

From: Alycia Rosenberg <alyciamr@gmail.com>
Sent time: 05/27/2020 02:41:40 PM
To: mindy.nguyen@lacity.org
Subject: Hollywood Center DEIR support letter

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.

Most importantly, this project is providing a game-changing 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.

By certifying Hollywood Center as an Environmental Leadership Development Project, our Governor has ensured that we will be getting the greenest possible project. The criteria for ELDP status are stringent and guarantee that this project will have no net new greenhouse gas emissions. Sustainable development is the responsible way to plan for our future. And from an environmental perspective, the location of this project steps away from the Hollywood/Vine subway is exactly where we want new housing to be built. If we want to reduce our carbon footprint, reducing driving is the only way to bring about real change. We need more projects like this in the areas of the City well-served by transit. The commitments made by Hollywood Center to build green and build sustainability represent the gold-standard in green building.

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.

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, there is no reason LA cannot be a great place to ride your bike. Sadly, that is not the current state of things, but with projects like this that focus on bicycle infrastructure and cater to the needs of commuting cyclists, we can achieve a new reality in LA where a car is not necessary.

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 without any delay.

Senior housing affordable. How do I get on the list?

Sincerely,
Alycia Rosenberg

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