



PLUS DEVELOPMENT

Plus Development
743 Seward St.
Los Angeles CA 90038

August 25, 2021

Los Angeles City Council Planning and Land Use Management Committee
200 North Spring Street
Los Angeles, CA 90012

Re: Hollywood Community Plan Update

Honorable Chair Harris-Dawson, and Committee Members:

I am writing on behalf of Plus Development, a real estate development management firm specializing in design-oriented projects in the residential, multi-family, commercial, hospitality, creative office, and retail sectors. As a local stakeholder with a number of active projects in the Hollywood area, we are excited that Hollywood will finally be receiving a much-needed update to the community plan. We commend the work your committee and staff have done thus far. At this time, however, we are respectfully requesting that the item be continued to a later date because we are concerned that certain aspects of the update could have an adverse impact on development.

Specifically, the proposed Floor Area Ratio (FAR) and height provisions could impose unwarranted and onerous limitations on development, thereby stunting Hollywood's growth. Encouraging high-density transit-oriented developments is one of the clear goals of this update. The low level FAR and height limitations are a step backwards in achieving that goal.

As stakeholders in Hollywood, we appreciate the City's vision for this area and inclusion of certain measures to ensure that Hollywood develops in a sustainable and healthy manner. Thank you for considering these comments, and we urge you to consider these changes.

Respectfully,

Michael Unwin
Snr. Director