

From: Tim Kring <tkring@me.com>
Sent time: 05/17/2020 08:13:15 PM
To: mindy.nguyen@lacity.org
Subject: Case Number: ENV-2018-2116-EIR

Tim Kring
6253 Hollywood Blvd, #704
Los Angeles, CA 90028

May 18, 2020

SUBJECT: Hollywood Center DEIR support letter from Tim Kring

Dear Mindy Nguyen,

I am writing today to support the proposed Hollywood Center project. My wife and I have owned unit #704 in the Equitable Building at 6253 Hollywood Blvd for over 10 years now. Our unit, which we use as an office and sometimes residence for family and friends, faces north on the parcels where these buildings will be built, which we support.

We have also raised our children in the Hollywood neighborhood for over 20 years and in fact my wife's mother attended Hollywood High School. We embrace the Hollywood Center development as a continuation of the exciting and positive progress being made in Hollywood over the years, including the new subway line and more density with taller, beautiful buildings like Hollywood Center.

I've reviewed the Draft Environmental Impact Report. I am no expert on these matters, but I'm convinced that this project will address the needs of Los Angeles all while carefully minimizing impacts for those of us who live close the development.

The Hollywood neighborhood needs both market-rate housing and also rent-restricted affordable housing for our community. Los Angeles is a world-class city and more people will continue to want to call Los Angeles home. The best way to address the persistent housing shortage that afflicts not just the Los Angeles region, but the entire state of California is to build more housing.

This project does that, and most importantly it does that with inclusionary housing that will be set aside for very low- and extremely low-income seniors. And it will all be done in a neighborhood that offers walking to local stores and transit. This is a gamechanger.

Aslo, the commitments made by Hollywood Center to build green and build sustainability represent the gold-standard in green building and I'm glad that Governor Newsom is a supporter.

Last, the economic impact of this project will be very good for all of us: there's over \$1 billion in economic investment for Hollywood represents one of the largest private investments for the area. Thousands of prevailing wage jobs will be created, both during construction and once the project opens. Especially now, investment in our community is vital to creating jobs. And with unemployment increasing at historically high rates, these jobs are sorely needed.

I support the project in general but am particularly excited about the following features:

SITE IMPROVEMENT:

The plans for the Hollywood Center project represent an incredible upgrade for the property. All that exists at the site today are surface parking lots. With this proposal comes incredible offerings that will create more positive impacts on Hollywood than any proposal to date. Residential living will be provided for various income levels. Beautiful architecture will complement and enhance the Capitol Records building. Commercial offerings will populate the ground floor, offering neighborhood-serving restaurants and stores. And the community will get nearly one-acre of open space designed by the landscape architects responsible for the High Line in New York City.

BICYCLE INFRASTRUCTURE:

I appreciate that this project is truly committed to transforming Los Angeles into a bike-friendly City. We have

perfect weather and mostly flat ground, and I bike to work regularly. With projects like this that focus on bicycle infrastructure and cater to the needs of commuting cyclists, we can achieve a new cycling reality in LA.

HISTORIC PRESERVATION:

Capitol Records is one of the most iconic buildings in all of Los Angeles, if not the world. By making the Capitol Records Building the focal point of the project, Hollywood Center meshes old and new seamlessly. This is how historic preservation should be done – the old being preserved and honored, and the new giving respect to the old while at the same time boasting an elegance in and of itself.

PEDESTRIAN ACTIVATION

At street level, Hollywood Center calls for 30,000 square feet of shops and restaurants, linked by a pedestrian paseo running east to west between Argyle Avenue and Vine Street. Combined with the revisioning of Hollywood Boulevard, the project's ample public space will create a walkable Hollywood, one that offers a pedestrian-friendly experience for locals and visitors alike.

Overall, Hollywood Center is an exemplary project. I support Hollywood Center, and I urge you to move this project forward without any delay.

Sincerely,

Tim and Lisa Kring
Property Owners, Equitable Building
6253 Hollywood Blvd., #704
Los Angeles, CA 90028
tkring@me.com
310.650.9010 (m)