



April 16, 2012

Hon. Ed Reyes, Chair
Planning & Land Use Committee
200 N. Spring St., Rm. 410
Los Angeles, CA 90012

Dear Councilman Reyes:

On behalf of the Los Angeles Area Chamber of Commerce and our 1,600 member organizations, I am writing to express our support of the Hollywood Community Plan, which would provide the Hollywood community with clear and updated guidelines for development.

Hollywood is an important economic driver as a location for creative start-ups, professional services, and urban housing. Crime is down, the number of quality tourist destinations is up and Hollywood is now home to a growing array of new employers and eclectic places for tourists and residents to shop, dine and live. The recent revitalization of Hollywood is the result of committed stakeholders like the City of Los Angeles and tremendous investment by the business community.

Extensive outreach by the City Planning Department and the City Councilmembers that represent Hollywood and the surrounding area resulted in input and public testimony that have provided a balanced approach to the varied needs of residents and businesses alike. The Hollywood Community Plan directs development away from residential neighborhoods and near major arterials and mass transit. It preserves single family neighborhoods and historic resources and provides for open space, theater districts, new housing and locations for film industry businesses that call Hollywood home. Supported by residents, elected officials and the business community, it provides certainty to all the stakeholders about the future of Hollywood.

The Los Angeles Area Chamber of Commerce strongly supports the Hollywood Community Plan and believes it is time for the City to move forward and adopt the plan. If you have any questions, please contact Jessica Duboff at jduboff@lachamber.com or 213.580.7558.

Sincerely,

A handwritten signature in cursive script that reads "Gary Toebben".

Gary Toebben
President & CEO

cc: Councilman Jose Huizar
Councilman Mitch Englander