



Alejandro Huerta <alejandro.huerta@lacity.org>

Crossroads Hollywood Project Case No: ENV – 2015-2026 - EIR

1 message

Brandon Guzman <icebrg@me.com>

Sun, Jul 23, 2017 at 8:42 AM

To: alejandro.huerta@lacity.org

Cc: info@hollywoodheritage.org, artdecola.adsla@gmail.com, councilmember.ofarrell@lacity.org, cd4.issues@lacity.org, Councilmember José Huizar <huizaronline@cd14.emailnb.com>

Dear Mr. Huerta-

I am writing you today in support of the Crossroads of the World Redevelopment Project. These are the types of projects that this city needs to help combat pollution, traffic and help solve our housing crisis.

Projects like these, in walkable neighborhoods that are close to mass transit, help to eliminate vehicle trips reducing the number of cars on the road. Additionally this project will add significant housing units in a desirable area that people want to live in. It is critical to add new housing stock in areas such as this. We will never solve our housing shortage without significant projects like this.

Regarding "historic" structures, I understand that there are 6 significant structures on the site that are slated for demolition, and only one (The Hollywood Reporter Building) has only recently submitted for landmark status. In my opinion the most significant structures will be saved for generations to come with this development. The centerpiece of this project, the Crossroads of the World structures, will be restored and revitalized not unlike the nearby CBS Columbia Square development. It will take an underutilized property and turn it into a destination for residents, locals and in this case tourists via the pedestrian promenade that links Highland Avenue to Sunset Boulevard.

There is little reason to deny this project from moving forward. This project is good for Hollywood and Los Angeles. Thank you for your time and consideration.

Sincerely-

Brandon R. Guzman, AIA

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