

From: Brian Folb <Brian@hollywoodoffices.com>
Sent time: 05/12/2020 10:56:40 PM
To: mindy.nguyen@lacity.org
Subject: Case Number: ENV-2018-2116-EIR

Dear Ms. Nguyen,

When my father built his first office building on Sunset Blvd. in Hollywood almost 60 years ago, he had a vision. At the time, there had been no new office product provided in this area for almost 30 years. He took the risk and created something different and unique, which provided space for those wanting to move their businesses to Hollywood and would in turn help revive the area. Over the next 10 years he built 3 additional high rise office buildings, 2 more on Sunset Blvd. and one on Highland and Franklin, totaling almost 300,000 sq. ft. of new office product in Hollywood which my family continues to own and operate today.

Now almost 60 years later, the buildings my father built, and others that have risen since, stand as symbols of a Hollywood that has become the home of residents, employees, and individuals who want to be a part of the center of Los Angeles.

Hollywood Center is a project that will continue this vision, and as my father's first building did, give a diversity of individuals the opportunity to call Hollywood their home. From young residents to seniors, Hollywood Center is a project we believe will be the catalyst this community needs as we look to revive our neighborhood following this pandemic.

This project will provide necessary open space, plans around the continued expansion of public transportation in Los Angeles, and stands for environmental stewardship by committing to LEED Gold Certification, the reduction of water usage, and no net new GHG emissions during construction and operation.

As longstanding members of the Hollywood community, my family and I have been focused on the revitalization of Hollywood and have taking an active leadership role in helping the community change for the better. Many of these positive changes came through the leadership and sacrifice of many people in addition to my family and the risks taken by those who chose to invest in Hollywood. Economic Development is essential to ensure that a community continues to stay relevant and a resource to its residents and visitors alike.

When housing is an essential need, we need to identify sites like this where density can occur. The DEIR has taken into consideration what this project will mean to our community and has shown where mitigation can occur in order to ensure that it is both built and operated correctly for years to come.

For these reasons and more, I strongly support this project and ask that you move it forward. Hollywood is ready for its next chapter, and visionary proposals like this is what we were built on.

Thank you.

Brian Folb

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PARAMOUNT CONTRACTORS & DEVELOPERS, INC.

6464 Sunset Blvd., Suite 700

Hollywood, CA 90028

p. 323.462.6727

f. 323.462.0863

www.hollywoodoffices.com

www.facebook.com/hollywoodoffices