

## Communication from Public

**Name:** Urban Growth Advocates

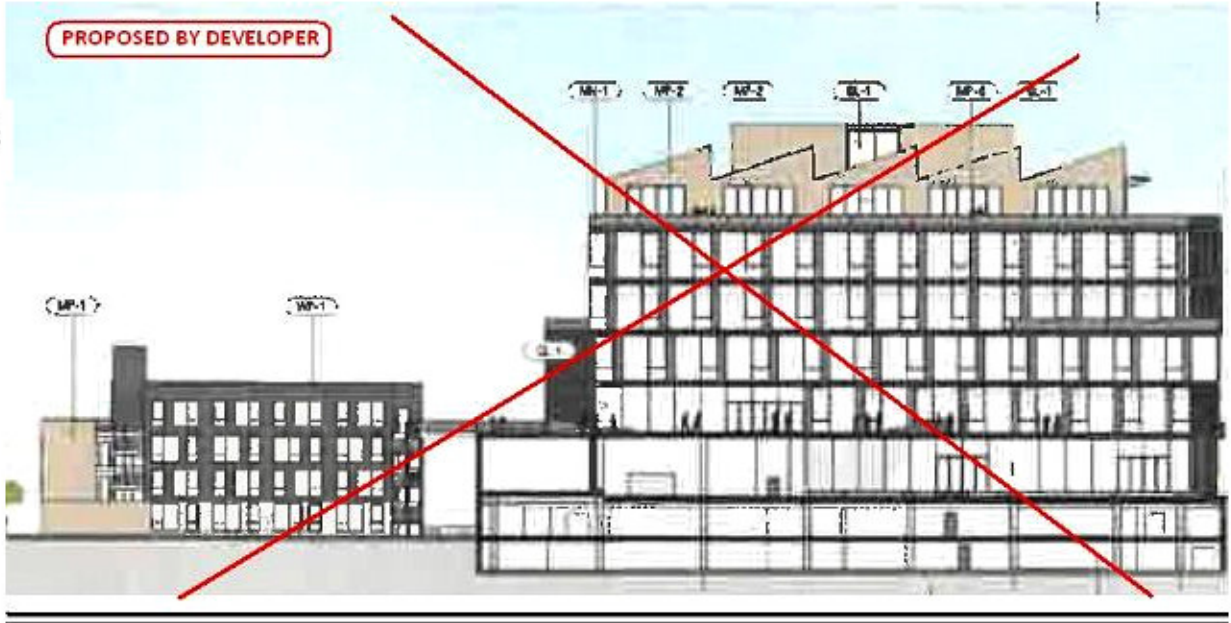
**Date Submitted:** 02/18/2026 06:07 PM

**Council File No:** 26-0076-S1

**Comments for Public Posting:** As local residents, small business owners, and advocates for Urban Growth and Sustainability, we generally \*support\* this project. However, we believe some aesthetical and landscaping elements have been grossly neglected, based on the renderings presented by the applicant. Therefore, certain Design, Architectural, and Aesthetical improvements ARE NEEDED: 1. Avoid Gray / Dark Tones of the Buildings As mentioned during the public hearing and in recent correspondence, the coloration of smaller buildings needs major improvement. Please note: usage of Gray, Dark-Gray, or even Black (!) color for the building facade -- goes against common principles of Urban Design, and looks too utilitarian, repulsive, and even depressing. Such coloration is inappropriate and aesthetically incorrect. According to the applicant's renderings, the proposed 6000 Hollywood development is slated include the depressing Gray colors on some of the structures. -- Which needs to change!! Therefore, it is strongly suggested for the applicant to change the color design of these low-rise structures. (\*Please refer to the "COMPARISON" attachment herein). You can see how much more inviting the buildings now look -- with these brighter/lighter, more vibrant colors and added patterns. Generally, gray patterns may work, -- but only when \*in combination with other, lighter\* tones; but never as a stand-alone color. Again, the depressing gray tones need to be eliminated. We have more than enough "Gray Boxes" in the city!! Enough is enough. 2. Install Decorative Sidewalks / Pavers Lack of decorative pavers is a serious issue in LA County. The naked concrete severely affects walkability and pedestrian-oriented streetscape. In most other U.S. cities, however: sidewalks have much better covering! Even the nearby San Diego, Santa Barbara, Glendale, Pasadena, etc. -- they all offer much more attractive sidewalk pavement than in L.A.; hence more pedestrians on city streets! Thankfully, some parts of L.A. (incl. Downtown, the Sunset Strip, mid-Wilshire area, etc.) still use decorative pavers, including the western segment of Hollywood Blvd. Also, a message to City Planners: It is strongly suggested that you step up -- and work on implementing a \*Citywide Standard\* -- for our sidewalks to use PAVERS. Otherwise, L.A. will continue to be notorious for being a "Concrete Jungle", and a very unwalkable, repulsive city. As city

planners, you are encouraged to get involved, to get our walkability and city streetscape on par with the rest of the world! Thank you. Please note, I've been also in-touch with the BOE. And while the Bureau does have certain restrictions on pavers, there are still lots of options permitted and available! For example: Colored concrete, Red integral colored concrete, Concrete with textured stamp, Faux brick imprint pattern, Granite pavers, Marble pavers, Phoenix pavers, Porcelain pavers, etc., etc. Or at least, \*scoring\* should be introduced -- as it would provide a nice pattern, and would be ways better than just naked concrete. Most importantly: In order to promote walkability in Hollywood and improve the aesthetics of a new mixed-use development, a major improvement to sidewalks is needed. Besides, pavers have a major advantage: unlike naked concrete, pavers are much more stain-resistant, thus requiring less maintenance, -- becoming a more cost-effective solution. All in all, Decorative Pavers is a "Must" for this new 6000 Hollywood project! Therefore, I strongly urge the applicant to consider adding at least some (!) decorative pavers (and/or aggregate or "Scoring") for all the sidewalks / public ROW adjacent to this development. Pavers should be installed on Hollywood Blvd and Gower Street. Let's hope the developer does not make the same mistake other developers made! (by omitting the sidewalk aesthetics) Otherwise, we are in SUPPORT of this great project. Thank you for looking into my suggestions! \*\*Attached File:

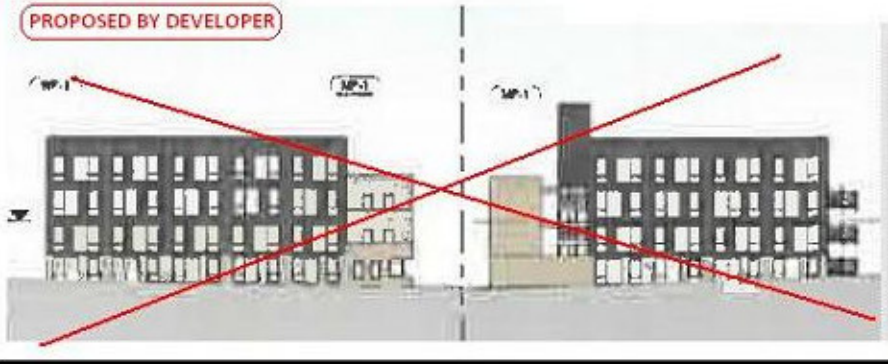
PROPOSED BY DEVELOPER



SUGGESTED IMPROVEMENT



PROPOSED BY DEVELOPER



SUGGESTED IMPROVEMENT



EXAMPLE #1

EXAMPLE #2