



Candy Rosales <candy.rosales@lacity.org>

Fwd: In support of the Hollywood Community Plan - Case No. 2005-6082

1 message

Sharon Gin <sharon.gin@lacity.org>

Tue, May 8, 2012 at 7:54 AM

To: Candy Rosales <candy.rosales@lacity.org>, Kevin Keller <kevin.keller@lacity.org>

----- Forwarded message -----

From: Lee Rierson <lee.rierson@shineamerica.com>

Date: Mon, May 7, 2012 at 4:44 PM

Subject: In support of the Hollywood Community Plan - Case No. 2005-6082

To: "Sharon.gin@lacity.org" <Sharon.gin@lacity.org>

Cc: "Councilmember.reyes@lacity.org" <Councilmember.reyes@lacity.org>, "Councilmember.huizar@lacity.org" <Councilmember.huizar@lacity.org>, "Councilmember.english@lacity.org" <Councilmember.english@lacity.org>, "Councilmember.Garcetti@lacity.org" <Councilmember.Garcetti@lacity.org>, "Councilmember.Labonge@lacity.org" <Councilmember.Labonge@lacity.org>

Dear Ms. Gin and members of the City Council:

As both the operator of a business (Shine America, a television and digital production company which employs 200 staff and freelancers at any given moment) in the Hollywood Entertainment District and a homeowner in Hollywood (2140 Canyon Drive, Los Angeles 90068), I wanted to write a letter in strong support of the Hollywood Community Plan.

While I realize there is opposition from certain homeowners who are concerned about their hillside views and increased traffic, I believe that for a variety of reasons the Plan is well designed and thought out and likely to produce significant improvements -- both tangible and intangible -- in the quality of life and the business environment for a much larger universe of Hollywood residents, business owners, visitors and other

residents of the Greater Los Angeles area.

As a longtime Los Angeles resident (going on 27 years), my family and I subscribe to the belief that vibrant, sustainable, safe and productive urban cores are essential to quality city life. Hollywood specifically stands to benefit in terms of increased safety, attractiveness as a home for entertainment businesses like ours (we moved from the Universal Studios lot 18 months ago), increased environmental quality and increased tourism from other states and countries as well as higher quality visits from other residents of the Los Angeles metropolitan area.

So much progress has been made in Hollywood over the past ten years but its best years are still ahead of it as long as the momentum is kept up. I urge you to approve the plan.

Thank you for looking out for the best interests of Hollywood and the City of Los Angeles. If you have any questions I can be reached at the below address and telephone number.

Sincerely,

Lee Rierson

Lee Rierson | Chief of Business Operations & Legal | Shine America

T: [323 790 8181](tel:3237908181) | 1741 Ivar Avenue, Los Angeles, California 90028

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