

From: Robert Soderstrom <bob@changeupforcharity.com>
Sent time: 05/17/2020 02:21:35 PM
To: mindy.nguyen@lacity.org
Subject: Case Number: ENV-2018-2116-EIR
Attachments: DEIR Support Letter - Hollywood Center Soderstrom.docx

Hello Ms. Nguyen,

I am sharing this letter in support of the the Hollywood Center EIR. I hope this exciting project is built soon and without delay.

Thank you,

Robert Soderstrom



Robert Soderstrom, CEO | Change Up, Inc. | LA, CA | changeupforcharity.com | 323.363.5556

Robert Soderstrom
2618 Lake View Terrace East
Los Angeles, CA 90039

May 18, 2020

SUBJECT: Hollywood Center DEIR support letter from Robert Soderstrom

Dear Mindy Nguyen,

I am writing today to support the proposed Hollywood Center project. I live in Silver Lake and have worked at the Hollywood and Vine intersection in the Equitable Building (and just recently moved to the H Club) for over 10 years now. I love this area of the city and think that the Hollywood Center project is a big step in the right direction and hope it is built soon.

I have founded a financial technology start-up called ChangeUp that is now based out of the H Club with 4 employees. I speak for my entire staff when I say that we are eager and excited to see Hollywood Center move forward.

I've reviewed the Draft Environmental Impact Report. I'm convinced that this project will address the needs of Los Angeles all while carefully minimizing impacts for those of us who live and work close the development.

I believe in density around mass transit stations and this project achieves that. The transformation of Hollywood as a destination for living and working with grocery stores, banks and more makes it a perfect place for Hollywood Center to continue LA's movement toward smart density, transit and affordable housing.

The Hollywood neighborhood needs both market-rate housing and also rent-restricted affordable housing for our community. 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. And it will all be done in a neighborhood that offers walking to local stores and transit. This is a gamechanger.

Also, the commitments made by Hollywood Center to build green and build sustainability represent the gold-standard in green building and I'm glad that Governor Newsom is a supporter.

Last, the economic impact of this project will be very good for all of us: there's 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.

I support the project in general but am particularly excited about the following features:

SITE IMPROVEMENT:

The plans for the Hollywood Center project represent an incredible upgrade for the property. All that exists at the site today are surface parking lots. With this proposal comes incredible offerings that will create more positive impacts on Hollywood than any proposal to date. Residential living will be provided for various income levels. Beautiful architecture will complement and enhance the Capitol Records building. Commercial offerings will populate the ground floor, offering neighborhood-serving restaurants and stores. And the community will get nearly one-acre of open space designed by the landscape architects responsible for the High Line in New York City.

BICYCLE INFRASTRUCTURE:

I appreciate that this project is truly committed to transforming Los Angeles into a bike-friendly City. We have perfect weather and mostly flat ground, and I bike to work regularly. With projects like this that focus on bicycle infrastructure and cater to the needs of commuting cyclists, we can achieve a new cycling reality in LA.

HISTORIC PRESERVATION:

Capitol Records is one of the most iconic buildings in all of Los Angeles, if not the world. By making the Capitol Records Building the focal point of the project, Hollywood Center meshes old and new seamlessly. This is how historic preservation should be done – the old being preserved and honored, and the new giving respect to the old while at the same time boasting an elegance in and of itself.

PEDESTRIAN ACTIVATION:

At street level, Hollywood Center calls for 30,000 square feet of shops and restaurants, linked by a pedestrian paseo running east to west between Argyle Avenue and Vine Street. I love the paseo! Combined with the revisioning of Hollywood Boulevard, the project's ample public space will create a walkable Hollywood, one that offers a pedestrian-friendly experience for locals and visitors alike.

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

Sincerely,

Robert Soderstrom
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