

From: Evan Kaizer <ejkaizer@sieroty.com>
Sent time: 05/21/2020 05:29:02 PM
To: mindy.nguyen@lacity.org
Subject: Hollywood Center support letter from Sieroty Company

Mindy Nguyen
City of Los Angeles, Department of City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012
mindy.nguyen@lacity.org

Dear Ms. Nguyen:

We've never met but I do hope that our paths cross one day soon. Thank you for taking a few moments to consider my thoughts regarding the Hollywood Center project.

First, please know that the Sieroty Company has a long and proud tradition in the City of Los Angeles. You might know us best for the Eastern Columbia building built by Adolph Sieroty in 1930. Additionally, we have been stakeholders in Hollywood for almost 100 years – The Hollywood Studio's building at 6560 Hollywood Blvd. We are committed to Hollywood and to the City at large. We are good citizens (Alan Sieroty, our Chairman, served in the California Legislature for many years) and stewards. In that vein, I've had the opportunity to serve the Hollywood community as a former board member and Chair of the Hollywood BID, now known as the Hollywood Partnership.

The Hollywood Center project is an excellent addition to our community and will truly be an important catalyst for good! In fact, the project is OUTSTANDING. What is now two large surface parking lots can transform into a new hub for Hollywood and the City of Los Angeles. With the smart preservation of the Capitol Records building, the largest new senior affordable housing project in Los Angeles' history, a commitment to a "green" building, massive job creation ---- ***this project must move forward.*** The fact that the developer has stuck with this project should tell you something – smart and committed people BELIEVE and KNOW that the Hollywood Center project represents an important economic, architectural, cultural, and community advancement for Hollywood and for those of us who live and work nearby. It also represents more. Greenlighting the Hollywood Center project sends a signal that in troubled times, thoughtful community development is what Los Angeles and Hollywood should stand for. You have the chance to make that important statement.

Thank you for your courtesy and actions that will make the Hollywood Center a reality.

Sincerely,
Evan J. Kaizer
President & CEO
Sieroty Company
323-931-6022