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Sent time: 05/15/2020 05:35:19 PM
To: mindy.nguyen@lacity.org
Subject: Opposition to Hollywood Center Project

Ms. Nguyen,

This letter is to express my strongest possible opposition to the proposed Hollywood Center project. The size and scale of the project, if completed, would be disastrous and ruinous to the main area of Hollywood and the surrounding neighborhoods, and is the complete antithesis of the type of projects that should be supported and approved for the Hollywood area.

Briefly, the project is much too large for the area and would result in an extraordinary plummeting of the quality of life for those living in the main Hollywood area and surrounding neighborhoods (and also for those visiting or commuting through the area), and would also detract from the experience of tourists who visit Hollywood.

From an esthetic and neighborhood development standpoint: the skyline and views of the Hollywood Hills, including views of the Hollywood sign, would be destroyed. Nothing should ever be allowed to be built so large that it would cause such major damage to the views. The view of the Hills and the sign are one of the things that Hollywood is known for; these views are recognized as iconic throughout the world; people travel from all over the world just to experience and enjoy these views, as it makes people feel connected to Hollywood in a personal way; these tourists then bring their excitement home, which encourages others to visit Hollywood as well. The position of the proposed project is especially problematic in this regard as it would obscure much of the main and closest views from the Hollywood area. But it is not just tourists affected; many residents from the greater Los Angeles area also visit Hollywood for this experience as well. In addition, there are an incredible number of permanent residents in the area, many of whom have lived in the area for many years; these are the people primarily responsible for the progressing "rebirth" of Hollywood, and to destroy what is an integral part of their lives and neighborhood would be tragic and unjust.

From a practical standpoint, there is absolutely no way that the area would be able to handle the additional population and, importantly, the traffic that such a project would generate. The traffic now is barely manageable; it is not unusual for traffic to be backed up for over a block, resulting in the necessity to sit through more than one cycle of stoplights simply to travel a half block. In addition to all of the residents who must travel through the area, there are thousands of commuters who use the corridor to both enter and exit the nearby freeway. The residents of the area deserve to be able to come and go from their home in a relatively free manner. The overwhelming issue of traffic would result in an inhospitable environment that would be torture to try to navigate-- and this situation, in turn, would actually reverse the progress made in the re-development and re-birth of Hollywood, as the area would become known as a place to avoid at all costs.

I have been a condominium owner in the Broadway Hollywood building for 13 years and have seen the neighborhood make progress in revitalization. I am not against change or progress. However, the type of project proposed would be a disaster and destroy the revitalizing neighborhood and sense of community that has been developing. The types of projects that should be encouraged and approved should be those that fit into and respect the neighborhood, its historic significance, its pre-existing architecture, and the residents and visitors to the area (an example would be the building on Vine Street that now houses h-Club; although it was new construction, the building looks like it has been around since the 1930's or 1940's and was perfectly integrated into the neighborhood). Projects should be of scale to the pre-existing structures, should be limited in height so as not to destroy iconic views, and should be of an overall size as not to overwhelm with their physical size or impact on infrastructure, traffic, or quality of life.

The right thing must be done: this project must not be approved and the project must be terminated; at the very least the project needs to be extremely scaled back such that the height of the buildings would top out at the maximum height of other buildings located within the surrounding block or two. Do not let another big developer trample and destroy yet another neighborhood and the spirit of the people who live, work and visit it. There are many other ways that a developer can invest in the revitalization of Hollywood-- and can do it in a respectful manner that celebrates the history of the neighborhood and does not destroy the neighborhood by transforming it into another generic area of high rise buildings which does nothing but fill the pockets of the developers.

Thank you

Gary L. Buchschacher, Jr., MD, PhD
owner/resident of The Broadway Hollywood