



June 18, 2013

Hollywood Heritage Comments re: **Millennium Hollywood**
Council file: 13-0593
(13-0593-S1)

For three decades Hollywood Heritage has been an advocate for the preservation and protection of Hollywood's historic resources.

Hollywood Heritage believes the Millennium Hollywood project fails to address the negative impact created by the mass and height of the proposed development on the Hollywood Boulevard Commercial and Entertainment District, irrevocably altering the character of this district which is recognized in the National Register of Historic Places, at the National level of significance.

Hollywood Heritage recommends the following:

1. The proposed towers should not "bury" the landmark Capitol Records building. To ensure its continued integrity, Hollywood Heritage recommends towers in the order of 150' - 220', in keeping with current Hollywood high rises.

2. The Planning Commission should strike permissive language in the draft approval allowing "podium" blocks at the bottom of high rise towers, or should define "podium" more tightly. *The developer has agreed to allow this "podium" language to be taken out.* To many community members, podiums connote featureless above-ground parking or faceless blocks. Another option is renaming "podiums," as "the base of tall buildings" and requiring that for the base of tall buildings, street scale architectural openings and street level public spaces be designed to reinforce the historic character of Hollywood.

3. An articulated street wall should be designed to reinforce the historic district. While we applaud the inclusion of open space, the current design turns its back on the critical sidewalk pedestrian environment of Hollywood. Like many previous developments, it draws pedestrians away from the street and irrevocably alters the historic street wall along Vine and Argyle. Specifically we would like to see the re-introduction of buildings along Vine St. and the encouragement of sidewalk use.