

Communication from Public

Name: Urban Growth Advocates

Date Submitted: 04/21/2025 01:47 PM

Council File No: 25-0293

Comments for Public Posting: I am a nearby resident and small-business owner, living just a couple of blocks away. I fully support this project, provided some landscape and aesthetical improvements are made. As mentioned previously, I believe this project will transform the currently blighted and rundown spot at the south-east corner of Sunset Blvd & Sycamore Ave. -- into a modern, walkable, attractive corner, while expanding business opportunities thanks to the proposed ground-floor retail. A couple of quick suggestions / feedback: 1. BUILDING COLORATION: The proposed building coloration looks great! The predominantly white (off-white?) color makes the building look attractive and classy, with great aesthetics! Please do not deviate from this proposed color (unfortunately, some recent developments in the area - while proposing one color scheme, in reality have implemented a different one); please also avoid Gray or similar depressing tones. All in all: please retain this attractive, white / off-white building color scheme. 2. SIDEWALK MATERIAL / PEDESTRIAN-ORIENTED STREETSCAPE: This concept has been, sadly, neglected by most developers. The applicant is strongly encouraged to install PAVERS on all sidewalks adjacent to the new property. Particularly, pavers should be implemented *at least* on the Sunset Blvd sidewalks. According to the renderings, this development unfortunately seems to lack decorative sidewalks, -- which would negatively impact our walkability. As you know, In most U.S. cities sidewalks have much better covering than in LA County. Even in San Diego, Santa Barbara, Glendale, Pasadena, etc. -- you see much more attractive sidewalk pavement -- consisting of pavers all around the city; hence more pedestrians on city streets! Thankfully, some parts of L.A. (incl. Downtown, the Sunset Strip, mid-Wilshire area, etc.) started using decorative pavers. The nearby "West Hollywood Gateway" shopping center (south-west corner of Santa Monica Blvd and La Brea Ave.) have successfully installed pavers all around, with great landscaping. The Crossroads Management / applicant of the "7014 - 7022 Sunset Blvd" should take this as a great example. In order to promote walkability and improve the aesthetics of a new mixed-use development, a major improvement to sidewalks is needed in Hollywood. Besides, pavers have a major advantage: unlike naked concrete, pavers are much more stain-resistant, thus

require less maintenance, -- becoming a more cost-effective solution in the long run. Which is yet another reason to consider decorative sidewalks! Lastly, as I recall: during the remote public-comment period, the applicant raised concern "whether Pavers are legally allowed in L.A."; the answer to which is clearly "Yes", -- pavers are most definitely legal, and are allowed. While the BOE has certain restrictions and regulations, there are plenty of options of installing various types of pavers, -- which the applicant is highly encouraged to consider. All in all, Decorative Pavers play a key role in Walkability, -- and are a "Must" for the new 7014-7022 Sunset Blvd project! Therefore, I strongly urge the applicant to consider adding decorative pavers (or at least, aggregate concrete / colored concrete, and/or scoring) for this development. Please don't make the same mistake other developers made (by omitting the sidewalk aesthetics!) Thank you for reviewing my comments.