

Date : 6/26/2017 2:58:16 PM
From : poosy6603@aol.com
To : "william.lamborn@lacity.org"
Subject : Case No. ENV-2016-3177-EIR...Hollywood-Wilcox Project...6430-6440 W. Hollywood Blvd. & 1624-1648 N. Wilcox Ave.

Dear Mr. Lamborn,

I am writing about the proposed LeFrak project...
Case# ENV-2016-3177-EIR
at
6430-6440 W. Hollywood Blvd. and 1624-1648 N. Wilcox Ave.
L.A. Ca. 90028

Historic Hollywood Boulevard:

The project is too large and out of character for the area and the building site.

Preserving Historic Hollywood and Hollywood Blvd. is very important and this building, which the developer is requesting density way above what is permitted, at 4.5:1 FAR when only 2:1 FAR is allowed is way out of scale and will tower over the historic landmarked Attie Building and Historic Hollywood Blvd. which I believe is on the National Historic Register of Famous Places.
A new project this size could compromise that National Historic Designation, and it's my understanding they're not easy to come by.

I am a Whitley Heights resident, an historic, HPOZ community, and have been a Hollywood Heritage member, a former Hollywood Hills West Neighborhood Council board member, and I am currently a United Neighborhoods for Los Angeles board member.

I support Hollywood Heritage's efforts to preserve and protect Hollywood and Hollywood Blvd.'s history and uniqueness.
They have worked, and do work, very hard getting landmark status for Hollywood's beautiful buildings there, and were it not for them, many could have been lost.. and they worked hard for the National Historic designation of Hollywood Blvd.
I support their hard work for the good of Hollywood's History AND Hollywood's Future, which should be respected and valued.

The LeFrak project does nothing to add to the historic integrity of the area..it compromises it.

The architecture fails to comply with 'Standard 9', relied upon 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]

I support Hollywood Heritage's position on this project:

The LeFrak project in it's current presentation is grossly out of scale and congruity with the surrounding environs.
Agree

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 and should be implemented.
Agree

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'
Agree

The work the LeFrak team is proposing, to restore the historic Attie Building as a 'community benefit', to offset the bonuses in scale and density they are getting with the proposed mega project, is not commiserative to the development bonuses they're requesting.
It is insignificant in relation to the negative impact of the new construction component.
Agree

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.
Agree

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 historic Attie Building.
To prevent that in the future, there should be a 'project condition' now, during the project's entitlement process.
Agree

The landmarked Attie Building is only two stories. The proposed LeFrak project is fifteen stories, a non descript, generic, sterile looking building, verging on an industrial looking box building that will tower over and overwhelm the Attie Building and surrounding buildings.

The rendering of the planned new storefront on the Attie Building also has no character, is sterile and industrial looking and certainly if built onto the front of that building, will ruin the beautiful historic building.

The LeFrak group also plans another sterile industrial looking box on Hollywood Blvd. in between the Attie Building and another historic building. Again, this will compromise the historic integrity of Hollywood Blvd. and it's historic architecture..

TRAFFIC:

With TWENTY some odd proposed hotels and ONE HUNDRED and TWENTY TWO related projects proposed for the immediate area, ...as of April 2016, not including the ones within the last year, the LeFrak oversized project will create even more Wilcox Ave. and surrounding street traffic.

Nearly every intersection in this corridor of Hollywood is a D/E/F level of service.. 'F' is for fully gridlocked.

There are entrances and exits to and from the 101 both at Highland Ave. and Cahuenga Ave. and Wilcox is in between both.
Traffic going north is now constantly gridlocked trying to get to the 101 on these streets.
Wilcox going north is the worst.

It's unimaginable that at least five hotels are proposed within a three block radius of Wilcox Ave., three hotels proposed on Selma at Wilcox, and the largest project in Hollywood history a block or two from those, The Crossroads project on Las Palmas at Selma...

Hotels are proposed all along Cahuenga between Franklin and Sunset Blvd., on Sunset Blvd. at Cahuenga, and on 'residential' Whitley Ave.

Projects are being built (Highland and Franklin) and proposed for all along Franklin (The Montecito project, etc.) , and the Franklin corridor between Highland and Cahuenga carries traffic going to and coming from the 101 at Highland and Cahuenga.

Development projects in the area are never ending, making our traffic and streets dangerous, and destroying quality of life.

The area is also in the middle of the 'event' traffic:

The Hollywood Bowl, Hollywood Movie Premiere street closures, Jimmy Kimmel Live street closures, and John Anson Ford reopening traffic..

Adding the mega LeFrak project on Wilcox, the street that gets the most gridlock, with all the proposed projects along Wilcox, the traffic in the area and trying to get to the 101 will be even worse, if that's possible..

The Hollywood-Wilcox LeFrak project should not be allowed to move forward or be approved as presented.

Many changes need to be made, so that the scale and lack of character do not overwhelm the area, and compromise the historic integrity of the area, but rather compliments it.

Thank you,

Annie Gagen
Whitley Heights

