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Sent time: 05/17/2020 02:49:55 PM
To: mindy.nguyen@lacity.org
Cc: Dwayne Gathers <dgathers@gathersstrategies.com>
Subject: Case ENV-2018-2116-EIR: The Hollywood Center Project
Attachments: Gathers Strategies - Hollywood Center - Support Letter - May 18 2020.pdf

Dear Mindy:

I hope this note finds you well.

Please accept the attached letter of support for the Hollywood Center project in the heart of Hollywood.

Do not hesitate to reach out if you have any questions.

In appreciation,

Dwayne



Dwayne A. Gathers
President

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May 18, 2020

Ms. Mindy Nguyen
Department of City Planning
City of Los Angeles

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

Dear Ms. Nguyen,

I write to you today as an area resident and longtime Hollywood stakeholder, civic participant, and business owner, and not in my capacity as Board Chair of the Hollywood Chamber of Commerce. The importance of this project for Hollywood cannot be understated. After following the project for years (including during my tenure as a Commissioner on CRA/LA in its last years), reviewing the recently released Draft EIR, I wanted to offer a few thoughts:

First and foremost, Hollywood Center will be a gamechanger for Hollywood. Representing one of the largest single investments from a financial perspective and the largest contingent of both market rate and affordable housing in recent memory, this project will transform surface parking lots into a center of vibrancy, vitality, and activity in Hollywood.

In short, this project has many reasons to support it. The architecture is both stunning and elegant, creating a new signature addition to the burgeoning Hollywood skyline. The urbanism is fantastic, with publicly available open space that prioritizes walkability and multimodal transportation options. The commitment to be a GHG net neutral project is the highest standard one can achieve. The record-breaking amount of housing for our at-risk seniors addresses one of our City's biggest issues, with the rise in homelessness having a disproportionately larger impact on our vulnerable senior populations.

One area to consider for possible improvement is its ability to help in attracting businesses and long-term jobs to the area. Hollywood is in and of itself a global brand inextricably tied to the entertainment industry. This project is generating over \$1 billion in economic output currently, and creating thousands of both construction and permanent well-paying jobs. But large sites like these are few and far between in Hollywood. One thing that Hollywood lacks is new, large office space to attract the types of creative economy tenants that the area was and continues to be known for.

I understand a previous iteration of this project had office space included and I would suggest that the City look more deeply at project alternatives that contain office space. While we are in a housing crisis, and it is amazing this project is bringing over 1,000 units to Hollywood, it would be in the interest of our community and the City, to creatively consider the opportunity to include both housing and much needed new office space for Hollywood. The long-term vitality of Hollywood as a place where people can both live and work in Los Angeles' signature industry counts on more office space coming to Hollywood.

For these reasons, I am particularly drawn to Alternative 8. This alternative project provides the same number of affordable units, nearly the same number of market rate units, similar massing and beautiful architecture, the same open space, and adds a huge component of job-creating office space. This keeps everything that is great about the project and adds a new impactful job creation element vital to the longevity and sustainability of Hollywood. Moving forward, please consider the positive impacts alternative 8 would provide.

A project at this location is crucially important to Hollywood, and we have collectively waited long enough for these parking lots to be reimagined. Please kindly consider my comments on the need for more office space, and I hope the City will continue to process this landmark project without delay, as we will all need to work together to re-invigorate our economy post-COVID 19 and projects such as this will be a great stimulus.

Sincerely,



Dwayne A. Gathers
President