

From: Gilbert Smith <gilsmith@mac.com>
Sent time: 08/26/2020 10:47:59 AM
To: mindy.nguyen@lacity.org
Cc: Gil Smith <gil@themontalban.com>; craig.bullock@lacity.org
Subject: The Montalban - Support Letter for Hollywood Center Project

To the committee and City of Los Angeles,

I am Gil Smith - President of the Montalban Company. Our theatre at 1615 Vine Street. We are in support of the Hollywood Center Project.

Over the past decade, our theatre has engaged enterprising urban solutions to restore our viability as a theatre organization.

This statement is demonstrated with our development of our rooftop for outdoor activation space with Nike and LA 84 in 2009. With the pandemic present, ironically, it is our portion of our iconic property currently operating and creating employment and entertainment in Hollywood.

We are proponents of clustering urban assets with multiple levels of live/work developments. We view the Hollywood Center Project as a unique contribution to our community.

The Hollywood Center increases our bold moves to provide walkable urban space, affordable housing, new business and retail opportunities along with access to mass transit with its location in Central Hollywood.

Our theatre is walking distance and we are looking forward to your committee's approval to begin construction.

Sincerely,

Gilbert Smith
President
The Montalbán Company, LLC
1615 Vine Street
Hollywood, CA 90028

Administration: 1-323-871-2420