

From: Mario Palumbo <MPalumbo@MillenniumPtrs.com>
Sent time: 06/27/2020 03:20:30 PM
To: councilmember.ofarrell@lacity.org; craig.bullock@lacity.org
Cc: Philip Aarons <PAarons@MillenniumPtrs.com>
Subject: Hollywood Center
Attachments: Hollywood Center - Organizational Support Letters.pdf

Dear Councilmember and Craig-

Enclosed please find a letter from Phil and me about the broad support for the Hollywood Center project. Thank you
Mario Palumbo and Phil Aarons

June 25, 2020

Craig Bullock
Planning Director – Council District 13
City Hall
200 N Spring St, Room 480
Los Angeles, CA 90012

Dear Mr. Bullock,

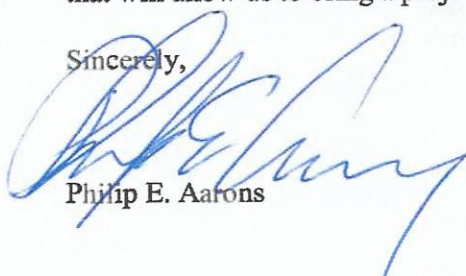
Enclosed please find a package of the organizational letters submitted into the record in support of the Hollywood Center project.

We are proud of the disparate coalition that has come together to support Hollywood Center, and believe this diverse group of voices represents what this project embodies – a conscious and dedicated approach to working hand-in-hand with our civic partners to develop a project that builds community, provides for vulnerable populations, promotes the environment, and creates solid living wage jobs.

As you know, community organizations and institutions often provide the expertise, the voice, and the know-how to create necessary positive change in Los Angeles. From health policy experts at *UCLA* and environmental leaders at *Climate Resolve* to the *LA LGBT Center*, *Downtown Women's Center*, and the *Greater Los Angeles African American Chamber of Commerce*, the attached letters represent a varied cross-section of leaders and voices from the greater Los Angeles community.

We look forward to continuing our outreach beyond the organizations that have weighed in to-date and connecting with others interested in the future of our city. It is the foundational bonds we are creating today that will allow us to bring a project that delivers for the community in a sustainable and enduring way.

Sincerely,


Philip E. Aarons


Mario J. Palumbo Jr.

Enclosure: Organizational Letters

CC:

Vince Bertoni, Director – City Planning Department
Kevin Keller, Executive Officer – City Planning Department
Lisa Weber, Deputy Director – City Planning Department
Luci Ibarra, Principal Planner – City Planning Department



RON MILLER
Executive Secretary

*Los Angeles / Orange Counties
Building and Construction
Trades Council*

Affiliated with the Building & Construction Trades Dept., AFL-CIO

1626 Beverly Boulevard
Los Angeles, CA 90026-784
Phone (213) 483-4222
(714) 827-6791
Fax (213) 483-4419

April 29, 2020

Mindy Nguyen, City Planner
City of Los Angeles, City Planning Department
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012
mindy.nguyen@lacity.org

Re: Hollywood Center Case Number: ENV-2018-2116-EIR

Dear Ms. Nguyen,

On behalf of over 100,000 skilled and trained men & women in the building trades, I am writing to you today in support of Hollywood Center, the game-changing project around the Capitol Records Building in Hollywood. Simply put, this project promises to be transformative on many levels, the most important from our perspective being the number of jobs that will be created. Now more than ever, jobs are vital to our communities and our economy, and we must take into consideration the positive impact these jobs will have on Los Angeles' hard-working residents.

Los Angeles residents need the jobs that Hollywood Center will create. This is not just another project – this development goes above and beyond, creating not just investment and jobs, but interest in Los Angeles like no project before it. This project is estimated to have over a \$1 billion impact locally. That number cannot be overstated. In these times of uncertainty, it is vital that we continue to work towards the creation of economic investment and opportunity without sacrificing vision, sustainability, cutting-edge design, and building longevity. That is exactly what this project brings.

But it is not only the jobs that make this project such a game changer. Hollywood Center includes much-needed very low- and extremely low-income affordable housing set aside expressly for older adults. In fact, these units, over 130 of them, constitute the largest provision of privately financed senior affordable units in the City's history.

In addition, it will be GHG net neutral, making it one of the greenest projects in the history of Southern California. We stand in support of Hollywood Center for the reasons outlined above, and hope that you'll join us in moving Los Angeles forward with game-changing projects just like this one.

Sincerely,

Ron Miller
Executive Secretary

RM:ag.opeiu#537,afl-cio



May 11, 2020

Ms. Mindy Nguyen, City Planner
Los Angeles City Planning Department
Via email: mindy.nguyen@lacity.org

RE: ENV-2018-2116-EIR - Hollywood Center

Dear Ms. Nguyen,

Los Angeles faces a severe housing shortage. While the impact can be felt by all age groups and all income levels, the situation is even more daunting for older adults, especially those facing economic challenges.

For the last decade or more, housing production in the state has been insufficient to meet demand. Simultaneously, aging of the region's population has led to an increase in the number of older adults in need of housing assistance. In the Los Angeles metropolitan area, research shows that many older adults are among the most cost-burdened residents in the nation. Those who are rent-burdened may be just one catastrophic expense away from losing their homes.

For more than forty years, Menorah Housing Foundation (MHF), a local non-profit affordable housing provider, has been developing and managing safe, well-maintained, quality apartments affordable to very low-income older adults. MHF currently offers a diverse population of approximately 1,500 existing residents, all age 62 and older, accessible, affordable apartments with an array of services.

Hollywood Center proposes a thoughtful way to add new, much needed affordable senior housing to the City's housing stock. The project seeks to provide more than 800 market-rate residential units along with more than 130 units dedicated for extremely low and very-low-income older adults. If approved, the project will include a significant number of affordable senior apartments within a private development.

Increasing the City's supply of housing while setting aside affordable units for older adults within mixed-use projects, is something to be encouraged. For this reason, we are proud to be partners in the Hollywood Center development and strongly support it. We hope the City will do the same. Thank you for your consideration.

Sincerely,

Anne Friedrich
President



May 12, 2020

TO: Department of Planning, City of Los Angeles
Mindy Nguyen
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

FROM: Greg Thompson

Hollywood Center Project - ENV-2018-2116-EIR

Ms. Nguyen,

I am writing to express my support for the proposed Hollywood Center Project.

As a certified Environmental Leadership Development Project (ELDP), Hollywood Center has committed to building a project that is carbon net-neutral both during construction and through operation. Hollywood Center will qualify as a LEED Gold project by providing environmentally sustainable design, including the use of recycled, and locally sourced building materials, a significant reduction in outdoor water use, unbundled parking, and a variety of accessible alternatives to driving. Located 600 feet from the Hollywood and Vine Red Line station, the project is able to build around the use of mass transit, allowing residents, locals and visitors the opportunity to access Hollywood and other parts of Los Angeles without the need for an automobile.

Most important, this project speaks to the city's paramount needs including the need for jobs, housing, and especially affordable housing for older adults. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit -- which is very difficult to obtain -- nets an annual income that is far below the cost of comfortable living in many larger cities.

The World Health Organization has identified Eight Domains of Livability that influence the quality of life for older adults. These domains include: Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services.

Personal Assistance Services Council
3452 East Foothill Blvd., Suite 900 Pasadena, California 91107 www.pascla.org
Toll Free: (877) 565-4477 Direct: (626) 737-7505 Fax: (818) 206-8000
Email: gthompson@pascla.org

Hollywood Center would provide older adults with access to these domains, by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences (Vision Zero crosswalks, landscaped medians, outdoor public spaces), and access to world class healthcare all within a short subway ride from their home.

Hollywood's future residents will depend on this project. Just because they are not here now, we cannot ignore their voice. We must not continue to think that the Los Angeles planning of old will be the answer for the problems we will face tomorrow, or even now.

For these reasons I support Hollywood Center, and I urge you to move this project forward without any delay.

Thank you.



Greg Thompson, MSW
Executive Director



TO: Department of Planning, City of Los Angeles
Mindy Nguyen
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

FROM: Floy Biggs, CEO
AgingNext
141 Spring St.
Claremont, CA. 91711

RE: Hollywood Center Project - ENV-2018-2116-EIR

Ms. Nguyen,

I am writing to express my support for the proposed Hollywood Center Project.

As a certified Environmental Leadership Development Project (ELDP), Hollywood Center has committed to building a project that is carbon net-neutral both during construction and through operation. Hollywood Center will qualify as a LEED Gold project by providing environmentally sustainable design, including the use of recycled, and locally sourced building materials, a significant reduction in outdoor water use, unbundled parking, and a variety of accessible alternatives to driving. Located 600 feet from the Hollywood and Vine Red Line station, the project is able to build around the use of mass transit, allowing residents, locals and visitors the opportunity to access Hollywood and other parts of Los Angeles without the need for an automobile.

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Hollywood Center would provide older adults with access to these domains, by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences (Vision Zero crosswalks, landscaped medians, outdoor public spaces), and access to world class healthcare all within a short subway ride from their home.



May 13, 2020

Mindy Nguyen
Department of Planning, City of Los Angeles
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

Re: Hollywood Center Project - ENV-2018-2116-EIR

Ms. Nguyen:

On behalf of Downtown Women's Center, I write today to express my support for the proposed Hollywood Center Project and its commitment to increasing affordable senior housing in Hollywood.

In providing 133 units of affordable housing for seniors, this project addresses one of the city's most urgent needs – affordable housing for older Angelenos. Average monthly income from Social Security alone puts most seniors dangerously close to the federal individual poverty level. Even the maximum benefit – which is very difficult to obtain – results in an annual income that is far below the cost of comfortable living in cities such as Los Angeles.

According to the January 29, 2020 HCIDLA report to the Mayor and City Council, there are 368,290 SSI and SSDI recipients over the age of 65 in Los Angeles. In 2018, 40% of older adult homeowners and 62% of older adult renters spent 30% or more of their monthly gross income on housing, qualifying them as rent-burdened. From 2012 to 2017, average rents in the county increased at three times the rate of the cost-of-living adjustments to SSI, and twice the rate of median household income for seniors. That in the city of Los Angeles there are 125,000 very low-income seniors yet only 7,800 affordable units available for older Angelenos drives home the point that the city must prioritize the development of affordable senior housing.

In addition, we trust the reputation of Menorah Housing Foundation – who have long held up all housing regulations – and that they have gone through all appropriate review processes to create a much-needed housing solution.

As our local population continues to age, it is imperative that we build housing to the benefit of all Angelenos. Thank you.

Sincerely,

Amy Turk, LCSW
Chief Executive Officer
Downtown Women's Center



May 15, 2020

Support Letter for: ENV-2018-2116-EIR Hollywood Center Project

Ms. Nguyen,

I am writing on behalf of St. Barnabas Senior Services to express our support for the Hollywood Center Project. We operate the Hollywood Senior Center located at 5170 Santa Monica Blvd. in the City of Hollywood. Through our case management services, we see that upwards of 70% of the seniors who walk through our door for case management, have a housing related issue. Increasing rents, coupled with a decreasing supply of affordable units, leaves these seniors living on the brink.

St. Barnabas Senior Service's (SBSS) mission is to empower a diverse community of older adults to Live Well, Feel Well and Age Well in the community with dignity and respect. AARP estimates that by 2030, one in every five Americans will be over the age of 65. By 2035, the number of those over the age of 60 is projected to grow by 68% and the number of people over 80 is expected to increase 118%.

For these reasons and more, the time to grow our housing options in Los Angeles is now. These buildings would provide much needed affordable housing for one of the City's most vulnerable and fastest growing populations: low and very-low income older adults. The project, which is located in the heart of Hollywood, will offer these individuals an opportunity to have critical neighborhood serving resources such as grocery stores, pharmacies, entertainment, and public transportation, all within a short walk from their front door.

Additionally, this project will be built on a site that is currently underutilized and would be better served as a location to house individuals, as opposed to vehicles.

As the world fears an economic slowdown, this project brings the promise of necessary stimulus to our local economy, while also ensuring that the supply of housing (both market and affordable) does not continue to grow unproportionally to the demand we currently see in our City.

I want to thank you for this opportunity to participate in the public comment period, and again stress the importance of how projects like this need to be moved forward with urgency.

Sincerely,

Rigo J. Saborio
President & CEO
St. Barnabas Senior Services
Hollywood Senior Center



May 15, 2020

Support Letter for: ENV-2018-2116-EIR Hollywood Center Project

Ms. Nguyen,

I am writing on behalf of the Los Angeles Aging Advocacy Coalition to express our support for the Hollywood Center Project.

The Los Angeles Aging Advocacy Coalition’s (LAAAC) mission is to protect and strengthen access to quality care for older adults, their families and caregivers in Los Angeles County. AARP estimates that by 2030, one in every five Americans will be over the age of 65. By 2035, the number of those over the age of 60 is projected to grow by 68% and the number of people over 80 is expected to increase 118%.

For these reasons and more, the time to grow our housing options in Los Angeles is now. These buildings would provide much needed affordable housing for one of the City’s most vulnerable and fastest growing populations: low and very-low income older adults. The project, which is located in the heart of Hollywood, will offer these individuals an opportunity to have critical neighborhood serving resources such as grocery stores, pharmacies, entertainment, and public transportation, all within a short walk from their front door.

Additionally, this project will be built on a site that is currently underutilized and would be better served as a location to house individuals, as opposed to vehicles.

As the world fears an economic slowdown, this project brings the promise of necessary stimulus to our local economy, while also ensuring that the supply of housing (both market and affordable) does not continue to grow unproportionally to the demand we currently see in our City.

I want to thank you for this opportunity to participate in the public comment period, and again stress the importance of how projects like this need to be moved forward with urgency.

Sincerely,

Rigo J. Saborio
Chair
Los Angeles Aging Advocacy Coalition



1315 I Street, Suite 100
Sacramento, CA 95814
P: 916-392-5111
F: 916-428-4250
www.leadingageca.org

May 19, 2020

Department of Planning, City of Los Angeles
Attn: Mindy Nguyen
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

Hollywood Center Project - ENV-2018-2116-EIR

Dear Ms. Nguyen,

I submit this letter on behalf of LeadingAge California in strong support of the proposed Hollywood Center project. Our 600+ members and partners include not-for-profit organizations representing the entire field of aging services, businesses, consumer groups, foundations and research partners.

Since 1961, our organization has advocated for the critical needs of older adults throughout the state. As time passes, and we collectively face a potential economic collapse, we recognize that there is no greater need for these adults than shelter, especially in larger cities where the cost of living exceeds that of Social Security benefits.

In the U.S. more than 35 percent of people over the age of 65 live entirely on their social security benefit. In large cities like Los Angeles it is often the case that the benefit received is insufficient to pay for rent, in addition to food, healthcare, and other monthly necessities. Rental housing is a popular housing option for older adults who seek more accessibility and less maintenance. However, while there are over 200,000 older adults in affordable rental housing in California, almost two-thirds of senior households who qualify for affordable housing don't receive it, because there is just not enough supply.

Hollywood Center would be a part of the solution. The 133 units in this project dedicated for very low to extremely low-income older adults is exactly the type of development Los Angeles needs. The idea of creating residential developments that specifically provide safe and affordable housing for our older population should be encouraged.

Additionally, as we support the need to preserve the health of older adults, we also believe just as critical is the health of our planet. Hollywood Center's LEED Gold commitment and Transportation Demand Management Program will incentivize residents and visitors alike to utilize alternate modes of transportation, thereby limiting carbon output and ensuring the health of residents today and into the future.

The cost of development in Los Angeles is high, and with this pandemic it is only expected to increase. Projects like this which incorporate affordable housing managed by an experienced and responsible non-profit housing provider are a great way to ensure that the supply needed continues to grow, as we know the demand will not stop. For that reason, we support Hollywood Center and ask that you please do not delay this project. It's time to give affordable housing the attention it deserves. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Dowdy".

Eric Dowdy, MPPA
Chief Government Affairs Officer



May 18, 2020

Mindy Nguyen
Department of Planning, City of Los Angeles
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

RE: Hollywood Center Project - ENV-2018-2116-EIR

Dear Ms. Nguyen,

I am writing to express our support for the proposed Hollywood Center Project.

This project speaks to the city's urgent need for affordable housing for older adults. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit -- which is very difficult to obtain -- nets an annual income that is far below the cost of comfortable living in many larger cities.

Alzheimer's Los Angeles is a proud partner of the Purposeful Aging Los Angeles (PALA) initiative. The PALA Age-Friendly Action Plan that was adopted by both the City and County of Los Angeles, outlines eight domains of livability that influence the quality of life for older adults. These domains, influenced by the World Health Organization and AARP include: Civic Participation and Employment, Communication and Information, Community Support and Health Services, Emergency Preparedness and Resilience, Housing, Social Participation, Transportation, and Outdoor Space and Buildings.

Hollywood Center would provide older adults with access to many of these domains by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences (Vision Zero crosswalks, landscaped medians, outdoor public spaces), and access to world class healthcare all within a short subway ride from their home.

Our city is aging rapidly, and we need to make investments to provide for our older adult population now. For these reasons Alzheimer's Los Angeles supports Hollywood Center, and we urge you to move this project forward. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Heather Cooper Ortner".

Heather Cooper Ortner
President & CEO
Alzheimer's Los Angeles



May 21, 2020

Department of Planning, City of Los Angeles
Mindy Nguyen
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

RE: Hollywood Center Project SUPPORT - ENV-2018-2116-EIR

Dear Ms. Nguyen,

I am writing to express support for the proposed Hollywood Center Project.

As a certified Environmental Leadership Development Project, Hollywood Center has committed to building a project that is carbon net-neutral during construction and through operation. Hollywood Center will qualify as a LEED Gold project by providing environmentally sustainable design, including the use of recycled, and locally sourced building materials, a significant reduction in outdoor water use, unbundled parking, and a variety of alternatives to driving. Located 600 feet from the Hollywood and Vine Red Line station, the project is able to build around the use of mass transit, allowing residents, locals and visitors the opportunity to access Hollywood and other parts of Los Angeles without the need for an automobile.

Most important, this project speaks to the city's paramount needs for jobs, housing, and especially affordable housing for older adults. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit, which is very difficult to obtain, nets an annual income that is far below the cost of comfortable living.

The World Health Organization has identified Eight Domains of Livability that influence the quality of life for older adults. Domains include: Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services.

Hollywood Center would provide older adults access to these domains, by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation, well-designed pedestrian experiences, and access to world class healthcare all within a short subway ride from their home.

Hollywood's future residents will depend on this project. We must not continue to think that the Los Angeles planning of old will be the answer for the problems we will face tomorrow, or even now. For these reasons I support Hollywood Center, and urge you to move this project forward without delay.

Sincerely,

A handwritten signature in black ink that reads "Molly Davies".

Molly Davies, LCSW
Vice President, WISE & Healthy Aging

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From: Jonathan Parfrey <jparfrey@climateresolve.org>
Sent time: 05/21/2020 04:59:36 PM
To: mindy.nguyen@lacity.org
Subject: Hollywood Center / ELDP support letter

Attn: Mindy Nguyen

Department of City Planning

City of Los Angeles
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012
sent via email: mindy.nguyen@lacity.org

Dear Ms. Nguyen,

The Hollywood Center project is now an Environmental Leadership Development Project (ELDP). Accordingly, it has met rigorous sustainability criteria. With this important designation in hand, Climate Resolve firmly supports the project.

First and foremost, an ELDP project commits a developer to LEED Gold certification (or better) and specifically spells out in its application those design elements that will achieve this status.

Moreover, an ELDP project must result in zero net additional emissions of greenhouse gases and demonstrate how it will achieve at least 15 percent greater transportation efficiency than comparable projects, documenting that the number of vehicle trips by residents divided by the number of residents is 15 percent more efficient than for comparable projects.

Climate Resolve is a leader in helping development projects achieve net-zero emissions as well as advocating for the rigorous implementation of SB 743, a major shift in transportation planning from level-of-service to vehicle-miles-traveled.

The Hollywood Center's commitments are exemplary in this regard, and should become the standard by which other developments are measured. As you know, reducing GHG is vital to achieving both Los Angeles City's and California's broader GHG reduction goals. And it happens to be necessary if humanity is going to have a decent future.

We simply cannot let the myopic views of NIMBYs rule the day. Projects like Hollywood Center allow for the desperately needed addition of both market-rate and affordable rent-restricted housing while adhering to the most stringent of environmentally-conscious conditions. ELDP certification for qualifying projects is a win-win.

In this day and age, we must carefully examine the environmental impact of new development proposals with an eye to doing everything we can to reduce our carbon footprint. The standards by which Hollywood Center is agreeing to build and operate are key to the long-term sustainability of California's environment. Green-building projects like Hollywood Center are the future and should be congratulated for their commitment to the environment.

Hollywood Center - Organizational Support Lett.pdf

The City of Los Angeles should welcome such environmentally superb projects such as the Hollywood Center. The climate demands it.

Sincerely,

Jonathan Parfrey

--

Jonathan Parfrey

Executive Director | Climate Resolve

Pronouns: he/him

(213) 634-3790 x 101 | (310) 261-0832

[525 S Hewitt St, Los Angeles, CA 90013](https://www.climateresolve.org)

[climateresolve.org](https://www.climateresolve.org) | [@jparfrey](https://twitter.com/jparfrey)



Shelter Partnership

520 South Grand Avenue, Suite 695 • Los Angeles, CA 90071 • Fax 213-689-3188 • 213-688-2188

May 20, 2020

Ms. Mindy Nguyen
Department of Planning, City of Los Angeles
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

Re: Hollywood Center Project - ENV-2018-2116-EIR

Dear Ms. Nguyen:

I am writing to express my support for the proposed Hollywood Center Project.

This project speaks to the city’s paramount needs including the jobs, housing, and especially affordable housing for older adults. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit -- which is very difficult to obtain -- nets an annual income that is far below the cost of comfortable living in Los Angeles.

The need for affordable housing targeting seniors is immense. According to the Los Angeles Homeless Service Authority’s 2019 Homeless Count, 3,147 homeless older adults, 62 years and older, reside in the city. Further, UCLA’s Dr. Steven Wallace found that 58% of Los Angeles County seniors are severely rent burdened, spending more than 50% of their income on housing costs.

The World Health Organization has identified Eight Domains of Livability that influence the quality of life for older adults. These domains include: Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services.

Hollywood Center would provide older adults with access to these domains, by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences (Vision Zero crosswalks, landscaped medians, outdoor public spaces), and access to world class healthcare all within a short subway ride from their home. Furthermore, Menorah Housing Foundation is an experienced provider of services to senior affordable housing residents.

For these reasons I support Hollywood Center, and I urge you to move this project forward without any delay.

Sincerely,

Ruth Schwartz
Executive Director



GLAAACC

**Greater Los Angeles
African American
Chamber of Commerce**

501(C) 6 Board Members

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May 22, 2020

Mindy Nguyen
City of Los Angeles, Department of City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012
mindy.nguyen@lacity.org

Re: Hollywood Center Project

Dear Ms. Nguyen,

The Greater Los Angeles African American Chamber of Commerce (GLAAACC) has been the voice and an advocate for small businesses in the Southern California region for over 25 years. As a small business owner and Chairman of the Board of GLAAACC, I write to you today in strong support of the Hollywood Center project.

An expertly developed proposal of this magnitude means two things for our stakeholders and community members: 1) massive economic development, and 2) a huge influx of new jobs. Our communities are hurting right now, and this type of long-term investment in Los Angeles is precisely what we need.

Equally as important to the investment and jobs Hollywood Center brings are the elements of the development itself. Our seniors need affordable places to live – this project provides that. Our transit lines need more activity around them – this project provides that. We need increased housing supply to address the housing crisis – this project provides that. We need more multi-modal options to get around town – this project provides that. We need to ‘think green’ in how we develop our City moving forward – this project does that.

This project means thousands upon thousands of construction jobs during the building of this project. Hollywood Center will also provide a good chunk of operational jobs through the ground floor commercial and restaurant space planned. I would ask that the City thoroughly examine alternatives to increase the operational jobs of Hollywood Center. In reviewing the DEIR, I noticed Alternative 8 provides an increased provision of new office space. Not only do we need to be building housing along transit lines, we also need to be building jobs that are easily accessible without the use of a car. Hollywood, the region’s historic home to the entertainment industry, could not be a better location for a new job-creating and economy-enhancing proposal that includes new office space.

GLAAACC urges your support of the project. Please feel free to contact me at (310) 515-6715 if you have any questions. Again, thank you for your support in this matter.

Sincerely,

Gene Hale

Chairman GLAAACC

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- Jack Schlosser
- Adrian Stern
- Alexander Strachan, MD, MBA
- Gerald Sullivan
- Mari Zag

May 26, 2020

Mindy Nguyen
Department of Planning, City of Los Angeles
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

RE: Hollywood Center Project - ENV-2018-2116-EIR

Ms. Nguyen,

I am writing to express my support for the proposed Hollywood Center Project.

We at Partners in Care Foundation are concerned with social determinants of health, among which are housing and financial security. Los Angeles faces an affordable housing crisis, with 58% of older adults facing rent burdens where rent consumes more than half their income. The Hollywood Center Project will include 133 units dedicated to affordable senior housing, located in a neighborhood that is more friendly to walking and public transportation than most senior housing usually allows.

The Hollywood Center Project is not strictly an affordable senior housing project, which is a plus for the seniors who will make this project their home. Social isolation and neglect are common among seniors, who can feel isolated when they are set apart from the community as a whole. With 13% of all units dedicated to affordable living for seniors, this project strikes a good balance of ages that the city should aim to have in all new developments.

We gladly support this and any other project that dedicates itself to addressing the housing needs of our vulnerable populations.

Sincerely,

June Simmons, CEO


Anwar Zoueihid, VP of LTSS





March 27, 2020

TO: Department of Planning, City of Los Angeles
Mindy Nguyen

mindy.nguyen@lacity.org

City of Los Angeles, Department of City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

FROM: Hollywood Seventh-day Adventist Church
1711 N. Van Ness Ave.
Los Angeles, CA 90028
info@hollywoodsda.org

SUBJECT: ENV-2018-2116-EIR
Hollywood Center Project

We, the Board of the Hollywood Seventh-day Adventist Church, offer our support during this public comment period for the proposed project, Hollywood Center. While some members have concerns about the proposed height, we are in support of this project and feel it will be an asset to the Hollywood community.

As a faith community in the heart of Hollywood for more than a century, we've been a witness of the changes to Los Angeles throughout the years. In both times of plenty and famine, we've endeavored to be part of and in service to our neighbors. We've seen the need for affordable housing and continued progress in finding homes for our friends and members who are of limited means or who are unhoused.

The team who has designed this project has imagined an exciting and 21st century design that will be an enhancement to this community. The walkability in the design and affordable units for seniors are both key aspects of this project that motivate our church to endorse it. We share the Hollywood corridor of public transit, and look forward to it becoming a more vital mode of transportation for our congregation.

Thank you for this opportunity to participate in the public comment period for the Hollywood Center Project. We encourage the city to proceed with the plans to bring this exciting addition to Hollywood to life after so many years of waiting.



May 28, 2020

Mindy Nguyen
City Planner
City of Los Angeles, Department of City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

Re: SUPPORT—Hollywood Center DEIR

Ms. Nguyen:

On behalf of the Los Angeles County Economic Development Corporation (LAEDC), a public benefit organization whose purpose is to collectively advance opportunity and prosperity for all, I am writing to express support for the proposed Hollywood Center project. After reviewing the proposal and its Draft Environmental Impact Report (DEIR), the LAEDC believes that this project will help to address the immense and urgent housing needs of Los Angeles, while also mitigating the negative environmental impacts on the Hollywood community and its resident.

As you know, Los Angeles faces a desperate housing shortage and affordability crisis; in the Hollywood community, these dual supply and affordability crises are particularly acute. The Hollywood Center project addresses this by providing a significant amount of both market-rate and rent-restricted affordable housing for the Hollywood community, which the LAEDC applauds. The best way to address the persistent and pernicious housing shortage that afflicts the Los Angeles (LA) region and the Hollywood community, in particular, is to build more housing at all price levels, as today's market-rate housing oftentimes becomes tomorrow's affordable units.

Perhaps most importantly, the Hollywood Project will set aside, per the developer specs, 133 units for very low- and extremely low-income seniors, which represents over 15 percent of the project's total units; these 133 units will make a real difference in Hollywood, where there the demand for affordable units exponentially outstrips the supply. What's more, I am confident that this project will encourage more developers to exceed city-mandated requirements for these types of units to better meet the needs of the city's many low-income residents, especially LA's most housing insecure senior citizens.

The Hollywood Center has been certified as an "Environmental Leadership Development Project", meeting very stringent criteria that includes certifying that this project will add no net new greenhouse gas (GHG) emissions. Furthermore, the project's transit-adjacent location near the Hollywood/Vine subway stop will encourage increased transit ridership, and thus further reduce GHG and other noxious emissions, vehicle miles traveled and local congestion.

According to the developer, the project would bring over \$1 billion in economic investment for Hollywood, which represents one of the largest private investments in the area, as well as create thousands of prevailing wage jobs, both during construction and once the project opens. Right now, with unemployment in the LA-Anaheim Metropolitan Service Area potentially approaching 25 percent, these additional jobs for our community are vital and will make a meaningful difference for thousands of Angelenos currently out of work.



Finally, the Hollywood Center project also provides a multitude of supplementary benefits, including: additional open-space elements for the local community and residents; bicycle infrastructure to promote zero-emission travel; and pedestrian-friendly access for walkability, along with bonus amenities, to create a greater sense of community.

Overall, the Hollywood Center is an exemplary project. As a triple bottom-line organization, the LAEDC believes that the elements of equity, environment and economy are all met by this project. For all the above reasons, the LAEDC supports Hollywood Center and respectfully urges you to move this project forward without any delay.

Best Regards,

A handwritten signature in black ink, appearing to read "D. Flaks", is enclosed in a thin black rectangular border.

David Flaks
President and Chief Operating Officer
LAEDC



L.A. Care
HEALTH PLAN®

For All of L.A.

May 28, 2020

TO: Department of Planning, City of Los Angeles
Mindy Nguyen
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

FROM: L.A. Care Health Plan
Alison Klurfeld
Director, Safety Net Programs and Partnerships

Hollywood Center Project - ENV-2018-2116-EIR

Ms. Nguyen,

I am writing to express my support for the proposed Hollywood Center Project.

L.A. Care Health Plan provides comprehensive healthcare coverage to nearly 2.2 million members across L.A. County, including nearly 17,000 older adults who are dually-eligible for both Medi-Cal and Medicare benefits. We recognize that healthy aging requires so much more than access to healthcare – affordable housing close to public transit and connections to needed community resources is critical.

As a certified Environmental Leadership Development Project (ELDP), Hollywood Center has committed to building a project that is carbon net-neutral both during construction and through operation. Hollywood Center will qualify as a LEED Gold project by providing environmentally sustainable design, including the use of recycled, and locally sourced building materials, a significant reduction in outdoor water use, unbundled parking, and a variety of accessible alternatives to driving. Located 600 feet from the Hollywood and Vine Red Line station, the project is able to build around the use of mass transit, allowing residents, locals and visitors the opportunity to access Hollywood and other parts of Los Angeles without the need for an automobile. For older adults and people with disabilities, having convenient access to public transit can be the difference between living independently longer or becoming prematurely institutionalized in nursing homes at great cost to the healthcare system.

Most importantly – this project has prioritized affordable housing for older adults – in a city where unaffordable housing prices have made it very difficult to age-in-place. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit -- which is very difficult to obtain -- nets an annual income that is far below the cost needed to pay for housing, medication, groceries and other needed resources and services.

The World Health Organization has identified Eight Domains of Livability that influence the quality of life for older adults. These domains include: Outdoor Spaces and Buildings, Transportation, Housing,

Hollywood Center for Senior Organization | CSarep01May20.pdf

Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services. At the statewide level, California's over-65 population is projected to grow to 8.6 million by 2030. As such, Governor Gavin Newsom has issued an [executive order](#) calling for the creation of a [Master Plan for Aging to be developed in 2020](#). The Master Plan will serve as a blueprint to be used by state government, local communities, private organizations and philanthropy to build environments that promote an age friendly California

The Hollywood Center would provide older adults and people with disabilities access to a vibrant community that provides much needed access to essential resources such as convenient transportation options, well-designed pedestrian experiences and access to high-quality healthcare all within a short subway ride from their home. Although the Covid-19 pandemic has tightened budgets across California and locally, we urge your office to expedite approval for the proposed Hollywood Center Project to ensure that L.A. County is a leader in affordable housing and innovative strategies.

For these reasons I support Hollywood Center and I urge you to move this project forward as quickly as possible. If you have any questions, please feel free to reach out to me at aklurfeld@lacare.org

About L.A. Care Health Plan

L.A. Care Health Plan serves nearly 2.2 million members in Los Angeles County, making it the largest publicly-operated health plan in the country. L.A. Care offers four health coverage plans including Medi-Cal, L.A. Care Covered™, L.A. Care Cal MediConnect Plan and the PASC-SEIU Homecare Workers Health Care Plan, all dedicated to being accountable and responsive to members. As a public entity, L.A. Care's mission is to provide access to quality health care for L.A. County's vulnerable and low-income communities, and to support the safety net required to achieve that purpose. L.A. Care prioritizes quality, access and inclusion, elevating health care for all of L.A. County. For more information, follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

Sincerely,



Alison Klurfeld, MPP/MPH
Director, Safety Net Programs and Partnerships
L.A. Care Health Plan



May 27, 2020

Mindy Nguyen, City Planner
Los Angeles City Planning
201 N. Figueroa Street, 4th Floor
Los Angeles, CA 90012

Dear Ms. Nguyen,

On behalf of the Hollywood Chamber of Commerce and the 840 members we represent, we are proud to announce our strong support for the proposed Hollywood Center project.

The City of Los Angeles Planning Department's recent release of the draft environmental impact report on the proposed Hollywood Center project is a major milestone in a multi-year process that should be celebrated. With 1,005 residential units, including 133 much needed apartments expressly set aside for low-income seniors, along with important neighborhood-serving retail space, this development will be a tremendous benefit to the Hollywood community.

The mission of the Hollywood Chamber of Commerce is to advance a dynamic business climate and elevate the Hollywood experience for all. This project encapsulates our mission as it would positively transform existing parking lots into a LEED Gold Certified, mixed-use, vertical community and civic center that will generate numerous jobs, attract new businesses, and offer much needed housing to a vulnerable demographic. Overall, the Hollywood Center is an exemplary development proposal that will be transformative for the surrounding neighborhood. With your foresight, we can work together to ensure that the project moves forward.

The demand for office space is in the midst of an unprecedented resurgence driven by our world-famous entertainment industry. With major companies like Netflix not only moving in but expanding, vacant office spaces are becoming increasingly hard to find. According to the Hollywood Partnership Q1 2020 Hollywood Market Report, "There is a strong demand for office space. Of the square footage currently under construction in greater Hollywood, two-thirds have been pre-leased." A previous iteration of this project contained office space, and we would support an alternative proposal for this site that would add desperately needed class-A office space for the Hollywood community.

The Hollywood Chamber of Commerce urges you to promote and support this transformative and forward-thinking urban development that would revitalize the heart of the Hollywood community. This project checks every box we look for in terms of housing, investment, job creation, community-oriented design, and overall vision. We support Hollywood Center, and look forward to advocating for it as it continues to move forward through the approval process.

Sincerely,

Rana Ghadban
President & CEO



May 29, 2020

1317 E 7th Street
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skidrow.org

Department of Planning, City of Los Angeles
Mindy Nguyen
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

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Danielle Wildkress
Brilliant Corners

Lee Raagas
Chief Executive Officer

Hollywood Center Project - ENV-2018-2116-EIR

Ms. Nguyen,

I am writing to express my support for the proposed Hollywood Center Project.

As a certified Environmental Leadership Development Project (ELDP), Hollywood Center has committed to building a project that is carbon net-neutral both during construction and through operation. Hollywood Center will qualify as a LEED Gold project by providing environmentally sustainable design, including the use of recycled, and locally sourced building materials, a significant reduction in outdoor water use, unbundled parking, and a variety of accessible alternatives to driving. Located 600 feet from the Hollywood and Vine Red Line station, the project is able to build around the use of mass transit, allowing residents, locals and visitors the opportunity to access Hollywood and other parts of Los Angeles without the need for an automobile.

Most important, this project speaks to the city's paramount needs including the need for jobs, housing, and especially affordable housing for older adults. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit -- which is very difficult to obtain -- nets an annual income that is far below the cost of comfortable living in many larger cities.

The World Health Organization has identified Eight Domains of Livability that influence the quality of life for older adults. These domains include: Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services.

Hollywood Center would provide older adults with access to these domains, by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences (Vision Zero crosswalks, landscaped medians, outdoor public spaces), and access to world class healthcare all within a short subway ride from their home.

We must not continue to think that the Los Angeles planning of old will be the answer for the problems we will face tomorrow, or even now. For these reasons I support Hollywood Center, and I urge you to move this project forward without any delay.

Sincerely,

A handwritten signature in black ink, appearing to read "Antonio Le Mons".

Antonio Le Mons
Chief Operating Officer



**LOS ANGELES
LGBT
CENTER®**

Anita May Rosenstein Campus
1118 N. McCadden Place
Los Angeles, CA 90038

T: 323-993-7400
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-  @LALGBTcenter
-  @lalgbtcenter

Department of Planning, City of Los Angeles
Mindy Nguyen
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

Dear Mindy Nguyen,

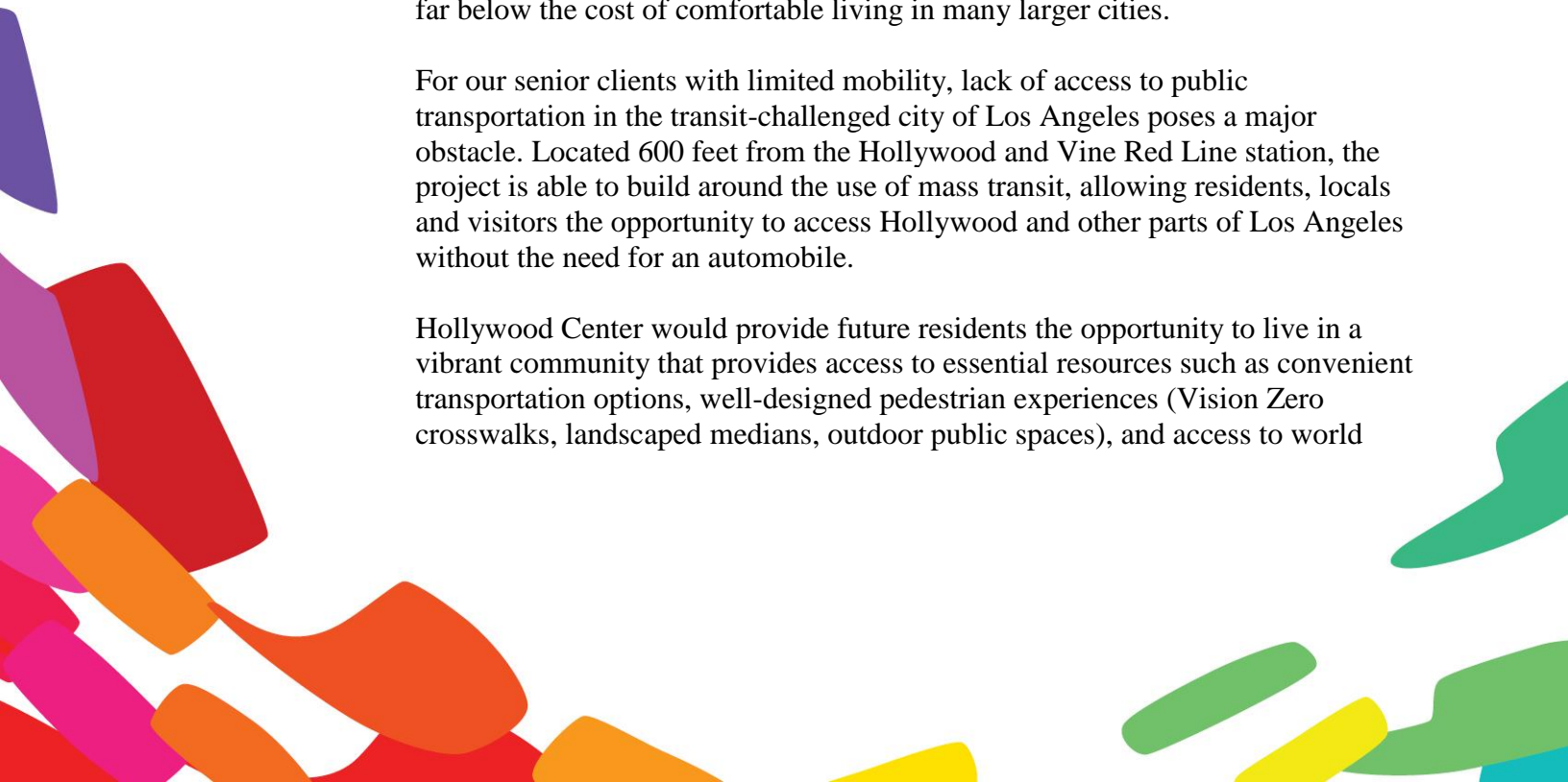
The Los Angeles LGBT Center would like to express its support for the proposed Hollywood Center Project. The proposed Hollywood Center Project would create 133 much-needed affordable units for seniors while also producing market rate units. We believe that the Hollywood Center is an example of development done right.

Since 1969, the Center has served the needs of the most vulnerable members of the LGBT community, and today we see over 42,000 client visits each month. Our organization provides more direct services to the LGBT community than any other organization in the world, and the fastest growing client population at the Center is LGBT seniors. The Center’s Senior Services Department assists more than 2,000 clients, who are currently accessing 200 monthly social activities, workshops, and support groups. Of these clients, over one-third receive specialized case management, including being connected to the Veterans Administration and community services. We operate the nation’s first and one of the largest affordable housing developments specifically for LGBT seniors: Triangle Square in Hollywood, and we are opening up another 98 units at our new Anita May Rosenstein Campus, also located in Hollywood, later this year.

This project speaks to the city’s dire need for housing, and especially affordable housing for older adults. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit, which is very difficult to obtain, nets an annual income that is far below the cost of comfortable living in many larger cities.

For our senior clients with limited mobility, lack of access to public transportation in the transit-challenged city of Los Angeles poses a major obstacle. Located 600 feet from the Hollywood and Vine Red Line station, the project is able to build around the use of mass transit, allowing residents, locals and visitors the opportunity to access Hollywood and other parts of Los Angeles without the need for an automobile.

Hollywood Center would provide future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences (Vision Zero crosswalks, landscaped medians, outdoor public spaces), and access to world



class healthcare, including LGBT specific healthcare, all within a short subway ride from their home.

We support the Hollywood Center, and urge you to move this project forward without any delay.

Sincerely,

A handwritten signature in black ink, appearing to read "Terra Russell-Slavin".

Terra Russell-Slavin
Director of Policy and Community Building
tslavin@lalgbtcenter.org



Mindy Nguyen
Department of Planning, City of Los Angeles
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

RE: Hollywood Center Project - ENV-2018-2116-EIR

Dear Ms. Nguyen:

As the Associate Director of the Corporation for Supportive Housing (CSH) Los Angeles program, I am writing to offer my support for the proposed Hollywood Center Project.

Founded in 1991, CSH's mission is to advance solutions that use housing as a platform for services to improve the lives of the most vulnerable people, maximize public resources and build healthy communities. CSH works actively to address issues related to homelessness.

As part of a larger residential development, the Hollywood Center Project includes more than 100 units of low-income housing for older adults and speaks to the city's urgent need for affordable housing. The Hollywood Center Project, located in a vibrant community, would provide older adults with housing as well as outdoor spaces for walking, transportation options, social participation, access to healthcare and other important resources.

An outstanding senior housing provider, Menorah Housing Foundation, has been tapped to manage the affordable housing. CSH has found Menorah Housing Foundation to be an especially effective partner in providing housing and services for older adults. They understand the challenges of connecting individuals to critical social service programs and are committed to working with other community organizations and health care institutions.

This innovative and timely project is critical to improving the lives of older adults in Los Angeles. I urge you to move the Hollywood Center Project forward without any delay.

Thank you.

Regards,

Gretchen Brickson
Gretchen Brickson
Associate Director

UCLA CENTER FOR
HEALTH POLICY RESEARCH



Steven P. Wallace, Ph.D.

Associate Director, UCLA Center for Health Policy Research

Professor, UCLA Fielding School of Public Health

Department of Community Health Services

May 18, 2020

Mindy Nguyen, Department of Planning, City of Los Angeles
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

Re: Hollywood Center Project - ENV-2018-2116-EIR

Dear Ms. Nguyen:

I am writing to express my personal support for the proposed Hollywood Center Project. As a professor of public health and gerontologist who has studied housing and health issues for many years, I am pleased to see this project assigning dedicated units to affordable housing for older adults.

As a certified Environmental Leadership Development Project (ELDP), Hollywood Center has committed to building a project that is carbon net-neutral. Hollywood Center will qualify as a LEED Gold project by providing environmentally sustainable design. Located 600 feet from the Hollywood and Vine Red Line station, the project is able to build around the use of mass transit, allowing residents, locals and visitors the opportunity to access Hollywood and other parts of Los Angeles without the need for an automobile. This is a direction that urban planners have advocated for years, and is especially helpful for older adults who may no longer drive.

Most important, this project speaks to the city's paramount needs including the need for jobs and housing, especially affordable housing for older adults. Those relying on their monthly income from only Social Security live very close to the federal individual poverty level. Even the maximum benefit -- which is very difficult to obtain -- nets an annual income that is far below the cost of a decent living in most of California, as documented by the [Elder Index](#) that we calculate at the UCLA CHPR. Our work has also shown that the majority of low-income LA County senior renters are [severely rent burdened](#), which these affordable units address.

The World Health Organization has identified Eight Domains of Livability that influence the quality of life for older adults, including Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services. Hollywood Center would provide older adults with access to these domains, by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences, and access to world class healthcare all within a short subway ride from their home.

Hollywood's future residents will depend on this project. Just because they are not here now, we cannot ignore their voice. We must not continue to think that the Los Angeles planning of old will be the answer for the problems we will face tomorrow, or even now. For these reasons I support Hollywood Center, and I urge you to move this project forward without any delay.

Sincerely,

Steven P. Wallace, Ph.D.