



Alejandro Huerta <alejandro.huerta@lacity.org>

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## Crossroads Hollywood impact on existing businessmen and women in the area

1 message

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**Denise Greskoviak** <dgreskoviak@shamrock.com>

Sun, Jun 18, 2017 at 8:21 AM

To: "controller.galperin@lacity.org" <controller.galperin@lacity.org>, "alejandro.huerta@lacity.org" <alejandro.huerta@lacity.org>



**Noel Busby Alejandro Huerta Crossroads Hollywood 6 18 17.pdf**

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**DENISE J. GRESKOVIK**  
6213 Babcock Avenue  
North Hollywood, CA 91606

June 18, 2017

Alejandro A. Huerta  
Environmental Review Coordinator Major  
Projects & Environmental Analysis  
Department of City Planning  
City Hall, City of Los Angeles  
200 North Spring Street, Room 750  
Los Angeles, CA 90012

Re: Crossroads Project DEIR – ENV 2015-2026-EIR

Dear Mr. Huerta:

My name is Denise Greskoviak and I am a citizen of the US, having been born in Los Angeles, CA in 1943. I now reside at 6213 Babcock Avenue in North Hollywood and have lived in my home since 1965.

I have been a patient of Dr. Noel Busby since 2005, first at the office of my medical physician and then at Noel's office on La Cienega Blvd. and finally in Hollywood, CA at Mend, 1512 N Las Palmas Ave, Los Angeles, CA 90028. In addition to the acupuncture treatments I receive, I like so many of his patients have become friends over the years. When Noel opened his new offices on Las Palmas I was happy about the new location as it was closer to my home and I welcomed the drive to Hollywood for my appointments. The offices had a warm and welcoming atmosphere and a special bonus was the fact that he had parking to offer his patients. His office was part of what I considered a revitalization of the City of Hollywood. I have been watching the rejuvenation of Hollywood since the time when The Walt Disney Company moved into the El Capitan Theatre in the 1980s and I brought my daughters there for movies. Many years before that, my father shared stories of the Hollywood he explored in the 1940s when he moved to California from Illinois and I have truly felt a bond with Hollywood through dad's early experiences there.

Over a year ago, I was alarmed and disheartened to hear of yet another huge project proposed called Crossroads Hollywood. The charm that is Hollywood is being usurped by yet another huge complex. We have so many homeless people living in and around the City of Los Angeles/Valley/Hollywood. Now developers plan to build another hotel and condos to bring further confusion and chaos to Hollywood and the drive around the City of Los Angeles. All of this aside, I was especially upset over the fact that a VIP in my life, Noel Busby, was faced with moving and realizing that relocation presented him with significant expense.

Alejandro A. Huerta

June 18, 2017

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I write to urge the City of Los Angeles to stipulate and include mandatory support for relocation to the professionals in the "Crossroads Community" who are being forced out of their office space to make way in several years for other businesses. At the very least, the developers should provide compensation for relocation expenses to these hard-working businessmen and women who are the backbone of what is the CURRENT special attraction and charm of the City of Hollywood. Please consider the impact this enormous building project will have on local businessmen and women like Mend now serving the community who may have to close their doors due to a new situation not of their own choice.

Very truly yours,

A handwritten signature in black ink, reading "Denise J. Greskoviak". The signature is written in a cursive style with a large, prominent initial "D".

Denise J. Greskoviak

Cc: Noel Busby  
Ron Galperin, Controller City of Los Angeles

[controller.galperin@lacity.org](mailto:controller.galperin@lacity.org)