

From: Nyla Arslanian <nyla@discoverhollywood.com>
Sent time: 06/01/2020 03:39:40 PM
To: mindy.nguyen@lacity.org
Subject: Hollywood Project DEIR Case No. ENV-2018-2116-EIR
Attachments: Hollywood Project DEIR Comments (2).pdf

Attached herewith is letter commenting on the Hollywood Project DEIR.

Nyla

 The logo for Discover Hollywood Magazine. The word "Discover" is in white text on a red rectangular background. Below it, the word "HOLLYWOOD" is in large, bold, black capital letters. Underneath "HOLLYWOOD", the word "MAGAZINE" is written in smaller, red capital letters.	<p>Nyla ARSLANIAN Editor</p> <p>☎ (323) 465-0533</p> <p>@ nyla@discoverhollywood.com</p> <p>📍 6671 Sunset Blvd. Suite 1502 Hollywood CA 90028</p>
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Discover HOLLYWOOD MAGAZINE



THE MAGAZINE FOR PEOPLE WHO LOVE HOLLYWOOD

May 30, 2020

Mindy Nguyen
City of Los Angeles
Department of City Planning
221 N. Figueroa St., Suite 1350
Los Angeles, CA 90012

Via email: mindy.nguyen@lacity.org

RE: Hollywood Center Project Draft Environmental Impact Report
(Case No. ENV-2018-2116-EIR)

The Hollywood Center Project will have a profound impact not only on the adjacent residential neighborhoods, but upon the authenticity of one of this city's most vibrant and historic communities.

The construction of monolithic towers in the central core of Hollywood has no basis and is an affront to a community that diligently worked for decades on the improvement of Hollywood. I was part of the CRA's Project Area Committee spending countless hours formulating what we believed was creating the future of our community. As president of the Hollywood Arts Council, I was involved from its inception until its demise. At no time was there ever a plan or even a suggestion that such a development as the Hollywood Project would be permitted. We were assured that high rise development would be limited to Sunset Blvd. leaving Hollywood Blvd. and its environs at its current height limit.

Cultural Resources: While the DEIR has extensive detail regarding specific historic buildings nearby citing its proximity to the Commercial Historic District along Hollywood Blvd. that has National Trust designation, it does not adequately address the harm it does to the essence of the place. Hollywood and Vine, perhaps the world's most famous intersection, the project's design will overshadow, literally and figuratively, the historic buildings in the vicinity. The value of Hollywood's unique and authentic status as birthplace of the film industry and its history as one of Los Angeles' most illustrious and charming areas of the city will be seriously and permanently compromised.

Not only is the visual intrusion that the proposed development presents out of character with the neighborhood, the unique heritage of this small district of the city belongs to the world and future generations and development within boundaries that enclose more than the central business area must be preserved.

Continued...

Mindy Nguyen - Dept of Planning
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Regarding the built environment, project would normally have a significant impact on a significant resource if it would cause a substantial adverse change in the significance of a historical resource as defined in **CEQA Guidelines Section 15064.5** when the following occurs: Construction that reduces the integrity of significance of important resources on the site or in the vicinity.

As currently designed, the proposed development known as the Hollywood Center Project will rise over 30 stories above the iconic Capitol Records building in Hollywood. The views from central Hollywood, particularly toward the Hollywood Hills, the Hollywood Sign, and the Griffith Observatory will be severely compromised, if not obstructed completely. The "integrity and significance of the important resource—Hollywood as we know it—will be lost forever.

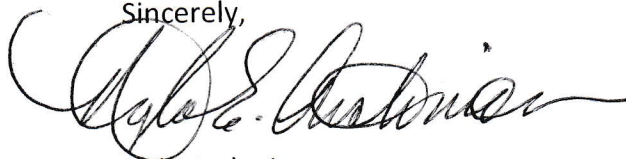
Although citing in its presentations, that the major artwork artist Richard Wyatt's *LA Jazz* mural, redone as a tile mural, there is nothing in the DEIR citing what the developer will do to protect this fragile cultural resource.

Transportation: Additionally, the proposed design espouses a vision for the area that is at odds with the infrastructure's ability to sustain it. Over the past few years, there has been a significant increase in traffic particularly autos traveling north on Vine Street to enter Franklin Avenue and the freeway entrance on Argyle that impacts the freeway exit and access to adjacent neighborhoods. It is incomprehensible that this fact and the resulting impact of the addition of 1,000 apartment dwellings is not addressed in the DEIR.

The first iteration of this project failed to take into consideration certain fault lines, and both projects fail to recognize that Hollywood is more than its business core. Although made up of two council districts, the majority of people reside in adjacent neighborhoods. These are the true "stakeholders" of Hollywood.

This project does nothing to address the beauty and authenticity of this place called Hollywood, cultural resource to the world.

Sincerely,



Nyla Arslanian
Editor/Co-owner

NA:hs