

From: [Urban Growth Advocates](#)
To: [Antonio Castillo](#)
Cc: [TMC Public Comment](#)
Subject: Public comment - meeting item #9A ("1000 N La Brea Av" development)
Date: Wednesday, February 19, 2025 2:16:56 PM
Attachments: [Icon_Phone1.png](#)
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Importance: High

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Dear City Representative,

I am a nearby resident, and am in strong **support** of this project.

The development will improve the aesthetics and urban life of this (otherwise outdated) stretch of La Brea Avenue's eastern side. Additionally, this project will greatly complement the existing vibrant "West Hollywood Gateway" shopping center. However, as mentioned previously: the project needs some aesthetical, and architectural, and pedestrian-oriented Streetscape improvements:

(1) Coloration of the Building Panels / Facade:

According to the renderings: it appears that the panels between the floors (on the shorter building) have excessive amounts of **dark-gray/black color**; which is considered as poor aesthetics. Unfortunately, some developers / architects apply gray / dark-gray / black color to the building's exterior -- which goes against common principles of Urban Design. Such dark & gloomy colors look too utilitarian, cold, and uninviting. Therefore, the developer is strongly urged to amend the color design of the panels between the floors: dark-gray colors should be replaced with much lighter colors, e.g. with a white, off-white, beige, and/or another - more vibrant color(s). Presence of white / lighter tones will significantly improve the aesthetics and give a more positive, vibrant feel.

(2) Decorative Sidewalks / Pavers:

Please consider implementing decorative sidewalks, to enhance walkability and significantly improve the pedestrian-oriented streetscape. Unfortunately, most sidewalks across the city are just naked concrete & cement, with no decorative pavement; thus walkability suffers. In addition, most new developments (mixed-use, residential, etc.) also keep offering nothing better than plain concrete sidewalks -- which offer no improved aesthetics and, thus, deterring walkability. However: in most U.S. cities, sidewalks have much better covering than L.A. does. Even in San Diego, Santa Barbara, and the nearby Glendale and Burbank -- you see much more attractive sidewalk pavement than in L.A.; hence more pedestrians on city streets, and a much better urban environment! Thankfully, some parts of L.A. (incl. Downtown, the Sunset Strip, mid-Wilshire area, etc.) started using decorative pavers.

ITEM 9.A. (Additional Correspondence (02/19/25))

By the way, the West Hollywood Gateway, just across the street, -- has successfully implemented pavers all around! And as such, pedestrian activity has been superb at La Brea's western side. Therefore, the applicant is strongly encouraged to consider similar pavers at the "1000 N. La Brea Avenue". All in all, in order to promote walkability and improve the aesthetics of a new mixed-use development, a major improvement to sidewalks is needed. Decorative pavers are a "Must" for your new 1000 N. La Brea project! Therefore, I strongly urge you to consider installing decorative pavers for your development. **Hopefully, the developer won't make the same mistake other developers made (by omitting the sidewalk aesthetics!)**

Thanks again for reviewing my comments.

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