

From: Ametron A/V <ametronav@gmail.com>
Sent time: 05/12/2020 01:56:37 PM
To: mindy.nguyen@lacity.org
Subject: Capitol Records Project ENV-2018-2116-EIR
Attachments: Ametron Support Letter.pdf

Please see attached letter of support for the above-referenced project.

--

THANK YOU FOR CONSIDERING AMETRON RENTALS/SALES FOR YOUR PRO-AUDIO & VIDEO NEEDS.
FRED ROSENTHAL
AMETRON AUDIO/VIDEO
1546 N. ARGYLE AVENUE
HOLLYWOOD, CA 90028
TEL: 323-462-1200
FAX: 323-871-0127
EMAIL: INFO@AMETRON.COM



1546 N. ARGYLE AVENUE
HOLLYWOOD, CA 90028-6410
info@ametrOn.com
Rentals & Repair (323)466-4321
Sales & Installation (323)462-1200
Parts & Accessories (323)464-1144
Fax (323)871-0127
State Lic. # 753362

Mindy Nguyen
City of Los Angeles, Department of City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012
mindy.nguyen@lacity.org

Re: The Hollywood Center / Capitol Records Project

Dear Ms. Nguyen,

My family has owned and operated Ametron for nearly 70 years. Our current location is two blocks from the Capitol Records site, offering all corners of the entertainment industry the electronics, apparatuses, and facilities they need to successfully operate. Ametron prides itself on diversification (consumer sales, service, parts, and rentals) all in one store, and stocks many products that no other store in the country has. We do this to cater to the unique entertainment business that exists no where else other than Los Angeles, with its origins starting in Hollywood.


The Capitol Records building is the iconic structure of Hollywood, and I commend these developers for preserving and enhancing it in their proposal. As we cater to the music industry a great deal, it's a relief to me to know that the Capitol Records building is being incorporated into this proposal.

I also commend this project for bringing a new vision to Hollywood, planning not just for the Hollywood of tomorrow but the Hollywood of the decades of years to come. This project looks forward and will be a catalyst for positive evolution throughout the entire neighborhood. The history is celebrated while the future is emphasized – this is our industry's history and I am glad to see it thriving into the future.

We have long dedicated ourselves to the Hollywood community, and we are happy to see that dedication continue at the Capitol Records site. Of note: I am happy to see the large number of apartments planned in the proposal. The original proposal back 10 years ago had an office component. Hollywood is struggling for additional office space with all the entertainment companies wanting to locate here. It would be great if this and other Hollywood projects could provide new office space for these firms wanting to locate here.

Thank you for your work on this project. It has my support.

Regards,


Fred Rosenthal,
President