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**Sent time:** 06/01/2020 01:53:21 PM  
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**Subject:** RE: DEIR - Hollywood Center Project

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Dear Mindy:

I'm the president of Lake Hollywood HOA. I'm writing you this letter as a private citizen with some specific suggestions Hollywood Center, since my neighborhood park Lake Hollywood Park is mentioned more than once in the DEIR, and we are inundated with visitors to the point that that my neighborhood's safety is threatened; plus, all the new Hollywood Center residents will add another potential 1000-2000 new park users, with their vehicles which our neighborhood cannot handle – during peak season, we're already inundated to the point of a serious threat to our lives! In order to mitigate the increased number of visitors from residents of Hollywood Center that come to use Lake Hollywood Park, I'm requesting that the developer provide these concessions:

- A. David Ryu commissioned the Dixon study at a cost to taxpayers of \$120,000 to study the problems caused by visitors coming to our hillside neighborhoods to view the Hollywood sign when the infrastructure (such as narrow roads, no restrooms, no ADA, limited parking) are inadequate to handle the volume of visitors, providing distress to residents as well as tourists. The study was controversial, but the #1 idea that received uniformly positive feedback from all community stakeholders was a world class visitor center should be build at the penthouse level of a skyscraper in the center of Hollywood with an outstanding view of the Hollywood sign. Such a center would give tourists an excellent Hollywood sign viewing site. But also, it could provide useful information for visitors about LA's attractions, transportation, lodging etc. Tourism should again be a growth industry in LA once the crisis is behind us. The Hollywood Center, being a block away from the intersection of Hollywood and Vine and the Metro station, is a perfect location for this center. The elevator to the visitor center should be in the shopping mall, away from the residential tower. The Burj al Khalifa (the world's tallest building) has access to its 120<sup>th</sup> floor viewing deck from inside a shopping mall, away from the office, hotel and residential elevators. David Ryu should work with Mitch O'Farrell to make this happen. This center should pay market rent and should not at all be a financial burden on the developer; in fact quite the opposite as the visitors would pass through the shopping mall and restaurants while getting to the elevator. The developer can market floors 43 – 45 as "Penthouse 1", "Penthouse 2" and "Penthouse 3". This is done in skyscrapers in New York, Hong Kong, Shanghai and other cities. If the developer intends to put in a rooftop pool for the tenants, this can still be done.
- B. As we mentioned in our HOA's letter, our neighborhood is overrun with tourists coming to see the Hollywood sign. There are only 65 parking spaces on upper Canyon Lake Drive adjacent to the park and vista point and away from the residential neighborhood. Cars circling around narrow streets looking for a parking spot in order that the passengers can get a selfie with the sign are causing the dangerous congestion that makes us feel unsafe living here: on a peak day, it could take me 45 minutes to go by ambulance from my home to the Kaiser emergency room, if heaven forbid, I had a stroke or heart attack. I could be paralyzed for life or dead before I reach the hospital! The best proposal I've heard to limit access is to implement a reservation only parking system for these 65 parking spaces. Guests could reserve their parking for the given time slot in advance online or by app. LA implemented reservation parking when the Griffith Park Observatory was being renovated some years ago, and the Getty Museum uses one. I'd like the developer, to fund a study on how reservation only parking for our area can be implemented. This would need to be combined with a PPD for all of the residential streets of Lake Hollywood Estates.
- C. The developer should cover the cost to provide attractive fencing and a self-locking gate on a timer (opening at sunrise and closing at sunset) for our neighborhood's security; in addition, the north vista, where tourists come to take selfies with the sign, should be planted with tall trees and fenced to protect the baby trees while they grow. This is an extension of a completed project that the LA Department of Recreation and Parks successfully implemented on Mulholland Highway. It will make our area a less desirable tourist destination to help limit the number of visitors.

Thank you for your consideration.

Best regards,

David Benz

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