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Crossroads Hollywood Hearing Officer and Deputy Advisory Agency Hearing: May 15, 2018

LUCI IBARRA: Good morning everyone. If you could please sit down and end your conversations. I would like to get this started. If you have any cell phones I would kindly ask you to turn them off or put them on silent. Great. Thank you everyone for coming today. I know it takes time out of work and your other errands to be here today. I recognize this is a very big project in Hollywood and so I just want to start off by telling you that I appreciate your coming out and if you are not able to attend or know others that are unable to attend please feel free to let everyone know that they are welcome to submit letters and emails to the file. all of that correspondence is included in the record and all of that is considered the planning department's behalf and is considered as part of our recommendation to the decision makers on this project.

So the way it's going to work is we're going to present the project. The advisory agency on behalf of the city will be acting on the tentative tract map today. We'll either be approving, disapproving or holding under advisement. To my right is my colleague, do you want to introduce yourself?

SPEAKER: Melinda Gejer Department of Recreation and Parks

LUCI IBARRA: and to my left

SPEAKER: Alejandro Huerta, with Major Projects.

LUCI IBARRA: The order in which we are going to be conducting this hearing is first you are going to make sure that your cell phones are off or on silent and then I am going to present the tentative tract information and what will be before us today. Alejandro is the hearing officer on behalf of the city planning commission. He will be taking testimony and he will be asking questions, we will both be asking questions in fact and we will try to do our best to get you the information that you need today and if we cannot we will make sure that that's clear before the end of the hearing. If you would like a copy of the decision letter today or for any decision letter that is issued please make sure to sign the pink sheet which is in the back of the room you can either include your mailing address or your email just make sure it's legible. If you want a copy of the staff report relative to the planning department's recommendation to the city planning commission that same pink sheet will give you a copy of that recommendation report once it's prepared. Introduce yourself.

SPEAKER: Georgic Avanesian, Bureau of Engineering

SPEAKER: Julia Lee, Bureau of Engineering

LUCI IBARRA: Okay. So we will introduce the case, Alejandro will present his preamble relative to the CPC case. The applicant will come up to prepare or present their presentation. Following that we will open up to public comment so what we will do is we will ask you to form a line and come up and we ask you to state your name and your address and then to give us your comments about this project.

SPEAKER: Alejandro Huerta. Good Morning, I am Alejandro Huerta again, I am the hearing officer assigned to Case # CPC-2015-2025-DB and CUP sorry CU SPR involving the property at the Crossroads of the World site. I am conducting this hearing on behalf of the City planning commission. The proposed project is for construction of the Crossroads Hollywood mixed use development consisting of 950 residential apartments a 308 key hotel and a 190,000 square feet of commercial uses, 68,000 square feet of which are currently existing. The project is requesting the following entitlements. The project is reserving 11% or 105 units for very low income households and utilizing parking option 1 with the following on menu incentives.

a) to permit a 35% increase in the maximum allowable floor area ratio or FAR from 2 to 1 to 2.7 to 1 for the C4-2D-SN portion of the site and parcel E1 and from 3 to 1 to 4.05 to 1 FAR for the C4-2D portion of the site. In addition, another on menu incentive is to permit the averaging of floor area for an average FAR of approximately 3.26 to 1 across the site, density, parking and open space on two or more contiguous lots and permitting vehicular access from a less restrictive zone to a more restrictive zone and c) an off-menu incentive to permit an approximately 16.51% increase of 3.821 FAR in lieu of approximately 3.2621 FAR averaged across the site.

In addition, the project is requesting conditional uses to permit a master conditional use permit to permit the onsite and offsite sale dispensing and consumption of a full line of alcoholic beverages in connection with a total of 22 establishments associated with the project's proposed hotel and commercial uses. A master conditional use to permit eight uses with public dancing and live entertainment and a major development project for a

project creating 250 or more hotel guest rooms and finally, the project is requesting site plan review for a project resulting in an increase of 50 or more dwelling units.

Today the deputy advisory agency will consider the certification and adoption of the environmental impact report and vesting tentative tract map numbers 73568. The purpose of this hearing is for interested parties to provide testimony. No decision on these entitlements will be made today. People wishing to speak or submit written testimony about this case should do so during this hearing. After the hearing I will prepare a written staff report containing the planning department's recommendations to the city planning commission. Anyone wishing to be notified of the planning commission hearing should provide their name and address on the pink form in the back of the room. The purpose of today's hearing is to meet the legal notice and hearing requirements prior to the commission taking an action as well as for obtaining public input for preparation of my recommendation report. If anyone wishes to submit additional information to the commission or take exception to the staff report or recommendations they should do so in writing prior to the commission hearing.

The procedure for today's hearing is as follows. First, I will hear from the applicant or their representative. Second, I will hear from any interested parties wishing to speak. Please limit your comments to the subject matter of this hearing and direct all your statements to me and not to others in the room. If you wish to speak please state your name and address for the record. Third, the applicant and planning staff will have an opportunity to respond to questions. At the close of public comment, the deputy advisory agency will consider the vesting tentative tract map so may I now hear from the applicant and his or her representative.

SPEAKER: Good Morning Deputy Advisory Agency and hearing officer. Thank you for letting us present today. We are excited to present the project that we are proposing today. It consists of nine new buildings, eight of them are mixed-use, one of them is a commercial building as well as a new additional parking structure on Selma Avenue. As the hearing officer mentioned, we have 308 hotel rooms, 950 rental units, 105 of which are very low income affordable units and 190,000 square feet of commercial uses which includes the renovated Crossroads of the World property and the Hollywood Reporter building and at the end of the day we are going to have a total of 2,283 parking spaces.

LUCI IBARRA: I'm sorry, before you continue can you just state your name and your organization.

SPEAKER: Kyndra Casper. Yes, of course. My name is Kyndra Casper from DLA Piper. I am a representative of the applicant.

SPEAKER: Alejandro Huerta: One last thing, can you get a little closer to the mic, please. Thanks.

SPEAKER: Kyndra Casper: Okay. So, I am usually quite loud so I was trying not to overwhelm everybody but anyways, so here is the project site for our modified project. As you can see, we are in close proximity to the Metro station so we are considered a transit priority area. Here is our project site and refer to it as the modified project site because we had an original project that was presented in the Draft EIR and we went out and did a lot of community outreach and heard feedback from the community and made a number of changes to come up with the project that we are actually presenting to you today. So just a quick overview, like I already said, this is a new project including the

parking structure on Selma and our new 105 affordable units. So in order for us to kind of discuss the project are presenting today we wanted to go back and give everybody a little reminder of the original project, where we started, and how we got to where we are today.

This is the original project site again you can see that it is missing one of the parcels but it's still in a transit priority area very close to transit. At the outline of the original project site you can see highlighted in red here we have um the Crossroads of the World project that being the Crossroads of the World site that has always been sort of the gem of our project and kind of what we designed and envisioned the whole project around was bringing Crossroads of the World back to its original heritage as a retail open-air kind of pedestrian experience. You can see here some pictures of the original Crossroads of the World when it first opened in 1936 as the first outdoor pedestrian mall in the country. Next you can see the existing conditions on Crossroads. It doesn't live up to what it was originally made for. You can see there are gates on the property a lot of people didn't even know that you can actually enter the property and we want to get we want to get rid of that, we want to open it up to the public um and you can see it's just sort of falling into a bit of disrepair, and there is a large parking lot in the center of Crossroads that was never meant to be there in the first place. We also have some existing condition pictures of the site as it exists today you can see Sunset Boulevard, McCadden, Las Palmas, so it needs some work and some love and some attention. So to start off talking about our original project objectives which have moved with us from the beginning of the project um and even into the modified project but our main objective was to rehabilitate and revitalize the historic Crossroads of the World. We

wanted to complement and support Crossroads of the World with retail, residential and hotel uses to revive an underserved corner of Hollywood. If you look at where the project is today there's been a lot of redevelopment, a lot of revitalization all around, but this kind of site was left in the middle. The very important site having Crossroads there with nothing new and nothing revitalized there to show for it. We were also very concerned with promoting walkability and we wanted to enhance community connectivity particularly since we're so close to the Metro station. We wanted to create a destination where people can live, work, dine shop and play. It's meant to be an all-in-one kind of project where a truly mixed-use project that has all the uses that a person would need. You can see on the next slide, this is the area as it exists today and next this is just an overview of what the original project we proposed to be. The original project had a similar kind of mix of uses but we had condos and apartments. We did not have the parking structure at that time. We were realigning Las Palmas at Sunset to create what we thought was a safer condition and we had also 95,000 square feet of creative office space on the Crossroads of the World site. Just to give you a little bit of an idea of the project outreach that we did for this project, we met with Hollywood Heritage, the Conservancy, we met with the Neighborhood Council several times, the Planning PVP, CD 13 Design Review, the Hollywood Chamber, the Blessed Sacrament Church, LAPD, LAFD, Hollywood High School, we had several meetings with our existing tenants. We have both existing residential and existing commercial tenants. We had several meetings with them and the Hollywood Network Coalition, just to name a few.

We got a lot of feedback during this process and these were the major things that we heard from the groups that we went to. They wanted us to reduce the height next to Crossroads to be more respectful to Crossroads of the World, increase the scale of the public spaces where possible to make sure that the community and people visiting the site had ample outdoor recreational areas to be in and they actually asked us as well, to save historic resources, and there was particular interest in the former Hollywood Reporter building. They wanted us to leave the Las Palmas alignment as is and they liked that condition and didn't feel like it was an unsafe condition and wanted us to leave that.

We also heard comments about our pedestrian paseo they wanted us to make it more compatible with Crossroads and their surrounding community and they wanted us to create stronger connections between Sunset Boulevard and Hollywood Boulevard to make sure that our goal of creating connectivity in the community actually came to fruition. So with that I am going to turn over to Paul Danna from SOM. He is our architect on the project and he's going to discuss how we took the feedback from the community and enhance our project.

SPEAKER Paul Danna: Thank you, Kyndra. Good morning members of the advisory agency. My name is Paul Danna, I am design director of Skidmore Owings and Merrill. As Kyndra said, the project has changed a bit over the past year. The original project objectives have remained the same. We thought they were important then, we think they are important now but we've added to two the list and those two came out of the community feedback that we received. So one, to rehabilitate and revitalize the Hollywood Reporter building and two, to respond and incorporate the community

feedback that we received. Kyndra described the fact that the agreement with Blessed Sacrament Church, the design site has also been modified just a bit. This slide focuses in red you see here that additional area that is part of the project. The intent for that piece of the project is to locate parking there and the reason for that, adjacent to Selma, the reason for that is to support, to stimulate to really help ensure that the Crossroads of the World buildings that are at the north end of the site and adjacent to Selma are not left out on their own, not a dead-end that people will move past them, that business will be done and it will survive and thrive. This drawing incorporates the changes that we've made. My colleague Mike Dziubek will describe those in more detail in just a minute. It also presents the new facts and figures. Kyndra has gone over a few of those but in particular, we wanted to note these three changes of the facts that we've increased the very low income affordable unit number from 84 to 105, the fact that the parking has been reduced by 211 spaces and that the overall project area has been reduced by over 51,000 square feet. So with this these changes, the project program is still we believe a very strong and appropriate complement to the existing land uses. This diagram shows those existing land uses as they're distributed about the site today. The blue is commercial, the gold residential and so what you see in this next slide with the incorporation of our new commercial pieces, we really start to bind the gap between Hollywood Boulevard and Sunset. One of the requests that we heard clearly from the community groups and we just support that overall pedestrian network and network of commercial uses in this part of Hollywood.

This second image describes how the new residential and hospitality components of our project will complement and work with the other developments that are going on along

Selma to make that quite a strong residential and hospitality corridor within this part of the city. To describe some of the other more physical design changes, I will turn the floor over to Mike.

SPEAKER Mike Dziubek: Thank you. My name is Mike Dziubek with Skidmore, Owings Merrill. So over the next few slides, I will be presenting design changes to the modified project relating to the Las Palmas alignment incorporating the Hollywood Reporter into the project design, the former Hollywood Reporter building, and refining the pedestrian paseo as well as the evolution of the tower design. So, this slide shows the current state of Las Palmas, you can see it going north to south and as it steps from west to east and the proposed project, or in the modified project, you can see we've maintained the Las Palmas alignment.

The next slide shows the former Hollywood Reporter building in red and you can see here, we've kept the Hollywood Reporter incorporated it into the current design with the project so currently Hollywood Reporter building is in need of repair but we think there's great potential and we think it's a way to anchor the southern portion of the project. Here you can see a rendering showing, we've looked at some historic photographs and we would be developing this per the Secretary of the Interior's standards. We think the use could be either retail or restaurant and zooming back a little bit so we can see it within context, you can see the residential tower next to it and as well as some of the commercial portions of the project as well. And now to see some of the impact that keeping the alignment of Las Palmas and incorporating the Hollywood Reporter. This is the original project, you can see the three-story commercial building, kind of in the center of the image. If you go to the next image, um now you can see that we've

reduced the scale of the commercial building next to Crossroads of the World and you can also see the Hollywood Reporter. So we have lifted up the tower, created a pedestrian plaza so that it's visible from both the west and east approach and so now to focus a little bit on some of the feedback we received on the pedestrian paseo design. This is highlighting Crossroads of the World, our inspiration for the project but as Kyndra explained, it's currently bisected by parking and it's gated on all sides although you can access it but currently in need of some, some work so we took the initial inspiration and thought about the intent of Crossroads of the World and how can we bring the spirit of that and draw it through the rest of the project, and so for our original project paseo design, we had a strong diagonal connection that went from Sunset Boulevard and connected to the northwest corner of Hollywood or Highland and Selma and so we still thought that was a strong move but we wanted to take, to choose from Crossroads of the World, and take some of the scale changes in the pedestrian scale and bring it into the rest of the project. This also allows us to have additional connections to Hollywood Boulevard, you can see it in the center north portion of this site plan, and the other thing that it's really important to note is that there is no back door to this project. You know, we're improving the pedestrian experience throughout the site. One of the other things we are doing to create a more walkable experience is to reduce, creating a smaller parcel size so we think it's important that you can move through the site and around the site so this diagram showing that, and we were also inspired by the nautical themed building that is on the south side of Crossroads and we think that we are proposing two of these paseo entry pavilions as a wayfinding device that helps you navigate through the site and around it. We have also for safety reasons and for traffic reasons, we've

kept the service entries on McCadden and Las Palmas and you can see them in red and then we've reduced the amount of service entries on Selma and there are no service entries off of Sunset Boulevard. Alright and so we have also been working closely with Rios Clemente Hale to develop the landscape design of the project. Here you can see a landscape site plan and again to reiterate that all edges of the site including some areas that are not a part of the project site, we are proposing to develop and improve the streetscape. Here, this diagram showing how we envision this as a series of connected pedestrian plazas so really to be a part of the community and so next, I'm going to walk through a few project views starting on the south of the project on Sunset so those arrows on the bottom edge of the diagram and then we'll go through the middle and then on the north side. So this is a sunset view to the west, you can see the two residential buildings as well as the hotel in the center of the image. Here you can see Crossroads of the World as well as the lower height of the C1 building two stories now and here looking at Hollywood Reporter again we've lifted the tower to create a plaza there and then we'll zoom into that in this next image so here looking in between, we've created a buffer of space between the Cross er the former Hollywood Reporter building and our residential building. We also think that there is potential for outdoor retail and restaurant and potentially a connection to the low-rise residential to the north. Here is a view north on Las Palmas and you can see street trees and the general character of the scale of the residential, you know breaking the scale down, and now we're on Selma Avenue and Highland looking east. This is the hotel and the bottom two floors are set back to allow for a large pedestrian plaza there and a view west on Selma looking west next to the low-rise residential building on Selma. And now

a view south at Selma and McCadden. This is an interesting connection point between Hollywood Boulevard and you can see one of the pavilions that is a wayfinding device to move through the project. You can also see the character of the low-rise residential and the hotel to the right of the image. And finally, a view west looking west in the center of the paseo you can see the Blessed Sacrament and what's that? Oh, view east sorry, that's a view east in the center of the paseo and so now to kind of zoom out, this next slide is we were basically standing where the center of this site plan is located and you can see we think of this project as it's in the center of Hollywood, it's within ten minutes of transit in Hollywood and Highland and you can walk to the ArcLight in 20 minutes so we think that this is all about increasing connectivity in Hollywood. Another thing we're developing is a mobility hub that's located north on the north project, Selma for bike access and also there's bike access for residential and commercial potential as well and the final thing to talk about would like to talk about is the tower design. Here I've highlighted the towers in red and we've located the towers at the major intersections of the project and to take a look at the original project tower design, you can see the Sunset residential tower and Selma tower are very similar. They had, they were lifted onto a podium and they were primarily glass and we did that because we thought it was reinforcing that, the intent was to reinforce that diagonal paseo. And we heard feedback that said differences is appropriate in this location so we're now proposing to lift the Sunset tower at the plaza level so that it highlights the Hollywood Reporter and Selma, the tower on Selma now steps back to relate to the adjacent neighborhood scale. And here you can see two images of the towers.

SPEAKER Kyndra Casper: So I'd like to just wrap up the our presentation by going through a couple other points about the project. First we are an environmental leadership development project, certified by the governor of California. The requirements for this are a minimum of \$100 million investment in California, in which we're doing several times that amount, creating high wage highly skilled jobs meeting prevailing wage and living wage requirements. Transportation efficiencies, we actually reduce vehicle miles traveled by 36%. Our project will be net zero for GHG gases by the purchase of credits. We're located on an urban infill site. We have a PLA. The project will be LEED Silver. Also the ELDP certification shortens our litigation period to nine months. Just to briefly touch on sustainability features of the project, our project will be 15% more efficient than California Title 24 requires now, that's actually the most stringent standards in the country, so we're actually going to be 15% better than that. Also the project is going to be providing solar panels at a minimum of a 135 kW. We had ED ready parking, construction recycling, we're reducing outdoor water utilization by 50%, interwater utilization by 35%. Next to briefly touch on our project benefits, we're still working through the project benefits process but just to name a few we have additional streetscape improvements along Las Palmas, Selma, and Sunset. What we're trying to do is, as we talked about a lot is our project is focused on the pedestrian and walkability and connectivity and we want to enhance kind of the whole area and not just within the limits of our project site. We're going to have movie screens that are internal to the paseo in order to facilitate community events and the community will be able to use those. We're also, another thing is we're working with the LAPD on potential substation in the project and also potential staffing, extra staffing to help with

the project. That's just to name a few. We're also working with our neighbor, the Blessed Sacrament Church. We're going to be adding solar panels in their parking area, we're going to be creating a garden for them. Their school would really like a garden for them to take to work with their school. We will be doing greenbelt and landscape improvements and general beautification of the site. It's a beautiful site now but it needs some love and we're here to give it that. The next slides discuss the project entitlements but since the hearing officer already reviewed those I don't think that we need to highlight them again except to say that our original project included a zone change that modified the delimitation and we're no longer asking for that. We're just asking for a density bonus with, with additional FAR incentives. So finally I wanted to talk a little bit about the economic benefits of the project. So our total hard construction costs of Crossroads Hollywood is estimated at approximately \$600 million which is going to generate over 5,000 jobs, over \$37 million in state and local taxes annually. As I discussed a little earlier we have a project labor agreement with the construction unions, and part of that will include participation in the Helmets to Hardhats program which actually employs veterans and helps veterans get jobs. So lastly I just wanted to talk about the Bureau of Engineering conditions. We received those conditions late last week and we are going to be requesting a few minor modifications to those conditions and I have a letter here that I wanted to submit for the record to, that describes why and actually puts forth the requests for the changes in these conditions and there's also some exhibits attached that you can see, see exactly what we're asking for. Generally we're asking for some modifications on Las Palmas related to a traffic improvement, that's a mitigation measure for our project and we're also asking for additional street

widening, I mean additional sidewalk widening that's not required. But at the end of the day all the applicable street standards will be improved to the mobility plan. So first we're asking for modifications to condition two, and those are really the modifications that relate to our traffic improvement on Las Palmas, I don't know if you want me to read this all since you have the letter but we're asking for minimum and maximums related to our street improvement.

Woman Speaker 1: Maybe if you just clarify this because you're no longer realigning Las Palmas, and so a lot of these changes are necessary to reflect, okay.

SPEAKER Kyndra Casper: That's correct, so the original project as we discussed earlier we realigned Las Palmas. We were asked by the community to not do such a thing. We didn't. We changed the project and in leaving that alone it created the need for a different traffic improvement on Las Palmas and that improvement requires additional sidewalk on Las Palmas.

SPEAKER Georgic Avanesian: With all due respect as far as your first comment about, dedicate extra strip of land to have a wider sidewalk and which is behind L.A. Mobility Plan, you're volunteering to do that?

SPEAKER Kyndra Casper: Yes.

SPEAKER Georgic Avanesian: Unfortunately, based on the city attorneys, we cannot take any voluntary dedications or voluntary conditions even if you agree because if you sell the project or some other entity they might come back and say we don't want to do that. But the way you can do that is consider those extra areas that you want to

dedicate as an extra sidewalk areas make such as a planning department can ask for setback, your voluntary set back from the property line and you can have a hardscape the way you want it instead of being a public right away it could be private, pedestrian walk, a private sidewalk area. It's not going to be public. We're not going to be, we don't want to take the liability of having the extra sidewalk. We have to kind of be in charge of it. That's, and we see problem when we get to the final map area and when they ask for the dedication, we have to have justification is why we are asking for more than is required. You're welcome to give us, to give the neighbors, to give the people, to give the city, more sidewalk area, but could be private. Could be as like a setback for you. And you'll be in charge of it, you'll be in cleaning it, you'll be in liability if anybody falls down there, anybody gets injured, you, whoever is the property owner will be liable for that, number one. So that part of our, our conditions as far as dedications, I'm not willing to change at all or recommend to advise your agency to change. Now the big one is your depth. That you asked just like to bring it to advisory agency's attention that if you look at their, their revised map, dated April 20th, they are proposing to go below the grade five feet, as far as the limit. When we got this revised map, I presented this revised map to our immediate supervisor, to our senior manager, and our two principals, and they all told me that, based on the policy we have, you cannot encroach less than 10 feet away without the property; we wrote the condition. We will not agree at all to change it from 10 to five. We saw you ask for five, that's why we said 10. So make sure that I'm not only speaking on my behalf, I just wanted to also tell the advisory agency that I had a meeting all the way to admin, you and the principal, and the deputy. We do not allow anyone, not only you, to go 10 feet, above 10 feet below the grade. So

basically, in the conclusion I have to say that all of our recommendations, we request that stay as reported to this advisory agency.

LUCI IBARRA: Okay, but does this include the realignment of Las Palmas?

SPEAKER Georgic Avanesian: Well to change it, there's no realignment anymore; we changed that also. In our revised report, we mentioned that the revised map is for, to have eliminated the alignment, realignment of Las Palmas. We took that condition out, we used to have a condition there, how to do the alignment, realignment. And also, we mentioned that they're going to propose only five feet below the grade encroachment which now has to be 10. So our report really is accurate presentation of the revised map presented to you.

LUCI IBARRA: Okay, and just for clarification, so you asked for an additional dedication for a sidewalk that's greater than the standard. Would the five foot, was the five foot subsurface dedication, was that based on the expanded sidewalk or based on the city standards?

SPEAKER Kyndra Casper: I believe it's both but let me check with my engineer.

SPEAKER Alex Moore: Good morning everyone my name is Alex Moore, I'm the engineer on the project. The alignment, there's no longer a realignment on Las Palmas. What we're doing is over dedicating or voluntary dedicating on the southbound of Las Palmas up to a maximum of 17 feet, which is about 12 feet over what is being required, and that's for not just additional sidewalk but additional roadway as well.

LUCI IBARRA: Okay, so the additional dedication, is it to include an additional traffic lane to accommodate?

SPEAKER Alex Moore: Correct

LUCI IBARRA: So with the requirement of the mitigation measure to provide that additional improvement, it's no longer voluntary. It just sounds like the way they described it is voluntary, but it's necessary to mitigate traffic at that intersection.

SPEAKER Kyndra Casper: That's correct. It'll be...

SPEAKER Georgic Avanesian: It could be as a private pedestrian walk area.

LUCI IBARRA: But if it's for vehicular traffic at a recommendation from DOT.

SPEAKER Georgic Avanesian: There is no vehicular because there's no widening at all on any of the streets.

LUCI IBARRA: Right, but if they're accommodating an additional, I think I'm guessing a right turn...

SPEAKER Georgic Avanesian: No, there's no there's no street widening at all. Correct? The curb, the street alignment does not change. There is no additional roadway for the vehicles at all under our conditions.

LUCI IBARRA: Oh, okay, I think there's a disconnect between DOT's requirement and what we're showing on the map based on that. So let's, do you want to hear from the traffic consultant?

SPEAKER (Sarah Drobis): Correct, there is a traffic improvement at that location. We are widening the roadway by 12 feet to accommodate an additional right turn lane and so therefore the widening or the dedication needs to also accommodate that roadway widening.

SPEAKER Georgic Avanesian: Very good, yes we've had this situation before so what would I would recommend to do is include that extra dedication as part of the DOT conditions, not engineering. So DOT has to clear that condition.

LUCI IBARRA: Okay, so we'll coordinate with DOT on that language and then we'll clarify the language as being corrected here and it sounds like we're going to put this under advisement so we can work this out.

SPEAKER Georgic Avanesian: Yeah, DOT usually, basically if they come to our B permit section, we're going to say why are you dedicating, they're going to show the DOT conditions, and then we're going to go because we have to send the plans to DOT for their approval.

SPEAKER Alejandro Huerta: Sorry, could you state your name for the record?

SPEAKER Sarah Drobis: I understand, this is Sarah Drobis from Gibson Transportation.

SPEAKER Georgic Avanesian: So basically, you need to talk to DOT people saying that somehow on the decision letter they have to include that additional dedication because they have to justify why, to provide for left turn, extra left turn.

LUCI IBARRA: Okay, so then the additional requirements are a reflection of that initial, that condition two modification that follows through to the other conditions, except that we're not budging on the 10 feet subsurface. It's going to stay at 10 feet.

SPEAKER Georgic Avanesian: And also, we're not going to include that extra dedication in our condition because it's a DOT requirement. So in other words, all our recommendation will stay the way it was presented to you.

LUCI IBARRA: Correct, so long as DOT has submitted something, you'll follow suit with DOT.

SPEAKER Sarah Drobis: Correct

SPEAKER Georgic Avanesian: Yeah, you know because you have a DOT section here in your decision letter, so they have to say how much more dedication they need in order to provide right turn or left turn.

LUCI IBARRA: Okay, that's fine.

SPEAKER Georgic Avanesian: So, in order for you to have a finding and justification to prove it.

LUCI IBARRA: Okay

SPEAKER Kyndra Casper: And just two more things really quick related to conditions 9B and 9D, they actually provide for us to do things on property that we don't own so we were asking for some of the ground lots to be revised as well as on one portion we do

not own both sides of the street so we cannot improve both sides of the street. So you can see those set forth (*inaudible*)

SPEAKER Georgic Avanesian: I think there are areas that you are, when we're saying both sides we're actually mentioning, referring to the ground lot number, don't I? We're not asking the entire Las Palmas to be on both sides. That's what you think the intent was, right? You're talking about Las Palmas, correct?

SPEAKER Kyndra Casper: Correct, yes Las Palmas.

SPEAKER Georgic Avanesian: What we're saying on both sides, it means adjoining ground lot number one and two and four so we are mentioning those lot numbers. We're not saying the entire street.

SPEAKER Kyndra Casper: Okay.

SPEAKER Alex Moore: The lot numbers were revised and that's why they're not matching up. Alex Moore again from DEA. I think again, what we're saying is that it, since from the original map and then the modified project, we changed the ground lot numbers and so we just want to take a look at them again to make sure they're referencing...

SPEAKER Georgic Avanesian: I know, you made my life miserable because I had to go back and look at all the numbers again and redo the entire conditions but I made sure that I'm referencing the right ground lots. When we say both sides it means both sides of the project. So I can add writing here on both sides of adjoining the project.

SPEAKER Alex Moore: That should be fine.

SPEAKER Kyndra Casper: We just want to request that we just look at that again.

SPEAKER Georgic Avanesian: Would that be satisfactory to you? I said on both sides adjoining the project.

SPEAKER Kyndra Casper: Yes, thank you.

SPEAKER Male: Okay.

SPEAKER Kyndra Casper: And that's it, thank you.

LUCI IBARRA: Okay so now we're going to go into the public hearing portion of the hearing um let's take the row by rows so to my left and to my right, the people in the first row, if you would like to come up, please state your name and address and provide us with your testimony. Nobody, on the first row? Okay, so on the second row if you would like to come up if on both sides of the aisle, if you would just come up, get in line state your name and address please.

SPEAKER: Good morning my name is Lisa Schechter, 1040 N. Las Palmas Avenue, Hollywood, CA 90038. I am here as the executive director of the Hollywood Media District Bid. Our Board of Directors voted unanimously to support this project, Crossroads Hollywood is a catalytic project that continues Hollywood's Renaissance provides job, housing and stimulates our economy through increased tax and tourism dollars. This project provides new revenue streams that will generate millions of

reoccurring dollars to the city which pays for the police fire and also fills potholes. Please join us in supporting Crossroads Hollywood. Thank you.

SPEAKER: Good morning my name is Julianna Cirelli. I live at 1750 N. Serrano Avenue, 90027. I am opposing to this project as I don't feel that the proportion and the setting is right for that kind project. So, most buildings are not 30 feet, 30 stories high around it, and on top of it. There is seems to be that there will be tiptoeing between other buildings that were there before that were protected by the city as historical buildings. It seems very confusing to proportions of, and the size of the project, considering the size of the surroundings are, or even the width of the street. It's going to be on. Thank You.

SPEAKER: Morning I have some physical copies of a letter that that we submitted yesterday. My name is Elle Farmer and I am speaking today on behalf of the 30,000 members of Unite Here Local 11, the hospitality workers union and food service workers union here in Southern California, LA, Orange County, and Phoenix, Arizona. So we stand in opposition to this project as currently proposed and have entered the comment letter that you have now. We have many concerns with the project's Environmental Impact Report and its effect, known significant impacts, significant impacts that are claimed to have been mitigated, among many other things. We are for responsible development, and equitable development. This project is very huge. We want development that improves the lives of everyone, the people who wind up living in those over 900 Apartments, the people who work there in the hundreds of thousands of square feet of hotel and retail space, movie theaters, all of that. And the people who live in Hollywood right now, which are in every direction of this project, is in the middle

of a dense residential area. Sadly, despite this project's spectacular size, it does not appear to be improving the community very much right now. We heard from the applicant just now that they believe that one of the benefits they are giving to the community is a mitigation measure for street improvements that they are required to do. So if those are the kinds of benefits that were seeing, we need to do better. The city is giving what is considering quite a massive subsidy for this project, the site is 172,000 square feet and the total build-out is 1.4 million in square feet it's a very large, very large public subsidy to allow this such a large construction to happen and if the development agreement is going to be put in place we need to see the people of Los Angeles need to see the significant and substantial benefits from the developer and for the city if such a large subsidy is going to be given. Given its scope, this is this is obviously something that needs to happen we want to see good development for this area but it needs to fit the actual community. It needs to provide good jobs, not just jobs, it needs to provide good housing. One thing that the project could do among many others would be to allow the rent stabilization ordinance to apply to all 950 of the apartments. It's frankly a joke that they get to build 950, and only 105 are going to be covenant and affordable units. There are currently 84 RSO units already there. The rent civilization ordinance could apply to all of them, and it should. Thank you.

LUCI IBARRA: Thank you. So for those in the third in the third row to my left and to my right, is anyone really wanting to speak can you please line up and then make sure to state your name and address.

SPEAKER: Good morning. I'm Ron Miller, executive secretary of L.A, Orange County Building and Construction Trades Council and I stand here on behalf of my 140,000

hard-working men and women that live in LA and Orange County, many thousands that live around this project, and stand to go to work there because of the work that we've done with the developer on this project to come up with an agreement to put local people to work, preference for veterans. We think that this is a very good project for the community, it's going to add added hotel space which is desperately needed, affordable housing and is well thought out and well planned. And there is no subsidy on this project, so this developer's doing it by right and he had the forethought and foresight to work with the building trades to create a local hire program that's going to put many thousands of people to work on this project so we stand in support. Thank you.

SPEAKER: Good morning my name Nila Arselanian, 6671 Sunset Blvd., Crossroads of the World. Editor of Discover Hollywood Magazine and President Emeritus of the Hollywood Arts Council. I've been involved in promoting Hollywood for four decades. I've participated with the CRA project area committee, contributed to focus groups to get citizens input through the years for Hollywood's future. I'm known as one of Hollywood's most fervent advocates. The time has come to illuminate, respect and enhance this world-famous treasure called Hollywood. And, I'm not talking preservation of old buildings. I mean the opportunity to make a lasting impact in the preservation and enhancement of one of the world's most iconic places. A place rivaling Paris, Athens and even Rome for its impact on the world and its culture. This is Hollywood and it deserves no less. The EIR process does not consider world treasures. This project is more like a 60s scorched earth project than one that respects Hollywood's beauty, tradition of innovation and creativity. For years even as Hollywood declined, we've had a goose whose golden egg sustained us. Everyone wants to come to Hollywood to live,

to work, or to visit. If this project is approved, it's out of scale and I fear the goose's days are numbered. It's up to all of us to help to preserve and enhance the authenticity the beauty and natural beauty of this place. We have a treasure in our hands and must not allow it to slip through our fingers with the project such as this on the scale of this project. Thank you.

LUCI IBARRA: Before you begin, you know there's a lot of people here who need to speak and I just want to make sure that we run through this hearing efficiently. If someone begins to talk and there's clapping, it impairs their ability to get their testimony in so if we can withhold the applause, I would appreciate it. Go ahead and state your name please.

SPEAKER: Morning, I'm Gilbert Smith and I'm the owner and operator of the Montalban Theater in Hollywood on 1615 Vine St. and I am here in support of the project Crossroads of the World. I drive past the Hollywood Reporter building every day and I have mused for dozens of years as to what is going to happen there. Is one of the most restrictive areas of the let's say, the center of the Hollywood project to bring the entertainment community back. As an example I've had development around the theater in the last six years, and we grew our theater. We are employing over 75 people at our theater now. When I came on board, there were two people. We worked next door, this is a new development who was told we are out of scale. The design, the increased ability for the public and for the residents to work and live in Hollywood is enhanced by this project. I think it's going to be a boom for everybody just like it has been in central Hollywood with other projects that I have been part of. Thank you very much.

SPEAKER: Morning, my name is Steven Whitten. My address is 7676 Hollywood Boulevard, 90046. I live and work in Hollywood and I'm the former chair of the Hollywood Studio District Neighborhood Council. It's not too late to save Los Angeles from urban sprawl. The concept centered on the expansion of auto oriented low-density development. It's time to reinvest and reinvigorate existing neighborhoods and Hollywood is the perfect place. Transit oriented developments, also known as building housing near transit, is the way to transform the current situation. It's the reason why millions of taxpayer dollars were spent on our subway system. The Crossroads Hollywood project provides a less oriented automobile dependent lifestyle because it creates the opportunity to live work and play without a car. I encourage you to support this project. Thank you.

SPEAKER: Good morning my name is Gilbert Mora, I'm the prevention coordinator for behavioral health services in Hollywood on Sunset, 6838 Sunset Boulevard. I am what they call a public health advocate. I noticed that the project when they were presenting it, they really skipped over the big part of it. They are going to add 22 alcohol licenses in such a small area that's already oversaturated with alcohol. It already has the highest crime rate associated with alcohol in that area. And they're talking about, you know, putting the substation there, in an already overextended Hollywood LAPD division. They are basically moving Hollywood Boulevard further south, and it's going it is to give Hollywood PDL harder time of encapsulating the area of Hollywood Boulevard. That is the true entertainment district. And, to have 22 alcohol licenses in such a small area, you're basically tripling what is already there. They're right in the middle of three schools. So I don't understand them, the reason for so many alcohol licenses right next

to a Catholic school, right next to high school, and right next to an elementary school. If you're going to be allowing such cases, you need to put real restrictions on them so that that they're not operating in a way that will negatively affect those schools, and anything around those schools. You're basically building a Vegas style hotel directly across the street from high school. That high school have a lot of events that happen at night. So there is going to be a bunch of commingling of the people partying at the hotel and kids leaving school events. So, it's not a great idea to totally intermingle those two groups. You're asking for a lot of nuisance activity that's related to alcohol. The and the crime is actually going up in Hollywood right now, as far as the sensitivity that is related to alcohol, so to add 22 more alcohol licenses without any kind of real restrictions on them, is gonna just add more fuel to fire and don't forget we just legalized marijuana, and there's gonna be a lot of marijuana dispensaries in the area too. So, you're adding more nuisance activity to an already nuisance activity riddled area.

LUCI IBARRA: Is using is already marijuana dispensaries near the school?

SPEAKER Gilbert Mora: Near the area.

LUCI IBARRA: But not adjacent to the school?

SPEAKER Gilbert Mora: They can't be adjacent, they have to be within the closest they can be is 600 feet – and that's not very far.

LUCI IBARRA: Right, I just wanted to clarify that fact.

SPEAKER Gilbert Mora: They can open a dispensary in that little complex if they wanted to because it's 600 feet away.

LUCI IBARRA: Okay, we will check that. Please hold your applause.

SPEAKER: Hi my name's David Carrera, 6530 Leland Way, 90028. So I'm a couple blocks away from the project. One of my major concerns was also the amount of alcohol coming in licenses. So, for planning, I would like to, when, you know, conditions are extremely important. I think there's also a couple of night clubs proposed. Which for a while, nightclubs helped bring Hollywood up, but now they're dragging Hollywood down. So, we don't need anymore. In the past, we've had representatives say no more new nightclubs in Hollywood. There's also been a problem with type 47s turning into 48s, which are nightclubs. There's only a certain amount conditions that prevent that, one is public dancing, live entertainment, hours. So, there's also a push to extend alcohol in Los Angeles to 4 AM. Some nights I just wait until 2 AM, lying in bed waiting for the noise to die down. So, we don't need any more noise, we don't need any more nightclubs. That is also concern with this project, with any rooftops and rooftops that are bars. I think the hotel has one. So LAPD, Hollywood Vice has conditions for that. We need them incorporated. My other concern was the Las Palmas, so I want to thank them for what they've done. I was concerned about the realignment, so that's a plus. I also think that there's not enough affordable housing units. Out of 900, it's barely 10%. So, you need more affordable housing for the people who are being displaced there needs to be a right to return. It's great that they are helping the church and fixing up the church. What other community benefits are we going to see. It was interesting that the bid spoke because is this project going to join a bid. For me, often, for quality-of-life issues, bid security is way more prompt and responsible than overburdened LAPD. I would love for a community benefit to be say the neighborhood that I live in, which is a

block south of Sunset, be allowed to access that security and this project pay for it. And, somehow that be conditioned into the project. Thank you.

SPEAKER: Good morning commission. My name is Roberto Masaregos. I live 1419 N. Kingsly Drive. I live in Hollywood for the last 14 years. My rent is almost near \$2,300 right now. So, I hear a lot of projects coming to Hollywood. I'd been sort of involved within my work. The hotel there I'm working, not in Hollywood, but I don't see a lot of things coming to the table as far as reassuring community benefits, which is what the last gentleman talked about. My concern is that as a resident, I see a lot of things changing in Hollywood which is great, but not a lot of things are changing for the better of the people that live there. Which I am going to email these pictures to you Mitch O'Farrell. I mean, just around my block, around the corner, there is already like four buildings that got, that basically people got, I'm sure they moved because rent got too high and now they're part of Airbnb. That's a problem. And now you have, you know, developers coming in, and looking at the Hollywood sign, and looking at the business as an opportunity to make it grow. But, not a lot of community benefits are being put on paper that's going to be community benefits. We can talk about transportation, we can talk about cleanliness, we can talk about all these things, but jobs, that's the number one thing. I can give anybody a tour in Hollywood and I can take you to a lot of houses where family has opened the door to me, and a lot of those houses, Hollywood residents don't work in Hollywood, have three jobs. And, you ask them why, and first thing they say is, well, there's really not a lot of good jobs in in Hollywood, and that really shocks me. The second thing they say is, well, most of those jobs don't pay well, and I just don't know what to do, so I go somewhere else. So, we're talking about these

hotels. My hotel is a union hotel and it's in Studio City and I get paid over \$19 - \$18 an hour with benefits. It gives me a chance to be with my family and have some sort of time. These families we talked to don't do that. That equals to a lot of kids not having parents, supervision or any sense of guidance. You look at the homeless percentage in Hollywood. You can drive down between Hollywood Boulevard, Vermont and Hillcrest. One side you see the vintage stores, really nice, and then, right across the street where the Goodwill store is, you see tons of tents. Then you keep going up to Gower, Bronson, it just keeps getting worse. So, my question, and I ask the developers, what are we doing about that too. What are we doing about jobs coming in and staying in Hollywood for the families in Hollywood. What are we doing about the schools there. What are we doing to make sure, right, that our parents, I'm a parent and my kids will have time with me. So I continue being there for them. That's something that we lack in Hollywood. So I'm here to say that right, as a (*inaudible*) in Hollywood. You hear all these other big interests. I'm all for that if it's going to bring a lot of good things for the residents there. And, we're not looking into that. So, all I'm saying is, if developers want to come into Hollywood, because that's where the money is that, because that's where entertainment is at, that's fine, but don't displace us. Don't displace us because there's a lot of things going on around developing Airbnb, not having a good well-paid job, not having benefits, not having time with your kids. All of that equals to all of the stuff that we are talking about, homelessness, drugs, alcohol and now you are bringing more into it. It doesn't make sense. So as a father of three, as a resident of Hollywood, I urge you guys to look into this a little more as far as to what we're doing for the future.

Not what we're doing now to make it happen, to get money in our pockets. That's all I'm asking for. Thank you.

LUCI IBARRA: Will the next row of public commenters please, again, please hold your applause for those that are coming up. Please remember to state your name and address for the record. Thank you.

SPEAKER: Good morning, My name is Alicia Bell. I live at 1221 N. Sycamore, 90038. I am the associate director of development and marketing at Blessed Sacrament School and we are pleased to support the Crossroads Hollywood project. I'm also a homeowner in Hollywood and a parent of three students at our school. This project is designed to preserve, complement and highlight Crossroads of the World and Blessed Sacrament by creating extensive and inviting open spaces that will greatly enhance the pedestrian experience for the Blessed Sacrament community. The project will define a safe place for our campus and for Hollywood. As a parish community, we are concerned about all residents, including the very low income families. This project will provide over 100 very low income housing units that we hope will remain during the lifetime of these families. It will help transform Hollywood back to its glorious days when it was a safe haven for families and businesses, giving all of our residents a better quality of life. We strongly believe that this development deserves your support. Thank you.

SPEAKER: Good morning. My name is Douglas Carstens, I'm with Chatten-Brown & Carstens. Our address is 2200 Pacific Coast Highway. I'm here on behalf of Livable LA. We submitted a letter on the Draft EIR in a letter yesterday. Livable LA is a group of

residents who are seeking a positive future through good land use planning, the provision of affordable housing, community empowerment, transparent government and environmental stewardship. We oppose this project as it is proposed and as the EIR is prepared at the moment. The project is too large for the area, it has too many unmitigated significant impacts that are mitigatable. The only problem is that the impacts have not been avoided as is feasible. The California environmental quality act which is a Bill of Rights for an environmental democracy requires mitigation of significant impacts. It has a substantive mandate that requires adoption of all feasible mitigation measures and if there is a feasible alternative that is less environmentally damaging, the project cannot be approved as proposed. In this case, with regard to historic and cultural impacts, alternative five is a feasible alternative which would mitigate the significant impacts on historic resources. Four out of the five historic buildings will be demolished, even though the one is saved under this modified project, and that is avoidable. There's a feasibility analysis in the final EIR that purports to show the economic infeasibility of the alternative five. But, that's based on false premises of costs that are too high and return that is too low for the preservation alternative. Other impacts that must be mitigated include traffic. Caltrans has submitted a letter proposing mitigation measures that have not been adopted. These are feasible mitigation measures from a sister agency with a great deal of authority and expertise in traffic impacts that is improperly being dismissed. Also, with regard to greenhouse gas impacts and air quality. Air Quality Management District, in its comment letter proposed mitigation measures that are not being adopted. Therefore avoidable impacts are not being avoided as feasible. We also heard about affordable housing. While the

provision of 105 units, when 84 existing RSO units are being removed, is really only netting out a gain of 21 affordable units. In the context of a project this large that's a rather paltry number. We have heard that displacement can be avoided. There should be a right of return. There's a lot more that could be done to help with the affordable housing impacts. With regard to the LA Unified School District, the LAUSD letter identified significant impacts to LAUSD schools. These include to noise, traffic, air quality, and pedestrian safety. They proposed various mitigation measures, but not all of them are adopted. This requires recirculation of the EIR because when significant impacts are identified in a final Environmental Impact Report, that has to be recirculated to the public for information review and analysis. Also requiring recirculation is the Bureau of Engineering Conditions in this controversy we heard earlier today. It's unclear to me, and therefore to the public and a large number of people, if the mitigation measures have significant impacts of their own and have actually been mitigated below a level of significance, maybe they have. But, because those are only coming up in the context of an FEIR, the final EIR. That has to be recirculated to the public and to public agencies like Caltrans, so that they can analyze the impacts and whether they're mitigated as well. In conclusion, we ask that you improve the analysis to legally adequate standards in the EIR, recirculate the EIR, reduce the project by way of avoiding avoidable impacts, and protect the community. I appreciate the time.

LUCI IBARRA: Actually, I have a question. You said two different things in your testimony. The first was that CEQA requires all potentially significant and unavoidable impacts be mitigated, is that right?

SPEAKER Douglas Carstens: Yes.

LUCI IBARRA: But then, you also said that all feasible mitigation should be considered so which of those two do you rely on?

SPEAKER Douglas Carstens: I rely on Public Resources Code Section 21081 which requires the adoption of all feasible mitigation measures when there are significant avoidable impacts.

LUCI IBARRA: But that's different from saying that all significant and unavoidable impacts must be mitigated. You said both.

SPEAKER Douglas Carstens: If there are significant impacts that are avoidable by feasible mitigation measures. The feasible measures must be adopted.

LUCI IBARRA: Ok, that's what I wanted to clarify. Thank you so much.

SPEAKER Douglas Carstens: Thank you.

SPEAKER: Good afternoon. My name is Aaron Chawla. I'm the Associate CFO of AIDS Healthcare Foundation. The address is 6255 Sunset Boulevard, Los Angeles, California 90028. A letter has been submitted on behalf of my testimony today. So I'm...

Woman Speaker 1: Sorry, can you speak a little louder so that everyone can hear you?

SPEAKER Aaron Chawla: I apologize. A letter has been submitted to the committee on behalf of my testimony today. So I wanted to raise my support of the historic preservation alternative, or rather that it be reworked because of serious deficiencies in the economic feasibility analysis, similar to what the gentleman before me said. If you

open up the letter that I attached, it provides some financial backup that actually calls out the deficiencies in the analysis. Two of them are related around the cost basis, two of them are related around the revenue basis, and one of them calls out the fact that debt financing was not considered in the analysis which eliminates the use of a debt shield as well as equity leverage. So the very first thing is the comps used in the financial evaluation of the land itself were dated. Some of them were in excess of four years old. I asked the committee to consider whether or not you'd buy a house with comps that were more than two years old. So I believe that that warrants reinvestigation. Certain comps were pulled from CoStar yesterday with more recent results that are relevant, and they show that the cost basis should be more like \$10 million per acre instead of \$15 million. That would basically mean that it's one third of the total cost of the land itself. You have the backup there fully available. The second item that I want to raise is the general allowance and soft cost allowances. There's 40% padding on the construction costs for this initiative. Without proper citation explaining why there's 40% padding on the initiative. If a project or initiative is submitted to you, and they says its 40% more than what we know is the cost, its's something that should be reviewed because it doesn't make a lot of sense to me. It warrants a second set of eyes. Within the revenue perspective of this analysis, there are two items of issue. The very first one is that there is the assumption that there will only be 474,000 square feet available for the historic preservation scenario as opposed to 1.4 million square feet for the original project. So basically, the assumption is that only one third of the usable space is available for historic preservation scenario. So anything where you say that you get triple the space for a build out eliminating historic preservation scenario, raises

questions. I believe that the diagram submitted in the evaluation should be re-examined and that there should be new diagrams submitted that actually accurately depict what the full options are for historic preservation scenario, because this significantly artificially depresses the revenue that's available within the historic preservation option. As an additional item for revenue, there's also the concern that the comps that are cited for the revenue per square foot of retail and other items are different between the original project in the historic preservation alternative. There was backup cited, but unfortunately it isn't clear why all the numbers, or the majority of the numbers, would be decreased on a square footage basis for the historic preservation option. So basically they're saying, not only are we going down one third of the available space that can generate revenue but we're also decreasing the amount per foot across nearly every category line that you can generate in revenue, which makes no sense because it isn't cited or explained in any meaningful way. I would call that a deficiency in analysis. The very last point has to do with debt financing. You will see on the last page of my submittal, that even the HR & A Memorandum calls out and it's trying to explain the soft costs that it presumably real estate taxes and financing costs are included, yet we see no debt shield. We see only an equity based financing analysis on this. When you have a debt shield you get a tax write off. When you have a debt shield, there's a different form of capital structure and you have a higher return on equity due to leverage. The fact this wasn't considered in any way in this model means it's deficient. I propose that it be reevaluated from the ground up with fresh comps valuing the price of the land with metrics that are fully defined and understood, with padding that makes sense and is quantified in a meaningful way, and basically with a capital structure that

makes sense. Because I don't understand why a large construction project would be purely equity financed. If you do, I am open to that. Thank you for your time.

SPEAKER: My name is Mickey Jackson. I work with AHF. I work with Healthy Housing Foundation. I agree that this financial analysis is inadequate. A key thing is lacking, and that is that this is not a land purchase. It is a 100 year lease. That is not disclosed clearly nor do we know the terms of this lease. We don't know if it's going to be a payment upfront, if it's going to be monthly, if it's going to kick in for five years, if it's going to be a balloon at the end. We don't know anything about it, and it is absolutely the basic cornerstone of the analysis. It's been left out. The building would fall over if that was left out of a building. And this calls into question the validity of the entire analysis, because it was neither disclosed nor evaluated and, as we know, industry practice is to disclose and evaluate these things. And, I believe we need independent review of this matter. There's just too many questions. One last part goes to the transportation area issue. All parcels in this area are subject to the condition of the improved transportation plan, an excellent plan, by the way, which was developed by the CRA. This condition is still in effect but it has not been approved by the CRA board. This is a big thing to just ignore. The CRA is no longer here is a favorite myth. But the fact is, the CRA is here. It is here in the successor agency and it has all of its parts operating. And, many of the conditions of the CRA are still intact. For this reason I agree that this is a very inadequate EIR in these ways and that I believe it has to be recirculated. Thank you.

Woman Speaker 1: Thank you.

SPEAKER: Hello, my name is Jill Stewart. 4205 Torreon Drive, Woodland Hills. I'm the Executive Director of the Coalition to Preserve LA. We fight for what we call people oriented planning, and very transparent city government which we don't currently have. And, one of our big issues is equitable housing as well as environmental stewardship for the people who live around projects. We would like you to please recirculate this plan for the disempowered people who live in Hollywood. Even though there's been a lot of building in Hollywood, Hollywood is still a working class, largely poor community and people don't know that this Environmental Impact Report has huge holes, which you heard about from Doug Carstens a few moments ago, and we think that you need to bring it back out to the community. Recirculate it, and answer these big and unanswered questions. A couple of other unanswered questions I'd like to add, that I haven't heard brought up today are, the EIR is not sufficient and does not directly address, and I know you've heard of this, but the children's health study in Los Angeles by USC and UCLA, which is a seminal study of what happens to children who live around, not just freeways, but boulevards that are like freeways. And, boulevards that are like freeways are, for example, Hyland Boulevard, which has become almost a freeway, which is why you're getting so many complaints from Caltrans because of the massive backups and the feeding onto the freeway there that Caltrans says is no longer sustainable. You're very, very weak and silent on that part of the Environmental Impact Report. Caltrans was not taken seriously and HUMD was not taken seriously. But to tell you a little bit about what it means to live around that kind of traffic, and by the way I work on Sunset Boulevard not too far from this proposal, and I was the news editor of LA Weekly for many years and work inside the building that is being proposed for

preservation. I know the area very, very well. What is happening now is that the traffic is so extreme and you're putting, your proposing a skyscraper on what's called a short block. Hollywood is filled with short blocks. They are not normally sized city block and they weren't intended for skyscrapers. They can't handle the infrastructure. They can't handle the traffic. And, the idea that somehow Metro is going to come in and save this project. If you've been following the LA Times and other media, Metro is losing 65,000 riders a year. The program of TOCs is failing. The people who move into TOCs have a lot of money, and they do not use the transit. What you are going to create is massive traffic. Right now two days a week it takes about 20 minutes to drive from Sunset Boulevard to Franklin. The danger involved in trying to get out of Hollywood if there's a fire or earthquake, is going to be exacerbated by all the skyscrapers if they are added, including this one. Short blocks cannot absorb skyscrapers if you ask an independent planner, not the City of LA, or frankly the former County Planner of the Los Angeles County, they will tell you that skyscrapers do not belong in short block areas. So, on a number of levels, safety issue, the air-quality issue, the children's lifelong lung damage issue that will you will read in the children's health study by UCLA and USC. I urge you to recirculate the EIR said that the disempowered can have a say in what's about to happen the project that is far too big and far too polluting for the area. Thank you.

SPEAKER: Thank you for allowing the public to comment. My name is Margot Gerber, 6712 Hollywood Boulevard. I'm here representing the historic cultural monument, the Egyptian Theater, which for those of you who don't know, is actually Hollywood's very first home OF the very first Hollywood movie premiere in 1922. I have worked in Hollywood for 26 years, 20 of those at the theater itself. I drive this area every day at all

hours of the day and night, so I know it intimately. I live 3 miles south of Hollywood. It used to take me eight minutes to get there. Now it takes 30. Traffic is at an all-time high. I was actually on Highland couple weeks ago by a construction vehicle. A Peterbilt truck that said they didn't even see me in my small Honda. The area has become increasingly unsafe. We had been in this area of Hollywood Boulevard, the Egyptian Theater, for almost 100 years now. And, despite the age of the building, it's a fully functional state-of-the-art movie theater, and it's in the heart of Hollywood. And, it is a successful adaptive reuse project. I would like to see more adaptive reuse go on in Hollywood. There are some amazing buildings that are not do not have tenants in them and the city needs to look into them why these landlords just leave them empty. We cannot move our business to another area. It is site-specific, even as Hollywood development is squeezing us out. Our landmark draws people from all over the globe, and it gives them an authentic experience in Hollywood when not much else does. Our revenue, unlike most of our neighbors, does not come from liquor sales. In fact, we do not even have a liquor license and this is a huge problem in Hollywood. That Hollywood, the area felt that the only way to get revenue was from liquor licenses. There was a stabbing at 10 am yesterday morning on the corner near where we live. We don't need more crime in Hollywood, and since writing our comments on the Draft EIR last summer, it's become even more difficult to enter the area. And, I'm been a leave behind some comments from a survey we did last summer of our patrons about the experience of coming to Hollywood. I often wait through three traffic lights on Las Palmas just a turn left into my parking lot. I'm not even trying to get to the intersection because there's a huge line of cars that are trying to avoid Highland in front of me, and I

can even get into the parking lot for about 10 minutes. It's ridiculous. Hollywood is an undeniably special place, but sadly its potential as a neighborhood has been wildly underestimated by the city and by developers. This developer is in a position to create something akin to the marriage of the Grove and the historic Farmers Market, or the Brentwood Country Mart. But instead, they're hell-bent on adding to the crime quotient with other liquor licenses and disrupting the Hispanic community in the neighborhood. What will go away if this development proceeds as planned, an art gallery, a high-end coffee house, a three building affordable garden apartment complex with quiet tenants, a chiropractor, an acting school, sound recording studios, a special-effects company, two music companies, a holistic doctor, street parking, reasonable access to our business, and to the many other heritage businesses on Hollywood Boulevard. Which include restaurants that have been there since 1919, such as Musso and Franks, Pig and Whistle, Miceli's. What will go up in its place? A Las Vegas style hotel, unaffordable housing, and corporate run restaurants. This does not create a neighborhood. The EIR seems to focus on what they can get away with by law, and not what makes sense for the community. And, apparently the law doesn't require you to put in a public parking structure, and I know the city is trying to move us away from cars. The comments I have here will talk about the realities of using public transportation versus our glorification of it as the way the city will be saved. The surrounding businesses, our neighbors will probably tell you that not having easy parking is the number one customer complaint. The harder the access is, the more people will stop coming to Hollywood. A giant hotel and thousands of people coming in and out is going to impact Highland, despite what the EIR says. This will impact the Hollywood Bowl, the

John Anson Ford, the American Legion Post 43. You can't drop an elephant into a rabbit hutch and not cause a major disturbance of the ecosystem. I work at the Egyptian Theater and I cannot afford to live in any of the new construction that's around there. I think it's ridiculous that people live and work in the same place. So this project is not what Hollywood needs. This is not a skyscraper zone. It's a small, as Jill said, small city block and it needs to be treated sensitively. I'm also the president of the Art Deco Society. I sit on Hollywood Heritage Preservation Committee and I can say that the fact that they want to tear down eight historic resources is a shame. They could be adaptively reused creatively, and there could be something like downtown where people want to come and experience the wow factor, coming into an amazing old building, such as this, and drinking or eating dinner in a civilized way. We don't need any more nightclubs. The success of old town Pasadena, for example, started with parking lots. Public parking lots that were low cost. And what is happening now is actually chasing people away, as you'll see from the comments I'm going to give you. As one person said in a letter that was issued in July, and when he comes out of a double feature at the Egyptian, he lands in the thick of a circus of unpredictable drug and alcohol fueled potential danger. These are the crowds that are coming to Hollywood now, and these are the only type of person who will welcome a 32 story Las Vegas style hotel to Sunset and Highland. So, I encourage you to read our full parking and traffic and safety survey that we conducted last summer, and to read the American Cinematheque letter that was written and submitted in July to the Draft EIR thank you.

SPEAKER: Hello my name is Celeste Hong, 4758 Cromwell Avenue, Los Angeles, 90027, speaking on behalf of the Art Deco Society of Los Angeles. I am vice president

of the Art Deco Society of Los Angeles. I'm only going to speak to the preservation aspect since the other aspects have already been addressed very ably by other speakers. ADSLA opposes the plan project as we still do not believe that the eight historic resources should be demolished. This area has a large number of intact historic buildings that were identified on survey LA. These buildings that range roughly from 1907 to 1939, help tell the story of Hollywood as a neighborhood, and are unique examples of early Hollywood architecture in their original setting. We've been working in this area to designate a historic building since 2016, when we nominated Red Wine building, and on November 7, 2017 we were awarded landmark status on the for the Hollywood Reporter Building that now part of this project. ADSLA is currently engaged in supporting a landmark nomination for the 1939 Las Palmas Selma Hollywood Regency style apartment complex which we believe to be a wonderful example of the main housing with an outdoor component from the depression era. We've been inside them and found the units we saw incredibly intact. This historic landmark streamlined modern Crossroads of World complex is of supreme interest to our organization for its design. We oppose the plan to move the early American Building from its current site. We're concerned about the physical safety of the building, that when it is moved it will cause further damage. We feel that mitigation measures proposed is insufficient. Where also concerned about physical damage to the Art Deco Redwine Building at 1618 N. Las Palma from digging the proposed subterranean parking lot for the development. And, it seems contradictory that you're building parking when you're trying to tell people to take mass transit. The building is a historic cultural monument, the Art Deco Society nominated it in 2016. The cumulative effect of losing all of these

buildings in this area is extremely negative to Hollywood and to its history. Once this history is obliterated, we cannot get it back and I know that MGM and other, Universal Studios, have rebuilt Disney, most notably rebuilt historic LA, but why build it when you can have the original structures. Creative adaptive reuse would be a great alternative for these structures. Thank you.

SPEAKER: Good morning my name is Kathy Boyette and I reside at 2930 Francis Avenue in La Crescenta, CA 91214. I am the Vice Principal at Blessed Sacrament School, and I'm speaking on behalf of Danina Uy, who is our school principal. Blessed Sacrament fully supports the Crossroads Hollywood Project, and I ask for your support. We have a commitment to our parish in our school community, and we understand that our low income families will benefit from the housing being developed by the Crossroads Hollywood Project. Heritage Development Group is a partner of the archdiocese and our campus. They are working with us to provide our students with quality education and a safe and positive environment in which to learn. Blessed Sacrament School is grateful for this partnership and possibly our upcoming neighbor. Thank you much.

LUCI IBARRA: The last row I believe, or the second last row of people wanting to speak. Please line up, state your name and address for the record.

SPEAKER: Hi, my name is Casey Maddren. I live at 2141 Cahuenga Boulevard, Apartment 17. I'd like to talk about the deficiencies in the EIR, especially relating to alcohol establishments and entertainment. The EIR is not only deficient, it's dishonest. In the first place, the project description doesn't even mention 22 liquor permits for the

project, nor does it mention the master (*inaudible*) for eight establishments featuring live entertainment. The EIR, the section of the EIR devoted to public services, does not come anywhere near analyzing the impacts the impacts of this on the LAPD and emergency services. For some reason EIR only talks about the fact that crime is down between 2002 and 2004. Just for everyone's information, crime in Hollywood has been going up for four years. In 2014, Chief Beck wrote a letter to the Department of City Planning talking about the impacts of ABC locations in Hollywood and about the increases in rape, assault, shootings, and collisions involving pedestrians. The impacts from 22 locations serving alcohol and eight locations with live entertainment would be a tremendous burden on the LAPD, on the Hollywood division, which is already understaffed. I'd also like talk about how the locations offering live entertainment. The EIR lists many locations which would be offering entertainment in open spaces, amplified sound in open spaces. The one mitigation measure proposed is a 12 foot wall on the east side of the campus. Completely inadequate. It would not come anywhere near mitigating the noise impacts on the community. So, once again, the EIR is not just inadequate, it's dishonest. I would also like to mention that the revised project was not submitted to the Central Hollywood Neighborhood Council for consideration. Thank you very much.

SPEAKER: Hello, I'm Alex Franco. I live in 9152 Little Avenue, North Hills, CA 91343. I've been a resident of Hollywood since '93. Not much can be said at this point. One of the things I like to mention, is that one of the projects, the proposed location, is the Selma Tower which stands between Hollywood High School and Musicians Choice Studio. I would like to speak on behalf of the Musicians Choice Studios. As no mention

of that has been mentioned. I agree with all the previous comments that have been said regarding the identification of Hollywood. Hollywood, as long as I've known, has been a working-class oriented place and it needs to stay that way. One of the reasons being is that regardless of where you live in LA, you don't work, there's a good chance you don't work within the city. One of the things that the developers neglect to mention is the integrity of the neighborhood. They claim that it's a beautification, it's not, its ruination and uglification of the neighborhood. They mention the benefits, but it does not serve the greater good when it only benefits the wealthy and the privilege. The working class has no chance to improve, to benefit from this project whatsoever. Also, I'd to mention that this is very my very first time, involved doing anything politically oriented because this is the first I've ever been personally affected by the developers plan. In closing, I just want to say that please maintain the neighborhood for Oakwood is I also agree with a previous comment that's been said about the uniqueness of Hollywood. Hollywood is a very unique position where no additional changes need to be made because we have the film industry and that alone is over it is worthy of its self. It's in the unique position were no improvements other than the living conditions and the homelessness needs the most care. This does not benefit the community and as a struggling musician, one of many in LA, this serves to worsen our lives any more than it already is. I say this as someone who, I live in North Hills, but I'm a graduate student in Dominquez Hills, tools and I work in Long Beach. So, I'm all over LA, and I'm stuck in traffic like everyone. I have to wake up three hours early every day just to arrive on time and still I barely make it on time. This is the result developers and further development will only exacerbate the problem. Thank you.

SPEAKER: Good morning, my name is Judith (*inaudible*) and I live at 1509 Wilcox Avenue, which is about four blocks down the street down Sunset from the project. So, I'm personally very impacted by it. I'm here in part to support the American Cinematheque. I share their concern about increased traffic congestion making it difficult for people to get to the Egyptian Theater, which is like this building, a beautifully renovated historic building, and it screens wonderful movies. I live in Hollywood because I love film, I love art, I love movies, and I'm a writer by profession. I think of Hollywood as a community of artists. I don't see anything in this project that is supportive of us as a community of artists and I have concern. The partner of Skidmore, Owings & Merrill, is Rios Clementi Hale, and I went on their website and they wrote this very lovely description of what their work is. We endeavor to design a space that tells the story of its people culture and history. Well, Hollywood has an incredible history, incredible people, and the culture of film has transformed the entire world. There's nothing in this project that says this is the birthplace of the preeminent art form of our time. There isn't anything that is so specific to Hollywood. The website also says with globalization spreading across the planet, the unique qualities that once existed within such individual places are gradually disappearing. To me this project appears generic, putting up three large glass towers. And, I'm not seeing it integrated into Hollywood. I'm not seeing it celebrating Hollywood. I'm not seeing it really respecting out what the history of this great center of the arts is. The entertainment side I see, but the fact that the Egyptian screens beautiful creative art. Also, Hollywood stands for very innovative, very unique culture and, once again, this project doesn't seem to me to really be about Hollywood. And, we have a legacy here that we can really can

capitalize on. So, I hope that they work more with Rios Clementi Hale and that they will implement that philosophy. I'm just not seeing it. I'm not certain about the feasibility of the large towers. Like I said, it looks like rather generic architecture. But, thank you.

SPEAKER: Hi, I'm Susan Hunter with the Coalition to Preserve Los Angeles Livable LA, as well as Los Angeles Tenants Union. Because if you live in Hollywood, you have to be a part of three different groups in order to try and save your home, because that's the reality being in Hollywood right now. Firstly, I just was saying also I live on Cassil, and I'm not sure why we're actually having this hearing today because it's a bit premature for to now just find out that the potential footprint of the project to be expanded Cassil was not a part of the Draft EIR. So I'm not exactly sure why we're here today because we have not had public comment opportunities to discuss the expansion of potential footprint, and that's something that the community should be able have a conversation about. So I'm hoping that you will do your due diligence. Because the real meat of this, the real issue is, this developer has no idea what they are doing. They want a big project, they want to cram it in this area, but they refuse to solidify the details, and that's been an ongoing problem. This is the third major change I've seen with this project, and its major change happened between Draft EIR and proposed final EIR. That's not fair to our community, and that's not fair to me as a resident who's living on a street that is now budding potential, abutting occupants to the proposed project site. Other issues being the 84 RSO units that would be demolished. RSO being the rent-stabilized ordinance does not fall under the affordable housing category. So the units that would be lost does not mean that those people would be able to move into affordable housing. They are now displaced. So 84 other people who are being

promised housing will take their place which means that we have a zero net loss. We have zero, as far as creating 84 more homeless as opposed to, in comparison to housing 84 more people. We would have to do is provide right of return for 84 units at the RSO levels that they are paying now, on top of the 84 affordable units that are being proposed in order to try and get a density bonus. This project is how it of scope with the neighborhood currently. The tallest building is two times the CNN building that is currently existing in Hollywood. And, the reason why we are so low density is because we sit on soil that is likely to be hit by liquefaction in case of an earthquake. And, if you want to hear the legal ease on that, the EIR's treatment of land-use consistency is inadequate because of its failure to address the general plan safety elements identification to the susceptibility to liquefaction other than by saying it is outdated. The FEIR reveals a potentially significant impact that requires recirculation of the EIR so the public and public agencies may evaluate why at the FEIR asserts the city's general plan safety element is incorrect. Construction in areas subject to liquefaction exasperates those risks. The bottom line being they cannot anchor this thing to bedrock. The bedrock is too far down. So we're to put a 401 foot structure on an area that can turn into quicksand during major seismic activity which we know is going to happen. And, it's no longer okay to say, well that means that our residents and our community can just be collapsed upon by an oversized building that can't be safely anchored down. IT's going to fall over. It's not designed to collapse internally. It will not telescope inward when a major catastrophic event happens, it will topple over. We don't get to determine which way it's going to fall over. So, we can't continue to sit here and say that human life is not worth planning out for. Especially when know that we were are in

an earthquake area, and especially when we know that we are putting a tall structure on an area that is prone to liquefaction that cannot be anchored to bedrock. Lastly, I adopt all the previous comments opposing this project on this record. Thank you for your time and thank you for listening. Thank you.

LUCI IBARRA: Heather Fox, 806 North Pembroke Avenue, and stakeholder in this neighborhood my child attends the Canyon School Cooperative on Las Palmas. I'm a former Hollywood High School Teacher and resident at Sunset and McCadden. The two biggest concerns I have today are regarding the large number of historic resources intended to be destroyed with no alternatives to demolition presented in the EIR and the close proximity of this project to three different schools and health and safety issues for those sensitive receptors nearby. The objective of the Hollywood community plan is to encourage the protection and enhancement of the varied and distinctive residential character of the community. Additionally the Hollywood Redevelopment Project goal's include the retention and restoration and appropriate reuse of existing buildings, groupings of buildings, and other physical features, especially those that have significant historic and architectural value, and ensure the new development is sensitive to these features through land use and development criteria. The Crossroads Hollywood Project does the opposite of that. With the proposed destruction of five properties identified as historic resources, the Crossroads Hollywood Project not only violates (*inaudible*) as admitted as stated by them, as well as violates the Hollywood committee plan on the Hollywood Redevelopment Project Goals. The project addresses the mitigation measures offered cannot be mitigated to less than significant levels. They have declined to evaluate any alternatives to demolition, of which there are

many, such as adaptive reuse, and the distraction of the revitalizing of the original Crossroads is irrelevant if they destroy the surrounding historic life that also includes small businesses that will not be able to return, and 84 rent-stabilized units that are present in one of the six historic resources. My second concern is regarding the 308 hotel planed directly across from Hollywood High School where visitors from around the world will be able to watch minor children during gym class. As a former Hollywood teacher of 10 years, this is highly inappropriate location for a hotel and would create major safety hazards for high school children as protection and right to privacy should be paramount. I'll stop there. Thank you.

LUCI IBARRA My name is Whatley. I live at 7974 Melrose Avenue. I oppose the project as submitted. I think it's sad when you lose our historical significant buildings. I think Hollywood has its character and charm and does need to be Las Vegas. You don't need another Vegas and Hollywood shouldn't be Vegas. These buildings are too tall for the area and it displaces so many people that can't come to Hollywood to have their dream and to the live and survive. A lot of these buildings in these dune developments are sitting empty and no one is living in them. They are renting them out, or they are investment properties and no one is inside giving back to the community or giving back to the area. You lose the character and charm because you drive down Hollywood Boulevard or Sunset Boulevard there so many are "For Leases" because they cannot afford the new rents and the new rent increases, so you have empty businesses and I don't know how this business thinks it can create this new development of all these restaurants and all these coffee shops, and all the businesses around it can't even survive as is because the rents are so high. So, I hope you oppose

this project as submitted and I hope that they can figure a way to lower the buildings. I am not against development in itself, I am against this big of a development and the way it ruins the area and the neighborhood. I hope that you support to save the historical significant buildings and the buildings around to not be displaced. Thank You.

LUCI IBARRA: Thank you.

SPEAKER: Good morning, Nicole Shahenian with the Hollywood Chamber of Commerce, 6255 Sunset Boulevard. On behalf of the Hollywood Chamber I am here to express our strong support at the proposed Crossroads Hollywood project. We appreciate the developer's efforts to bring this iconic project our community. The Hollywood Chamber is pleased to see the project moving towards a more street oriented, incremental, urban design strategy that is compatible with the existing urban fabric of Hollywood. As you know Hollywood is undergoing an amazing Renaissance. As Hollywood continues to grow at an unprecedented rate, the need for hotel rooms will also increase. For the past several years the Chamber has been working to attract new hotels to Hollywood. Our board is very excited about the hotel that will be part of this project and the much-needed services that it will provide for millions of tourists that stay in Hollywood annually. Additionally, the Chamber recognizes the extreme need for more housing stock throughout our community and supports the efforts of this developer to provide much-needed housing for those living and working in Hollywood. We are particularly pleased to see that 105 of the units in this project will be set aside for very-low-income residents. The Chamber appreciates the developer's investment and continual commitment to making Hollywood a place for all to live, work, and play. We look forward to reviewing the evolving states of this project design and appreciate

Crossroads team's willingness to include the Hollywood community in future discussions. Thank you.

LUCI IBARRA: Thank you.

SPEAKER: Hi, how are you? My name is Richard Branca Razzano. I reside at 8900 Evanview Drive, 90069. I am a little nervous, this is the first time I have ever kind of spoken at one of these things. I am here on behalf of Musician's Choice Studio that will be destroyed for this development. This development gives a really nice presentation, it is all very shiny, and they tell you what they are putting in, but they don't tell you what they are taking away. They didn't mention once what they're destroying for their development, and one of those things is an extremely good studio and rehearsal space that many musicians that you probably listen to on the way here on Spotify, on the radio, rehearsed at, recorded at. Part of the reason why people come to Hollywood, part of the reason why people love Hollywood from all over the world, is because of the film and TV industry, and the music industry. It's one of the, it is probably the major place in the whole world that is so influential in that field, and we got look at if you guys want to develop, and you want to put \$600 million in something, you should be putting into something that is an investment in what Hollywood is famous for, and what Hollywood is known for, in the first place. Which is its arts, and its creative, its creativity. We don't need more shops, we don't need more extremely expensive living arrangements. If you want to develop Crossroads, fix that up, it's great. But, we don't need high-rises there. What we need to do is invest money in the culture and the art, and what makes people want coming in the first place. That's not just turning into

another generic city that looks exactly the same as everywhere else. Hollywood is special, let's keep it special. Let's develop what it needs to develop. Thanks.

LUCI IBARRA: Wait, before you leave, you said you represent Musician's Choice Studio? Where is it located?

SPEAKER Richard Razzano: It is on the corner of Selma and Highland.

LUCI IBARRA: How big is your studio?

How big is it as in my separate studio, or as in the whole thing?

LISA IBARRA: The whole thing?

SPEAKER Richard Razzano: I am not sure how many square feet it is. How much? There are twelve studios in the building.

LUCI IBARRA: But you don't know the square footage?

SPEAKER Richard Razzano: I don't know the square footage, no.

LUCI IBARRA: Okay, just curious. Thank you.

SPEAKER Richard Razzano: I would easily be able to find out.

Woman Speaker 1: Okay, thanks.

SPEAKER Richard Razzano: Thank you.

SPEAKER: Good morning, my name is Blake Brown from Jacob and Russell Saltzman

I'm sorry, I'm going to ask you to speak a little closer to the microphone or little louder.

SPEAKER: My name is Blake Brown from Jacobson, Russell, Saltz, Nassim & De La Torre. We represent Hollywood Media Center, which owns properties at 1534 and 1540 N. McCadden Place, Hollywood, 90028. Essentially the heart of where this construction is taking place. As of today we have not been contacted by the city. We have sent in a letter to the Draft EIR. We got a response in the final EIR. However that response was not satisfactory to our concerns. At our properties, we have a restaurant, we also have creative spaces and recording studios. These places are noise sensitive, we also at the restaurant have an outdoor patio which is roughly 3000 square feet of dining area. This is going to be affected by the dust and the particles in the air. We're essentially asking what is going to be done about the mitigation or compensation with regards to these properties. Obviously the recording studios are noise sensitive. In one of the responses to our letter, it was admitted that the noise will be significant, however will be temporary. But this temporary lasts for years and therefore that kind of does not help us in the interim. Again, we would again like to know how we be mitigated or compensated. We would encourage you to contact us with regards to these issues. We also echo all the other oppositions to the project with regard to traffic, parking, and other issues. We just were granted a conditional use permit and this requires us a certain amount of parking, or requires us to have a certain amount of parking. This is now an issue with these parking spaces being torn up and the meter parking on the street of McCadden. We urge you to oppose this plan.

LUCI IBARRA: I have a question.

SPEAKER Blake Brown: Yes.

LUCI IBARRA: If I understand you correctly, your property is at Selma and McCadden, and then do you include the parcels along Hawthorne?

I'm unsure about it. I know it is essentially the two parcels on McCadden. They are right in the middle.

LUCI IBARRA: Oh, so you are between Sunset and Selma?

Yes, 1534 and 1540, just south of the initials.

LUCI IBARRA: So what was the conditional use that you were granted?

For the restaurant, for the alcohol...

LUCI IBARRA: So, offsite or onsite?

Onsite, yes.

LUCI IBARRA: And that required you to provide parking. You don't have parking that you can accommodate?

We don't have parking. We listed metered parking that was there and Valet which had other parking spaces available.

LUCI IBARRA: So, if the conditional use would have required a covenanted agreement to provide that parking offsite.

Um um.

LUCI IBARRA: And where is that off-site parking? Is a part of the project site?

I'm unsure at the moment, I couldn't tell you right now.

LUCI IBARRA: So for those in the audience, when you have offsite parking it requires the applicant to provide or accommodate the offsite parking through covenant and agreement with the willing property owner, to provide those parking spaces, provided they're not assigned to any other use. I just want to confirm that in the applicant to come forward to clarify that the offsite parking that you're required to provide is a part of the project site and subject to removal. Okay, thanks.

Thank you very much.

SPEAKER: Hello my name is Brian Curran, speaking on behalf of Hollywood Heritage Preservation Committee. My address is 501 S. Plymouth Boulevard, Los Angeles, CA 90020. These are the comments of the Preservation Committee. Last summer, Hollywood Heritage submitted a response to the Crossroads project Draft EIR. Since that time the Crossroads development team has accommodated some of our objectives in modifying their project, including the preservation of the Hollywood Reporter Building and the retention and the configuration of Las Palmas Avenue. Still, Hollywood Heritage believes several of the concerns we articulated in our first response also pertain to this modified project. As one example, the development team continues to propose the demolition of a high number of historic structures both residential and commercial. In doing so they consistently understate the value of these structures. They also justify demolition using an economic feasibility study for which Hollywood Heritage has observed potential flaws. Furthermore the development team claimed the

demolition of the Garden Apartments is required for a visible paseo to the Crossroads monument. This is patently untrue. Demolition is necessary only if the paseo must take a direct diagonal path through the site. The approach unnecessarily arose the integrity of the Crossroads monument and even with mitigation measures. In addition to our own ongoing concerns, Hollywood Heritage notes that the majority of the responses to the Draft EIR have been in opposition to the project, particularly salient responses include those by the American Cinematheque and Livable LA. The response by American Cinematheque raises an especially-valid issue through its survey methodology. Namely, how does the city intend to protect the heritage tourism vital to Hollywood Boulevard if it approves resource damaging projects like the Crossroads? Throughout the responses to the Draft EIR comments, the Crossroads team has stated that comments will become part of the administrative record. Given this repeated assurance, Hollywood Heritage wants to make sure that all comments, including from this hearing, are part of the administrative record at every level, and are fully considered by the city when evaluating the modified project. Hollywood Heritage would like to thank the development team for their transparency, as well as the Le Koretz Family for their stewardship of the historic buildings of the Crossroads of the World. Yet we believe there is additional room for improvement in the Crossroads project, given what we have outlined in the statement. We believe the best project lies likely somewhere between alternatives four and five in the Draft EIR. If the development, if the Crossroads project proposed saving existing historic structures and transferring the density to new development, we would be willing to discuss that. Additionally, if consideration was given to a preservation fund, Hollywood Heritage would like to work alongside the CRA

and the Council office on the development of an appropriate community development benefits agreement.

Finally, Hollywood Heritage has demonstrated a successful record of participating in mitigation measures, including with the Columbia Square just down the street, and we are willing to be part of an ongoing mitigation and projects discussion. Thank you.

LUCI IBARRA: Thank you.

SPEAKER: Good morning, Andy Eisenmore, also with Hollywood Heritage. So I'd like to take this time to raise a number of problematic assumptions within the economic feasibility study attached to the Crossroads FEIR. That in combination, result in the conclusion that alternative five results in an economic loss. Number one, the developer voluntarily decided to follow allowable heights and FAR under alternative five. This does not make sense given the 0% margin assumed for those buildings. Their acquisition would only make sense if max density were transferred to the new construction. Number two, an assumption is made that the developer will pay full price for historic parcels that are unable to be developed. This does not make sense at the stated prices for land in Development Parcel A. Land cost should be much lower than \$105 million. Number three, the fee simple model is invalid given Harridge has a land lease. It is not disclosed whether Harridge's land lease is being paid in full currently or over time. Any pro forma that does not account for this lease in detail is invalid. Number four, the feasibility study does not show or calculate the present value of the land-use rent that peer reviewer. HR&A claims has been negotiated and finalized. Number five, the rental rates for new residential rental units constructed in alternative

five are projected at 12% below other new currently leased Hollywood developments. The reason provided is spurious unless the developer plans to build an unattractive project. Number six, even without changing the cost of land, adjusting the rental rates for new residential units to be the same as other new development projects results in a significantly positive ROI. Additionally, adjusting the cost of land suggests the ROI is even higher and above the modified project. Finally, the modified project assumes success and entitlement actions that in turn assumes success without requisite public benefits. So given these issues, we believe an arm's length reviewer is needed to propose a historic preservation alternative and analyze that alternative. Thank you.

SPEAKER: Good morning and thank you very much for your time today. My name is Adam Finer and I am a board member of Hollywood Heritage and the co-chairperson of the Preservation Committee. I just want to reiterate what my colleagues said. We've appreciated the conversations that we've had with the developer, but we do believe there's a much longer way to go with this project. There's too many historic resources that would be damaged or destroyed. The concept of changing the orientation of the Crossroads as it exists, changes what the Crossroads is and, the Crossroads is an integral part of Hollywood's history. We appreciate you taking the time to listen to us. Thank you so much.

SPEAKER: Hi, Commissioners, I'm Officer Thompson of the Los Angeles Police Department. I'm a vice investigator currently assigned to the Hollywood Division of where I've been investigating vice conditions, providing regulatory oversight of alcoholic beverage retailers, for the last four years. The address of the Hollywood Division is 1358 N. Wilcox Avenue, Los Angeles, CA 90028. I am familiar with this application,

with the applicants. I've attended and participated in several extensive meetings regarding the parameters and all the details of the project. At this point the Police Department does not have a definitive position in terms of opposition or lack thereof for this project. Much of the position will be derived from the applicant's willingness to include comprehensive security features and nuisance mitigation measures in order to, as close to as possible, eliminate the possibility of this project developing into a public nuisance or an undue strain on police and city resources. The applicant has expressed willingness at this point to include very comprehensive security features, and I have been encouraged during preliminary discussions of what will be included with this project, and the benefits that it could possibly afford the Hollywood community. Unless you have any questions, I believe that's it for me.

LUCI IBARRA: I do, actually have some questions. So, one of the recurring issues that were raised today was with respect to the existing number of nuisances and noise complaints relative to the existing number of alcohol sales and live entertainment in Hollywood. The project did ask for master conditional use, which per our practice, would require plan approval where the individual establishments would have to come back, provide detailed information relative to their floor plans, their operations, and things of that nature. How would you characterize the effectiveness of that process to give LAPD input as to the details of these individual operators. Would you say that that provides you an opportunity to further review and analyze these individual establishments?

SPEAKER Officer Thompson: It does. I believe that it's an effective process. I have personal experience in the process with the Eastown facility for example, at 6200

Hollywood Boulevard, and other similar large, mixed-use facilities. I believe that it is an effective procedure in allowing us to, I guess, increase intensity or decrease it piece by piece, rather than accepting everything all at once.

LUCI IBARRA: Okay, thank you.

SPEAKER Officer Thompson: Thank you.

LUCI IBARRA: : Hi.

SPEAKER Hey, Good morning. My name is Craig Bullock and I am a councilmember at Mitchell Farrell's office. I wanted to convey this morning that the office believes this project contains many positive characteristics that will be beneficial to Hollywood. The rehabilitation and preservation of historic cultural monuments, including the Crossroads of the World site, and the Hollywood Reporter building are just a few. The creation of construction and permanent jobs, the increased economic interest activity, and the additional revenue that will provide for much-needed city services in Hollywood and the rest of the city of Los Angeles. The inclusion of low income housing. Having said all that, we actually believe there is still more work to be done and our office will continue to work with the Department of City Planning, the developer and community stakeholders to ensure the benefits are brought to Hollywood through this project. Thank you.

LUCI IBARRA: Thank you so much.

SPEAKER: Hi. Thank you for the opportunity to speak. My name is James Courtway. My address is 1626 N. Wilcox in Hollywood, 90028. In my opinion the size and scope of

this whole project is not only are irresponsible but insane and it is my humble opinion that if it wasn't for the power of the almighty lobbyists it never would've gotten this far. Ironic that the Catholic Church so enthusiastically supports this project when many of its own, and I know this firsthand by the way, many of its own parishioners are tenants in one of the buildings, or the couple of the buildings that are to be destroyed, and these people can potentially wind up homeless and yet they're parishioners of that very same church. Not only is this project going to destroy several culturally significant buildings, as it's been told by others, but it is going to destroy over 84 homes to members of the community, some that have been members of the community for 30+ years, many with children that attend the local schools. Those children will be torn away from their schools, and those friends that they've made, and sent to God knows where. I urge you guys to oppose this project or at the very least, force them to allow the existing tenants to return with the current RSO and at the same rents. The proposed low-income units that they talk about aren't going to help any of the tenants that are currently living on the property right now. Thank you for your time.

LUCI IBARRA: Thank you. Is there anyone else willing/wanting to speak on this project? Okay, so seeing no one else ready and willing, we'll close the public comment period. If the applicant can come up please, I just have some questions.

So, one of the issues that was brought up consistently with respect to community concerns was associated with the number of live entertainment requests under the master conditional uses as well while at the number of establishments. Can you to the extent that you have information available elaborate on the types of uses that you anticipate to operate under the master conditional use?

SPEAKER Kyndra Casper: Absolutely. Again, Kyndra Casper, DLA Piper, representative of the applicant. So, we are requesting the 22 uses, eight of which will include live entertainment. All that information was sussed out on the project description and of course that entitlement was requested for in the Draft DIR as well as in all of our applications. As set forth, the breakdown is generally as follows: five uses for the hotel, which would include restaurants in the hotel. Two for off-site sales of alcoholic beverages, think wine shop or a market, something like that, to that effect, and the other 15 uses would be associated with restaurants and bars throughout the 8.3 acre project site. So, the idea would be intersperse the various uses between what we call parcel B, which is our middle parcel internal to the paseo, as well as to have some of those uses in Crossroads of the World, and also we don't exactly know exactly what we're going to do with the Hollywood Reporter Building yet - could be retail, but another use that we're looking at is a restaurant/event space use, so one of the licenses could actually work there. So the eight live entertainment uses relate to, some of the uses would be in the hotel, and then a few of them would be interspersed between the paseo and Parcel B - all internal to the site and Crossroads of the World.

LUCI IBARRA: Okay. Another issue that was raised regarding covenanted off-site parking for an existing building or operator that has master conditional use. So he wasn't sure if his covenanted required off-site parking was on your location, so I just want to clarify for the record. Does the project site now have any requirement to provide parking for any other use outside of the project?

SPEAKER Kyndra Casper: No, it does not. My understanding is the covenanted parking for the use the gentleman was associated with is actually across the street, on

McCadden and not on any parcel within our project site and there are no covenanted parking spaces on our project site for any other uses outside of our project site.

LUCI IBARRA: Okay. Great. Thank you. Can I get the traffic consultant who prepared the EIR on behalf of the city to come up. I have some question.

SPEAKER: Hi, I'm Sarah Drobis with Gibson Transportation.

LUCI IBARRA: Thank you. So, one of the recurring issues that were raised was relative to Caltrans. We understand that Caltrans has a Memorandum of Understanding with our Department of Transportation. One of the requirements under the MOU with the city is that if the project exceeds any screening criteria, they are supposed to evaluate additional studies, I'm not quite sure which ones, per Caltrans' approval, I just want to clarify: Did this project exceed screening criteria?

SPEAKER Sarah Drobis: Yes, so this project did exceed the criteria set forth by the agreement. Caltrans was contacted and involved throughout this entire process and was part of the scoping process of the traffic study. The traffic study did actually do the detailed Caltrans analysis that was requested, and we have been, we have fully disclosed all of that information in the EIR.

Luci Ibarra: Okay. The other question I have, is my understanding is that Caltrans has no immediate plans to have any significant improvements, or doesn't have any planned improvements for any of its facilities in the jurisdiction or the study area of the project. Is that correct?

SPEAKER Sarah Drobis: That is correct.

Luci Ibarra: Okay, and it also doesn't have any thresholds by which the city can rely upon mitigation to provide a level of certainty that the mitigation would be done in such a manner as to actually mitigate any impacts that would be created or result from the project.

SPEAKER Sarah Drobis: That is correct. They have no incremental thresholds.

LUCI IBARRA: Okay. That's all I wanted to clarify. Can the environmental consultant for the city's EIR please come up?

SPEAKER: Hi, Stephanie Eyestone-Jones with Eyestone Environmental.

Luci Ibarra: Hi. One of the issues that was raised was regarding liquefaction. The issue was raised was why the city didn't use the general plan safety element to make the determination as to liquefaction. Can you please clarify for the record what information we did use, and which would provide a more accurate analysis?

SPEAKER Stephanie Eyestone-Jones: Sure, So the ERA actually includes a detailed analysis of potential geotechnical impacts, including liquefaction. So there was a detailed geotechnical report that was prepared for the project by a geotechnical engineer in accordance with all relevant standards. So that is the data that we actually used for the...

LUCI IBARRA: So the geotech report, did it undertake borings on the property?

SPEAKER Stephanie Eyestone-Jones: Yes, I believe there were borings taken on the property. I need to get the document to see how many. But yes, there were borings taken.

LUCI IBARRA: That's fine. Okay, so to verify for the record, the geotech report was shared with our Department of Building and Safety Grading?

SPEAKER Stephanie Eyestone-Jones: Absolutely.

LUCI IBARRA: And they concurred with the findings?

SPEAKER Stephanie Eyestone-Jones: That's correct.

LUCI IBARRA: Okay, thank you. Alejandro, this question is for you. There was a comment that the number of alcohol establishments and live entertainment establishments were neither listed in the project description or the hearing notice. Can you clarify for the record what was actually noticed?

SPEAKER Alejandro Huerta: This is Alejandro again with major projects. And to answer your questions. So (a) Kyndra Casper had answered the first part of it, it was in the EIR in the project description, and (b), when we noticed this hearing today, it was also included as part of the notice for that hearing. So the entitlements have been including the conditional uses including the alcohol-related ones from the project EIR all the way until today.

LUCI IBARRA: Okay, thank you. Another point that was raised that I just wanted to clarify. I'm sorry, can you turn off your phones? I'm not sure who that is. The other

question that was raised was the transportation area plan that's mentioned in the CRA redevelopment plan. It is accurate that the CRA was supposed to have adopted two plans relative to the Hollywood redevelopment plan. One was of the urban design component. The other was a traffic. That was never actually done. And yes, the CRA that delegated authority does still exist. It still technically functions. The Hollywood redevelopment plan is still technically live. It hasn't expired but unless they adopt a transportation plan, the city can't measure the way the project exists or how it compares to that without it actually existing. So, we don't have a plan by which to measure whether this project complies with it or not. So, I just want to clarify that for the record. Did you want to add anything else?

SPEAKER Georgic Avanesian: I was just reviewing further down in the staff report part of the mitigation measures under DOT. It appears that most of the additional dedications or left turn, or right turn part, refers to the old plan that you have to realign Las Palmas. I'm not sure DOT has accurately responded looking at the revised map now that there is no four-way intersection. It's going to be different now. It's a T-section instead of intersection. And, if you look at the DOT recommendations, which is page 8, I'm sorry, page 10, 11, condition 11. Those DOT recommendations are basically boilerplate conditions for small lots, subdivision or condos. So definitely I can see that they did not even look at this project, or coordinate with their office to see what, because usually on EIR is not the same people who make a comment. For an EIR there is a different division of the DOT that makes the comment to the EIR. So I'm not sure if planning department has received any kind of mitigation measures from other divisions or bureaus or sections of DOT regarding any additional dedication or alignment. And,

so, and people are in charge of writing these conditions. I'm not sure if they coordinated with each other to make sure that they report on the right one.

LUCI IBARRA: Right, and, just to clarify, the conditions of approval are separate from the required mitigations. So there are standards that are regulatory by which DOT requires cueing, and driveways, with some things like that. And, separately, is the mitigation measures. I think that what you are referring to is traffic mitigation MM4 on page 50 of the staff report. And, so those requirements are separate than the ones in the conditions of approval. The conditions of approval are standard conditions that are applicable to most projects, and then the mitigations are site-specific, relative to improvements necessary to mitigate any impacts. So we can work with DOT just to clarify, that the mitigations in question are related to the project that's actually proposed.

SPEAKER Georgic Avanesian: Yeah, if they need an extra dedication which affects the map, tentative map boundaries, and we are in charge of it, in final map, then we have to see where that comes from.

LUCI IBARRA: Right.

SPEAKER Georgic Avanesian: In detail mention it under their condition, and also the widening left turn under condition, because as you are aware, in case of the appeal, it should be a traffic measurement, measures that appeal, not the generic conditions. That's why we like to keep it separate, so then DOT will be responsible to comment as to why or why not, asking for certainty.

LUCI IBARRA: Okay, we can get that.

SPEAKER Georgic Avanesian: Okay, thank you.

LUCI IBARRA: And the traffic consultant, before you leave. There is a number of, one of the commenters spoke and others supported and commented relative to the impacts of Highland. So, I know Highland was included in the traffic study area for the project. The project under CEQA is only liable for the impacts and excess of current conditions. So you have your baseline. Current environment regulates the environment for Highland traffic now, verses, plus the project, plus the project in mitigation. So, can you describe the net increase or the net effect of traffic on Highland relative to this project?

SPEAKER Sarah Drobis: Yes. We did analyze Highland Avenue, as well as many other corridors, major corridors in the area. We analyzed over 111 intersections. Of those we found that the incremental project impacts in those along Highland are large enough that they would be considered significant impacts. We identified 22 intersections that were significantly impacted by the project of which we proposed several mitigation measures. After the mitigation measures, even with those mitigation measures, we still weren't able to fully mitigate those traffic impact levels down to below the level of significance.

LUCI IBARRA: So of the 22 impacted intersections, 22 would remain significant and unavoidable, or after mitigation, how many of those would remain significant and unavoidable?

SPEAKER Sarah Drobis: Of the 22, we were able to mitigate 17. There are five remaining intersections, some of which are located along Highland Avenue.

LUCI IBARRA: Okay. Alright thank you. So that concludes our hearing for today on this project. The tentative tract map, or vesting tentative tract map number 73568 will be placed under advisement. If again, you would like a copy of the decision letter when it is issued, I recommend that you sign up on the pink sheet the back of the room. You need to include your mailing address, or your email address. You will get a copy of that when it's issued. You will also get a copy of the city's recommendation report to the city planning commission on their other entitlements. That is CPC 2015 2025 DB MCUP CU SPR and CPC 2016 – 4927 – DA. Thank you so much for your attendance.

Conclusion.