

To: **Hollywood Community Plan, Council File 12-0303**

From: Terri Gerger

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Following are various written comments from Richard Lee Abrams, Stephen Box, and Dick Platkin regarding the Hollywood Community Plan. They summarize my thoughts and feelings so well that I saw no reason to reinvent the wheel.

Their comments:

The Hollywood Community Plan is a "deliberate exploitation of civic resources for the benefit of a limited number of property owners" to the harm of everyone else.

City Planning Commission's 2-24-2012 Findings are perhaps the most outlandish fraud yet. The Findings omit all data but rather rely on the SCAG ([Southern California Association of Governments](#)), which have been completely, absolutely, and thoroughly discredited as wrong. The Findings repetitively refer to "SCAG 2030 forecast" as the basis to build for 250,000 more residents. Never do the Findings reveal the truth – the SCAG Findings bear no relation to reality. The Findings are silent that the SCAG 2030 forecast has no basis in reality. SCAG is basically a lobbyist for the mega-developers throughout Southern California. Like Lobbyists the world over, Truth is their arch-enemy.

The US 2010 Census figures were released, verifying the fraud. Starting in 1990, Hollywood had been in a twenty (20) year decline. Between 1990 and 2000, the rate of decline was 1.4%, but with the advent of Garcetti and LaBonge, the exodus accelerated by 400%, and between 2000 and 2010, the population loss was 6% (5.95%).

The Update of the Hollywood Community Plan is not only opposed by nearly every neighborhood council and resident group in Hollywood, but also by city planning professionals like Dick Platkin who teaches, consults and writes about city planning.

Local residents know that claims from City Hall that the Hollywood Community Plan Update faithfully implements the General Plan are bogus.

They also know that any revival of Hollywood will turn on high quality public infrastructure and services, careful project reviews, reliable code enforcement, and annual monitoring.

Why? Because the Hollywood Community Plan Update is totally at odds with LA's General Plan Framework Element (1996), the backbone of the city's General Plan. The Update is nothing more than the city planning version of the fantasy film, [Field of Dreams](#), in which an Iowa farmer builds a baseball diamond that magically materialized high caliber baseball teams and games.

The officials promoting this "plan" believe that a slew of skyscrapers and mega-projects in Hollywood will propel economic growth. Nothing could be further from the truth, which is why the General Plan Framework is strongly opposed to efforts like this to promote another real estate bubble.

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First, Hollywood's public infrastructure and services cannot support these super-sized projects, a barrier clearly documented in the Update's Final Environment Impact Report. In some categories, there has been no formal planning for public infrastructure in Los Angeles through the General Plan process in over 45 years. The adopted General Plan Elements addressing infrastructure were prepared and adopted in the late 1960s. In the intervening decades they have not been updated, replaced, or rescinded. They have, however, been ignored, even though EIRs, such as that for the Proposed Update, concede that the city's infrastructure cannot handle existing user demand, much less the anticipated demands of the larger population resulting from extensive up-planning and up-zoning in Hollywood ushering in extensive by-right construction.

Second, there is no evidence that the upscale tenants, shoppers, and residents required to make these mega-projects succeed will ever materialize. LA is no longer a boomtown, but an old, deteriorating city, mired in poverty, inequality, infrastructure decay, congestion, pollution, and unsustainable technology and physical form. Instead, like the Hollywood and Highland shopping center, the new skyscrapers and mega-projects encouraged by the Update will languish until their developers are forced to beg for public handouts to avoid bankruptcy.

If City Hall really wants to revitalize Hollywood and the rest of Los Angeles, it must provide and maintain public amenities, not green light financial speculation in real estate.

Hollywood, like the rest of Los Angeles, desperately needs code enforcement, bans on supergraphics and billboards, undergrounded utility wires, reliable sewers and fresh water systems, good schools, extensive transit, more parks and community centers, an end to mansionization, and repaired streets and sidewalks.

It would be nice if the voice of the people count for something, that feedback is collected and tabulated, and that it amount to more than simple background noise as City Hall consumes staff time in obligatory meetings that maintain the status quo.

My comments: The Hollywood Community Plan is flawed and should not be approved. Please support the Hollywood community residents – the true “community” of Hollywood in their objections to this Plan. Please revise the proposed Hollywood Community Plan to reflect:

- 1) Decisions based on current data – US Census Data,
- 2) Infrastructure put in place PRIOR to any additional building (not payment of a fee, actual improvement to the infrastructure to accommodate increased density),

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- 3) Height restrictions kept in place. 3-1 FAR with the D restriction kept in place for Hollywood commercial properties and no increased height in the "transit corridor".

Abandoning Height Limits after you travel East of the 101 Freeway along Hollywood and Sunset Blvds. coupled with Bonus Densities and often Increased entitlements by way of piece meal application seems irresponsible to the Eastern corridor of Hollywood. Add that to limited notification of neighboring property owners and tenants with all else being "by right" - Where is the City's responsibility to those neighborhoods ? The Design Guidelines have no teeth and the precedent that these policies will make is an abdication of responsibility by The City with little concern for the people in the neighborhoods.

Substantial portions of these designated transit corridors already are too densely populated and suffer from traffic gridlock, insufficient parking, and insufficient infrastructure. Instead of increasing the density in these corridors, the zoning and density in these corridors should be kept at their current levels unless and until traffic improvements/mitigations are required and implemented, including additional parking for residents and visitors.

Another intrinsic character of Hollywood is the Hollywood Hills. The proposed density will impact the view corridors by narrowing them drastically. Once lost, they will never return.

Allowing a "corridor" of buildings **at least 2 ½ times** taller than any existing building in Hollywood will have the effect of creating a "curtain" of buildings both for the residents with views south who reside in the Hollywood Hills and all Angelenos attempting to look north towards the iconic Hollywood sign.

- 4) Hollywood community residents recognized above the needs of the tourists. Retail serving the local neighborhood should be put in place with adequate parking,

Proper urban planning could easily turn Hollywood Boulevard into something similar to 3rd Street Promenade in Santa Monica or Colorado Boulevard in Pasadena. Currently, a majority of the Hollywood residents drive over the hill to Burbank and spend tax increment dollars in the City of Burbank. T-shirt stores and night clubs don't comport with the live/work environment envisioned for Hollywood.

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- 5) Major transit hubs should provide adequate parking to effect use! (If you can't conveniently get to the transit hub you won't use it.)

The thrust for public transit is a good intent for the long term – but it will take time to build, to make connections easy and in the meantime – planning for parking garages would help the short term – say the next 20 years – and support the communities.

After decades of decline as evidenced by the facts of the governments own census, what you are hearing from ALL of the Hollywood residential community is that these commercial projects are not the answer to the revitalization of Hollywood. Without appropriate infrastructure and sustainable development the only result will be the continued depletion of Hollywood's residential community. Just as you saw the exodus from downtown Los Angeles that has taken decades to reverse, and is still questionable, you will see the continued decline of the Hollywood residential community if developers, and as former Director of Planning Gail Goldberg said "Cronyism Capitalism", aren't stopped.

City Council should review the defects and errors in the plan and do the responsible thing: correct those errors and create a plan that is based on real facts - then recirculate the EIR.

Thank you,

Terri Gerger
Member, Hollywood Dell Civic Association
Member, Hollywood United Neighborhood Council
Member, Hollywood Chamber of Commerce