

From: Leslie Blumberg <lb@leslieblumberg.com>
Sent time: 05/28/2020 08:13:12 AM
To: mindy.nguyen@lacity.org
Subject: Hollywood Center Project

TO:

Department of Planning, City of Los Angeles
Mindy Nguyen
City of Los Angeles, Department of City Planning 221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

FROM:

Leslie Blumberg
Commercial Property owner:
The Fonda Theatre
6126 Hollywood Blvd.,
Los Angeles CA 90028
lb@leslieblumberg.com

SUBJECT:

ENV-2018-2116-EIR
Hollywood Center Project

Hello,

I would like to take this opportunity to offer my support for the Hollywood Center project.

I am the owner of the Fonda Theatre on Hollywood and Gower, so this development will be part of my neighborhood. I welcome the addition to the eastern side of the Hollywood Blvd community. It will change things. I look forward to the change. I am also a board member of the Hollywood BID, now the Hollywood Partnership.

It is impossible to write a letter at this time without mentioning the devastating situation we find ourselves in. The pandemic has pulled back the curtain on many conditions that have exacerbated the effects of the pandemic, not the least of which is the marginalization of the elderly. It is heartbreaking and frightening to see our seniors become the most vulnerable victims of this catastrophe. It is also dangerous for our society. I believe strongly that good housing for low-income seniors, integrated within mixed use housing complexes, is the most felicitous solution to a grim problem. I applaud this development for making space for seniors in their plans, and I hope this approach is a harbinger of things to come in other developments in L.A. and across the country.

It is mainly because of this allowance for seniors -- and also the project's LEED Gold certification and provision of outdoor space -- that I applaud this development and encourage the city to facilitate its forward movement.

Yours truly,

Leslie Blumberg

President, Music Box Building Co.