



Sharon Dickinson <sharon.dickinson@lacity.org>

Crescent Heights / Hollywood Palladium

1 message

16-0106-S1

16-0106

Thor Lee (Avison Young) <Thor.Lee@avisonyoung.com>

Mon, Mar 14, 2016 at 4:44 PM

To: "Sharon.Dickinson@lacity.org" <Sharon.Dickinson@lacity.org>

Cc: Jake Stevens <jake@afriat.com>

Good afternoon Sharon

My name is Thor Lee and I am writing in support of Crescent Heights development of the Palladium site in Hollywood.

For over 20 years our Los Angeles City mayors and council members have thought thoroughly through and ultimately pushed for public transportation projects that would "bring LA into the 21st century" while encouraging development around public transit options. One such infrastructure project is the Metro Rail System which costs the taxpayers of our city billions of dollars in public funding. In fact, within a mile or so of the Palladium site there are no less than 3 metro stations which conveniently serve our community. In addition our civic leaders had further identified Hollywood as a prime market for development by establishing a Community Redevelopment Agency zone in the Hollywood area just a few short years ago. These are merely two tell-tale signs that for decades Hollywood was identified by our civic leaders as a prime location for redevelopment. Now the time has come for our city leaders to follow through on their promise to encourage smart developments in our community.

Hollywood's job opportunities, residential needs and amenities are changing in dramatic ways for the better. For the first time in over 40 years we see a number of new office projects being built with the infusion of billions in private dollars being invested in the area. These projects will bring thousands of high paying, quality entertainment and technology jobs that we could not have dreamed of just a short decade ago. This incoming workforce will be seeking the lifestyle choices that embody their culture and residential needs. The Palladium Residences will provide exactly that and more.

My main point is to remind this council that it was them, our civic leaders, that over the years pushed this "21st Century" vision of Los Angeles. I was in attendance at dozens of events in the recent past that our leaders (Including then CD 13 councilman and current mayor Eric Garcetti) raved about how our city will change for the better if we followed their lead. Angelino's agreed and funded billions of tax dollars to see this vision through. Hollywood is in the midst of recapturing its former glory where a true live, work and play environment is finally achievable. Now it is the duty of our councilmembers and mayor to see this vision...THEIR vision through.

Sincerely,

Thor Lee

Vice President

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Sharon Dickinson <sharon.dickinson@lacity.org>

Statement of support for the Palladium Residences

1 message

Brent Turner <beerandtallbuildings@gmail.com>

Sat, Mar 12, 2016 at 12:49 PM

To: sharon.dickinson@lacity.org

Dear Ms. Dickinson,

I'd like to weigh in in support of the Palladium Residences. In this regard, I ask that you add me to the public record and circulate my statements to the Councilmembers of the PLUM committee.

In my 20 years as a resident of the city of Los Angeles, I have:

- Owned 4 cars
- Amassed just over 400,000 miles total (20,000 miles a year!)
- Spent 571 hours in the car per year (estimated using a Texas Transportation Institute study's average city speed of 35/miles per hour)

That's a lot of time wasted in the car. Time better spent walking, reading, socializing, living.

Developments like the Palladium Residences represent a trend in LA towards public transit oriented growth. Such growth affords residents like me the opportunity to claim back a portion of our lives from the automobile. It's densification like this that offer an effective way to ensure the environmental, social and personal health of our city and its residents.

I ask that the PLUM Committee see the Palladium Residences for what they truly are: a positive step forward in the journey to a better, smarter, more livable Los Angeles.

Thank you for your consideration,

Brent Turner



Sharon Dickinson <sharon.dickinson@lacity.org>

Fwd: Palladium Residences - LA City Council Hearing - March 15

Kirk Gaw <kirk.oneone77@gmail.com>
To: Sharon.Dickinson@lacity.org

Fri, Mar 11, 2016 at 3:23 PM

ATTENTION: Sharon Dickinson

Hi! Nicole! It's good to hear from you! As much as I want to attend that meeting I cannot be there at 2:30 that day....I think it is important to appear in lieu of the NIMBY activism in California today! The Neighborhood Integrity Initiative must be defeated! It ignores already existing City Planning provided by California cities! It reminds me of the old establishment who want to carry out any means to prevent supply from outweighing demand so that they can get away with charging outrageous and unfair rents for older dilapidated or just dated property! Especially, in Hollywood where you see residents struggling for what is really unnecessary for our hardworking citizens who need better living conditions! I appreciate new developments like the Palladium residences because it provides much needed supply relieving demand for Hollywood housing!

Yours Truly,

Kirk Gaw

----- Forwarded message -----

From: **Nicole Kern** <nicole@afriat.com>

Date: Fri, Mar 11, 2016 at 12:37 PM

Subject: RE: Palladium Residences - LA City Council Hearing - March 15

To: Kirk Gaw <kirk.oneone77@gmail.com>

Hi Kirk,

We will be sad to miss you, but understand that it is a difficult time for most community members to attend.

If you feel so inclined we would appreciate if you had your voice be heard on the issue in the form of an email. Please address your email to Ms. Sharon Dickinson - Legislative Assistant for the PLUM Committee (Sharon.Dickinson@lacity.org) and request that she both (1) add your email to the public record and (2) circulate the email to the Councilmembers on the committee. If you would be so kind as to bcc me or forward me the email after I would very much appreciate it.

Also, if you know of anyone that may feel passionately about this project like you do please feel free to forward along your flier.

Thank you so much,

Nicole Kern

Nicole Kern



Sharon Dickinson <sharon.dickinson@lacity.org>

Palladium Residences

1 message

Alex De Ocampo <deocampo.alex@gmail.com>

Tue, Mar 15, 2016 at 11:56 AM

To: Sharon.Dickinson@lacity.org

March 15, 2016

Ms. Sharon Dickinson
Legislative Assistant
Los Angeles City Council PLUM Committee

To Sharon:

As a life long "Los Angeleno" and being born in the Hollywood area, I am pleased to support the Palladium Residences project. Our community is experiencing a renaissance and neighborhood-serving, sustainable projects like the Palladium Residences will house, entertain and employ the next generation of Hollywood residents.

Our community needs housing. The Palladium residences is a quality project that will provide housing options that we need.

After thoughtfully engaging our neighbors and incorporating the suggestions they received into the project, the Palladium Residences is well-balanced and in-scale with adjacent buildings, as well as contextually appropriate for the area. The distinct and historic features of the Palladium will remain the focal point of the site while new retail will encourage greater pedestrian traffic along Sunset.

I believe that our immediate neighborhood, and Los Angeles as a whole, will benefit from the Palladium Residences.

Please allow the following:

- (1) Add my email to the public record
- (2) Circulate the email to the Councilmembers on the Committee

Best regards,

Alex De Ocampo