



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council Files 13-0593 & 13-0593-S1

1 message

Sharon Gin <sharon.gin@lacity.org>

Thu, Jun 6, 2013 at 10:35 AM

To: Etta Armstrong <etta.armstrong@lacity.org>

----- Forwarded message -----

From: **Chris** <amstaff7@pacbell.net>

Date: Sun, Jun 2, 2013 at 7:26 AM

Subject: Council Files 13-0593 & 13-0593-S1

To: Sharon.Gin@lacity.org

Dear Sharon Gin,

I wanted to comment on Council Files 13-0593 & 13-0593-S1. As a 14 year Hollywood resident, I feel this project is hugely problematic for the community. I feel this development, besides being massive and out of scale with the others buildings, will cause terrible traffic issues that will make Hollywood a less livable and attractive neighborhood. It will also add to the difficult parking situation. I feel that growth is generally good but that it needs to be carefully planned and of the proper scale.

Best, Chris Iovenko

Chris Iovenko

amstaff7@pacbell.net



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Millennium Hollywood, Council File No. 13-0593, 13-0593-S1

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Thu, Jun 6, 2013 at 10:35 AM

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From: **Casey Maddren** <cmaddren@gmail.com>
Date: Fri, May 31, 2013 at 5:51 PM
Subject: Millennium Hollywood, Council File No. 13-0593, 13-0593-S1
To: sharon.gin@lacity.org

May 31, 2013

Members of the Planning and Land Use Management Committee,

I am writing to voice my opposition to the proposed Millennium Hollywood development. Not only do I believe the that EIR prepared for this project is seriously flawed, but I also believe that the Revised Hollywood Plan, which opens the way for developments of this scale, is based on data which is clearly incorrect and false assumptions that are the result of wishful thinking rather than rational analysis.

The Revised Hollywood Plan is based on the premise that Los Angeles will continue to grow rapidly and that Transit Oriented Development is the only way to effectively manage the expected growth. First let me say that I do not own a car, and I am a great believer in public transit. Second I want to express my support for TOD strategies when they are based on real data and a careful analysis of the local context. The truth is that the Revised Hollywood Plan is based on fantasy rather than hard facts.

US Census data shows that the population in the Hollywood area has not increased but has actually decreased over the last ten years. The Central Hollywood and East Hollywood areas have lost over 12,000 residents since 2010. The City Council argues that the population will rebound, but they have no data to support their assertion, and they seem intent on ignoring the following facts:

1.

Population Growth in LA Is Slowing

Population growth in Los Angeles has slowed dramatically. While the city grew by leaps and bounds during the 20th century, recent data shows that LA County's population only increased by 7.4% from 1990 to 2000 and slowed to an increase of 3.14% from 2000 to 2010. This is part of larger trend throughout California. Current data seems to indicate that after a century of huge gains, California's population growth is now leveling off.

2.

Flight from LA

People are moving out of LA. As it becomes increasingly difficult to live in this city, many residents have chosen to leave for other, smaller urban centers such as Portland, Tucson and Austin. Parents with children especially are choosing to live in smaller, cleaner, less congested cities.

3.

Dwindling Migration from Mexico

Immigrants are no longer coming to Los Angeles in the numbers they used to. The Mexican economy has been growing steadily for the past three years, which means many people who used to come to LA looking for work are now able to find jobs in their own country. It is a fact that immigration from Mexico to the US has slowed to almost nothing, and there is no reason to believe that this trend will be reversed in the near future. We can no longer expect a steady stream of immigrants coming from Mexico to Los Angeles.

4.

Rising Housing Costs

Higher prices for housing are driving out lower income residents. It used to be that low rents in Hollywood attracted families without a lot of money to spend. In recent years, as developers, property owners and real estate agents have pushed for gentrification, rents have skyrocketed and these families can no longer afford to live in the area. The units they used to occupy are increasingly taken over by singles and couples who make higher wages. The Revised Hollywood plan in general, and the Millennium Hollywood project in particular, will accelerate this trend toward gentrification, ultimately causing lower population density.

5.

Fewer People, But More Traffic

The City Council has been arguing that TOD is necessary to reduce traffic, but higher density development in Hollywood has not helped so far. In the past several years we have seen the construction of Sunset + Vine, the Redbury, the W Hotel and the Jefferson, all located within easy walking distance of subway stations. But while the number of people living in Hollywood has dropped substantially, traffic has continued to get worse. I believe this is in large part due to the fact that all of these developments offer only high-end housing. The people who can afford to live in these buildings are also the people most likely to own cars. The people at the lower end of the economic spectrum who can't afford cars and must rely on public transportation are being squeezed out. So while the City Council uses the phrase Transit Oriented Development as a magic incantation to ward off opposition to their plans, in reality they show little interest in the kind of careful, nuanced planning that would actually make the city a better place to live.

As I said before, I do believe in TOD and I would like to see the City of Los Angeles implement this strategy in a meaningful way. Urban infill development

makes perfect sense, and the tract selected for the proposed Millennium Hollywood project would be an ideal location for a mixed-use complex. But in its current form the project is far too large and would cause severe negative impacts, especially in terms of traffic.

Thank you for your time.

Sincerely,

Casey Maddren

2141 Cahuenga Blvd., Apt. 17

Los Angeles, CA 90068



Etta Armstrong <etta.armstrong@lacity.org>

13-0593 ✓

1 message

Sharon Gin <sharon.gin@lacity.org>

Thu, Jun 6, 2013 at 10:34 AM

To: Etta Armstrong <etta.armstrong@lacity.org>

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From: **Marco DiMaccio** <marcodimaccio@me.com>

Date: Thu, May 30, 2013 at 12:10 PM

Subject: Millennium Development Project - I support

To: Sharon.Gin@lacity.org

Hi Sharon,

I just received an email from The Oaks Homeowner association Which I am a member of in reference to the Millennium Development Project.

It is my understanding that the Oaks Home Owners Association is in opposition to this development.

I am emailing you to let you know that The Oaks is not speaking for all members and are speaking for what the board views as what is best for the community which is not necessarily what the majority feels.

I am in support of the Millennium Development Project and feel that it would add to the fabric of this community and not take away from it as the Oaks Home Owners assert.

Please realize that many of us in the neighboring communities do support this project but we do not have the anger to actually come out and get involved. Only the loudest voices come out which do not want progress and see any development as a negative upon their world.

Best,

Marco DiMaccio

213-880-1209



Etta Armstrong <etta.armstrong@lacity.org>

13-0593: Millenium Project

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Thu, Jun 6, 2013 at 10:40 AM

----- Forwarded message -----

From: **David Dansky** <daviddans@aol.com>
Date: Mon, Jun 3, 2013 at 2:02 PM
Subject: Millenium Project
To: Sharon.Gin@lacity.org

Hello,

I live in Hollywoodland and object to the project. It has not been properly designed and would be there in person but I am working. Please reconsider and make them design it for the neighborhood with adequate commuter parking and lower heights.

Thank you,
David Dansky
Hollywood, CA



Etta Armstrong <etta.armstrong@lacity.org>

13-0593 Millenium

1 message

Sharon Gin <sharon.gin@lacity.org>

Thu, Jun 6, 2013 at 10:42 AM

To: Etta Armstrong <etta.armstrong@lacity.org>

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From: **rita ryack** <meankittydesign@gmail.com>

Date: Mon, Jun 3, 2013 at 4:12 PM

Subject: I can not attend the meeting concerning the Millenium Project

To: Sharon.Gin@lacity.org

Cc: Councilmember.Reyes@lacity.org, Councilmember.Englander@lacity.org, Councilmember.Huizar@lacity.org, Councilmember.LaBonge@lacity.org, Councilmember.Garcetti@lacity.org

tomorrow, but as a 20 year resident of Hollywood, I would like to go on record as absolutely opposed to the scope of this development. Not only is it utterly out of scale and character with Hollywood, its impact on local infrastructure, traffic and congestion-which are already ridiculous, but it is something hollywood simply does not need-more "luxury "apartments and what will undoubtedly be more unnecessary, uniform, franchise businesses. We have enough of that at hollywood and highland, which has made life very unpleasant for local residents, with its crappy stores, huge influx of tourists , impassible sidewalks, and consistently backed up traffic. The W Hotel , for example,is a hole, and from what I understand, not a success. Who owns the condos on Hollywood and Vine? They are always dark.

The traffic on Franklin between Bronson and the 101 to the east, and the 101 at least to LaBrea is an impassable nightmare. If the Millennium project comes to pass as planned, what will be its impact on that?? I cannot see anything positive that come from this out of scale behemoth, except for money for developers from out of town.

Why not just paint bull's eyes on the skyscrapers that they want to plant in a neighborhood which has so far had open sky? Do we want our landmarks, like the Capitol Records building, to be dwarfed? Really? Do we want our on-street parking and sidewalks to disappear? What about small local businesses? what about the historical treasures that exist in the neighborhood now? What will happen to the electrical grid? Can our infrastructure support 500 new residences?

Let us keep Hollywood from becoming as sterile , cold, commercial , crass , ugly and impractical as NY's Times Square, where no New York City resident would dream of patronizing the awful chain stores.

Please add my voice to the voices of thousands of other local protests.

Thank you.

Rita Ryack



Etta Armstrong <etta.armstrong@lacity.org>

13-0593 The Millennium Project

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Thu, Jun 6, 2013 at 10:43 AM

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From: **Ronald Deutsch** <rondeutsch@mac.com>
Date: Mon, Jun 3, 2013 at 5:09 PM
Subject: Stop The Millennium Project
To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>

Dear Sharon,

My name is Ron Deutsch, I am a long time resident and homeowner in Beachwood Canyon. And while I am all for progress and gentrification of Hollywood, I believe the Millennium project to be grossly disproportionate to the needs and character of Hollywood.

It strikes me as something of a sweetheart deal for the developers, a quid pro quo for city officials who have fast-tracked it, but a huge headache for residents in the area and a loser for the character and essence of Hollywood.

What if, instead of two oversized office and residential towers, a park instead is erected on that land? Nowhere near the revenues, but an immeasurable value to the community to be sure. But God forbid ANY thought be given toward green spaces as opposed to mixed use opportunities in Hollywood.

I'm sorry I won't be able to attend the PLUM meeting, and add my voice to those of my neighbors attempting to block this project. But know that I will be supporting their efforts now and moving forward, and I hope someone in our local government will show some leadership and for once say no to this insult of a project.

Thank you,

rd

Ron Deutsch Productions, Inc

310.415.4572 | rondeutsch@me

via mobile



Etta Armstrong <etta.armstrong@lacity.org>

13-0593: Hollywood Millennium Project Objections

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Thu, Jun 6, 2013 at 10:41 AM

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From: **Jennifer Bird** <jen@jenbirdistheword.com>
Date: Mon, Jun 3, 2013 at 2:59 PM
Subject: Hollywood Millennium Project Objections
To: Sharon.Gin@lacity.org

Hi Sharon:

I would like to voice my opposition to the Hollywood Millennium Project as it is currently planned. The current plan is inappropriate for our neighborhood, plus it will block one of the most iconic buildings in the city, if not the country.

Unlimited height skyscrapers with the unprecedented 6:1 FAR (floor area ratio comparable to LA Live and Staples center) are NOT appropriate for Hollywood.

Also this will highly impact the traffic around the area for years to come. An independent traffic study needs to happen before this project goes before the city council.

Thank you.

Jennifer Bird
90039

Jennifer Bird | 310.800.3050 | aim: jenbirdistheword | jen@jenbirdistheword | @birdistheword



Etta Armstrong <etta.armstrong@lacity.org>

CF 13-0593: Beachwood Canyon resident IN FAVOR of the Millennium Project

1 message

Sharon Gin <sharon.gin@lacity.org>

Thu, Jun 6, 2013 at 10:40 AM

To: Etta Armstrong <etta.armstrong@lacity.org>

----- Forwarded message -----

From: **Sorcher, Robert** <Robert.Sorcher@turner.com>

Date: Mon, Jun 3, 2013 at 2:49 PM

Subject: Beachwood Canyon resident IN FAVOR of the Millennium Project

To: "Sharon.Gin@lacity.org" <Sharon.Gin@lacity.org>, "Councilmember.LaBonge@lacity.org"

<Councilmember.LaBonge@lacity.org>, "Councilmember.Garcetti@lacity.org" <Councilmember.Garcetti@lacity.org>

Just a quick note to let you know that there are many Beachwood/Hollywoodland residents (aside from the vocal neighborhood groups) who are AGREE STRONGLY with the development project.

That area is currently a mess of parking lots and run down buildings.

ANY upscale business and residential development would be a clear UPGRADE from the current bleak urban landscape.

Please help us out so that displaced/homeless do NOT continue to occupy the under-bridge of the 101 on Gower. That is already a dangerous situation, with

begging on every corner, and mattresses & debris piling up under the bridge each day. Extra Police in this area, including the surrounding area, will be helpful-- and is a cheap-enough ask in return for all of the development.

Good luck.

Robert Sorcher
2824 Durand Drive
203.536.3659