

CITY PLANNING COMMISSION

Tuesday, January 22, 2019

LOS ANGELES CITY COUNCIL CHAMBER, ROOM 340
200 NORTH SPRING STREET, LOS ANGELES, CA 90012

Item No. (9) VTT-73568-1A

CEQA No. ENV-2015-2026-EIR; SCH No. 2015101073

Related Case: CPC-2015-2025-DB-MCUP-CU-SPR

Item No. (10). CPC-2015-2025-DB-MCUP-CU-SPR

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REPORTED BY: GRACE CHUNG, CSR 6246, RMR, CRR

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APPEARANCES:

- HERB J. WESSON, President
- GILBERT A. CEDILLO, First District
- PAUL KREKORIAN, Second District
- BOB BLUMENFIELD, Third District
- DAVID E. RYU, Fourth District
- NURY MARTINEZ, Sixth District
- PAUL KORETZ, Fifth District
- MONICA RODRIGUEZ, Seventh District
- MARQUEECE HARRIS-DAWSON, Eighth District
- JOE BUSCAINO, Fifteenth District
- MIKE BONIN, Eleventh District
- GREIG SMITH, Twelfth District
- MITCH O'FARRELL, Thirteenth District
- JOSE HUIZAR, Fourteenth District

1 PRESIDENT WESSON: What we are going to do
2 is we are going to take some public comments on
3 this, one minute each, starting with Kate Spear,
4 Alicia Bell, Josh Gray-Emmer, Leo Prengaman, Nicole
5 Shahenian -- I will let you say that -- Gilbert
6 Smith.

7 Okay. Identify yourself. One minute.
8 You start.

9 MS. SPEAR: My name is Kate Spear, and
10 I'm speaking today on behalf Of Unite Here
11 Local 11. We speak in support of the proposed
12 Crossroads Development Project.

13 The developers have responded to
14 community feedback by improving the project in a
15 number of ways, to eliminate adverse
16 environmental impacts and to better align the
17 project with the needs and desires of the
18 community.

19 For example, the developer proposed the
20 inclusion of the Hollywood Reporter building.
21 It's an LA historical cultural monument and the
22 addition of affordable residential apartments,
23 resulting in 105 total affordable units.

24 Adding a potential housing is a
25 significant goal of our membership who urgently

1 need more affordable housing and who especially
2 need it in their hospitality job sites so that
3 they can live near where they work.

4 The developer also is committed both to
5 a reduction of hotel building height from 31
6 stories to 26 stories and to the replacement of
7 an initially proposed street alignment. We want
8 to acknowledge the developers that work with the
9 community and respond to their concerns. And
10 that is why we would support the project.

11 PRESIDENT WESSON: Thank you.

12 Next. Identify yourself, sir.

13 MR. RAY-EMMER: Josh Gray-Emmer,
14 representing Abundant Housing here today,
15 2,000-strong volunteer organization. We support
16 this project. Thank you.

17 PRESIDENT WESSON: Thank you. Next.

18 MS. SHAHENIAN: Good morning. Nicole
19 Shahenian with the Hollywood Chamber of
20 Commerce. On behalf of the Chamber, I am here
21 to express our strong support of the proposed
22 Crossroads project, which will bring much-needed
23 housing, hotel rooms, and commercial space to an
24 area with a need for revitalization.

25 As you know, L.A. and Hollywood have

1 seen steady rise in tourism, which has escalated
2 the need for hotel rooms. We are very excited
3 to see that this possibly addresses this need
4 due to the construction of a 305-room hotel.
5 Additionally, the Chamber recognizes the extreme
6 need for more housing stock as the city
7 continues to grapple with an affordable housing
8 crisis.

9 We support the efforts of this
10 developer to provide much needed market rate and
11 affordable housing for those living and working
12 in our community. This project will radically
13 revitalize the area, not only with addition of
14 housing and the hotel, but through the
15 construction of a bustling entertainment and
16 retail district.

17 We ask that you move this project
18 forward. Thank you.

19 PRESIDENT WESSON: Thank you.

20 As next speakers are coming forward, I
21 am looking for Alfredo Hernandez. I have two
22 Alexes, Alex Massachi, Alex Kim, Shomari Davis,
23 and Gilbert Smith.

24 Yes, sir. Identify.

25 MR. SMITH: I am Gilbert Smith, and I

1 am president of the Ricardo Montalban Theater in
2 Hollywood on Vine Street. And thank you,
3 members, for allowing me to speak today.

4 I am in very strong support of the
5 Crossroads project. It's very rare to have the
6 opportunity to vote large projects forward like
7 the W Hotel, Hollywood Central Park. And
8 Crossroads being one of those projects, it's
9 going to be transformative to our beautiful
10 city. It is a master plan. It is very
11 sensitive to all the issues that we are looking
12 to complete the cycles of transportation and
13 homeownership and a city that has a vibrancy
14 that just doesn't depend upon the car; it
15 depends on the city and the dwellings within it.

16 And thank you. It is the entertainment
17 capital of the world. It's going to create a
18 lot of entertainment jobs, construction jobs,
19 and eliminate transportation because people will
20 be living and working in Hollywood. Thank you.

21 PRESIDENT WESSON: Thank you.

22 Next speaker, please.

23 MS. BELL: Good morning. My name is
24 Alicia Bell. I'm the director of development
25 for Blessed Sacrament School, and we are pleased

1 to support the Crossroads project.

2 This project is designed to preserve,
3 complement, and highlight Crossroads of the
4 World and Blessed Sacrament by creating
5 extensive and inviting open spaces that will
6 greatly enhance the pedestrian experience for
7 the Blessed Sacrament community.

8 The project will define a new sense of
9 place for our church and for Hollywood. And we
10 strongly believe that this development deserves
11 your support. Thank you.

12 PRESIDENT WESSON: Thank you.

13 Next speaker.

14 MR. PRENGAMAN: Hello. My name is
15 Father Leo Prengaman. I'm from Blessed
16 Sacrament Church, and I am here to speak on
17 behalf of the Crossroads project also.

18 We wouldn't be associated with any
19 project unless it was to benefit everyone. And
20 the Harridge Group that we work with has made
21 absolutely every effort to provide jobs and
22 low-cost housing, and we think that this has
23 something for everyone in the city, and we ask
24 for your support for the project.

25 PRESIDENT WESSON: Thank you.

1 Identify yourself.

2 MR. HERNANDEZ: Good morning,
3 councilmembers. I'm Alfredo Hernandez,
4 executive director of the Hollywood Media
5 District BID. Our board of directors have voted
6 unanimously to support this project.

7 Crossroads Hollywood is a catalytic
8 project that continues to revitalize Hollywood
9 by providing jobs, housing, and stimulating our
10 economy through increased tax and tourism
11 dollars. This project provides new revenue
12 streams that will generate millions of recurring
13 dollars to the city, which pays for police,
14 fire, and filling potholes.

15 On behalf of the Hollywood Media
16 District BID, I ask that you join us in
17 supporting this very important project.

18 PRESIDENT WESSON: Thank you.

19 Ron, you want to come on up too? Ron
20 Miller? Yes, identify yourself.

21 MR. MASSACHI: Hi. My name is Alex
22 Massachi, executive vice president of MCAP
23 Partners. My family are longtime Hollywood
24 property owners. My uncle, Jacques Massachi, is
25 a former CHNC board member and current Hollywood

1 Media District BID board member.

2 We are very excited about this project.
3 The developer took great care in the design to
4 both celebrate Hollywood and its history and to
5 respect the neighborhood. The applicant's
6 extensive community outreach during the past
7 three and a half years has led to a project that
8 incorporates community goals and objectives.
9 This is a project that we can all be proud of.
10 I ask for your support. Thank you.

11 PRESIDENT WESSON: Thank you.

12 And do we have Kyndra Casper? If so,
13 come on up.

14 MR. DAVIS: Good morning. Shomari
15 Davis with IBW Local 11, electricians' union,
16 about 12,000 members within the Los Angeles
17 County area, and we strongly support Crossroads
18 of the World project. It's a great project.
19 They have made an agreement with the trades, and
20 so we are going to provide a lot of great
21 careers for Los Angelinos. So we urge your
22 support. Thank you so much.

23 PRESIDENT WESSON: Thank you.

24 Mr. Miller?

25 MR. MILLER: Good morning. I'm Ron

1 Miller, executive secretary of the L.A. and
2 Orange County Building Trades here on behalf of
3 the 140,000 hard-working men and women in L.A.
4 and Orange County.

5 Just want to show our support for the
6 project. Like Shomari said, it's going to give
7 us another opportunity to put local people to
8 work, help drive the economy of Los Angeles. So
9 please support the project. Thank you.

10 PRESIDENT WESSON: Thank you.

11 Mr. Herman, you are after this young
12 lady here.

13 Yes, ma'am. Identify yourself.

14 MS. CASPER: Good morning. Kyndra
15 Casper, DLA Piper. I represent the applicant.
16 I'm just saying that I'm here today to answer
17 any questions. Thank you.

18 PRESIDENT WESSON: Thank you.

19 Mr. Herman.

20 MR. HERMAN: Shut it down. Why am I
21 yelling this out? Because I'm not. I'm trying
22 to address Section 6085 for the record that the
23 city attorney, due to his liability and poor
24 interest to effectuate -- it's right, Mr. Folb.
25 You, Mr. Key --

PRESIDENT WESSON: You are off topic,
Mr. Herman. You are off topic.

MR. HERMAN: I'm dealing with the
impact report regarding our quality of life.
And the budget in my hand reflects that as I
brought you last week --

PRESIDENT WESSON: Okay, Mr. Herman.
You're not on topic. You can sit down. Thank
you.

All right. Let's prepare to vote on
it.

Mr. Herman, you're not on topic. You
are now disrupting the meeting. Please take a
seat.

Okay. Let's prepare to -- let us
prepare to vote on these items. Let's open the
roll. Close the roll. Tabulate the vote.

THE CLERK: 13 ayes.

PRESIDENT WESSON: Thank you. That's
approved.


(Proceedings adjourned at 11:15 a.m.)

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.

I, GRACE CHUNG, C.S.R. No. 6246,
Registered Merit Reporter and Certified Realtime
Reporter, reported in shorthand the proceedings
had at the time and place set forth, and that the
above and foregoing pages contain a full, true,
and accurate transcript of the said proceedings.

In witness whereof, I have hereunto
subscribed my name.

Dated: January 22, 2019



GRACE CHUNG, CSR No. 6246

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