



Alejandro Huerta <alejandro.huerta@lacity.org>

RE: Crossroads of the World - Hollywood project (CEQA # ENV-2015-2026-EIR)

1 message

Alek <alek3773@gmail.com>
Reply-To: Alek <alek3773@gmail.com>
To: alejandro.huerta@lacity.org

Fri, Apr 20, 2018 at 2:44 PM

Dear Mr. Huerta:

I am a nearby resident, living just a few blocks away from the proposed Crossroads of the World - Hollywood project; and I am in **FULL SUPPORT** of the project! I am truly excited about the proposed development, and would strongly urge the City to fully endorse it.

I would also like to state a few points& key suggestions:

TRAFFIC IMPACT:

As a nearby resident, as well as a car driver, a pedestrian, and a cyclist, I am Not concerned about traffic or parking impacts whatsoever. Traffic and parking will always be an integral part of urban living, therefore we must accept and embrace it. Besides, there are plenty of public transportation options nearby - including the Red line subway and numerous bus lines. Also, the traffic situation in the whole region is already bad - therefore, people are already used to it. Which means, the Crossroads Hollywood project will unlikely affect the already-congested streets. To summarize, the proposed development should not significantly worsen the traffic (or the parking) situation; and again, there are plenty of options besides driving!

WALKABILITY AND SIDEWALK QUALITY:

I strongly suggest for the developer to install Decorative sidewalks (or at least - aggregate concrete) at the property. Decorative pavers (as opposed to naked concrete) offer much better walkability and aesthetics. Please remember: ***Providing decorative sidewalks at a new development is as critically important as a correctly painted frame for a new painting!*** Indeed, a sidewalk at a new project is like a frame for a painting; both of which are closely tied together. Unfortunately, the L.A. Urban Design Studio has done a poor job - by allowing many developers to get away with just plain naked concrete & cement pavement (our sidewalk guidelines have been outdated by decades!). In reality, however, every single development should be required to install decorative pavers - to create at least some (!) aesthetics for pedestrians. Lack of decorative pavers is a serious problem for Los Angeles. Once again, the Crossroads Hollywood should include decorative / enhanced sidewalks throughout its entire outdoor area.

BICYCLE PARKING:

Sufficient street-level bicycle parking should be included with this project. Hollywood - and surrounding neighborhoods - have a large number of people using the bicycle for commuting and/or recreation. Installing plenty of U-shape (or similar) modern bike racks is very important.

LANDSCAPING:

Sufficient trees should also be planted at the property; additional planters should be installed where applicable. Greenery and landscaping is essential for each new development!

MISC. OUTDOOR ELEMENTS:

Additional outdoor elements - that would add convenient facilities while providing better aesthetics and architecture - should also include: decorative benches and decorative streetlights.

Thank you for reviewing my comments. Once again, I strongly support the project, and advise the City of L.A. to **approve** it. Please consider all suggestions above, and require the developer to implement them into the project.

Sincerely,
~ **Alexander Friedman**
Hollywood, California
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