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Sent time: 06/01/2020 01:26:25 PM
To: Mindy.Nguyen@lacity.org
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Subject: RE: Public Comment – Hollywood Center Project Environmental Case: ENV-2018-2116-EIR State Clearinghouse No.: 2018051002

VIA E-MAIL

June 1, 2020

Department of City Planning

City of Los Angeles

221 North Figueroa St., Suite 1350

Los Angeles, CA 90012

Attn: Mindy Nguyen, City Planner

RE: Public Comment – Hollywood Center Project Environmental Case: ENV-2018-2116-EIR State Clearinghouse No.: 2018051002

Dear Dept. of City Planning, Mindy Nguyen, Mayor Garcetti and Councilmember O'Farrell,

I am a homeowner at The Broadway Hollywood Building. The building and its sign is a LA Historical-Cultural Monument, and the building is a contributor to the Hollywood Blvd Commercial and Entertainment District, with its primary entrance now located at 1645 Vine Street, at the corner of Hollywood Blvd. The building is identified in the EIR as: 6300 Hollywood Blvd. (B.H. Dyas Department Store Building / Broadway Department Store), Map No. B.12.

I am writing to voice my objection to the EIR that was released on April 15, 2020 regarding the Hollywood Center project. The EIR fails to adequately examine the negative impacts of the proposed project to our district: how it affects the aesthetics of the neighborhood, how it will block views for vital tourism and existing homeowners, and how it will greatly increase traffic and congestion in the area.

Aesthetically, the proposed skyscrapers irreversibly damage the integrated visual look of the historic Hollywood area. They do not resemble the consistent architecture in the area and are nearly twice as big as the surrounding buildings. Additionally, an iconic feature of Hollywood is the Broadway Hollywood sign, which can be viewed by cars on the 101 Freeway as they enter Hollywood. If the project moves forward, this iconic view will be lost.

The aesthetic damage is equally severe from the Broadway Hollywood (and neighboring buildings) since the Hollywood Center will block views of the hills and Hollywood landmarks as the Hollywood Sign and the Griffith Park Observatory, diminishing the aesthetic and cultural significance of the building.

Perhaps most importantly, the EIR is deficient in its conclusion that the Hollywood Center will have no significant transportation impact. Before the pandemic, traffic was consistently jammed at the Hollywood/Vine intersection. This has been exacerbated by the recent installation of a four-way walk sign, which was not taken into account in the EIR. Traffic will be even worse in future years since diminished ridership on public transportation will result from concerns over the spreading of infectious diseases in crowded spaces. On top of this, adding 1,500 new residences within a block of an already crowded intersection will only intensify the congestion problem.

The Broadway Hollywood will be particularly impacted because its only entrance is a narrow alley that can be entered only by going south on Vine past Hollywood Blvd. Any increase in traffic at the intersection will make it even more difficult to enter our existing homes.

Finally, the EIR notes that the Hollywood Center may take up to six years to build. This will clearly result in major traffic disruption and sound pollution for this long period. This factor, alone, demands that the utmost scrutiny be given to the project before it disrupts Hollywood for the better part of a decade.

Highest Regards,

Michael Gracey
Homeowner

The Broadway Hollywood
1645 N. Vine St., Unit 806
Los Angeles, CA 90028

CC: Eric Garcetti, LA City Mayor (mayor.garcetti@lacity.org)
Mitch O'Farrell, LA City Council Member District 13 (councilmember.ofarrell@lacity.org)
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