October 27, 2016

Los Angeles City Planning Commission
200 N. Spring St.
Los Angeles, CA 90012
Sent via email

RE: 333 LA CIENEGA (CARUSO PROJECT)

Honorable Commissioners:

On behalf of the Los Angeles Area Chamber of Commerce (LA Chamber), I am writing to support the Caruso Affiliated proposed project at 333 La Cienega. This is an ideal project to meet our city goals of smart, community-oriented planning and transit-oriented development.

The Caruso project has been an ongoing partnership with the local community to create net-new housing along an accessible transit corridor, while investing in much needed infrastructure improvements. Most recently, the Mid City West community council overwhelmingly endorsed the project by a vote of 22-6. Furthermore, the project seeks to address our city’s dire housing shortage by providing net-new housing units, including 10% of the units allocated for affordable housing—a community conscious decision by the applicant and in accordance with SB 1818.

Caruso Affiliated has undergone continuous community outreach, while also pledging to absorb costs for major walkability and streetscape improvements that will better connect both sides of La Cienega and San Vicente Boulevards. As we strive to make our city safer and more attractive for pedestrians and bicyclists, these improvements, along with the addition of a new neighborhood market and restaurant, will be transformative to this part of the Beverly Grove neighborhood.

Finally, this beautifully designed architecture is an opportunity to display La Cienega as an iconic gateway between Los Angeles and Beverly Hills. The 333 La Cienega project, its sister building (8500 Burton Way) and the infrastructure improvements will make that gateway a reality.

For these reasons, the Los Angeles Area Chamber of Commerce supports the Caruso Affiliated project located at 333 La Cienega and encourages the City Planning Commission to approve the proposal.

Sincerely,

Gary Toebben
President & CEO