

From: Nash Tennant <Nash.Tennant@hclub.com>
Sent time: 05/07/2020 04:01:36 PM
To: mindy.nguyen@lacity.org
Subject: Support Letter- Hollywood Center
Attachments: DEIR Support Letter - Hollywood Center (Nash Tennant).docx

Dear Mindy Nguyen,

First and foremost thank you for sending a copy of the Draft Environmental Impact Report regarding the Hollywood Center. This project is near and dear to me given its proximity to my property.

Please find attached a letter in support of this project.

Best,

NT

Nash Tennant

General Manager, h Club Los Angeles



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FROM: Nash Tennant, nash.tennant@hclub.com
SUBJECT: Hollywood Center DEIR support letter from Nash Tennant

Dear Mindy Nguyen,

I am writing today to support the proposed Hollywood Center project. After reviewing the proposal and its Draft Environmental Impact Report, I'm convinced that this project will address the needs of Los Angeles all while minimizing impacts and providing a beautiful, architecturally significant centerpiece for the Hollywood community. Given the project's proximity to mine and the perceived impact to the location, I implore you to consider my recommendation of support.

Most importantly, this project is providing an incredible amount of both market-rate and rent-restricted affordable housing for our community. Los Angeles has proven itself a world-class city time and again, 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. At 133 units and over 15% of the project, both the number and percentage of these affordable units set a new standard for developments in Los Angeles. The commitment this project makes to our at-risk seniors is exemplary.

The 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. It was recently reported that less than half of Los Angeles County residents currently have jobs, with that number continuing to grow. Hollywood Center's positive impacts on job creation will make a meaningful difference for thousands of Angelenos currently out of work.

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.

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. Additionally, this public space will be designed by the Field Operations, the same landscape designers who created the High Line in Manhattan. This space represents a commitment to Hollywood’s pedestrian experience while simultaneously incorporating future elements of the Walk of Fame Master Plan.

Overall, Hollywood Center is an exemplary project. I support Hollywood Center, and I urge you to move this project forward.

Sincerely,

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