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Sent time: 10/13/2020 10:09:30 AM
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Subject: Case Number: ENV-2018-2116-EIR
Attachments: Citizen response ENV-2018-2116-EIR; State Clearinghouse Number 2018051002.docx

Re: Response to Hollywood Center Project Draft Environmental Impact Report (“DEIR”); Case Number ENV-2018-2116-EIR; State Clearinghouse Number 2018051002

Dear Mrs. Nguyen

I am writing as a local property owner in the Hollywood Dell, submitting my very strong concerns regarding the Hollywood Center Project (PROJECT) as currently proposed adjacent to the Capitol Records building. Please forward my concerns to the Land Use Authorities involved. Thank you.

From: Nicholas S Herman
2020 Vine Street, Los Angeles, CA 90068
917 589 1611

To: Los Angeles City Council / City of Los Angeles Land Use Authorities

Re: Land Use Approval and Waivers requested for the
Hollywood Center Project proposed adjacent Capitol Records building

To whom it may concern:

I am a proud home owner in the historic Hollywood Dell on the equally historic Vine Street, one of the anchor neighborhoods of Hollywood.

I have been a home owner for nearly a decade in the Dell, having totally renovated my property and I am NOT anti-development, as I have been encouraged to see small duplex and triplex developments being created in the neighborhood and look forward to further ADUs and multifamily building. That being said, as the crow flies I am less than three blocks from the proposed project and it would make a tremendous impact on me personally as well as the greater community.

While I am open to and encourage development in both the residential areas and more commercial sectors of Hollywood, such as has been in abundance in and around Argyle Avenue over the past few years, I am opposed to over-sized and out of proportion projects that overwhelm the qualities of Hollywood that are its central attraction. As a property owner and resident of the neighborhood most directly impacted by this PROJECT, I strongly oppose each of the various plans under consideration for the following reasons:

1. Environment Impact Reports for each of the PROJECT designs fail to account for, to mitigate – or even to mention significant human and community impacts and costs, including:

a. Impact of building high-density residential and commercial units directly over seismically active faults.

i. Placing high-density residential and commercial units over active faults demonstrates reckless disregard for human lives, including those of seniors and low-income residents the PROJECT purports to serve.

ii. PROJECT EIR includes NO PLAN for housing residents made homeless if PROJECT is damaged and rendered unlivable by a quake. Costs would fall to taxpayers and the neighborhood would be further degraded.

This concern is real. After the Northridge quake, residents throughout Hollywood lived for nearly a year in tents in their yards, as the quake had rendered their homes unsafe. We cannot handle our current homeless population. PROJECT EIR fails to address this important issue and seems almost intentionally to disregard. More modest and humble planning would in my very strong opinion remedy this and show integrity on behalf of developers

ALSO, City taxpayers cannot afford to indemnify PROJECT developers who knowingly and willfully put so many additional lives and the entire community at risk, for their own profit.

iii. PROJECT developers have a proven track record of cutting corners in building safety and design that renders them untrustworthy. This PROJECT is their attempt to bring their cost-cutting disregard for safety to Hollywood.

We must not permit them to put prospective community residents at risk or damage yet another iconic CA neighborhood.

Exhibit A: A high-rise building in San Francisco that the same developers built is now leaning badly. One side of the building has sunk > 14 inches, due to inadequate (cost-cutting) construction and design. This is such a glaring and pertinent example as to DEMAND attention. This developer does not seem trustworthy and has a proven track record of duplicity and litigiousness.

b. Impact of PROJECT dimensions and height on the character, aesthetics, views, desirability, livability and property values in the community and potential for harm to each is massive and has not been addressed in PROJECT EIR.

c. Impact of PROJECT density on existing neighborhood gridlock, first responders' capacity to move and human safety is also massive – and is also not addressed in PROJECT EIR.

2. **THIS IS THE PRIMARY AND INEXCUSABLE FAULT OF THIS PROJECT.** The height of the PROJECT is totally out-of-proportion to any other building in the area by a factor of more than 2x. A zoning variance for the PROJECT should NOT be considered nor approved. Given that the primary attraction of HOLLYWOOD, is the sign on the historic and beautiful hills as well as the charming nostalgia of the Boulevard and its many historic aspects... it stands to reason blocking that view with enormous towers is deleterious and fundamentally alters the entire character of HOLLYWOOD. Not to mention the historic Capital Record building. Lower height would be such an obvious compromise. This is NOT downtown with requisite infrastructure. The subway will not mitigate the overwhelming density this project will entail and the extreme congestion in and around the 101 Freeway on Argyle and Cahuenga Aves.

The PROJECT could really be a nice addition... or it could destroy the neighborhood. Sadly, it seems desire for growth has interrupted sound and conservative decision making.

a. PROJECT height would degrade the character and aesthetics of this iconic neighborhood.

This would irrevocably degrade property values in the neighborhood, including the value of my own home.

b. PROJECT height would horribly block (degrade) views in the neighborhood, including the view from my home and residential income property. This would reduce the desirability and value of my home and of my residential income property and cause me additional direct economic harm.

3. **The density of the PROJECT would exacerbate current gridlock** in the neighborhood. **This could cost lives** by limiting first responders' capacity to move.

a. Streets within Hollywood have not been widened nor improved in any way that reflects the kind of density this tower promises.... while residential and commercial

density has increased significantly over the past five years with the addition of more than 1,000 new apartment units in the immediate neighborhood. Hollywood is growing and again that's GOOD. But this project is too big without adding anything to the neighborhood.

This is dangerous. Streets within Hollywood have become impossible to navigate for hours on end. It often takes 40 minutes or more to drive 3 blocks in the immediate vicinity. First responders are already slowed down. Additional density could cost lives by further restricting first responders' capacity to move or to respond. The 101 freeway on / off ramp is already a major source of congestion in the areas as is the Hollywood Bowl. There has been a totally insufficient study to remedy this problem which is a much bigger and more pressing problem than this PROJECT.

PLEASE create a mature and integrated environmental plan that balances these very important concerns.

b. The commercial core of Hollywood and Vine is already struggling with lack of green space, pedestrian friendly access and bike lanes. If you want to encourage people to get out of their cars we need a more compelling solution. I would suggest adding more public green space to the plan. The HOLLYWOOD FARMERS MARKET is one of the most successful weekly community gatherings in the entire city. This multiblock event could and should be encouraged to grow and could be included in a much more creative and green / forward thinking master plan for the area.

Failure by PROJECT developers to include, address or in any way mitigate the human and community costs outlined above is inexcusable and reeks of aggressive manipulation of power brokers and very short term thinking. Exactly the opposite of what we need right now.

We need to be visionary. No more business as usual and settling. Los Angeles can still be the city of the future. Let's start acting like it.

The EIRs submitted with PROJECT plans are quite frankly disrespectful and exploitative in the extreme. These egregious omissions within PROJECT EIRs testify to the untrustworthiness and insincerity of PROJECT developers, as through their many omissions, PROJECT EIRs attempt to skirt extremely important social and environmental issues and concerns. PROJECT EIRs on their face thereby constitute Exhibit B as evidence for why PROJECT developers should not be trusted nor approved for the zoning variances and approvals they seek.

Failure of the City Council and the city's Land Use authorities to hold PROJECT developers accountable for their flagrant failure to address such fundamental concerns in PROJECT EIRs would be an egregious abdication of responsibility.

As a property owner and resident of the immediate neighborhood directly impacted by the PROJECT, I strongly urge that approval be denied for this PROJECT.

The EIR for any future project proposed for the neighborhood must accurately reflect the real human and community impact and costs involved.

This PROJECT and its EIR fail to adequately answer many outstanding concerns nor have the interests of existing home owners and businesses, not to mention the city Los Angeles.

This PROJECT as conceived, in all its various permutations, must not be permitted to proceed.

We can and must do better for the citizens of Los Angeles. The proposed PROJECT will inalterably change one of the most culturally significant and historic regions of the western United States and of Los Angeles.

Let's dream up something more interesting than this.

Sincerely,

Nicholas S. Herman
2020 Vine Street
Los Angeles, CA 90068
917 589 1611