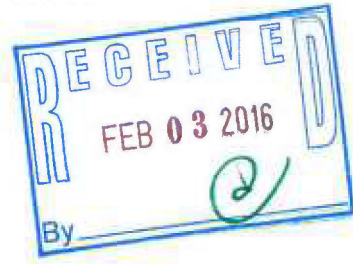


#9

THE MONTALBÁN FOUNDATION
1615 NORTH VINE STREET, HOLLYWOOD, CA 90028

February 3, 2016

Los Angeles City Council
John Ferraro Council Chamber
RM 340, City Hall
200 North Spring Street, Los Angeles, CA 90012



Item NO: 15-1320 Case No. CPC-2014-3706-VZC-HD-ZAA-SPR

Good Day Council Members,

This hospitality project at 1541 Wilcox Ave. is being developed as part of the Hollywood International Regional Center by local developers Grant King and Richard Heyman and their partners. The architectural design by Roschen Van Cleve is first class. The well respected Thompson Hollywood Hotels will manage the hotel upon completion. We are working to improve our neighborhood by building a more dynamic entertainment business district that is walkable, enjoyable and prosperous again.

We have a sincere need, especially in central Hollywood for new quality hospitality solutions. Within walking distance of this proposed and funded project are **CNN, Chauenga and Sunset Blvd restaurants, entertainment businesses, LA Film School, Kilroy's Sunset Media Tower, newly completed Columbia Square, Hudson Pacific's Sunset + Gower Studios along with their new Sunset + Bronson Icon Netflix Center. The Pantages Theatre and yes our theatre, The Montalban.** JH Snyder's 1601 Vine Office - Entertainment Business Tower being completed on our south border of Selma and Vine. All of these business establishments along with others that I haven't mentioned have executives, key crew members and entertainment professionals travelling here from all parts of our globe to work in Hollywood. The demand is here and the solutions are on the table.

We support your approval for the item 15-1320.

Thank you for listening.

A handwritten signature in blue ink, appearing to read 'Gilbert Smith'.

Gilbert Smith
Chair
The Ricardo Montalbán Foundation, Inc.