

## Communication from Public

**Name:** Daniel

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**Council File No:** 18-0734-S2

**Comments for Public Posting:** Please see attached support letter from South Park BID



September 5, 2024

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

Dear City Councilmembers,

I am writing to express the South Park BID's (SPBID) strong support for the proposed mixed-use development project by Jade Enterprises. This project, which includes the construction of two towers with a total floor area of approximately 452,630 square feet, represents a significant and positive addition to our community.

Tower 1, featuring two hotels with 300 guest rooms and 3,120 square feet of retail space, and Tower 2, comprising 250 residential units and 10,000 square feet of commercial space, will provide much-needed amenities and housing options in our area. The project's thoughtful design, which includes a maximum height of 260 feet and 23 stories, ensures that it will be a prominent and attractive landmark in our community.

The inclusion of 288 parking spaces, with allocations for retail, residential, and hotel uses, as well as 252 bicycle parking spaces, demonstrates the Applicant's commitment to addressing the transportation needs of future residents and visitors and promotes sustainable transportation options.

SPBID also supports the provision of hotel transient occupancy tax credits for this project, as it will further incentivize the development and operation of the hotel, bringing additional economic benefits to our community.

SPBID believes that this project will bring numerous benefits to our community, including increased housing availability, job creation, and enhanced commercial opportunities. The mixed-use nature of the development will foster a dynamic and integrated urban environment, making our neighborhood a more attractive place to live, work, and visit.

We wholeheartedly support the Jade Enterprises proposed mixed-use development and urge the Los Angeles City Council approve this project. Thank you for consideration.

Nolan A. Marshall III  
Executive Director  
South Park Business Improvement District