

From: "Carol Armstrong" <carol.armstrong@lacity.org>
Date: February 07, 2017 8:00:17 PM
To: "Ashley Atkinson" <ashley.atkinson@lacity.org>
Cc: "Nicholas Maricich" <Nicholas.Maricich@lacity.org>
Subject: **Re: La Kretz Innovation Center: A Pay to Play Pet Project**

Attachments:

That IS what I was looking for -- thanks, Ashley. Please keep me, Barbara, and Chris Pina posted on these...thanks again!

On Tue, Feb 7, 2017 at 11:52 AM, Ashley Atkinson <ashley.atkinson@lacity.org> wrote:

Hi Carol, you wanted our take on La Kretz's projects in Hollywood and Atwater, not LACI itself -- correct?

The Atwater project application was withdrawn, so it is no longer moving forward:

<http://planning.lacity.org/PdisCaseInfo/Home/GetDocument/MGNhMjExZDEtNGI2Ny00MDVILWI4ZWUtZjMzNGY4OTdINWQy0>

The Hollywood (Crossroads of the World) application has been filed, but not much movement since then. I am not aware that they have come to our office, so I have not reviewed it in detail (but can confirm with Nick/Kevin). The project involves several high-rise towers and spans a few blocks, which may be controversial, but it preserves the historic Crossroads buildings: <http://la.curbed.com/2015/5/29/9955792/crossroads-of-the-world-redevelopment>

If that's not what you were looking for, let's chat further tomorrow!

Best,
Ashley



Ashley Atkinson, AICP | Senior Planning & Development Manager
Office of Mayor Eric Garcetti
City of Los Angeles
213.978.0786



On Fri, Feb 3, 2017 at 3:16 PM, Carol Armstrong <carol.armstrong@lacity.org> wrote:

Hi Nick and Ashley,

We'd like to get your take on these developments, please!

Thanks,

Carol

----- Forwarded message -----

From: **Jack Humphreville** <JackH@targetmediapartners.com>

Date: Fri, Feb 3, 2017 at 11:04 AM

Subject: La Kretz Innovation Center: A Pay to Play Pet Project

To: "Nury Martinez (nury.martinez@lacity.org)" <nury.martinez@lacity.org>

La Kretz Innovation Center: A Pay to Play Pet Project

JACK HUMPHREVILLE

02 FEBRUARY 2017

LA WATCHDOG-The La Kretz Innovation Campus is a welcome addition to the City's economic development infrastructure. Located on 3.2 acres in the Arts District, this one story, renovated warehouse consists of 60,000 square feet of "modern, creative office and laboratory spaces" that will serve as an "incubator of startups and early stage businesses focused on the commercialization of clean technologies."

Importantly, this tasteful, LEED certified development respects the character of the neighborhood, a rare feat in modern day Los Angeles.

There is also an attractive 25,000 square foot neighborhood park that will be leased to and operated by the Department of Recreation and Parks.

This \$43 million development was named after Morton La Kretz, a philanthropist and real estate speculator who made a tax deductible contribution of \$3 million in return for the naming rights to the Campus.

He is also one of the forces behind the controversial 1.4 million square foot, Crossroads of the World
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<http://www.citywatchla.com/index.php/la-watchdog/12547-la-kretz-innovation-center-a-pay-to-play-pet-project>

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