



Alejandro Huerta <alejandro.huerta@lacity.org>

---

## Crossroads Project

1 message

---

**Celeste Hong** <celestehong@earthlink.net>

Wed, Jul 26, 2017 at 12:18 AM

To: Alejandro.huerta@lacity.org

Cc: councilmember.ofarrell@lacity.org, cd4.issues@lacity.org, Planning@lacity.org, mayor.garcetti@lacity.org, lambert.giessinger@lacity.org, leron@hollywoodchamber.net, kerry@hollywoodbid.org, chris.robertson@lacity.org

July 25, 2017

Alejandro A. Huerta, Environmental Review Coordinator

Major Projects & Environmental Analysis

Dept of City Planning

City Hall, City of Los Angeles

200 N. Spring St Rm 750

Los Angeles Ca 90012

[Alejandro.huerta@lacity.org](mailto:Alejandro.huerta@lacity.org)

Re: **Crossroads Hollywood Project**

**Case No: ENV – 2015-2026 – EIR (SCH NO 2015101073)**

**Draft Environmental Impact Report**

**Comments**

Dear Mr. Huerta-

The proposed Crossroads Project as it currently stands has me gravely concerned for a multitude of reasons. I have attended meetings where the developer has presented their proposed project, thus I am well aware of their intentions as well as having heard other objections to it from parties who would be directly-and adversely-affected by it.

The developer is asking for 22 liquor licenses in an area where 5 schools are present; historic Hollywood High School, the elementary school, the makeup academy, the music school, and the school attached to Blessed Sacrament. Although it may be argued that some of the venues with liquor licenses will primarily operate at night after the schools are out for the day; this is a disingenuous argument, as the schools- and the two churches affected by this project-have events at night, plus, the older students at the makeup academy and music school aren't attending school during the same hours as the other students, thus, they are out during the hours these venues would be operating. The potential for vandalism, never mind worse, such as fights, assaults, and other crimes, increases with an increased number of drunk people roaming the streets. Some of the venues asking for liquor licenses are not restaurants, but large Las Vegas style clubs, while the existing clubs in the Hollywood area are already problematic, so a thousand people or more out at night would just compound the problem. Given the city of Los Angeles' budget, there won't be an increased law enforcement presence to address this issue.

I also question the viability of this project. It won't have enough parking for the proposed hotel and residential towers, plus, for the visitors coming to patronize businesses in this development. There have been other large scale developments in Hollywood before, such as Hollywood & Highland and The Galaxy, both of which have been abysmal failures. The residential towers aren't going to attract the stabilizing demographic of families, but instead, will attract

purely speculative buyers; short term rentals such as AirBnB; and people who will only stay until they can buy a house; as who wants to live in a congested, noisy environment which this project would create. What will happen when these looming towers sit mostly vacant? The high end, exclusive, luxury travelers the hotel is hoping to attract will not want to stay in a high rise tower like the proposed hotel, while the hotel isn't marketed toward budget or mid-level tourists.

I'm frequently in Hollywood-at least once a month, usually more-so I've already been personally impacted by all the recent construction. I volunteer at and patronize The Egyptian Theatre/American Cinémathèque, eat at Miceli's and Musso & Frank's, all of which may be inaccessible due to several new projects in their vicinity. These are also legacy businesses intimately tied to Hollywood's history, so causing them to become inaccessible is erasing Hollywood history. Tourists may crowd into Hollywood, but what are they coming to see? The environment being created by new developments is eviscerating any last vestiges of historic Hollywood, and making it resemble just any 'ole place anywhere in the world. As a resident of Council District 4, I'm wedged between Hollywood and Silver Lake, areas that have undergone and continue to undergo, massive development of once human scale neighborhoods into near concrete canyons. Los Angeles is losing its neighborhoods and sense of community for the anonymity of towers that are disconnected from the streetscape below. In the process, Los Angeles is also losing its identity and becoming "anonymous" itself, no different from any other city anywhere.

I am a native Angeleno, as is my 82 year old father, so I have a right to question what goes on in my city, and have a sense of ownership as well as stewardship of it. Indeed, my family's history and heritage is held within Los Angeles' built environment, as my paternal grandfather, You Chung "Y.C." Hong-the first Chinese/Asian-American lawyer to pass the bar and practice in the continental U.S.-was also a founder of Los Angeles' Chinatown. The Hong Buildings in the Central Plaza of Los Angeles' Chinatown, remain preserved to this day as they were when they were built in the 1930s. Visitors to The Hong Buildings marvel at how they've been preserved, and I've never heard anyone say they should have been torn down for a modern development.

Please note my objections to and disapproval of, this project as it stands.

Celeste Hong  
4758 Cromwell Ave.  
Los Angeles, CA 90027-1144  
[celestehong@earthlink.net](mailto:celestehong@earthlink.net)