



Alejandro Huerta <alejandro.huerta@lacity.org>

Letter of Support - Crossroads Hollywood Case Number#CPC-2015-2025-HD-ZC-MCUP-CU-SPR; VTT-73568; ENV-2015-2026-EIR

1 message

Lisa Schechter <lisa@mediadistrict.org>

Mon, Jun 5, 2017 at 5:29 PM

To: alejandro.huerta@lacity.org

Cc: Jim Omahen <jim@mediadistrict.org>, David Bass <dbass@basslawla.com>, Ferris Wehbe <ferriswehbe@gmail.com>, Kyndra Casper <kcasper@linerlaw.com>, chris.robertson@lacity.org, bmyersemail@gmail.com

Dear Mr. Huerta:

Please find attached a Letter of Support for the above referenced project from the Hollywood Media District BID. At your convenience, please acknowledge receipt of said letter. Original letter will be sent in the US Mail.

Thank you

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
[\(323\)860-0025](tel:(323)860-0025) Direct
[\(323\)860-0026](tel:(323)860-0026) Fax

MediaDistrict.org



HMD Letter of Support Crossroads Hollywood DEIR 05.29.2017.docx

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May 29, 2017

Mr. Alejandro Huerta, Environmental Planner
Department of City Planning
200 North Spring Street, Room 750
Los Angeles, CA 90012
E-mail: alejandro.huerta@lacity.org

RE: Crossroads Hollywood, 6701 Sunset Blvd., Case: CPC-2015-2025-HD-ZC-
MCUP-CU-SPR; VTT-73568; ENV-2015-2026-EIR

Dear Mr. Huerta,

On behalf of the Hollywood Media District Property Owners Association (BID), we are writing to provide our input on the Draft Environmental Impact Report (DEIR) for the proposed 6701 Sunset Boulevard project. The BID has met with the project team and reviewed the DEIR and has found no significant impacts which concern us.

The location of this project is an important commercial corridor for the Hollywood Media District BID. We find that the architects have been sensitive to this location and have designed a project that will be aesthetically welcoming, community-oriented and conscientious of potential traffic impacts.

This important development aims to provide the community and tourists alike, with a unique project that re-imagines an early time in Hollywood's history for a much richer 21st century experience. Through visionary thinking the Crossroads team has created a comprehensive environment that reinvigorates a beloved Hollywood cultural landmark. By creating a dialog with the site, the team has conceived a plan that will refresh and revitalize a "tired" Crossroads of the World. The "new" Crossroads Hollywood is in perfect harmony with the original intent of the Crossroads of the World open-air mall, creating energy and excitement for the western edge of Hollywood. The Crossroads Hollywood vision and passion will create a new sense of place on Sunset Boulevard and will contribute immeasurably to the economic vitality of Hollywood.

We are pleased to see that the 2,494 parking spaces will be provided underground and that 1000 bicycles spaces with lockers and showers will be provided. The project provides a pedestrian friendly design, which activates the street(s) and encourages walkability. One area that the Hollywood Media District BID feels strongly about is

that the project's contribution to the *1% for the Arts* and request that the funds be spent within this project. As a showplace for the City and with many local artists, we would like to be sure that all art funds are utilized within Hollywood.

We encourage staff to consider Alternative 3 to increase affordable housing units.

Thank you for allowing us to comment on this important project.

Sincerely,

David Bass
Co-Chair PLUM Committee

Ferris Wehbe
Co-Chair PLUM Committee

CC: Bill Myers, Crossroads Hollywood
Kyndra Casper, Liner Law
Council Member Mitch O'Farrell