



Alejandro Huerta <alejandro.huerta@lacity.org>

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**Subject: Crossroads Hollywood, 6701 Sunset Blvd., CPC-2015-2025-HD-ZC-MCUP-CU-SPR; VTT-73568; ENV-2015-2026-EIR**

1 message

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**Brian Folb** <Brian@hollywoodoffices.com>  
To: "alejandro.huerta@lacity.org" <alejandro.huerta@lacity.org>

Thu, Jul 20, 2017 at 1:31 PM

Mr. Alejandro Huerta, Environmental Planner  
Department of City Planning  
City Hall, City of Los Angeles  
200 North Spring Street, Room 750  
Los Angeles, CA 90012  
**E-mail:** [alejandro.huerta@lacity.org](mailto:alejandro.huerta@lacity.org)

RE: Crossroads Hollywood, 6701 Sunset Blvd., Case: CPC-2015-2025-HD-ZC-MCUP-CU-SPR; VTT-73568; ENV-2015-2026-EIR

Dear Mr. Huerta,

My name is Brian Folb. I'm a long-term resident and property owner in Hollywood for the past 50 years and I support the Crossroads of Hollywood project and its EIR.

I'm very surprised and concerned that some stakeholders in our community refuse to acknowledge what Hollywood was *REALLY* like 25-30 years ago before redevelopment took hold. Hollywood was not safe during the day or at night; crime was rampant. It takes good-uses to overwhelm bad uses. It takes eyes on the street to ensure safety.

After many years of benign neglect, Hollywood is in the throes of a renaissance, getting high-quality development. It's taken a long time to rebuild our transit-oriented community with good office, hospitality and residential developments. I, for one, appreciate the economic benefits and positive changes that come with it. Growth is happening and we must be prepared, NOW.

This underserved area of Hollywood needs the Crossroads Hollywood project because it is a smart project that stimulates the economy, increases tourism, is walkable, pedestrian friendly and utilizes our public transportation system, including our subway system.

Please include this letter in the file and include me on your mailing list for hearing notifications.

Sincerely,

Brian Folb

Paramount Contractors and Developers

6464 Sunset Blvd., Suite 700

Hollywood, CA 90028

**Brian Folb**

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