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Case No.: ENV-2016-3177-EIR, Hollywood Wilcox, 6430-6440 W. Hollywood Blvd. and 1624-1648 N. Wilcox Ave. L.A. Ca. 90028

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Project name: Hollywood & Wilcox

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Locations: 6430-6440 W. Hollywood Blvd. and 1624-1648 N. Wilcox Ave. L.A. Ca. 90028

Project plans and renderings...<http://planning.lacity.org/eir/nops/HwdWilcox/ls.pdf>

The Wilcox-Hollywood Blvd. LeFrak project is residential housing, but it's luxury housing. The area does not need more luxury housing projects.

Residents, families, are being displaced from this area, affordable and rent stabilized housing being demoed for luxury projects and hotels in residential zoned areas.

'D restriction' allows 2:1 FAR, and the developer requests are for 4.5:1 FAR.

To allow nearly 2.5 times more density than the site's zoning allows, for more luxury housing, in a traffic gridlocked area, an area displacing its existing residents, is completely irresponsible.

There are 26 proposed hotels and 122 related projects in the immediate area as of April 2016, not including the ones within the last year, and nearly every intersection in this corridor of Hollywood is a D/E/F level of service..
' F ' is for fully gridlocked

The Hollywood LAPD is on Wilcox and the LAFD fire station is on Cole Ave.

Wilcox Ave. is a primary response route for them.

To cripple emergency response times with a project of this scale is dangerous and potentially deadly.

Due to the 101 at Cahuenga and Highland, Wilcox/Cahuenga/Highland is in constant gridlock, Wilcox going north to the 101 now backed up from Franklin Ave., down to Fountain Ave. and sometimes beyond that to Santa Monica Blvd.

Hollywood Bowl traffic, Hollywood premiere street closures traffic, and the reopening of John Anson Ford Theatre at Cahuenga,

right near the entrance to the 101, all paralyze the area and surrounding areas with gridlock.

There are FOUR proposed hotels in a two block radius of Wilcox, four proposed hotels on Selma on the east side and west side streets off of Wilcox Ave..

There are proposed hotels on Whitley Ave., Cahuenga Ave., Sunset Blvd. at Cahuenga...
Cahuenga is also constantly backed up trying to get to the 101 .

These are all in the immediate area of the proposed LeFrak project.

LeFrak project Height and Density bonus requests, are unimaginable and will surely impact the area very negatively and add to the already dangerous and potentially deadly traffic conditions.

They must be required to do an EIR..not an MND, since there most certainly
will be negative impacts of such an over scale project in this area.

The proposed project is out of scale and character for the area.
This is the **NATIONALLY DESIGNATED HISTORIC** part of Hollywood Blvd.

Hollywood Heritage is requesting changes I totally support. (see below)

The developer must follow **HOLLYWOOD DESIGN GUIDELINES** , and **SCALE** the project **DOWN** so it does not tower over the historic landmark buildings or over the Nationally designated Historic stretch of Hollywood Blvd.

As proposed this project is obscenely out of scale and character.

This project needs to be scaled down and redesigned to fit the character of Historic Hollywood.

The developer also plans another building on the Blvd. to replace a non historic building there, a glassy no character building in between the contributing historic buildings, another blight on Historic Hollywood Blvd.

The building as currently presented is too large, too tall, too out of scale and character for the site they want to build it on, and will bring too many more cars and too much more traffic to Wilcox Ave., already at a standstill.

The existing infrastructure cannot handle this project. It will greatly impact an already gridlocked with traffic area, will not be a benefit to the community, and as presented I agree with Hollywood Heritage, will be a blight on the **HISTORIC AREA**..an historic area that should be valued, respected, preserved, and that deserves better..

The LeFrak team is positioning the **RESTORATION** of the historic Attie Building as a 'Community Benefit', so as **TO OFFSET** the **BONUSES** in Scale and Density they are getting with the proposed **MEGA PROJECT**....

THE WORK THEY PROPOSE TO DO IS NOT COMMISERATIVE TO THE DEVELOPMENT BONUSES THEY'RE ACHIEVING.

The exterior restoration is positive and is a good thing.

But it is INSIGNIFICANT IN RELATION TO THE NEGATIVE IMPACT OF THE NEW CONSTRUCTION COMPONENT

LeFrak should provide a Community Benefit by removing signage/billboard blight that is in contrast to a restored historic building. Not just restore the building and then put modern, unattractive billboards on it.

Also, with the new Signage Ordinance currently going through City Hall allowing digital billboards atop historic buildings, there are concerns that in the future, there will be digital billboards atop the Attie Building.

To prevent that in the future, there should be a Project Condition now, during the project's entitlement process.

I am strongly opposed to the proposed project at its current design, scale, and height. Beside the vastly incongruous design that is more akin to 1980's Miami, the architecture fails to comply with Standard 9, relied upon significantly by historical consultants and preservationists in Hollywood."New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and ***will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment***".

[Secretary of the Interior's Standards for Preservation Planning]

The historic Attie building is a 2-story landmark structure comprised of deep browns, bronze, and crimson accents. To adjoin a 15-story tyranny of glass in blazing white and yellow seems a mockery of its historic relevance. The proposed height would tower over all nearby structures by bounds. To allow nearly 2.5 times the density that the site's zoning allows through its 'D restriction' of 2:1 FAR with the proposed 4.5:1 FAR for luxury housing is vastly irresponsible.

Given the 122 related projects in the immediate area as of April 2016 (not including those within the last 14 months), nearly every intersection in this corridor of Hollywood is going to a D/E/F level of service. Mass transit is obviously not the mitigating solution, as the project itself is proposing 420 parking spaces.

City Planning's request for comment are appreciated.

Regards,

Normajean Jonz

Stakeholder

