

## Varsh, Tess

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**From:** Joanna Nagel [REDACTED]  
**Sent:** Thursday, June 17, 2021 5:11 PM  
**To:** Varsh, Tess  
**Cc:** Potter, Martin; Counts, Steven; Jackie Siegel  
**Subject:** June 23rd Planning Commission Meeting for the proposed Lincoln Avenue Specific Plan

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Hi Tess,

I am writing you in regard to the June 23<sup>rd</sup> Planning Commission Meeting for the proposed Lincoln Avenue Specific Plan. Please read my comment below and let me know if you have any questions.

I am Joanna Nagel, an Associate at LS Urban Properties. LS Urban Properties is a Real Estate Development and Investment company that focus on buying and improving commercial properties on emerging main streets around Los Angeles. We appreciate the efforts the community is putting into improving the Lincoln Avenue Specific Plan and are very impressed by the potential of Lincoln Avenue. We are now under contract to purchase a sizable commercial property in the General Commercial Area of Lincoln Avenue Specific Plan.

We recently met with Martin Potter and Steven Counts to discuss some of our concerns about the New Lincoln Avenue Specific Plan, and they encouraged us to come to the June 9<sup>th</sup> meeting to speak on those concerns. At the June 9<sup>th</sup> meeting, Jackie Siegel, the principal of LS Urban Properties, did in fact speak; but we want to reiterate what was said in that meeting in a written comment in case any part was missed. We believe addressing these concerns in the new plan is essential to helping the Lincoln Avenue Specific Plan be even more impactful toward enhancing Lincoln Avenue as a vibrant pedestrian friendly main street for the neighborhood.

**Our 3 main suggestions for the new Lincoln Ave. Specific Plan are as follows:**

1. The first is already in the new plan – that the change of use of older buildings will require no additional parking. This is absolutely critical. Your stated goal here is to change older industrial and commercial uses to vibrant dining, services, cafes, and shopping that make up a main street. The only way to do this is to allow those changes of use without additional parking. So we hope you make sure this provision stays.
2. Currently, the new General Commercial Zone does allow work/live units, but the new specific plan eliminates live/work as a permitted use. We would respectfully suggest you reconsider. Live/work units do a tremendous amount to add vibrancy to a main street. You will have people there already – living and working – those are your shoppers, those are your diners, those are your customers. Respectfully, it would be a mistake to eliminate live/work units as a possibility.
3. We saw there are specific guidelines for the redevelopment of the Kettle Nursery, which we think is one of the most important properties in the Lincoln Specific Plan. We applaud the desire to preserve the Googie style building at 1960 Lincoln, but believe the proposed plan with a 15-foot buffer around the building would make development of the rest of the site completely infeasible. Our recommendation is that if the historic preservation is the priority, the remainder of the site needs mixed use with residential over commercial to make any development feasible. The other choice would be not to preserve 1960 Lincoln. If you continue as planned, the site will stay the way it is until the next time we redo the Lincoln Avenue Specific plan 30 years from now.

Thank you for your consideration. I am happy to discuss any of these points with your further.

All the best,  
Joanna

**Joanna Nagel**

Associate

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