



August 5, 2020

Department of City Planning  
City of Los Angeles  
6262 Van Nuys Boulevard, Room 351  
Van Nuys, CA 91401

**SUBJECT: ParkPointe Encino Project CPC-2018-3286-VZC-SPE-ELD-SPP-SPR – SUPPORT**

Dear Department of City Planning,

The Valley Industry and Commerce Association (VICA) supports the ParkPointe project, a mixed-use medical office building and senior living facility that will invest in the Ventura Boulevard commercial corridor, enhance the streetscape and provide supportive housing options for seniors.

The proposed uses and improvements are appropriate for the area, which has been a site for commercial uses for many years on this stretch of the boulevard. The site's existing vacant surface parking lot will be replaced with 90 eldercare units with assisted living and memory care, adjacent to existing residential uses. The multi-million-dollar reinvestment in this property will create new housing in the San Fernando Valley, new jobs and medical offices that will benefit the senior living facility residents and the greater surrounding community, by providing conveniently located medical care which is critical during these challenging times.

As a business organization, we recognize the potential benefits the project will bring to Encino and the business community. Transforming the site with these neighborhood-serving facilities that include ample surface and underground parking and improved walkability, benefits the surrounding area and attracts other investments in the community.

The success of Ventura's commercial district is significant to the region's economy. Supporting this type of development will undoubtedly leave a positive impact.

ParkPointe is a responsible development that respects existing residential neighborhoods, provides a range of housing options for seniors, creates job opportunities, and focuses new development along one of the City's primary commercial districts. The project and its close proximity to transit options also supports the City's goal of reducing emissions and alleviating traffic while contributing to the City's tax base.

For these reasons, VICA supports the ParkPointe Encino project and urge that this project move forward.

Thank you for your consideration.

Sincerely,

Brad Rosenheim  
VICA Chair

Stuart Waldman  
VICA President