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## Crossroads Hollywood Project Case No: ENV – 2015-2026 - EIR Draft Environmental Impact Report Comments

1 message

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Wed, Jul 26, 2017 at 8:21 AM

To: alejandro.huerta@lacity.org, info@hollywoodheritage.org, artdecola.adsla@gmail.com, councilmember.ofarrell@lacity.org, cd4.issues@lacity.org, julia.duncan@lacity.org, david.ryu@lacity.org

Dear Mr. Alejandro A. Huerta,

Please do not allow developers for the Crossroads of the World project to demolish existing historic buildings and destroy an important historic neighborhood. As a longtime Hollywood resident and homeowner of a 1911 craftsman bungalow, I treasure being part of historic core that still retains a sense of history and place unique to Hollywood. Rather than being demolished, the unique residential and commercial buildings that remain from the early days of an industry famous around the world should be adapted for reuse. I live in Sunset Square Historic Preservation Overlay Zone. I and my five hundred neighbors, along with two hundred additional neighbors in adjacent Spaulding Square, support the preservation efforts and recommendations of Hollywood Heritage and the Los Angeles Conservancy.

Under CEQA, the lead agency must “take all action necessary to provide the people of this state with... historic environmental qualities... and preserve for future generations... examples of major periods of California history.” The parcels that are part of the Crossroads project are an integral and essential part of Los Angeles’s unique history as ranch land and then the heart of the movie business. Public agencies are thus required to “deny approval of a project with significant adverse effects when feasible alternatives or feasible mitigation measures can substantially lessen such effects.”

The Crossroads project as proposed will decimate part of the historic Hollywood core, much of it over a century old, and its community character. The street grids of Hollywood refer back to a period when Hollywood was composed of small ranchos, some of which later became part of the studio neighborhoods. Altering the street grids and creating an artificial “paseo” to replace the existing and historic street pattern of the Los Palmas offset, alters the context in which these historic buildings are set and in which they relate to each other. Please do not allow the developer to destroy historic buildings, including badly needed rent-controlled apartment units as well as commercial buildings that date back to the Golden Age of the Hollywood studios, and replace them with massive high-rises that have no relevance to the historic neighborhood or its character.

The Crossroads complex itself has National Register and Cultural Heritage designations. Demolishing one of the buildings that is part of the complex and constructing massive towers to loom over the courtyards and single-story project will alter the sense of history the site preserves.

Demolishing 84 units of housing in historic buildings will also permanently alter the character of the neighborhood. Cookie cutter new construction cannot replace the sense of history that the old buildings preserve. Old housing stock should be adaptively reused and upgraded as needed – not demolished. Existing buildings in the project site that would be destroyed include:

- A 1907 one-story vernacular at 1547-49 McCadden.
- Regency Revival courtyard apartments at 6700 Selma and 1535-55 Las Palmas.
- 1910 Craftsman at 1542 McCadden.
- A 1923 two-story commercial block at 6683 Sunset.
- A 1912 two-story Craftsman at 1606-1608 Los Palmas.
- The Art Deco Hollywood Reporter building at 6713 Sunset.

The architectural traces we have left from the early days of Hollywood are precious for residents and visitors alike. This industry is unique in the world. The 1907, 1910, and 1912 buildings are among the oldest in Hollywood, and similar buildings are disappearing at a rapid rate in parts of the Community Plan area over the past five years. We cannot continue to allow these buildings to be demolished, and the Community

Plan requires us to preserve them. Commercial blocks from the 1920's give Sunset and Hollywood Boulevards their character. Prewar apartments that serviced the Golden Age of Hollywood in the decades of the 1920's, 1930's, and 1940's continue to provide valuable housing and should be rehabilitated as necessary rather than destroyed. The Hollywood Reporter building has been nominated for Historic Cultural Monument status by the Art Deco Society, with support from Hollywood Heritage and the Los Angeles Conservancy. Only two other sites remain from the Hollywood press that showcased the film industry in its heyday. The project would demolish prime remaining examples of several periods of architectural and cultural significance in the Hollywood core.

The massive project as proposed changes the historic setting of Hollywood by overpowering the aggregate collection of important historic structures that contribute greatly to the historic community character of Hollywood, the company town: the Hollywood YMCA, the Athletic Club, the Citizen News building, the Baptist Church and Blessed Sacrament, Hollywood High School, the Egyptian Theatre. The project's massive, modern buildings will overwhelm these buildings and appear to isolate them. The historic buildings will then appear out of place and disjointed rather than part of a historic community. Spot preservation of isolated buildings here and there does not preserve historic community. Historic residential and commercial neighborhoods like this are increasingly precious as they become more rare. They confer a sense of neighborhood pride and are invaluable for entertainment and tourist businesses.

The new Hollywood Community Plan acknowledges the importance of historic preservation. Please do not use the months until the plan is reviewed and adopted to allow wholesale destruction of historic neighborhoods for unproven development needs. The project as proposed will adversely impact historic resources and their character-defining features. Please consider alternatives and mitigation measures including preserving existing buildings, adaptive reuse, and rehabilitation to lessen or avoid such impacts.

Thank you,  
Julia Wasson,  
Sunset Square Historic Preservation Overlay Zone