



1624-1648 Wilcox Avenue and 6430-6440 Hollywood Boulevard

1 message

Brian Folb <Brian@hollywoodoffices.com>
To: "Jason.mccrea@lacity.org" <jason.mccrea@lacity.org>
Cc: Mitch O'Farrell <councilmember.ofarrell@lacity.org>, "craig.bullock@lacity.org" <craig.bullock@lacity.org>

Mon, Aug 10, 2020 at 9:21 PM

Dear Mr McCrea,

Please be advised we are in support of the above referenced project, Hollywood & Wilcox.

My family owns and manages the properties located at 6464 and 6565 Sunset. These are 2 high rise office buildings representing a total of approximately 200k sq. ft. of office and retail space we lease to a multitude of tenants, primarily in the entertainment business.

We are supporting this project for the following reasons:

Historic preservation. As part of the project, the Attie Building will be preserved in accordance with the Secretary of Interior Standards for Historic Rehabilitation, and the iconic "You Are the Star" mural will be retained.

Environmental leadership. Hollywood + Wilcox is a certified AB 900 Environmental Leadership Development Project and will be designed to achieve LEED Gold.

Adding to the City's housing stock. 260 new residential units will be built, helping to address LA's housing crisis.

Workforce housing. Up to 10% of housing units will be set aside for workforce housing. Workforce housing is housing that is affordable to the local workforce – teachers, police officers, firefighters, and others who make up the foundation of our communities yet often cannot afford to live in the communities they serve. These individuals are overqualified for affordable housing yet can't afford market-rate housing. Workforce housing fills the service gap by providing this essential segment of the population a chance to live in the community in which they work.

Job Creation & Economic investment. The project will infuse over \$100 million into the economy. In addition, as a certified Environmental Leadership Development Project (ELDP), Hollywood + Wilcox will create new high-wage and highly skilled jobs.

Improved connectivity. The project will repair gaps in the street wall, add street trees and widen the sidewalk along Wilcox, all of which will create visual interest and improve the pedestrian experience.

Enhanced neighborhood safety. The project includes a publicly-accessible outdoor courtyard with updated paving materials, café-style seating and abundant landscaping. A vibrant, pedestrian-friendly streetscape puts critical eyes on the street, enhancing local safety.

Please feel free to contact me directly should you have any questions or concerns.

Sincerely,

Brian Folb

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