



February 7, 2017

Luciralia Ibarra
Department of City Planning
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Re: 2110 Bay Street, CPC-2016-3479-GPA-VZC-DB-SPR, ENV-2016-3480-EAF, VTT-74564

Dear Ms. Ibarra,

Established in 1924, the Central City Association of Los Angeles (CCA) is Los Angeles's premier advocacy organization, with 400 members employing over 350,000 people in the Los Angeles region. As the voice for Downtown as the region's center for growth, we support new high-quality developments.

To that end, CCA supports the entitlement requests for the proposed project known as *2110 Bay Street* and knows this project will add to the vibrancy of the Arts District and Downtown.

The project applicant, JADE Enterprises, plans to build a mixed-use project, adding to Downtown L.A.'s portfolio more live/work units, commercial space, and creative office space whose designs are in keeping with the Downtown Design Guide. Its plentiful open space will activate the campus's ground floor as public use in Downtown.

We appreciate your consideration and encourage your support.

Sincerely,

A handwritten signature in blue ink, appearing to read "JLall", written in a cursive style.

Jessica Lall
President & CEO

cc: Councilmember José Huizar, 14th District, City of Los Angeles