

From: kerryhmorrison@gmail.com
Sent time: 06/01/2020 03:39:59 PM
To: mindy.nguyen@lacity.org
Subject: Public Comment - ENV-2018-2116-EIR Hollywood Center Project - Addendum to my original letter

TO: Ms. Nguyen
Department of Planning,
City of Los Angeles

Greetings, I am submitting an addendum to my original support letter (sent April 30) which was submitted more than a month ago at the beginning of the comment period for the DEIR. Much has changed in the world and in community in this short time, and the events underscore the need to ask the city to support initiatives that move us into a better future, and not keep us mired in a 20th century “preserve and protect” mindset.

I perused over 100 of the letters submitted during this comment period. I was struck by two dichotomies: there are those that are anchored in the past (protect “old Hollywood”) and those that look to the future in Los Angeles. The future is represented by a diverse coalition of voices supporting Hollywood Center – members of the faith community, business owners, labor, entertainment venues, residents young and old, senior services, nonprofits associated with climate change, housing production and homeless services. That these individuals and organizations took the time to connect with this project and evaluate its attributes speaks to the collaboration we seek in Hollywood to build a better future.

Conversely, dozens of letters were submitted seeking a delay in the comment period owing to coronavirus. It is hard to imagine that these voices, after their requested delay, would move into the column of those who support a 21st century vision for Hollywood. Essentially their request for delay is equated with their voice to oppose.

The diversity of opinion is valued in the public comment process, and after reading so many letters, I felt prompted to present this question: Why is it particularly compelling, at this stage in the history of Los Angeles, that the city proceed with the approval of Hollywood Center?

- **Senior housing is at stake.** The developers took the risk to include 133 units of affordable senior housing in their project. This sets a new standard for developers of privately financed projects in Los Angeles – to identify and meet community needs. If the city rejects Hollywood Center, the city sends a message that senior or affordable housing is not valued as part of a conventional project.
- **It’s time to set aside the myth that “Old Hollywood” will return.** Relying on antiquated land use and zoning policies (preserving “Old Hollywood”) is not going to equip Hollywood to contribute as an economic engine for Los Angeles in the future. Hollywood’s community plan has not been updated since 1988 – pre-internet as we know it. *Several of those mobilized to delay the forward progress on this DEIR have been behind holding back the forward progress on the Hollywood Community Plan.* The lawsuit filed against the city, which resulted in the tossing of the 2012 version of the Hollywood Community Plan was filed, in part by the very same attorney who is active with those who oppose this project. Several letters were submitted by this attorney during the comment period. He is notorious for aligning with parties who seek to stop or delay project after project in Hollywood; this is his business model.
- **Imagining our 21st century city.** Those who wrote letters to delay the comment period or to oppose are those who already have what they want or need in this city – be it a home, some real estate or a view. The voices of those who will come and make a place in this community in the future are not heard. It is important that we imagine a more collective way forward as we build out a community to benefit a whole new group of neighbors. Again, we are already 20 years into the 21st century and it is time to plan for the next generation. Los Angeles can only “grow up” if it is going to accommodate the population growth that is inevitable.
- **Job creation and economic stimulus.** Finally, the prospect that the city would deny or delay a project that represents an investment in a community that is reeling from the dislocations associated with this pandemic is worrisome. This investment will bring jobs (both construction and permanent), housing, civic space, tax revenue. Against this background of investment, we face the sobering reality of the following:
 - [According to an estimate](#) released April 22 by the L.A. County Economic Development Corporation, the unemployment rate could reach 32% in May and the projected loss of payroll jobs could exceed 1.2M owing to the business shutdown related to Covid.
 - L.A. County may experience [a \\$2B drop in sales tax revenue](#) between now and end of FY 2021. This will have a particular impact on *county safety net* programs and the Measure H funding source that impacts homelessness initiatives. This is in the face of what is anticipated to be an uptick in homelessness due to job and housing dislocation.
 - According to the city controller, who [announced his estimates in April](#), the city budget could experience a shortfall of between \$194 to \$598M in fiscal year 20-21, depending upon the length of this pandemic impact.

Thank you for adding this letter to the public record. As a final note, those who said that the response period should be delayed due to the coronavirus are suggesting that civic affairs should come to a halt for the foreseeable future. The situation we are living through together as a society is not going to magically end in 30 to 60 days. We are learning as a people to adapt to this new global reality – public meetings (including even the U.S. Supreme Court) are adapting to these circumstances and technology

allows for involvement, access to documents and the continuation of civic engagement.

Thank you,

Kerry Morrison

From: kerryhmorrison@gmail.com <kerryhmorrison@gmail.com>

Sent: Thursday, April 30, 2020 4:20 PM

To: mindy.nguyen@lacity.org

Subject: Public Comment - ENV-2018-2116-EIR Hollywood Center Project

Ms Nguyen,

Please find attached my letter in support of the proposed Hollywood Center Project.

I will also send a copy via mail.

Thank you

Kerry Morrison