

Date : 6/26/2017 12:42:58 PM
From : emma.riordan@aol.com
To : "william.lamborn@lacity.org"
Subject : **Oppose LeFrak Hollywood-Wilcox project..Case No. ENV-2016-3177-EIR**

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

Dear Mr. Lamborn,

I would like to submit my strong opposition to the Hollywood-Wilcox LeFrak project.

As long time Hollywood residents of 30 years, we have experienced worsening traffic in the area, it is beyond anything imaginable and yet we have continuing over development all in one small area.

The new revised Hollywood Community Plan mentions most of the development will be in this area.
The LeFrak project is horribly out of scale and also out of character for the historic area of Hollywood Blvd.

I attended a Hollywood community meeting where the project was presented and it did not go over well, and was not voted on, with recommendations to return when the many varied problems with the project are resolved.

It was obvious to all in attendance that the project presenters, who wanted a vote that night, did not have a clue about this area.

They seemed to have knowledge about only one or two hotels right near their project when there are TWENTY SIX 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,

They seemed to not know that nearly every intersection in this corridor of Hollywood is a D/E/F level of service.
' F ' is for fully gridlocked.

They seemed to be oblivious that there are proposed hotels on all the neighboring streets... Whitley Ave., Cahuenga Ave., Sunset Blvd. at Cahuenga... and on Wilcox Ave. ..FOUR where their project site is.. on Selma and Wilcox off of, and on, east and west corners of Wilcox, down the street from their proposed project site. ..

They seemed unaware (although if they ever drove through the area, or tried to, there's no way they would be unaware..) of the extreme and constant gridlock on WILCOX and the surrounding streets.
Wilcox going north to the 101 is now backed up from Franklin Ave., past Hollywood Blvd., past Selma, past Sunset Blvd., past Fountain and many times all the way down to Santa Monica Blvd.

Hollywood LAPD is on Wilcox and Fountain. The LAFD station is on Cole, near Fountain.
This traffic gridlock and jam ups are now very dangerous and potentially deadly to any EMS trying to go north, trying to get through.
In addition the east west streets get lock jammed at Sunset, Franklin, etc., cars stuck in intersections, so drivers are unable to drive through for many light changes or make any right or left turns.

This is partly due to the 101 at Cahuenga and Highland, so traffic on Wilcox/Cahuenga/Highland is in constant gridlock,

Hollywood Bowl nights, Hollywood premiere street closures, Jimmy Kimmel Live street closures, the whole area is paralyzed.
People cannot get home.
The reopening of John Anson Ford Theatre at Cahuenga, right near the entrance to the 101, will make this even worse.

The LeFrak Project is way too out of scale and character for this area.

A 'D restriction' allows 2:1 FAR, and the developer requests are for 4.5:1 FAR.
That's nearly 2.5 times more density than the site's zoning allows, for more luxury housing, in a traffic gridlocked area, an area DISPLACING it's existing residents, where affordable and rent stabilized housing is being demoed, for luxury projects and in residential zones for hotels.

The revelation that the developer has no plans for affordable housing, was further proof they have no knowledge or idea about this area.
This was the final nail in the project's coffin.

This brought up discussions about the diversity of this area, and protecting the diversity and existing residential communities who are being wiped out by luxury housing and hotels...affordable and rent stabilized housing being demoed for luxury housing and for more hotels in residential zoned neighborhoods.
i.e. 1719 Whitley Ave. ...40 rent stabilized units in a lovely complex, about 100 residents.. appeared at another Hollywood community meeting and expressed how they do not want to go..where will they go, close to their children's area schools or jobs they can now walk to? Some have lived there for 20-30 years. This is their neighborhood..Replacing residential communities with hotels wipes out residential neighborhoods.

Ironically the project designer is the same company that was working on the hotel conversion of 1850 Cherokee Ave. that illegally evicted tenants and some wound up homeless, living in cars.
Displacement adds to HOMELESSNESS.
The loss of EIGHTEEN rent stabilized units, and even after hearing from those illegally evicted, living in cars, at hearings, the city approved that horrible project.... The same day they voted for the homeless tax to go on the ballot.
Unbelievable...and shameful.
L.A. Tenants Union is helping these groups organize and try to stay in their homes.

City leaders should be ashamed..willing to wipe out residential communities for hotels..
This is displacement and gentrification hell..
An 'Urban Cleansing' holocaust is happening in this area of Hollywood that is most horrific.
What the ares does not need are more oversized luxury housing projects.

LeFrak group has no clue about this area. One would hope the city leaders do.

We wholeheartedly support Hollywood Heritage in it's efforts to preserve the Historic Integrity of Nationally Designated Historic Hollywood Blvd. and protect it from this kind

of grotesque project and blight this project will inflict on Historic Hollywood Blvd.

The project presenters at the community meeting also seemed to not have clue about Historic Hollywood Blvd.. and one wonders does the city communicate anything to developers that come to Hollywood, or just allow them to try to do whatever they want, until someone else, or some organization like Hollywood Heritage brings this up. . .

We support Hollywood Heritage's suggestions and requests:

Stakeholders should address the following issues with regards to Historical Hollywood Blvd. and the LeFrak project, which..."in it's current presentation is grossly out of scale and congruity with the surrounding environs."

1) 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.

2) 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'

3) 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 is not commiserative to the development Bonuses they're requesting. It is insignificant in relation to the Negative Impact of the new construction component

4) 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.

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

We support Hollywood Heritage and all of the above.

Character, Size, Aesthetics:

The historic Attie building the LeFrak project will tower over is a TWO STORY LANDMARK structure comprised of deep browns, bronze, and crimson accents.

To adjoin a 15-story over sized, no character glass out of scale and character box building in blazing white and yellow stripes compromises the historic integrity of Historic Hollywood Blvd. and landmarked buildings.

When the rendering of this project became available and was sent around people were in shock.

How could the city even consider this?

Yet the LeFrak group at that Hollywood community meeting seemed oblivious about the obnoxious design, obscene size, totally being out of sync. with the area...and seemed surprised attendees were so opposed to it.

Historical Hollywood Blvd. seemed to be news to them too.

"IT'S TOO F'IN BIG!!" one attendee called out.

Gasp! This was news to them?

The proposed height would tower over all nearby structures.

Even the sterile, industrial, no design new store front they plan to inflict upon the landmark Attie building is a nightmare and will ruin that beautiful historic landmark building. (see rendering below)

Hollywood and Hollywood Blvd. deserves better than this cheap, grotesquely out of scale and character monster project.

If this is the city leader's vision for Historic Hollywood Blvd., shame on them!

Then they have no vision, no imagination, value nothing that is unique about Hollywood and they will be wiping out the last remaining remnants of Historic Hollywood and what people from all over the world come to Hollywood to see.

They don't come here to see boxy non-descript Eastern European Block non-architecture, ESPECIALLY on Historic Hollywood Blvd. .

The architecture obviously 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]

Do not approve this project!!

Please send it back to the drawing board, yellow stripes and all!

Thank you for your attention,
Emma Riordan
Hollywood

