



Alejandro Huerta <alejandro.huerta@lacity.org>

Approving the Crossroads Hollywood project

1 message

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

Thu, May 11, 2017 at 6:20 PM

Dear Mr. Huerta:

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

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

TRAFFIC IMPACT:

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

WALKABILITY AND SIDEWALK QUALITY:

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many developers to get away with just plain naked concrete & cement pavement (our sidewalk guidelines have been outdated by decades!).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

BICYCLE PARKING:

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

LANDSCAPING:

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

MISC. OUTDOOR ELEMENTS:

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

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

Sincerely,
~ Alexander Friedman
Hollywood, California
(323) 465-8511