

From: Michael Morrison <mike_morrison@me.com>
Sent time: 05/11/2020 04:19:10 PM
To: Mindy.Nguyen@lacity.org
Subject: Public Comment - ENV-2018-2116-EIR Hollywood Center Project
Attachments: Mike Morrison support letter.pdf

Mindy,

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

Sincerely,

Mike Morrison

[Type here]

May 11, 2020

TO: Department of Planning, City of Los Angeles
Mindy Nguyen

mindy.nguyen@lacity.org

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

FROM: Mike Morrison
Property owner 1645 No Vine Street
Mike_morrison@me.com

SUBJECT: ENV-2018-2116-EIR
Hollywood Center Project – Letter of Support

I am an original owner of a condominium parcel at the Broadway building, just one block south of the proposed Hollywood Center project. Thank you for this opportunity to provide public comment upon the release of the draft environmental impact report. **I am writing to support this project and urge the city to approve the EIR and move this forward.** It has been more than 10 years in the making.

This central part of historic downtown Hollywood has been on the rise for the past two decades. It has not been an easy road. I invested in this property and proudly used this location as my office for many years.

I note that the opposition to this project has adopted the strategy to seek an extension of the public comment period because of the city's stay at home order in the wake of the pandemic. There is nothing about adhering to the "stay at home order" that makes it difficult to read the documentation that allows one to make an informed choice. To the contrary, it should be easier to read, because we have more time on our hands.

If anything, the devastating impact of the economic dislocation brought on by this global pandemic warrants keeping this project on schedule. Delaying a review period for an EIR that everyone has been waiting for sends a risky message to others who might have the courage to invest in Los Angeles in the age of covid.

ENV-2018-2116-EIR
Hollywood Center Project – Letter of Support

This core part of Hollywood is inextricably tied to tourism and entertainment. As a result of this pandemic of indeterminate length, the Hollywood micro-economy is going to suffer severe setbacks. Delaying this project will have serious impacts on the ability of Hollywood to resume its contribution as an economic engine to the city and county.

An [article](#) this past week in the San Gabriel Valley Tribune reported that California tourism is on track to lose \$72B in visitor spending this year, nearly half of what was generated in 2019. One can only imagine what the continued impact will be into 2020. With respect to the theaters that employ so many and keep our restaurants alive, experts suggest it may well be mid 2021 before it will be safe for people to sit in close proximity to each other again.

I encourage our city leaders to keep their eyes on the future of our city and to stay focused upon the vision of a Hollywood where people live and work in the neighborhood, use public transportation and benefit from having neighborhood amenities in walking distance. By the time this project opens its doors, we will have moved through this difficult chapter in the life of our city, our country and the world and we will have something to celebrate together.