



Public Comments Not Uploaded Case Nos. ENV-2022-6688-EIR-1A; VTT-83987-2A. Related Case Nos. ZA-2022-6687-CUB-DB-SPR-HCA-1A

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My name is Barbara Assadi, [5947 Carlton Way, Apt. 6, Los Angeles 90028](#). I have been responding to city notices about the project at [5950 - 6048 W, Hollywood Blvd](#). And [6037 Carlton Way](#) since 2023. My previous comments and submissions should be a part of the case file.

I am not anti-development, but I continue to have concerns about this project and how it will affect livability both during the four years of construction and afterwards for those of us immediately behind on the Carlton Way side of the block. The 110 page 9/2/25 city document describes the project as fitting into the context of the residences in the stable neighborhood behind on Carlton Way. Also, in one of the documents describing goals and parameters for housing in L.A., I recall a statement that the range of heights and massing should ensure that a project does not overwhelm its surroundings. This project fails on both counts as every building behind the project on Carlton Way is between one and four stories while the principal project buildings are a four-story building, a six-story building, and a 35-story residential tower that would sit immediately behind not only my two-story building, but also the one next door, and probably part of the condos next to that. The cement block property line is 15 feet from my back door. Paulina Montano, a representative for the company, told me that the 35-story tower would be between 16 and possibly as much as 32 feet from the retaining wall. But at the July Zoom hearing, a spokesman for the project said the tower had been moved 13 feet south, closer to us.

Whichever it is, the 35-story tower would be virtually on top of us. It is outrageous that anyone thinks this is ok. Also, ground level on our side is four feet below ground level on the Toyota side.

Even the 22-story Old Spaghetti Factory tower one block away at Gordon and Sunset has a park behind it to serve as a buffer between it and an apartment building. I look at that and cannot fathom another dozen stories on top of that right outside my back door. I would love to see an artist's rendering of the Hollywood Blvd. project from our vantage point rather than only from facing the project on Hollywood Blvd.

Apart from such an outrageous juxtaposed height, I have other concerns and questions, some during construction, and some post-construction. The project is planned to take four years, dubbed "short term," However, for those of us who live on the back side of the block, four years is definitely a long time to endure what the developer admits will be a lot of misery.

During construction:

Noise: The developer says that both on-site and off-site construction noise would be significant and unavoidable. Allegedly, temporary sound walls minimally 20 feet highball be installed. How high will they actually be? It is hard to believe that they will provide much noise abatement, especially given the developer's own analysis. Apparently some of the construction may be both day and night.

Vibration: The report notes "There are no feasible mitigation measures to reduce potential vibration human annoyance impacts, and thus impacts would be significant and unavoidable."

Toxic dirt, dust, and emissions: Supposedly this will be monitored, as will noise and vibration. Toxic dirt will be covered. Dust cannot be covered, and emissions in the air cannot be contained. Even if monitors detect a problem and temporarily stop work, how will affected residents know? Will the developer provide high-grade air purifiers to residents who need them for themselves, family members, and/or pets?

Question: Will individual affected residents be able to contact someone 24/7 in case of a problem? Cottage cheese ceilings could shake loose, people or pets could suffer or be traumatized by strong vibrations and

noise. Items could fall and break. Walls could crack. Some residents and/or pets may have underlying medical conditions and/or have respiratory issues from excessive dust, even if it is not toxic.

What recourse will we have?

Lights: Supposedly, lights will be directed down, but as stories go up, there will surely be lights shining into our homes. In my building there is already a bright light that was installed in the cleared lot that shines directly into our patio and into some of our bedrooms. It is a relief when for some reason it is off.

Construction materials/landscape: Supposedly the windows will have special glazing for energy conservation and to reflect heat. So, will the reflected heat contribute to ambient heat for us? Will the window treatment be sufficiently non-reflective to discourage bird strikes? Or will the windows incorporate the research-tested and proven dot patterns that buildings are installing in other cities to deter bird strikes? The large windows to be installed in the restaurant should definitely be required to have bird-friendly glass. (The new proposal for the museum at the Tar Pits includes proper bird-friendly glass.) The alternative is to apply dot strips, with lines of dots spaced two inches apart vertically and horizontally. Research has shown this to be the most effective deterrent, not decals of hawks, etc.. The National Zoo in D.C. and the St. Louis Zoo are two zoos I have visited which have been applying the strips to vulnerable glass along with providing video and other educational material to encourage people to do what they can at home to prevent bird strikes.

Expanses of clear glass, reflective windows, and now the increasing use of clear balconies are anathema to birds. Birds see reflections of things they think they can fly into, such as a tree or bush, but instead they crash into the barrier. Or, they see plants on the other side of a clear balcony barrier or window and fly into it and crash. Poorly planned night lighting also contributes to bird strikes, as well as disturbing migration. And yes, birds do indeed migrate through L.A., although not enough people are aware of that. I am waiting for my hooded orioles to hopefully return yet again from their winter sojourn to southwest Mexico.

Hooded orioles return not only to the same area, but actually to the same trees where they built nests and found food. I looked at the document with the suggested trees and other plants for the project. Most of them are low water users, but not enough are California natives. More drought-tolerant California natives should be planted in order to attract and support pollinators and other local wildlife. If for no other reason, the severe decline of pollinators which is negatively affecting agriculture's a great reason to choose landscaping that supports them. (I don't recall if milkweed was one of the suggested plants, but it should be.) This may be an urban building project in Hollywood, but there is no excuse for not incorporating more than a bare minimum of what serves the local ecology. L.A. likes to present itself as cutting edge, but we are falling behind on environment. The city did have a biodiversity program that was making good progress, but its staff was cut in the last budget. Other parts of the government now need to incorporate more forward-thinking and innovative best practices in that regard. Unfortunately, the current obsession with infill density of towering glass slabs built out to the sidewalk is going in the opposite direction.

I previously submitted two documents from Dr. Travis Longcore at UCLA dealing with bird strikes and light pollution which are part of the project case file. One was a letter he submitted about the Times Mirror Building in 2021, and the other was one of his published research articles.

Post-construction concerns:

Lack of privacy, noise, light pollution: Our homes will be below the level of the residences, offices, and restaurant and retail in the project. Day or night, whether in buildings or on the outdoor raised spaces, we will not have privacy. And there will certainly be noise from all manner of social gatherings and entertainment. Currently, music from the Florentine Gardens and the large party venue on Bronson across from Tommy's is loud enough to hear, but not problematical. However, the project would literally be on top of us so that excessive noise will be inescapable.

What recourse will we have?

Rent: This project was touted as "luxury." Now I see the terms "market rate," "affordable," and "very low income" in the reports instead. But nothing much has changed in the design of the buildings. So, does "market rate," just mean market rate for the same "luxury" apartments? There are too many buildings going up advertised as "luxury," which seems to mean a fancy lobby, small rooms, maybe wifi, a pool, and a party place on top, somewhere average-income people could not afford, and /or perhaps not want to live, especially if it is a family with children.

What is the occupancy rate of all of these new and expensive buildings in Hollywood? What is the target demographic for the Hollywood Boulevard project? (For many of these new buildings, it seems to be digital nomads.) The report talks about future population growth in the Hollywood area. What demographic is being contemplated?

Will any of these residences be RSO? The Council is permitting a lot of RSO buildings to be bought and demolished, replaced by expensive boxes. Where are the stable longtime residents who like their neighborhood supposed to go?

Evacuation routes: There are many detailed Fire Department stipulations for all parts of the project. However, for both during and after construction, I don't see any mention of how to evacuate the area once out of the buildings.

During the January 2025 Sunset Fire, people in the Runyon Canyon area had mandatory evacuation orders. On Carlton Way we received advisory evacuation notices. If the fire had jumped into Bronson Canyon, we would have had mandatory evacuation orders. But, all of the streets in Hollywood, especially the boulevard, were jammed bumper-to-bumper with hysterical panicked people trying to leave, so they were stuck. With the extreme wind, anything could have happened. Luckily, there was just a car fire half a block down Gordon, but we definitely saw the fire being spread over the hills by the wind and were panicking..

Not just with this project, but with the push to cram thousands more people into glass slab towers in this area, what are the plans for a mass emergency evacuation?

To conclude, there are still residents on this street who are unaware of the project, or who for various reasons have not actively engaged with the city on this matter. One is an owner who resides in her building and has a fear of cracked walls such as she had after the earthquake. She is one of many who are worried about how the project will affect them. I am friends with her and another owner who say that no representative for the developer ever contacted them even though the rep I personally met with in person said he had talked with every owner on the street.

I will also add once again that the follow-up document from the July Zoom was somewhat misleading by saying that 29 of the 42 speakers were in favor of the project. The numbers may be correct, but the fact is that almost all of those in favor were tradespeople, some reading the exact same script. It was similar downtown at the in-person hearing, with about two dozen tradespeople from one union, I believe, sporting their orange vests, all standing when their spokespeople were at the lectern.

I do not begrudge tradespeople wanting the work. I am not opposed to development. Even one residence on the Toyota lot would be more than there was before. Job creation is certainly one aspect to take into consideration when discussing development projects, but it should not be the determining factor. The quality of life of current residents should be just as important to consider as the future residents and businesses the city is courting. Many of us cannot just pick up and go, especially now.

And I do believe that a 35-story residential tower is an example of ostentatious vanity not in the best interests of the community and that it will negatively affect the quality of life of those stuck right behind and virtually under it. Just because you can, doesn't necessarily mean you should.