



Alejandro Huerta <alejandro.huerta@lacity.org>

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**EIR CASE NO. ENV-2015-2026-EIR - SCH NO. 2015101073**

1 message

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**lisa tarlow-thurnauer** <lgt14@mac.com>  
To: alejandro.huerta@lacity.org

Wed, Jul 19, 2017 at 9:01 AM

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

**FROM:** Lisa Tarlow Thurnauer  
President, Hollywood Heights Association  
Los Angeles, CA 90068

Dear Mr. Huerta

We are the Hollywood Heights Association and represent the area of Hollywood, North of Franklin with borders of Highland Ave to the east and Outpost Drive to the west. The Hollywood Bowl also lies within our boundaries.

We, as a Board, are concerned about the scale of the Crossroads Hollywood Proposal, case no. [ENV-2015-2026-EIR](#) State Clearinghouse No. [2015101073](#), and the destruction of protected buildings in the center of Hollywood. We are apprehensive that the traffic studies and EIR reports did not include the surrounding neighborhoods, including Hollywood Heights. Regrettably, traffic studies stopped at Highland Ave north of Hollywood Boulevard.

Based on the plans we received, the project is sizable and includes 29 parcels in the area of Sunset, Las Palmas, Selma and Highland. Also illustrated in the plans are eight new mixed use buildings ranging from 1-32 stories. Several existing structures will be demolished, some of which are historical and currently under review for Historic Cultural Monument Status.

Of most concern to us is that the project intends to alter the historic street grid of Hollywood while also reducing affordable housing without a clear indication of how many units of that type would be substituted as required by a project of this scale and size.

The proposal by Crossroads Hollywood Project does not include a complete EIR or traffic report that includes Highland Avenue north of Hollywood Blvd. It is extremely shortsighted to overlook the impact on this strategic area that directly borders the project. Highland Avenue is the only vehicular North/South corridor between Hollywood and the San Fernando Valley, as well as adjacent communities to the North including Studio City and Toluca Lake. This corridor also serves patrons traveling to and from the Hollywood Bowl, the Pilgrimage Theater and Universal Studios. Hollywood is already struggling with gridlocked streets. Recent development of mixed use residential and commercial structures have added to this burden. A project this size will exhaust our neighborhoods.

Also of deep concern, is the burden the building process itself places on our community and the years it would take to complete a project of this scale. The negative effects on terms of traffic, air pollution, noise and disruption of quality of life must be more fully examined and mitigated.

We would appreciate it if members of our Board were able to participate in any future discussions regarding the impact of this project.

Thank you,

Lisa Tarlow Thurnauer  
President, Hollywood Heights Association