

Objections to the proposed Hollywood Community Plan

Submitted via e-mail by:

Ziggy Kruse via ZiggyKruse@gmail.com

Monday, March 26, 2012

ALL Council Members of the
Los Angeles City Council
Attn: Sharon Gin
Legislative Assistant
Office of the City Clerk
200 N. Spring Street, 3rd Floor
Los Angeles, CA 90012

via e-mail only:
sharon.gin@lacity.org

Re: City Council File Number 12-0303
The Hollywood Community Plan (HCP)

Honorable Council Members:

With this letter I am submitting my objections to the proposed Hollywood Community Plan (HCP), which DEIR and FEIR were based on outdated and false Data. The HCP needs to be recirculated with corrected information.

In fact the current proposed HCP announces that the number of residents in Hollywood will reach 250,000 by the year 2030 even though the 2010 US Census show that the population number in Hollywood has declined for at least 10 years.

The HCP also encourages high density to accommodate the anticipated new residents, while at the same time neglecting the already damaged and outdated infra-structure.

The plan also encourages building next or close to one of the five (5) subway stations by calling this "Transit Oriented Development" (TOD). However, several projects that were built because they were located in these type of TOD areas have failed miserably and not lived up to their promises. - Here are some of those projects:

1) "1601 North Vine Street" was a "shovel ready project" according to the developer and the LA City Council. This project started back in the mid 2000's, but still there is no project with an Office Building. This is mainly due to reality where the sale of office space and retail is much harsher than what the out of state developer envisioned and tried to portrait.

2) The "W" Hotel on Hollywood / Vine: This project used the "tool" of Eminent Domain and forced out flourishing businesses to make way for this Mixed-Use Project, which

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includes retail space as well as Condominiums AND an affordable housing component.

However, even though this project was built on top of the Hollywood / Vine subway station, it is not able to sell most of its condo units. The "W" Hotel room rates are in the basement and the condos from *Gatehouse* are visibly unsold.

3) "The Hollywood / Western Redevelopment Project": This project was completed in 2004 and yet they are unable to rent 1/2 of its retail space after 8 years. Even though this project is directly built on top of the Hollywood / Western Red Line Station, the residents in the building do NOT use the subway, but rather drive their motor vehicle.

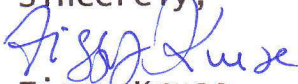
These are just a few projects that failed the community. These projects anticipated bringing in more residents, yet all of them have managed to achieve the opposite.

These projects prove that just because a subway station is nearby or below it does not mean that these locations are suited for these types of projects in its so called TOD areas.

The fact of the matter is that this plan is based on movie myths, such as "If you build it they will come". The HCP is based on false data (Garbage in = Garbage out), since the 2010 census show that the Population in Hollywood has declined, yet this proposed HCP speculates that there will be a growth in Hollywood's population by 2030.

Therefore the only responsible thing to do is to send this back to the City Planners and ultimately recirculate the HCP with the correct data.

Thank you for your consideration.

Sincerely,

Ziggy Kruse