



Alejandro Huerta <alejandro.huerta@lacity.org>

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

1 message

Alfredo Hernandez <alfredo@afriat.com>
To: alejandro.huerta@lacity.org

Wed, Jun 14, 2017 at 3:06 PM

Alejandro,

Attached is a support letter on behalf of the Hollywood Network Coalition for the Crossroads Project located at 6701 Sunset Blvd. Please accept this into the record and keep me on any mailing list in regards to this project.

Thank you and have a great rest of your week.

Alfredo Hernandez
Hollywood Network Coalition
Chair, Urban Policy Committee

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H N C
Hollywood Network Coalition

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Susan Sempers
Thaddeus Hunter Smith
Gary Taglyan

May 29, 2017

Mr. Alejandro Huerta, Environmental Planner
Department of City Planning
City Hall, City of Los Angeles
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,

Hollywood Network Coalition (HNC) is pleased to advise you of our recommendation for the above-referenced case.

During the past 15 months, this project was presented to joint meetings of HNC's Urban Policy Committee (UPC) and its Board of Directors. This multi-block project *proposes the development of 7 ½ acres including construction of 9 buildings with a variety of uses. A total of approximately 1,432,500 square feet will be constructed in buildings ranging from 1 story to approximately 402 feet and 32 stories. Proposed uses include a 308-room hotel with meeting rooms and banquet facilities, 190 condominiums, 760 apartments, up to 95,000 square feet of creative office uses, and up to 185,000 square feet of ground floor commercial retail (including the existing Crossroads of the World complex). The project will include 84 affordable units for very low-income households. A total of 2,494 parking spaces will be provided underground. In addition, a total of 1,281 bike parking spaces will be included. The project will be incorporating several environmentally friendly design elements with the goal of achieving LEED Silver.*

HNC is a broad-based coalition of Hollywood residents, businesses, educational institutions and nonprofit organizations

Post Office Box 888, Hollywood, California 90078-0888

Having reviewed the DEIR and following a robust discussion, HNC is pleased to offer this letter in support of the Environmental Impact Report. HNC found the DEIR to be comprehensive and thoughtful in mitigating potential impacts. Additionally, HNC supports Alternative 3 because it provides additional much needed affordable housing units. We offer the following reasons for support:

- DEIR Alternative 3 provides 21 additional affordable housing units plus the 84 1:1 replacement units.
- This new complex will bring new restaurants, retail and office spaces, residences and a hotel to an area that is in desperate need of revitalization.
- The construction and new businesses will create jobs for residents and draw in customers for existing businesses
- Crossroads Hollywood will generate additional tax revenue that will also help reinvigorate the community.
- The realignment of Las Palmas and the construction of the pedestrian promenade creates community connectivity and provides residents and visitors with easy access to Crossroads Hollywood and will seamlessly link the neighborhoods to the north and south.
- The Project will reinvigorate Crossroads of the World with new retail and commercial uses and recreate Crossroads of the World as an exciting new destination.
- The traffic study analyzed existing and future traffic patterns around the Project. Traffic improvements in the surrounding area as well as project features will help to minimize traffic impacts and safety.
- Crossroads Hollywood will provide more than 1,000 bicycle parking spaces, bike lockers and showers and will contribute \$200,000 towards neighborhood bicycle improvements.

HNC is familiar with Harridge Development Group and Crossroads of the World owner and philanthropist Morton LaKretz and we are confident that this beautifully designed, environmentally sensitive project will stimulate economic growth in a long over-looked area of our Hollywood community. This project is truly mixed-use incorporating residential, retail, office and hotel in one site and provides benefits to residents, workers and visitors.

On behalf of HNC, I thank you for considering our recommendation. We look forward to working with the project team on their development agreement.

Please include HNC in your future notifications.

Sincerely,



Alfredo Hernandez, Chair, Urban Policy Committee

HNC Founding Board member

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cc: Council Member Mitch O'Farrell

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