

**From:** Barbra McLendon <bmclendon@alzla.org>  
**Sent time:** 05/19/2020 11:17:28 AM  
**To:** mindy.nguyen@lacity.org  
**Cc:** Kelly Takasu <ktakasu@alzla.org>  
**Subject:** Support for Senior Housing in Hollywood  
**Attachments:** Hollywood Center Support Letter AlzLA FINAL.pdf

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Dear Ms. Nguyen,

Attached is our letter of support for the Hollywood Senior Housing project. Please let me know if you need anything further.

Regards,

Barbra

**Barbra McLendon**  
Public Policy Director



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May 18, 2020

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

**RE: Hollywood Center Project - ENV-2018-2116-EIR**

Dear Ms. Nguyen,

I am writing to express our support for the proposed Hollywood Center Project.

This project speaks to the city's urgent need for affordable housing for older adults. Average monthly income from Social Security alone puts most seniors very close to the federal individual poverty level. Even the maximum benefit -- which is very difficult to obtain -- nets an annual income that is far below the cost of comfortable living in many larger cities.

Alzheimer's Los Angeles is a proud partner of the Purposeful Aging Los Angeles (PALA) initiative. The PALA Age-Friendly Action Plan that was adopted by both the City and County of Los Angeles, outlines eight domains of livability that influence the quality of life for older adults. These domains, influenced by the World Health Organization and AARP include: Civic Participation and Employment, Communication and Information, Community Support and Health Services, Emergency Preparedness and Resilience, Housing, Social Participation, Transportation, and Outdoor Space and Buildings.

Hollywood Center would provide older adults with access to many of these domains by allowing future residents the opportunity to live in a vibrant community that provides access to essential resources such as convenient transportation options, well-designed pedestrian experiences (Vision Zero crosswalks, landscaped medians, outdoor public spaces), and access to world class healthcare all within a short subway ride from their home.

Our city is aging rapidly, and we need to make investments to provide for our older adult population now. For these reasons Alzheimer's Los Angeles supports Hollywood Center, and we urge you to move this project forward. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Heather Cooper Ortner".

Heather Cooper Ortner  
President & CEO  
Alzheimer's Los Angeles