-density multi-family residential development to the south. The density on the north is six dwelling units per acre; on the south, 99 dwelling units per acre.

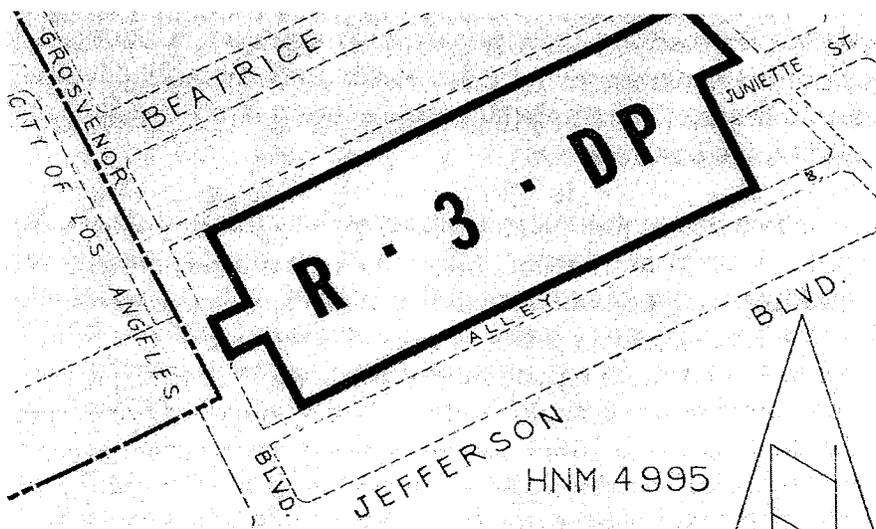
The density of the project transitions within the subject property from north to south, from lower to higher density, from 15 units per acre to 59 units to be compatible with surrounding densities. An alternative way of analyzing the project is to consider what could be the appropriate density if the property were to be subdivided into two lots and developed at appropriate densities. Similar to the proposed development, density on the north would transition to higher density on the south. Indeed, the subject property was once two lots separated by Juniette Street. In 1984, Juniette Street was vacated to allow for a 88-unit condominium project. The final map never recorded, and the property was later developed with a church. The maps below show changes in zoning and land use over the last 60 years.



Subject Property In 1950: Juniette Street bisected the property from Grosvenor Blvd to Centinela Ave.



Subject Property in 1960: Zone Change to R-1 (Single-Family Residential) Zone.



Subject Property In 1984: Zone change allowed Juniette Street to be vacated and lots to be assembled into one parcel for a condominium project.

Existing apartments have higher density because they front Jefferson Blvd, whereas the project site is an interior lot adjacent to single-family residences.

The subject property is an interior lot and does not have frontage on Jefferson Blvd; accordingly, the proposed density is half the density of the lots fronting Jefferson Blvd that are developed at 99 dwelling units per acre.

Access

The entrance and private driveway are located directly behind single-family residences next to backyards.

Single-family residences are buffered from the driveway by an eight-foot tall block wall and a 10-foot wide setback. The setback will be landscaped with trees and foliage screening the homes from the development. Along the portion of the driveway leading into the parking structure, two-story carriage units provide further buffer between the driveway and single-family residences and help attenuate noise and visual impacts. The easterly driveway is a dedicated fire lane reserved for emergencies.

The project will increase traffic on the alley.

Access to the alley, from the garage, will be a right-turn only exit directing traffic to travel a short distance to Grosvenor Blvd, where the intersection of Grosvenor Blvd and Jefferson Blvd will be signalized.

Existing entrance and exit on Grosvenor Blvd and Juniette Street should be used.

Juniette Street will remain as an access point for the dedicated fire lane. It is staff's opinion that primary access via Juniette Street will have more of an impact on the residential neighborhood and traffic pattern than directing traffic onto Grosvenor Blvd and providing a traffic signal at the intersection of Grosvenor Blvd and Jefferson Blvd. Juniette Street is located midblock and too close to the intersection of Centinela Ave and Jefferson Blvd to serve as a primary artery for the proposed development.

Traffic

Residents are concerned with traffic on the driveway near single-family residences, alley, and neighborhood.

The project is expected to generate 956 average daily trips, 104 of which would occur during the evening peak hour. Currently, the church's parking lot generates an evening peak hour trip of 102. The proposed development would add only 2 additional trips to the existing evening peak hour traffic.

To improve traffic flow in the area, the applicant is installing a traffic signal with Automated Surveillance and Control (ATSAC) and Adaptive Traffic Control System (ATCS) features at the intersection of Grosvenor Blvd and Jefferson Blvd.

Traffic on the driveway near single-family residences is mitigated by an eight feet high block wall, 10 feet of landscaping, and 22 feet deep carriage units. Additionally, the single-family neighborhood is not accessible from Grosvenor Blvd. The residential streets are accessed via Centinela Ave and end in a cul-de-sac with no through passage to or from Grosvenor Blvd. Please see the map below.

Cul-De-Sac



Alley

The project will turn the alley into a wind tunnel.

The mass of the building is broken up by architectural articulations, additional setbacks, and landscaping. The applicant is improving the alley by widening the alley by an additional three feet, providing setbacks ranging from 7 to 19 feet, and landscaping the setbacks. These improvements will interrupt the wind-flow on the alley.

Increased traffic on the alley will turn it into a street.

According to the Draft Environmental Impact Report, 87.5 percent of the existing traffic on the alley is eastbound, traveling from Grosvenor Blvd to Centinela Blvd via the alley. A traffic signal at Grosvenor Blvd and Jefferson Blvd will divert eastbound traffic from the alley to Jefferson Blvd.

Trash and moving trucks will be using the alley.

The applicant will arrange for trash pick-up on Grosvenor Blvd by moving the trash bins out onto Grosvenor Blvd on trash pick-up days.

Subterranean Parking

The project should be redesigned to provide subterranean parking with the driveway relocated away from single-family residences.

The applicant conducted a survey of multi-family developments in the area. The survey shows that the market does not support subterranean parking at the density proposed by the project. Developments with subterranean parking have an average density of 86 dwelling units per acre. Developments with wrap garages have an average density of 55 dwelling units per acre compared to 45 dwelling units per acre proposed by the applicant. The project density is lower than existing developments with wrap garages. (Please see attached survey.)

Noise

Increased traffic will increase noise for residents who don't have air conditioning and therefore cannot keep windows closed.

According to the noise analysis in the Draft Environmental Impact Report (DEIR), the 196-unit apartment is expected to generate an Average Daily Trip (ADT) of 956 vehicular trips on the northern driveway and 478 vehicular trips on the alley (egress only). Noise modeling results for ADT on the northerly driveway indicates an expected noise level of 45.5 dB(A) CNEL¹ ("decibel"). This noise level is expected to be attenuated by the eight-foot high block wall, 10-foot wide landscape setback, height of the foliage (12 to 16 feet tall), and the two-story carriage units (22 feet deep and 250 feet long). With the attenuation, the noise level is expected to be 34.1 dB(A) CNEL. This level corresponds to

¹ A-weighted decibel (dBA) is the community noise levels that correlate to the sound pressure levels detected by the human ear. CNEL is the community noise equivalent level representing time-weighted 24-hour average noise level. Source: Sacramento County Noise Scales and Measurement Definitions, path <http://www.msa2.saccounty.net/dwr/Zone%2040/Z40%20Appdx%20D%20-%20Noise.pdf>, accessed September 20, 2010.

“Quiet urban nighttime” noise level as provided in The Noise Guidebook² of the U.S. Department of Housing and Urban Development, Office of Community Planning and Development. This level is below the allowable noise levels standardized by the County of Los Angeles. (Please see attached noise chart.)

Air Quality

Residents are concerned about air quality arising from traffic on the alley and private driveway. Apartments and some single-family homes do not have air conditioning and need to keep windows open.

The project would not exceed the air quality threshold established by Southern California Air Quality Management District (SCAQMD). The Draft Environmental Impact Report used state standards to calculate the vehicle carbon emissions rate. Using the peak hour trip generation of 136, and assuming that all of these cars were queued for 5 minutes with the engine on, the carbon emission level per hour would be 4.1 carbon parts per million. The acceptable standard set by SCAQMD is 20 carbon parts per million. Nevertheless, the project will provide an enclosed, mechanically ventilated parking garage to reduce potential noise and air quality impacts.

Quality Of Life During Construction

Construction activities will create noise, air pollution, and traffic problems.

The project conditions of approval will require compliance with the County’s noise ordinance, reduction in construction traffic by storing equipment onsite, and inhibition of dust by using soil binders, watering, and other dust suppression methods.

In addition, noise, air quality, and traffic mitigation measures are part of the project’s Mitigation Monitoring Program.

Plan Amendment and Zone Change Burden of Proof

The project does not meet the Plan Amendment and Zone Change Burden of Proof.

The Plan Amendment and Zone Change Burden of Proof require substantiation of the following: 1) modified conditions warrant changes, 2) there is a need for zone change and/or plan amendment, 3) location is suitable, 4) changes are in the interest of public health, safety and general welfare, and in conformity with good zoning practice.

It is staff’s opinion that the applicant has met the burden of proof. In the last 60 years, land uses have changed. The development pattern in the area has changed from agricultural use to low density residential development to high-density urban infill. In 1950, the subject property and surrounding neighborhood were zoned A-1 for light agriculture.

² Ibid.

In 1960, the area was rezoned for single-family residences (R-1 Zone). Between 1987 and 1989, lots south of the subject property in the City of Los Angeles were developed with apartments. Recently, lots south of Jefferson Blvd were entitled by the City of Los Angeles for high-density residential/commercial mixed-use development.

Reflecting this trend, in 1984, before the development of high-density apartments to the south, the Regional Planning Commission approved a tentative tract map for a 88-unit condominium project on the subject property finding that the site was suitable for the “type of development and density.”

The Commission’s finding at the time is consistent with the development goals and policies of the County’s General Plan. The General Plan’s Land Use And Urban Development Pattern, Urban Form, and Housing And Community Development policy statements promote efficient use of land and encourage development in urban areas near existing infrastructure, transportation, jobs, housing, and businesses. Below are General Plan’s general policy statements that are applicable to this project.

- Policy No. 17: Promote the efficient use of land through a more concentrated pattern of urban development, including the focusing of new urban growth into areas of suitable land.
- Policy No. 24: Focus intensive urban uses in an interdependent system of activity centers located to effectively provide services throughout the urban area and supported by adequate public transportation facilities.
- Policy No. 31: Encourage the location of medium and high density housing in close proximity to regional multipurpose centers.
- Policy No. 33: Emphasize the location of low and moderate income housing within easy commuting range of multipurpose and single purpose centers with high concentrations of employment.
- Policy No. 39: Emphasize the preservation, conservation, and maintenance of stable residential areas.
- Policy No. 41: Encourage the provision of adequate rental housing.
- Policy No. 45: Increase the availability of low and moderate income housing and encourage its distribution throughout the urban area.
- Policy No. 47: Promote the provision of an adequate supply of housing by location, type and price.

The proposed development is in conformance with zoning practices and General Plan policies. It is a residential rental project in an urban area near existing housing, jobs, businesses, goods and services, and transportation.

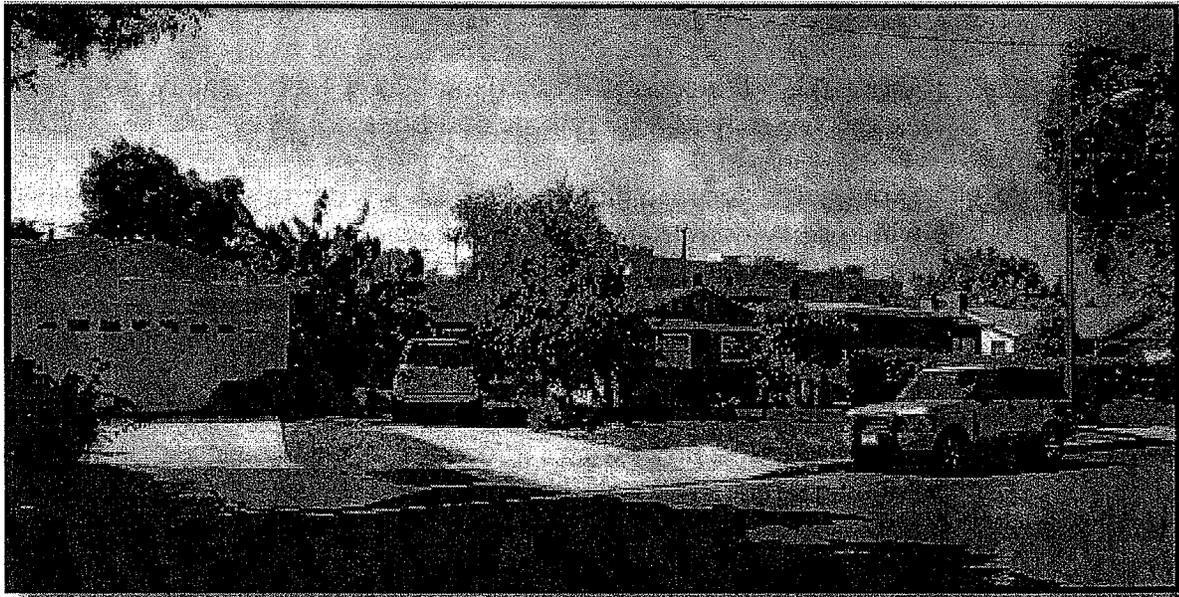
Single-Family Neighborhood

The proposed development abut single-family residences, no other multifamily development in the area abut single-family residences.

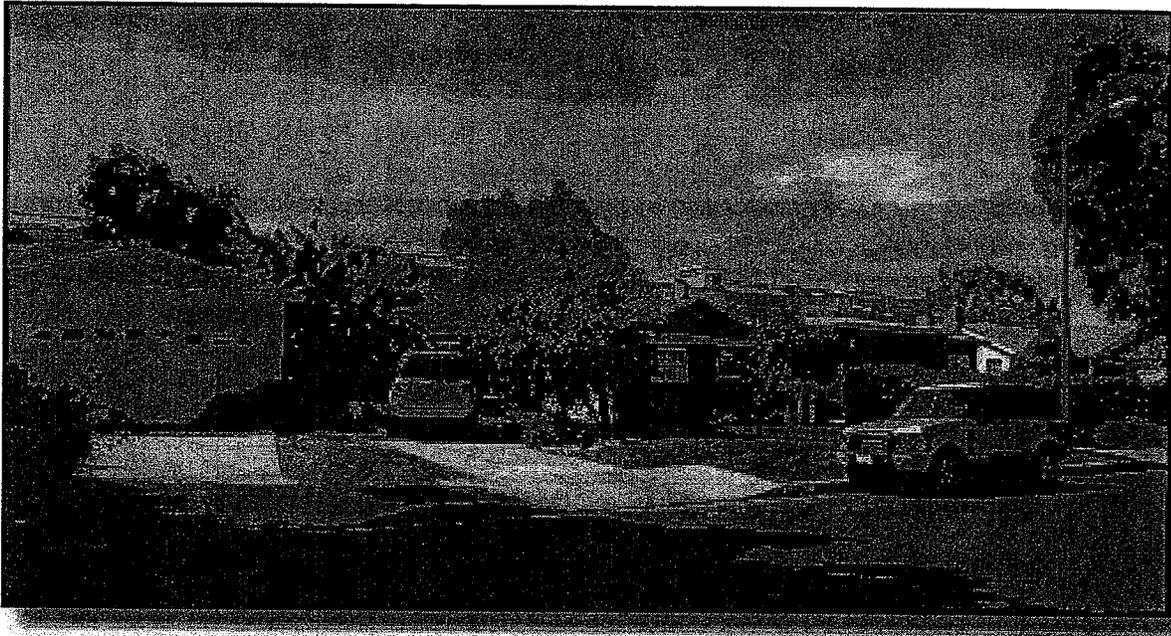
The subject property is in between two residential lots and will be developed as a residential lot enhancing the residential character of the area. This is consistent with General Plan Policy No. 39 noted above. The project does abut single-family residences to the north; however, along this edge, there will be a 10-foot wide setback landscaped with 12 feet to 16 feet high foliage, and 22 feet deep carriage units. The buffer distance between single-family residences and the project will be 32 feet. This is more than the setback required for a by-right development in the existing zone. In addition, the height of the project along this edge is limited to two-stories.

The project will change the single-family neighborhood character.

Visual simulations below show that the height and scale of the project is similar to existing conditions. Moreover, the single-family neighborhood is not accessible from Grosvenor Blvd and will remain a single-family residential island.



Existing



With Project

Height, Bulk, Scale

The project is too tall, too big, and out of scale.

Minimum development standards for the existing R-3 Zone require 15 feet of front yard setback, 15 feet of rear yard setback, five feet of side yard setback, and 35 feet maximum height. The project meets the rear yard and front yard setback requirements, but exceeds the side yard setback requirement by providing 10 feet instead of five feet. The height exceeds existing R-3 Zone standard but complies with the requested R-4 Zone standards and consistent with height of existing apartments on the south. On the north, the project starts at two-stories and steps up to three and four stories towards the middle of the development. On the south, the height of the parking structure is restrained to 35 feet, then graduates to four stories.

Minor Parking Deviation

Reducing parking requirements will create parking problems.

The project will provide 1.8 parking spaces instead of the code required 2.0 spaces per unit. The reduction in parking allowed the applicant to reduce the height of the parking garage in response to the neighbors' concern about height. The reduction in parking is substantiated by a parking study conducted by Raju Associates. The parking study shows that parking demand in the vicinity varied from 0.91 spaces per occupied dwelling unit in Marina Del Rey to 1.22 spaces per dwelling unit in Santa Monica, with peak

parking demand of 1.52 spaces per dwelling unit. The project will be providing 1.8 spaces per dwelling unit.

Public Comment

Staff has not received any new comments in opposition since the previous public hearing. Staff received a petition in favor of the project signed by 472 supporters; letters of support from 10 businesses, including the U.S. Green Building Council and the LAX Coastal Area Chamber of Commerce; and additional 12 form letters in support of the project.

Suggested Motion

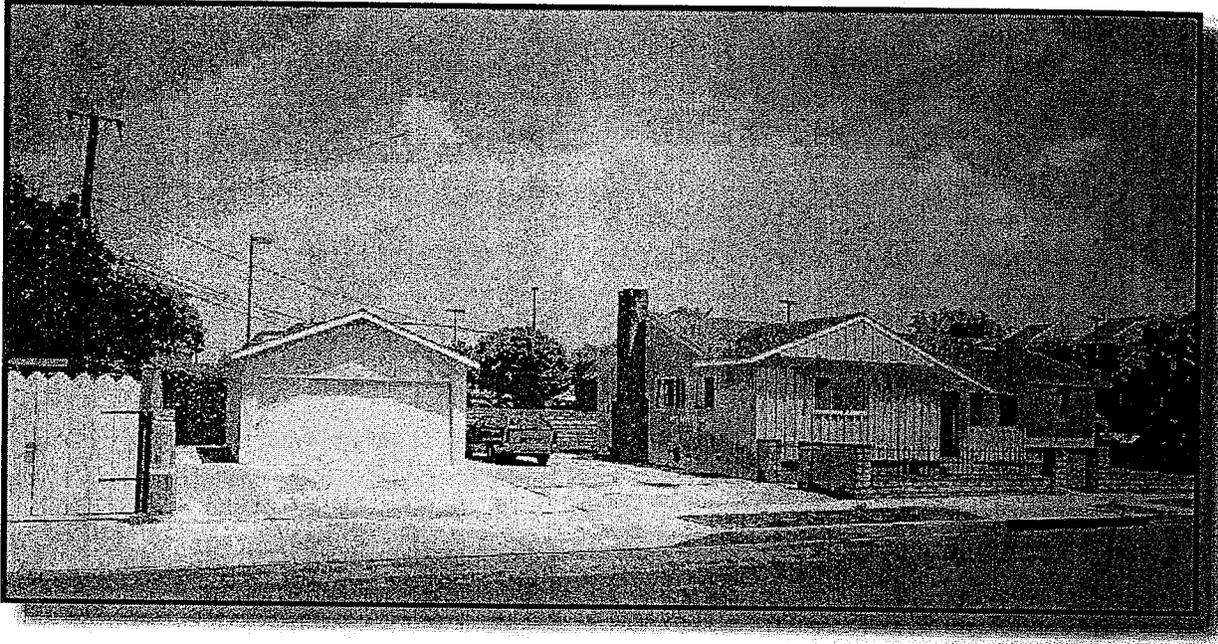
I MOVE THAT THE REGIONAL PLANNING COMMISSION CONTINUE THE PUBLIC HEARING TO _____ AND INSTRUCT STAFF TO PREPARE THE FINAL ENVIRONMENTAL IMPACT REPORT, FINDINGS, AND CONDITIONS.

Prepared by Mi Kim, Principal Regional Planning Assistant
Reviewed by Maria Masis, AICP, Supervising Regional Planner

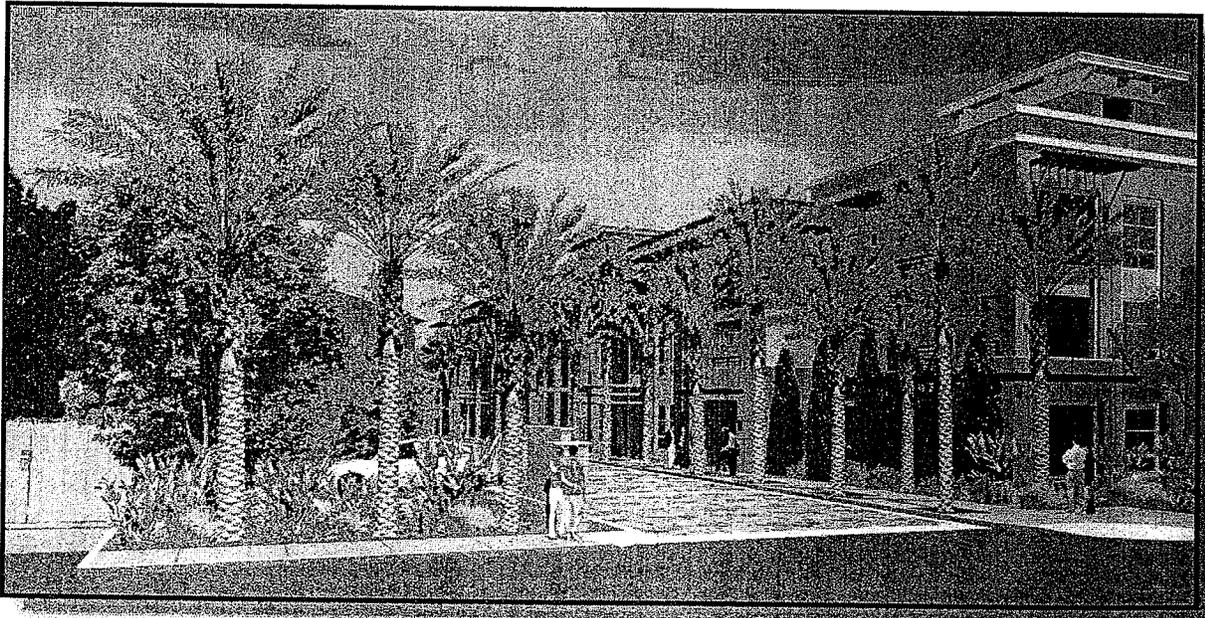
Attachments:
Density Analysis – Subterranean Parking
Photosimulations
Support Letters and Petitions

MM:MKK 9/22/10

PHOTO SIMULATIONS



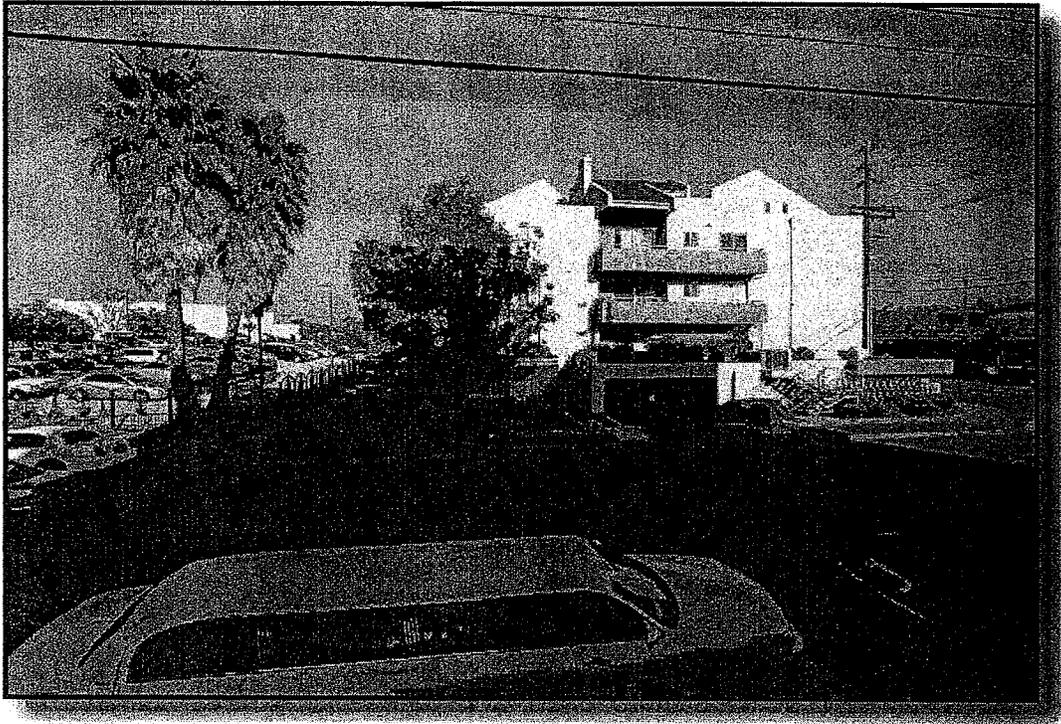
Existing



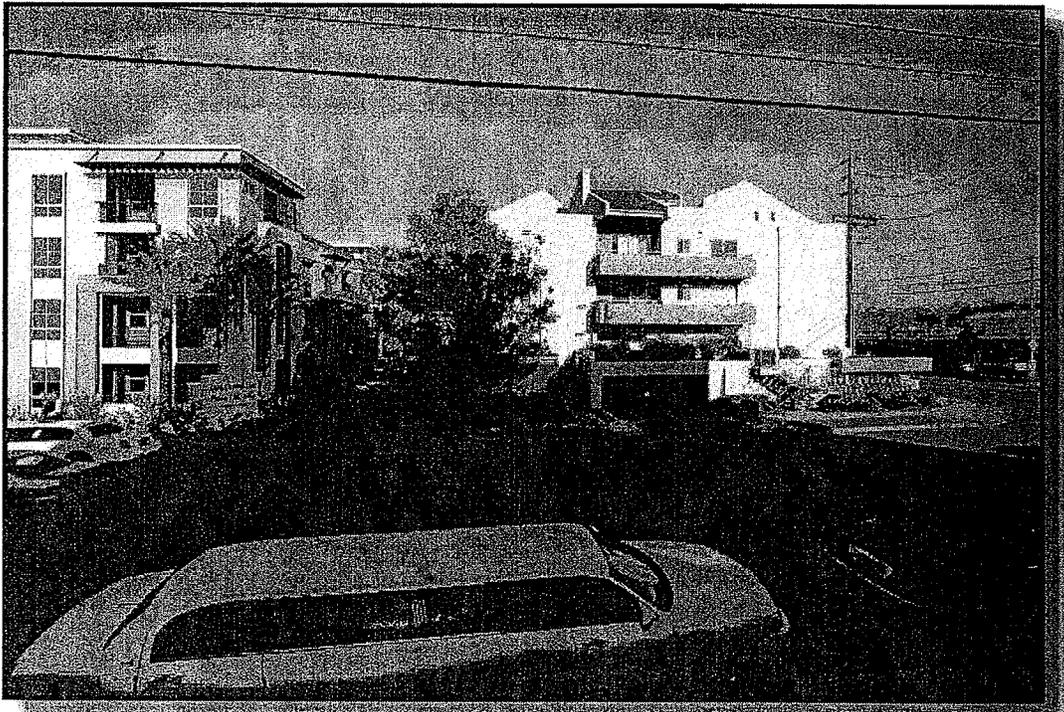
With Project

FIGURE 4.6-5a

Existing View and Visual Simulation of the Proposed Project Looking East from Grosvenor Blvd.



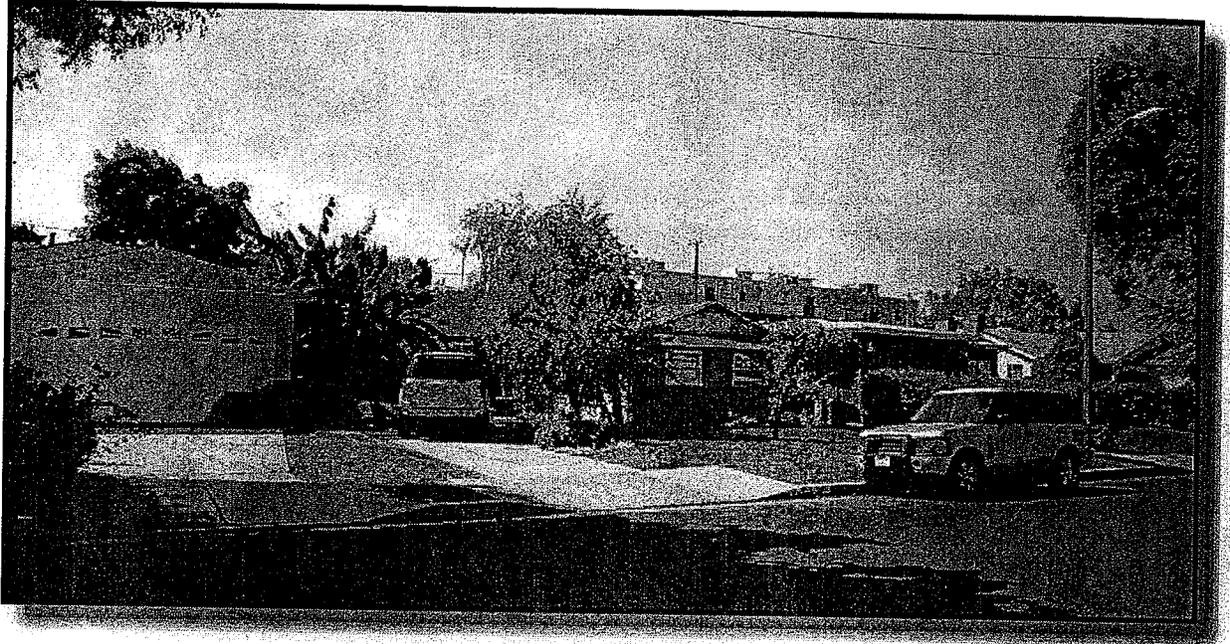
Existing



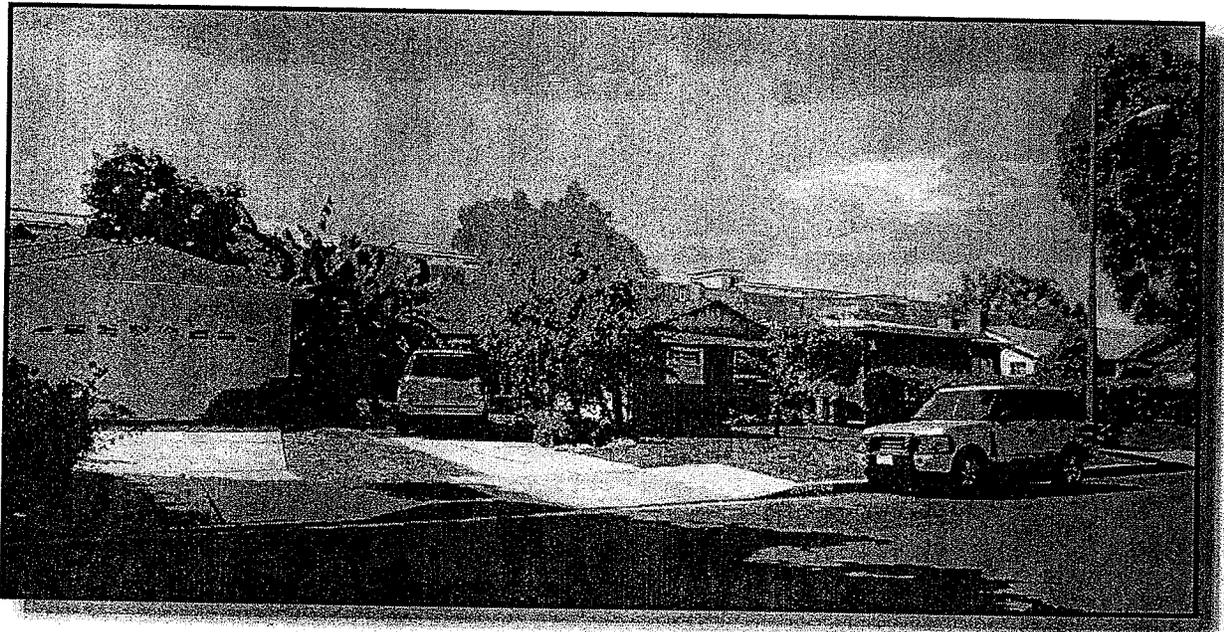
With Project

FIGURE 4.6-5b

Existing View and Visual Simulation of the Proposed Project Looking East from Grosvenor Blvd. (cont'd)



Existing



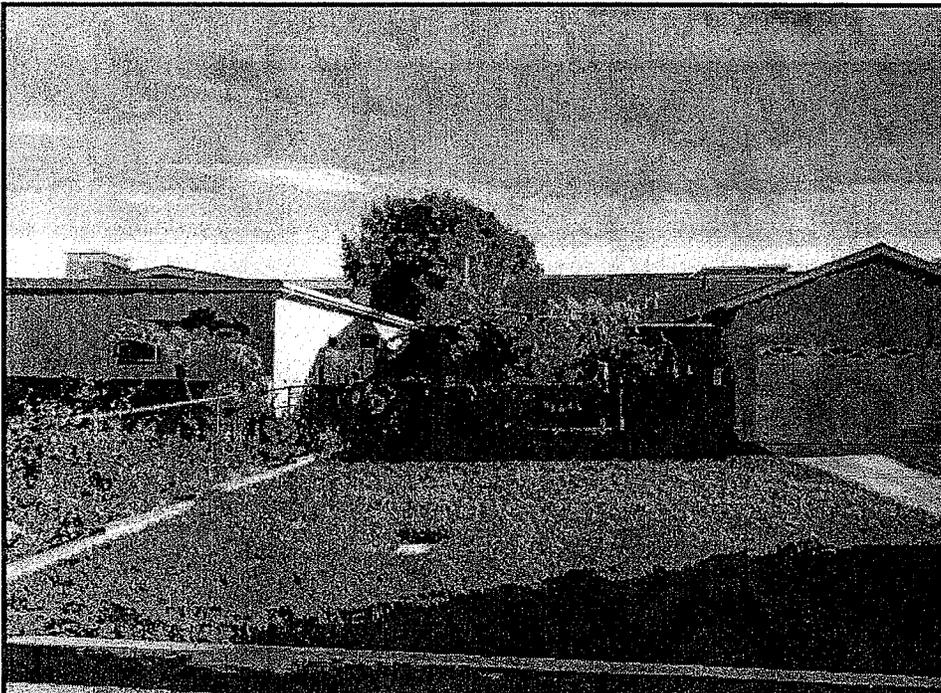
With Project

FIGURE 4.6-6a

Existing View and Visual Simulation of the Proposed Project Looking South from Beatrice Street



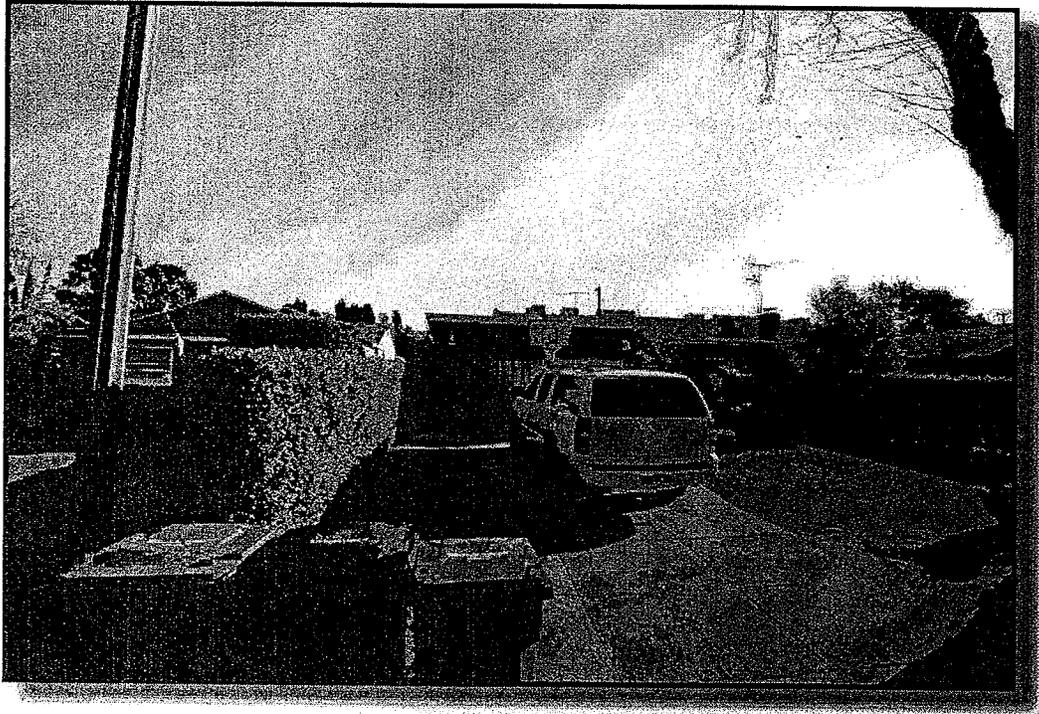
Existing



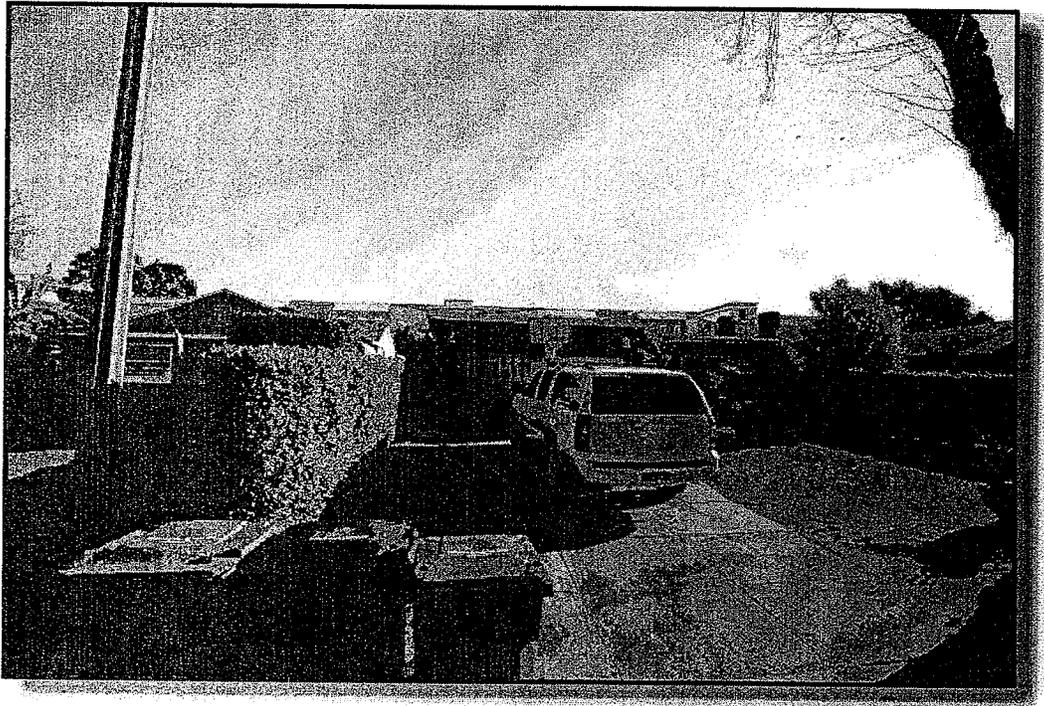
With Project

FIGURE 4.6-6b

Existing View and Visual Simulation of the Proposed Project Looking South from Beatrice Street (cont'd)



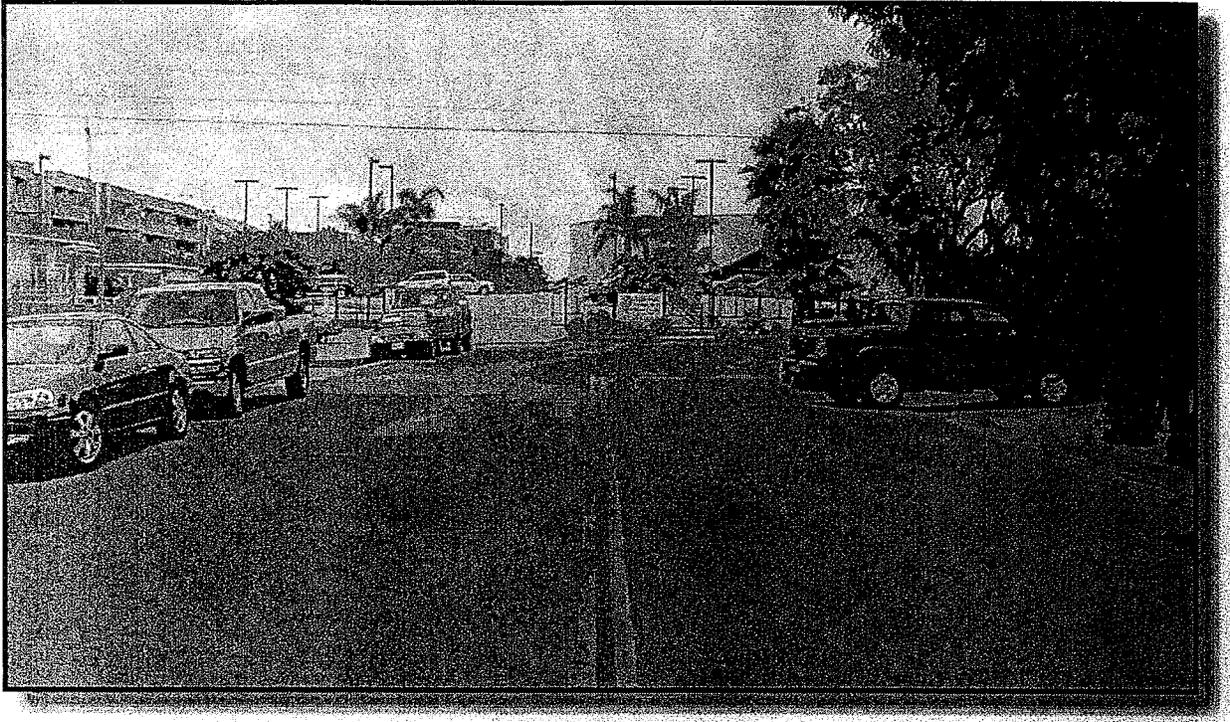
Existing



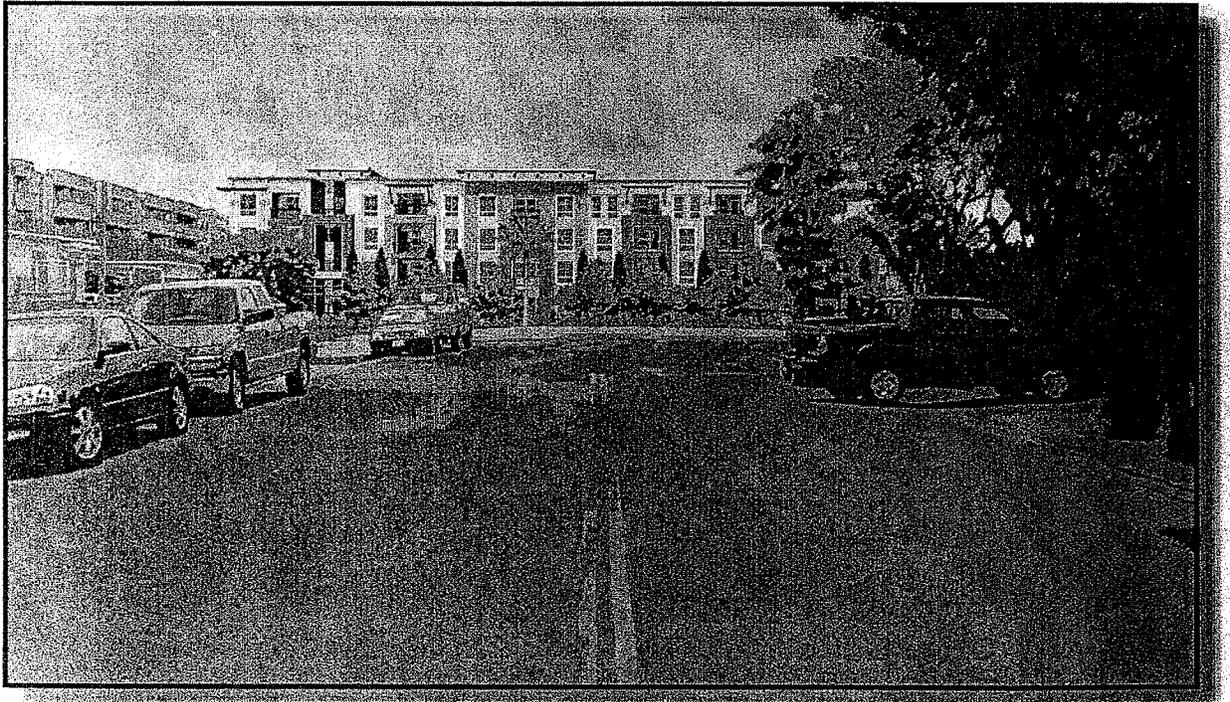
With Project

FIGURE **4.6-6c**

Existing View and Visual Simulation of the Proposed Project Looking South from Beatrice Street (cont'd)



Existing



With Project

FIGURE **4.6-7**

Existing View and Visual Simulation of the Proposed Project Looking West from Juniette Street

SUBTERRANEAN PARKING DENSITY ANALYSIS

Millennium Playa del Rey- subject property
196 units
4.35 acres
45du/ac
Wrap garage (35-feet max. in height)

Playa Jefferson Apartments (across alley
fronting Jefferson Blvd)
54 units
.572 acres
94du/ac
Subterranean Garage

Club Marina Apartments (across alley fronting
Jefferson Blvd)
62 units
.517 acres
119du/ac
Subterranean Garage

Playa Marina Apartment (across alley fronting
Jefferson Blvd)
38 units
.46 acres
82du/ac
Subterranean Garage

Avalon del Rey (located off Westlawn, 1 block
west of subject property)
309 units
4.50 acres
68du/ac
Wrap Garage

Crescent Park at Playa Vista (part of Playa Vista
phase I)
214 units
2.67 acres
80du/ac
Subterranean Garage

Pacific Place Apartments (completed in 2009
near LAX)
430 units
4.45 acres
96du/ac
Subterranean Garage

Playa Vista Phase II
Varies
Varies
80du/ac (for rent product)
Subterranean Garage

Marina Point (Marina del Rey)
583 units
5.57 acres
105du/ac
Subterranean Garage

Tierra Del Rey (Marina del Rey)
170 units
3.11 acres
55du/ac
Wrap Garage

Bella Fontaine (Marina del Rey)
102 units
1.9 acres
54du/ac
Wrap Garage

4060-64 Glencoe Ave (Marina del Rey)
97 units
1.42 acres
68du/ac
Subterranean Garage

Fountain Park at Playa Vista (part of Playa Vista
phase I)
705 units
10 acres
71du/ac
Subterranean Garage

The Ventana (part of Playa Vista phase I)
405 units
5.51 acres
73du/ac
Subterranean Garage

R2 (located on Redwood Avenue)
140 units
1.74 acres
80du/ac
Subterranean Garage

The Wrap garages average **55du/acre**

The Subterranean garages average
86du/acre

Beatrice St

Centinela Ave

Juniette St.

Grosvonor Blvd

13 HOMES 2.34 ACRES
+/- 5.5 UNITS / ACRE

19 UNITS 1.3 ACRES
~~+/- 17.4 UNITS / ACRE~~
+/- 14.6 UNITS / ACRE

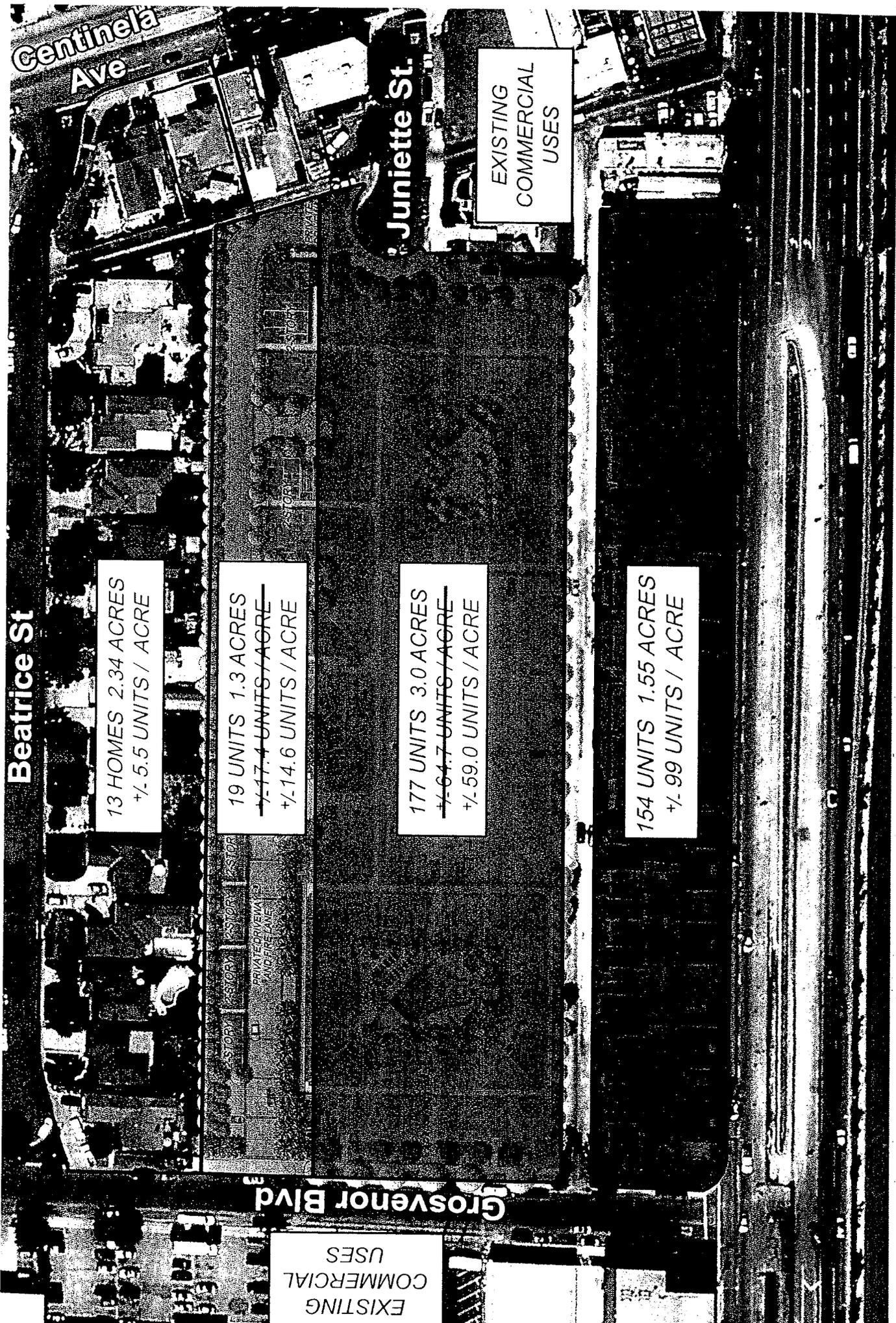
177 UNITS 3.0 ACRES
~~+/- 64.7 UNITS / ACRE~~
+/- 59.0 UNITS / ACRE

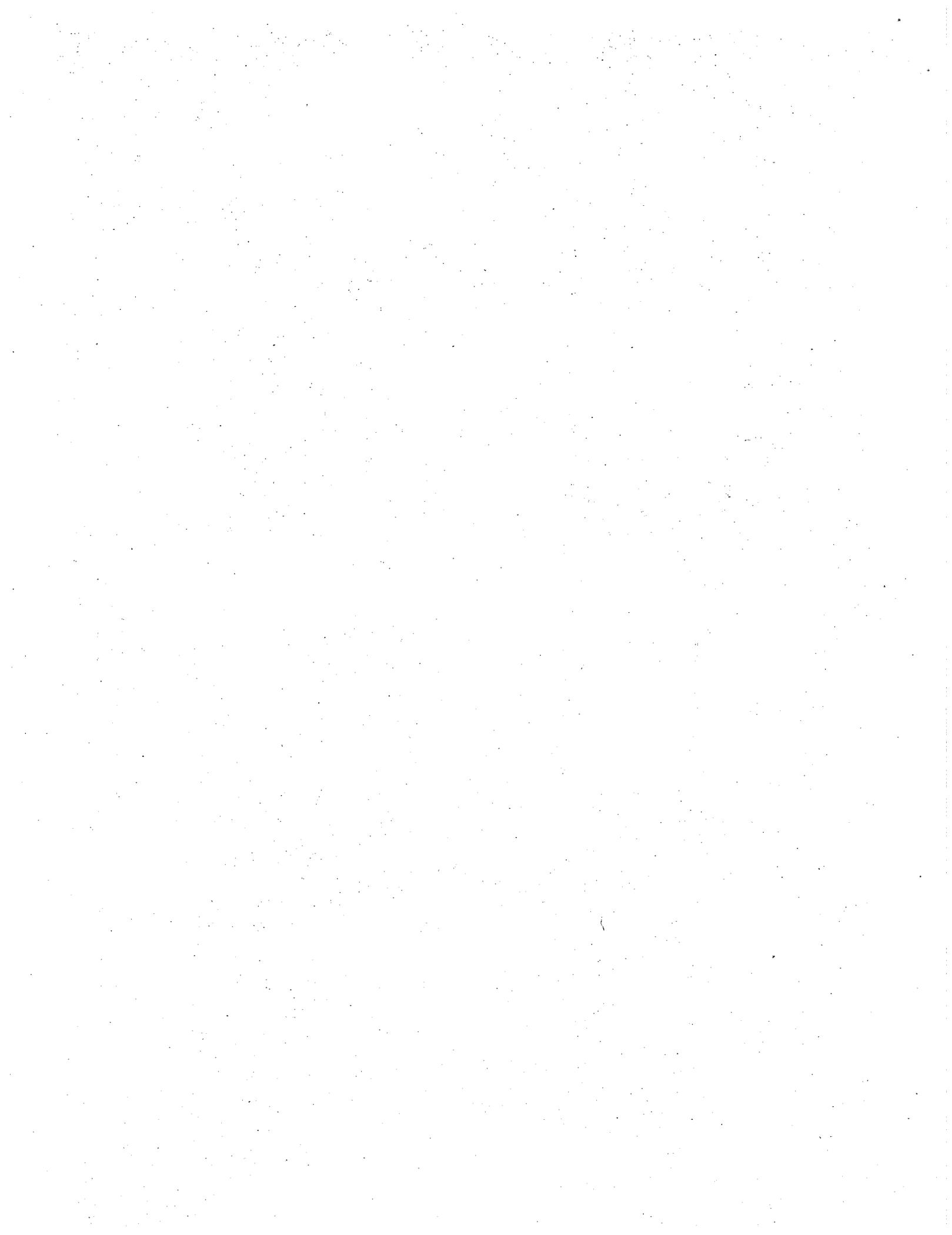
154 UNITS 1.55 ACRES
+/- 99 UNITS / ACRE

EXISTING
COMMERCIAL
USES

EXISTING
COMMERCIAL
USES

STORY KASTOR KASTOR
PRIVATE DRIVEWAY
PRIVATE DRIVEWAY
PRIVATE DRIVEWAY

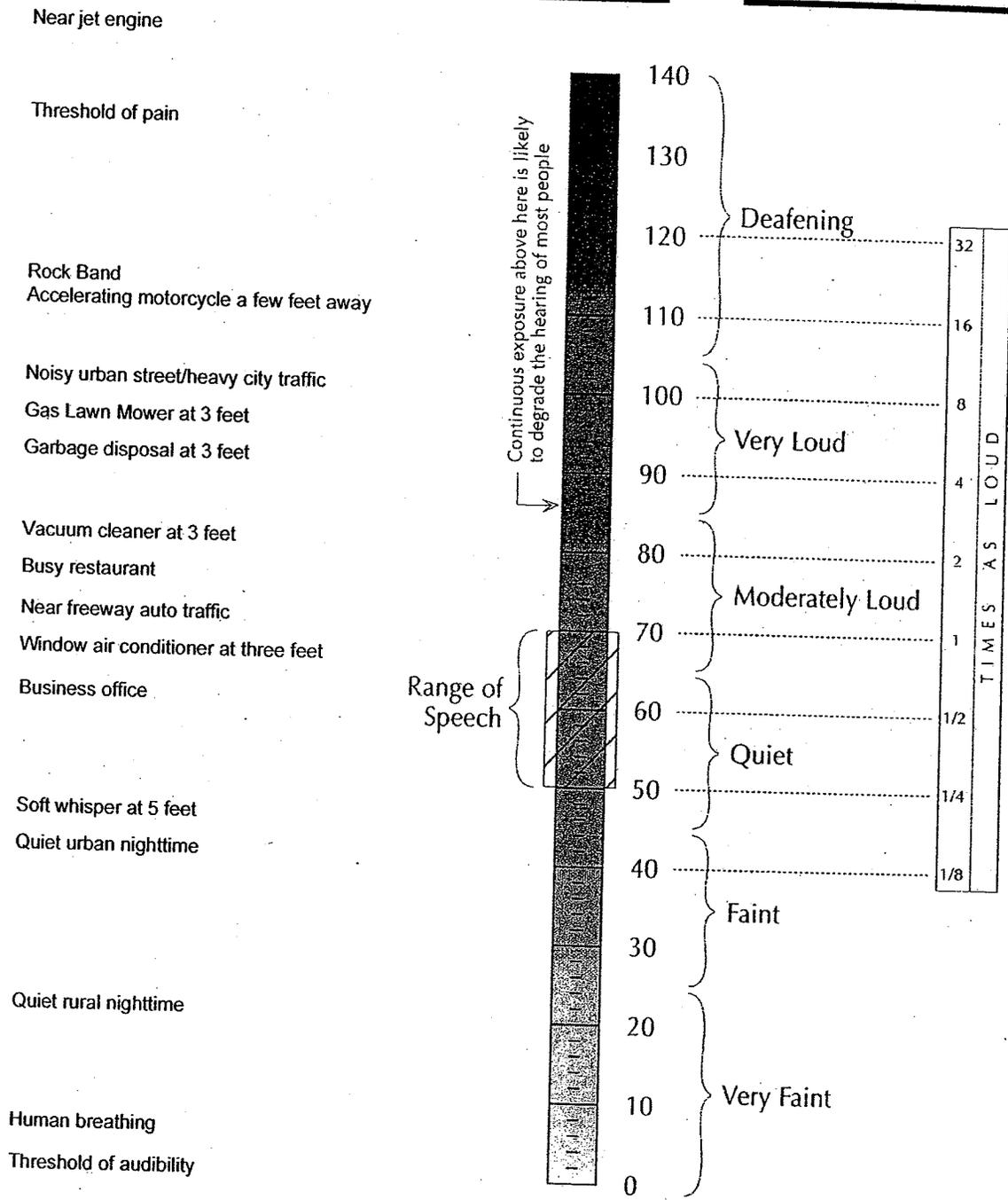




EXAMPLES

DECIBELS (dB)*

SUBJECTIVE EVALUATIONS



* dB are average values as measured on the A-scale of a sound-level meter.
 From Concepts in Architectural Acoustics: M. David Egan, McGraw Hill, 1972 and U.S. Department of Housing and Urban Development, Office of Community Planning and Development (The Noise Guidebook).

Source: EDAW 2003

Typical Noise Levels

PETITIONS
AND
SUPPORT LETTERS

PETITION IN FAVOR OF
MILLENNIUM PLAYA DEL REY APARTMENTS

We, the undersigned are in favor of the Millennium Playa Del Rey Apartments. The property located at 5550 Grosvenor Boulevard is underutilized and the site needs to be redeveloped. The new project of 196 apartments will be a GREEN project that provides desirable housing in a smart, sensible design that keeps with the neighborhood character.

PLEASE PRINT ALL INFORMATION:

1. Name Devin Tanduan Date 8/30/10

Address 1269 S Citrus Ave Apt 4 Los Angeles, CA 90012

Telephone 310 8279 2822 email _____

2. Name Wendy Lopez Date 8/30/10

Address 1707 W 82nd LA, CA 90062

Telephone 323 2920924 email _____

3. Name Anne Serapiglia Date 8-30-10

Address 1149 Van Buren Ave, Venice CA 90291

Telephone 310 305-3092 email _____

4. Name Holly Huff Date 8-30-10

N. Market St
low address Box 52263 LA CA 90050
CA 90305

Telephone 323 228-4355 email _____

5. Name Monica A Fenton Date 8/30/10

Address 4025 W 62 St L.A. Ca 90043

Telephone (323) 293-1429 email _____

472 Signatures.



USGBC
 2101 L STREET, NW
 SUITE 500
 WASHINGTON DC 20037
 202 828-7422
 WWW.USGBC.ORG

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 S. Richard Fedrizzi

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 Gail Vittori
 Center for Maximum Potential
 Building Systems
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 TREASURER
 Anthony Baruchini
 HDR Architects
 SECRETARY
 Richard Gross
 Perkins + Will

FOUNDER
 David Gottfried
 Michael Hefling
 S. Richard Fedrizzi

August 24, 2010

City of Los Angeles Planning Commission
 Attention: Mr. Wayne Rew, Chairman
 320 W. Temple Street, room 1340
 Los Angeles, CA 90012

Dear Mr. Chairman,

I am writing today to elucidate to the Planning Commission some of the myriad benefits of the LEED for Homes Rating System. USGBC encourages developments like Millennium Playa del Mar to pursue LEED for these very reasons.

LEED for Homes is a consensus-developed, third party-verified rating system that promotes the design and construction of high-performance green homes. LEED for Homes measures a home's performance based on eight categories: site selection, water efficiency, materials & resources, energy & atmosphere, indoor environmental quality, location & linkages, awareness & education, and innovation. Within each of these areas, projects earn points toward certification. Each LEED-certified home undergoes onsite inspections and thorough performance testing to ensure proper performance. LEED certification recognizes and celebrates leadership in green homebuilding.

The benefits of LEED-certified residential construction have been realized throughout the U.S. in over 7,000 certified units to date in 49 states, with over 1,100 of those in California. In 2008 in San Jose, CA, First Community Housing's Gish Apartments became one of California's first multifamily housing development to earn certification under the LEED for Homes rating system. The benefits of LEED certification realized by First Community Housing extend well beyond the borders of the Gish Apartments parcel, and into the San Jose community at large. Diverting waste from landfills, reducing demand on local energy and water supplies, and reducing traffic congestion and pollution will help deliver a greener future for all residents of San Jose. We are encouraged to hear about proposed projects like Millennium Playa del Mar., as we believe these projects can have the same positive impact.

Though Millennium Playa del Mar is only one project, we believe it can be emblematic of the successes possible for projects that achieve certification under the LEED for Homes Rating System, and for communities that encourage green development strategies. The USGBC applauds builders and developers such as Dinerstein that are taking these steps: green homes are better homes; and the goal of LEED for Homes is to drive the market to take steps to build homes that are significantly better than code, and to pass on the benefits of green residential construction to communities throughout the U.S.

Best Regards,

Nate Kredich
 VP, Residential Market Development



9100 S. Sepulveda Blvd.
Suite. 210
Westchester, CA 90045
Phone: 310/645-5151
FAX: 310/645-0130
www.laxcoastal.com

September 17, 2010

Los Angeles County Regional Planning Commission
Attention: Mr. Wayne Rew, Chairman
320 W. Temple Street, Room 1340
Los Angeles, CA 90012

Re: Millennium Playa del Mar Apartments; County Project No. R2009-02015; 5550 Grosvenor

Dear Mr. Rew,

On September 16, 2010, the LAX Coastal Area Chamber of Commerce Board of Directors voted to support the Millennium del Mar project located in unincorporated Los Angeles. This type of project is the exact type of smart growth and planning that is needed in this location.

We applaud the developer for their outreach efforts to the adjacent neighbors and surrounding stakeholders. Furthermore, we appreciate the commitment to a LEED certified "Silver" designation to this development.

As a Chamber of Commerce, we encourage all new projects to consider the employment of at-risk construction workers (similar to those employed through the PVI/OBS program) and we ask that consideration be made to utilize *local* contractors and *local* businesses for goods and services. The Chamber is a firm believer in keeping money *local* and supporting our *local* economy.

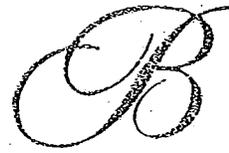
On behalf of our more than 550 member businesses and the more than 25,000 thousand employees we represent, we urge your support of the Millennium del Mar development.

Sincerely,

A handwritten signature in black ink, appearing to read "Christina Davis".

Christina Davis
President/CEO

August 25, 2010



Black Equities Group, Ltd.
SB Management Corporation
Owners & Managers of Income Properties

Los Angeles County Regional Planning Commission
Attention: Mr. Wayne Rew, Chairman
320 W. Temple Street, Room 1340
Los Angeles, CA 90012

RE: Millennium Playa del Mar Apartment Project

Dear Mr. Chairman,

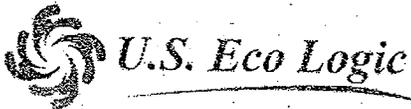
We manage the Albertsons anchored retail center located at 5750 Mesmer Avenue and this letter is to voice our support for the Millennium Playa del Mar Apartment project located at 5550 Grosvenor Blvd.

We have been very impressed with the amount of community outreach by the Dinerstein Companies and how they have responded to comments from the community. Once complete we believe this high quality project will provide housing for working professionals and help neighborhood and community businesses alike.

We urge you to support the Millennium Playa del Mar Apartment project.

Sincerely,

Stanley Black
On behalf of Mesmer, LLC



August 17, 2010

Los Angeles County Regional Planning Commission
Attention: Mr. Wayne Rew, Chairman
320 W. Temple Street, Room 1340
Los Angeles, CA 90012

Dear Mr. Chairman,

I am writing this letter in strong support of the Dinerstein Companies and their development of the Millennium Playa del Mar Apartment project. For many years I have watched Dinerstein show leadership in the sustainable building arena (predominately LEED Projects) and recently we have had the good fortune to participate with them as the Green Rater and LEED Provider on LEED for Homes projects. They are committed to meeting the LEED standards on the Millennium Playa del Mar project and on every other project we have discussed in the last two years. Given the drought and increasing attention to Climate Change issues, we applaud their leadership in the areas of water conservation as well as their energy efficient pedestrian-friendly design. I like the fact that they have calculated their planned water and energy savings in a clear and objective fashion. Specifically that it is anticipated that this project will reduce its landscape water usage by at least 50%, its domestic water use by 30%, energy usage by at least 15% (or better) than Title 24, and construction waste by at least 20%.

Attaining a minimum LEED Certification at the Silver level is an impressive achievement. The LEED standard is a rigorous, well researched third-party evaluation of a building's environmental performance.

U.S. Eco Logic is a LEED Provider, a LEED Green Rating Company, a HERS Provider, a LEED Commissioning Authority (CxA) and Re-Commissioning Authority (rCxA). We hope that you will approve this project and by extension support The Dinerstein Companies sustainability goals.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Saunders", is written over a horizontal line. The signature is stylized and somewhat cursive.

Steve Saunders, CEO
U.S. Eco Logic

Correspondence

Jamie B. Myer, AIA, LEED AP

310.424.9421

Jamie@MyerArchitect.com



To: Los Angeles County Regional Planning Commission
Attention: Mr. Wayne Rew, Chairman
320 W. Temple Street, Room 1340
Los Angeles, CA 90012

Date: Saturday, September 18, 2010

Project: Millennium Playa del Mar Apartments:
County Project No. R2009-02015; 5550 Grosvenor Boulevard, Los Angeles

Dear Mr. Rew,

I am writing to express my support for the Millennium Playa del Mar project.

As an architect who spends a great deal of his time focusing on green building and sustainability, I have been impressed with the plans for this project from an environmental standpoint.

This project will not only locate people closer to job centers and reduce or eliminate commutes, but it will also be built by a developer who takes seriously its role in implementing strategies that focus on sustainable site development, energy efficiency and other green building standards. The project is seeking LEED Silver certification, which is to be applauded.

From the electric car charging stations in the garage to a design that will make the project more energy and water efficient than conventional buildings, The Dinerstein Companies is proposing a project that truly embraces the concept of green building.

I live in Playa Vista – across Jefferson Boulevard from the proposed project – and I have seen first-hand the benefits of living in a planned, efficient and dense community. I feel this will be an equally beneficial addition to the neighborhood, and appears to be exactly the sort of development that Los Angeles should seek and support.

I encourage you to approve the proposed project. Thank you.

Sincerely,

Jamie B. Myer, AIA, LEED-AP

P.A.C. CONSTRUCTION SERVICES, INC.

License #787182

4212 E. Los Angeles Ave. # 3299
Simi Valley, Ca. 93063-3308

Phone: (805) 581-3400
Fax: (805) 583-3054

September 15, 2010

Mr. Wayne Rew, Chairman
Los Angeles County Regional Planning Commission
320 W. Temple St. Room 1340
Los Angeles, CA 90012

Dear Mr. Chairman,

We are a concrete contractor based out of the greater Los Angeles area and have been doing business for over 30 years. With the economy being as bad as it is, the Millennium Playa del Mar Project will significantly help our ailing economy. It will provide housing and more importantly bring jobs to the area. Ninety percent of our employees live in Los Angeles County.

We are supporting the Dinerstein Company to be the General Contractor for this project. They have contributed over \$80,000,000.00 to our area by hiring locally and working with businesses such as ours. We are currently working with them in Woodland Hills.

We ask you and the Commission to support this project as well as the Dinerstein Company.

Sincerely,
PAC Construction Services, Inc.



Phil Albert
President
PA/jlc



License #: 00918378

September 7, 2010

Los Angeles County Regional Planning Commission
Attention: Mr. Wayne Rew, Chairman
320 W. Temple Street, Room 1340
Los Angeles, CA 90012

Dear Mr. Chairman,

As a Southern California based company we have been working in the Los Angeles and Southern California region for many years and can't remember a job market this difficult.

I am writing this letter because, I know approving the Millennium Playa del Mar project will help bring jobs to the area. To date, Dinerstein has contributed over \$80,000,000 to the economy by hiring and working with local business. That's something worth supporting.

This is a well thought out project that provides housing for the area and more importantly jobs. The Dinerstein Company has a history of working with local companies on their past projects and I see that trend continuing. I strongly urge you and the Commission to support this project.

Sincerely,

Jim Montgomery
Montgomery Keith Company

City Of Angels Church of Religious Science

Dr. Robbie Gholson Smith - Co-Founder

5550 Grosvenor Boulevard • Los Angeles, CA 90066

tel 310.577.3366 fax 310.577.3369

May 28, 2010

Re: Support for redevelopment of 5550 Grosvenor, Los Angeles CA

To Whom It May Concern,

As owner of the City of Angels Church of Religious Science of Los Angeles we support the Dinerstein Companies plans for redeveloping the property. The church wants to grow the City of Angels Children's charitable and scholarship foundation and the proceeds from the sale of the property will help us realize those goals.

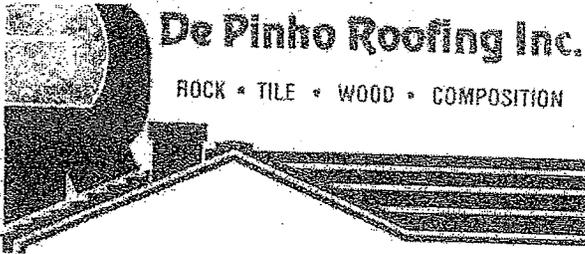
We believe the current design of the proposed Millennium Playa del Mar Apartment project, along with the eventual housing it will provide is the highest and best use for the property.

If you have any questions please don't hesitate to contact me.

Sincerely,



Dr. Robbie Smith
Senior Minister
City of Angels Church
of Religious Science



State License # 663894

2832 N. OLIVE AVENUE
(714) 632-7663

• ORANGE, CALIFORNIA 92865
• FAX (714) 637-9419

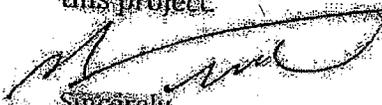
August 24, 2010

Los Angeles County Regional Planning Commission
Attention: Mr. Wayne Rew, Chairman
320 W. Temple Street, Room 1340
Los Angeles, CA 90012

Dear Mr. Chairman,

As a locally based company we have been working in the Los Angeles and Southern California region for over 15 years and can't remember a job market this difficult. I am writing this letter because, I know approving the Millennium Playa del Mar project will help bring jobs to the area. To date, Dinerstein has contributed over \$80,000,000 to the economy by hiring and working with local business. That's something worth supporting.

This is a well thought out project that provides housing for the area and more importantly jobs. The Dinerstein Company has a history of working with local companies on their past projects and I see that trend continuing. I strongly urge you and the Commission to support this project.


Sincerely,



LANDSCAPE

August 24, 2010

Los Angeles County Regional Planning Commission

Attention: Mr. Wayne Rew, Chairman

320 W. Temple Street, Room 1340

Los Angeles, CA 90012

Dear Mr. Chairman,

As a locally based company we have been working in the Los Angeles and Southern California region for over 15 years and can't remember a job market this difficult. I am writing this letter because, I know approving the Millennium Playa del Mar project will help bring jobs to the area. To date, Dinerstein has contributed over \$80,000,000 to the economy by hiring and working with local business. That's something worth supporting.

This is a well thought out project that provides housing for the area and more importantly jobs. The Dinerstein Company has a history of working with local companies on their past projects and I see that trend continuing. I strongly urge you and the Commission to support this project.

Sincerely,

Rich Jacoby

8001 Canoga Avenue, Canoga Park, CA 91304

Phone 818-456-4121 Fax 818-337-2088

Lic. 916797

August 24, 2010

Form letter X10

Los Angeles County Regional Planning Commission
Attention: Mr. Wayne Rew, Chairman
320 W. Temple Street, Room 1340
Los Angeles, CA 90012

Dear Mr. Chairman,

As a locally based company we have been working in the Los Angeles and Southern California region for over 15 years and can't remember a job market this difficult. I am writing this letter because, I know approving the Millennium Playa del Mar project will help bring jobs to the area. To date, Dinerstein has contributed over \$80,000,000 to the economy by hiring and working with local business. That's something worth supporting.

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Sincerely,

A handwritten signature in black ink, appearing to read 'James Gates', with a long horizontal flourish extending to the right.

JAMES GATES. PRES.

