



Candy Rosales <candy.rosales@lacity.org>

Hollywood Chamber of Commerce Support the Hollywood Community Plan - Please Submit for the record

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net> Mon, May 7, 2012 at 11:14 PM
To: "Candy.Rosales@lacity.org" <Candy.Rosales@lacity.org>, "Adam.Lid@lacity.org" <Adam.Lid@lacity.org>

From: Shahenian, Nicole
Sent: Monday, May 07, 2012 11:11 PM
To: 'Sharon.gin@lacity.org'
Cc: 'Councilmember.reyes@lacity.org'; 'Councilmember.huizar@lacity.org'; 'Councilmember. englander@lacity.org'; 'Councilmember.Garcetti@lacity.org'; 'Councilmember.Labonge@lacity.org'
Subject: Hollywood Chamber of Commerce Support the Hollywood Community Plan - Please Submit for th record

TO: Members of the PLUM Committee

CC Councilmember Eric Garcetti

Council Member Tom Labonge

Subject: Support the Hollywood Community Plan

Case No: 2005-6082

Comments Submitted by:

Nicole Shahenian

Vice President of Public Policy

Hollywood Chamber of Commerce

7018 Hollywood Blvd.

Los Angeles, CA 90028

Phone: [323-785-1762](tel:323-785-1762)

Honorable PLUM Committee Members:

On behalf of the Hollywood Chamber of Commerce, and its over 900 members, I am writing to express my strong support of the Hollywood Community Plan Update. *The Chamber calls on you to move forward with adoption of this Plan today.*

The Hollywood Community has been working with an outdated community plan that is now 23 years old, and has caused developers to seek numerous variances on proposed projects – often opening them up to legal challenges. A new plan will clearly detail the City's expectations and help guide proposed developments so that they do not need to face lawsuits for seeking changes from outdated requirements. It is time to take action to give the community a plan with clear, updated guidelines for development.

With fewer jobs in Hollywood today than there were 25 years ago, it is important for us to attract jobs so residents aren't forced to work and commute outside of the community. Like the rest of the country, the recession has hit Hollywood hard. We need more jobs, and we need more investment. The community plan update provides a blueprint for that growth in a prudent way, calling for increased density and development where it can be accommodated, so that we can continue to make progress in Hollywood without sacrificing the community's unique character.

The Plan also aims to make Hollywood the most vibrant walkable community in Los Angeles – with policies that: preserve wider sidewalks, support comprehensive streetscape plans and boulevard improvement plans, and enhance protections of open space – while also being designed to protect Hollywood's residential neighborhoods.

The Hollywood Chamber supports the Hollywood Community Plan Update and believes it will provide predictability for ALL constituents – residents, small business owners, property owners, developers and the businesses we want to attract to Hollywood. We ask that you move forward with adoption of this plan today!

Thank you for your continued efforts to maintain a vibrant and thriving Hollywood Community. Please feel free to contact the Chamber if we can be of any assistance as you move forward with adoption of this important document.

Thank you,

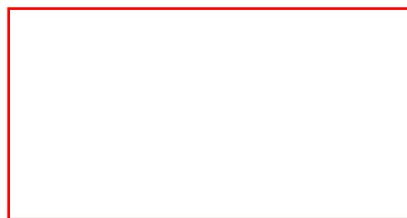
Nicole Shahenian

P do you really need to print this out?

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Nicole Janelle Shahenian

Vice President, Public Policy



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