

8/14/2020

City of Los Angeles Mail - FW: Hollywood Wilcox Letter of Support



Jason McCrea <jason.mccrea@lacity.org>

FW: Hollywood Wilcox Letter of Support

1 message

oscar@discoverhollywood.com <oscar@discoverhollywood.com>
To: Jason.mccrea@lacity.org

Tue, Aug 11, 2020 at 11:30 AM

Hollywood Wilcox Letter of Support

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| The logo for Discover Hollywood Magazine, featuring the word "Discover" in a red box above "HOLLYWOOD" in large black letters, with "MAGAZINE" in smaller letters below. | <p>Oscar Arslanian Publisher www.discoverhollywood.com ☎ (323) 465-0533 x303 ✉ oscar@discoverhollywood.com 📍 6671 Sunset Blvd, Suite 1502 Hollywood CA 90028</p> |
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Discover HOLLYWOOD



THE MAGAZINE FOR PEOPLE WHO LOVE HOLLYWOOD

August 7, 2020

Jason McCrea, Planning Assistant
Department of Planning
221 N Figueroa Street, Suite 1350
Los Angeles, CA 90012

Project Site: 1624-1648 Wilcox Avenue and 6430-6440 Hollywood Boulevard
Case Nos. VTT-74371 CPC-2016-3176-VZC-HD-VCU-MCUP-SPR
CEQA No. ENV-2016-3177-EIR

Dear Mr. McCrea,

I am writing as a longtime Hollywood resident and business owner to express my full support for LeFrak's proposed project at Hollywood & Wilcox.

It has been tremendously gratifying to witness Hollywood's Renaissance unfold in recent years. The eastern end of the Boulevard at Hollywood & Vine and the western end at Hollywood & Highland are in pretty good shape. What's been sorely missing, however, is any real attention to the middle of Hollywood Boulevard, which has maintained its dark, dank depressing look for decades.

I believe the Hollywood & Wilcox project is precisely the type of development needed along this stretch of the Boulevard: New housing close to transit, historic preservation and the creation of a pedestrian-friendly experience where none presently exists.

Another detail not to be overlooked is that LeFrak is known for being responsible long-term owners committed to community development. Their building at 7060 Hollywood is an award winner and the firm is acclaimed around the globe for the quality of its projects and properties.

Hollywood & Wilcox will undoubtedly be a catalyst for good, and I eagerly await its development. I urge you to allow this project to move forward without the delay.

Sincerely,

Oscar Arslanian

Oscar Arslanian
Publisher

cc: Councilman Mitch O'Farrell ATTN: Craig Bullock