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Sent time: 10/13/2020 04:47:34 PM
To: mindy.nguyen@lacity.org
Subject: Hollywood Center support letter

Dear City Planning Commission

CC: Mindy Nguyen, Craig Bullock

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:

Overall, Hollywood Center is an exemplary project. I support Hollywood Center, and I urge you to move this project forward without any delay.

Sincerely,
Maria Balbontin

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