



Alejandro Huerta <alejandro.huerta@lacity.org>

Crossroads Hollywood

1 message

Nyla Arslanian <nyla@discoverhollywood.com>
To: alejandro.huerta@lacity.org
Cc: mitch.ofarrell@lacity.org

Wed, Jul 26, 2017 at 4:08 PM

Best regards,

Nyla

	<p>Nyla ARSLANIAN Editor</p> <p>☎ (323) 465-0533 @ nyla@discoverhollywood.com 📍 6671 Sunset Blvd. Suite 1502 Hollywood CA 90028</p>
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July 26, 2017

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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

PROJECT NAME: Crossroads Hollywood

SITE LOCATION: 1540–1552 Highland Avenue; 6700–6760 Selma Avenue; 6663–6675 Selma Avenue; 1543–1553 McCadden Place; 1542–1546 McCadden Place; 1501–1573 Las Palmas Avenue; 1500–1570 Las Palmas Avenue; 1600–1608 Las Palmas Avenue; 6665–6713½ Sunset Boulevard, Los Angeles, California, 90028

Dear Mr. Huerta:

There is no district within the city of Los Angeles more culturally and historically relevant to the city, the state, the country and, indeed, the world, than Hollywood.

Yet, one of two projects that threaten its core value and world wide recognition, the ill-conceived Crossroads Development currently under review, is startling in its lack of design and regard for culture, history and livability..

Even more serious is the planned demolition of 84 affordable dwelling units located in a 1939 Regency-style building which the developers assert will be replaced with 86 units in its residential tower. That such a plan is even being considered is an atrocity of such significance is is mind boggling and speaks volumes about this city and its elected leaders.

As multiple residential projects move through the process, Hollywood far exceeds its size in relationship to Los Angeles and its stated need to increase dwelling units to accommodate a population increase of 500,000 over the next 25 years.

To date, the Las Palmas corridor between Franklin Avenue and Santa Monica Blvd. has more than 2,000 units in various stages of the permitting process—many of which have been constructed by right with little or no community input. Traffic currently is near gridlock with every attempt to mitigate public safety including scramble intersections and the addition of additional traffic signals worsening the problem.

This is a community which should have been more careful in what it wished for. Having been part of the revitalization/redevelopment hope and dream for nearly 40 years, we continually advocated for change wondering why this area's potential had gone unrecognized for decades. Now, as Hollywood is being overrun by development, the core essence of this area is being placed at risk.

Continued....

With the doubling of tourism over the past 20 years--20 million to 40 million--rather than working to protect a valuable city resource as recommended by numerous studies and even encouragement from the Planning Department and such entities as the Urban Land Institute to tap this resource, business interests continue to squander the opportunity and risk killing the goose that laid the Golden Egg. Instead seeking to capitalize on the world-famous name, casting aside livability for its residents, a genuine experience for visitors, respect for its history, and preservation of the beauty of its vistas with high rise development with little long lasting benefit or creation of the sense of place.

Once the Golden Egg is devoured by such speculative projects as the one under consideration, the authenticity, culture and character of Hollywood will be lost forever.

Fifty years ago, New York City had the foresight to protect a small area of that great city called Greenwich Village. Rather than rush headlong into high rise development, the city can do no better than follow that example of foresightedness.

Sincerely,

A handwritten signature in black ink, appearing to read "Nyla C. Arslanian". The signature is fluid and cursive, with a large initial "N" and "A".

Nyla C. Arslanian

Vice President

cc: Councilmember Mitch O'Farrell

Note: I am editor of Discover Hollywood Magazine and I currently serve as president of the Los Feliz Improvement Association, am president emeritus of the Hollywood Arts Council, was a founding member of the Hollywood Leadership Alliance, a founding chair of the Tourism Committee of the Hollywood Chamber of Commerce as well as a former board member of that organization. I served on the Project Area Committee of the Community Redevelopment Agency's Hollywood Project Area and was a charter member of its Hollywood Arts Design Advisory Panel.