

Date : 6/26/2017 11:37:57 AM  
From : "Steven Cooper"  
To : "william.lamborn@lacity.org"  
Subject : LeFrak Hollywood-Wilcox project  
Attachment : image001.png;

Mr. Lamborn:

I write to you in reference of:

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

Comments:

- Project is out of scale and character for the historic area
- Please support Hollywood Heritage's requests that the developer follow HOLLYWOOD URBAN 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.
- I agree that this project is obscenely out of scale and character and needs to be scaled down and redesigned to fit the character of Historic Hollywood.
- The LeFrak team must use/implement the 'Hollywood Urban Design Guidelines' in the design/scale of the new construction.
- The 'Urban Design Guidelines' were officially adopted,
- The Secretary of the Interior Standards compliant restoration of the historic Attie Building must voluntarily include the permanent removal, in perpetuity, of all roof top billboards/advertising signage. This should be a 'Project Condition'.
- The work the LeFrak team is proposing to restore 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, but is not commiserative to the development bonuses they're requesting. 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.
- 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.

Thank you for your consideration.

**Best Regards,**

**Steven Cooper**  
Principal Designer/Owner  
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