



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

Gilbert Smith <gilsmith@me.com>
To: alejandro.huerta@lacity.org
Cc: Gilbert Smith <gilsmith@me.com>

Mon, Jul 24, 2017 at 12:00 PM

Dear Alejandro,

We are submitting this letter for the committee DEIR report. We support for The Crossroads Hollywood project - Case: CPC-2015-2025-HD-ZC-MCUP-CU-SPR; VTT-73568; ENV-2015-2026-EIR. Please place on the list for notification on future hearings.

Sincerely,

Gilbert Smith

Gilbert Smith
Chair
The Ricardo Montalbán Foundation, Inc.
1615 Vine Street
Hollywood, CA 90028

Mbl: [213-760-4234](tel:213-760-4234)

 **RMF DEIR Comment Letter for Crossroads Hollywood.pdf**
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THE MONTALBÁN FOUNDATION
1615 NORTH VINE STREET, HOLLYWOOD, CA 90028

July 24, 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,

I am Gilbert Smith, Chair of the Ricardo Montalbán Foundation, owner operator of The Montalbán Theatre and Rooftop Cinema Club. We have taken what was considered by many to be a teardown on Vine Street in 2005. We have with renovation and innovative new programming slates creating an integral entertainment hub for Hollywood. This included our now popular Rooftop Cinema Club. RCC had 180 screenings last year and sold out 95%. The community loves enjoying

We seriously need more hotel rooms and at various price points in Hollywood. We need places for people to go out at night. Restaurants and hotel rooms are gravely needed in Central Hollywood to make the tourist and business experience more complete for the entertainment capital of the World. The Crossroads Hollywood project will provide the critical mass that small and large businesses need to be successful.

In addition to our main stage 1000 seat theatre, we have a roof top at the Montalban Theatre and have integrated successfully into the community. The Hollywood skyline is impressive and tourists and residents alike enjoy the opportunity to be part of the new Hollywood. The team reached out to me and we're working together to bring back the sparkle to Hollywood. This is a great project for us. I urge you to approve the Crossroads of Hollywood EIR.

Please include this letter in the file and notify me of future hearings.

Thank you.
Sincerely,



Gilbert Smith
Chair - Ricardo Montalbán Foundation