

From: Hilary H. McLeod <hmcleod@earthlink.net>
Sent time: 06/01/2020 01:53:22 PM
To: mindy.nguyen@lacity.org
Cc: Alexa Iles <alexa@mediaart.com>
Subject: Hollywood Center Project

Dear Ms. Nguyen,

This letter is to protest the approval of the Hollywood Center project, based upon the excessive size and scope of the planned facility. Since the founding of the Hollywood civic area in the 1880's, the constraints of the geographic features of the region have directed the placement, size, and use of buildings constructed in the area. As businesses developed, the movie industry flourished, and it constructed the buildings needed to support that craft.

As the entertainment industry grew in size, it recognized the need to build venues to make and show films without overwhelming it's budget. The industry also recognized the need to attract an audience to a venue that had enjoyable films and an appropriate, comfortable theater. Films were made featuring amazingly attractive stars, creative animated features, and historical places; think Audrey Hepburn, Shrek, Gone With the Wind.

What do you think would have happened if the movie makers had cast Shrek as the star of Gone With the Wind? What if Audrey Hepburn had undergone a body make-over to resemble an over-endowed hooker?

What would have happened, is that the audiences would have been appalled. No one would have believed that Shrek belonged in Gone With the Wind. No one would have wanted to see Audrey Hepburn look any way other than her beautiful self.

People would have rejected these films, and money would have been lost, because people know when things look wrong. People know when things are out of scale. People know when "one thing is not like the other."

The Hollywood Center project is wrong. It is wrong because it is out of scale with regard to it's size in area. It is wrong because it is excessively taller than any nearby structure. It is wrong because it mocks the geology and landscape of the area planned for it's construction. It is wrong because the scope and scale is not like any other nearby development.

This project should not be approved to continue development, as this "audience member" is appalled.

Hilary McLeod
resident of the Hollywood Dell

From 1668350269676880071@xxx Tue Jun 02 01:53:22 +0000 2020