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Letter in support of CPC 2008-4953-DA New Century Plaza Hotel

TUESDAY, OCTOBER 16, 2012 Item #5 Planning and Land Use Committee

Carol Spencer
10316 Wilkins Avenue
Los Angeles, CA 90024
ccsuafflower@earthlink.net

October 15, 2012

Hon. Ed Reyes, Chair, PLUM Committee
Hon. Jose Huizar
Hon. Mitch Englander
Office of the City Clerk
Attn: PLUM Committee
200 North Spring Street, Room 395
Los Angeles, CA 90012

Reference: CPC 2008-4953-DA New Century Plaza Hotel

Dear Chairman Reyes and Councilmember's:

I live within walking distance of the Century Plaza project and want to say that the project has come a long way from what was originally announced. I was opposed to the original plan but am happy to say that I stand in support of Option C, or the Community Input Alternative.

With this Option, the hotel is protected for years to come, traffic-inducing new office space is eliminated, the community gets jobs, the City gets new revenues, and we, the neighbors, get a thoughtfully-designed mixed-use project that invites us in to shop, dine or just relax.

When a property owner is willing to listen to input, and the surrounding community is willing to work together, a good project can be the outcome. I ask that you support Option C, which represents the combined efforts of the property owner and the community.

Thank you,



Carol Spencer

Cc: Councilman Paul Koretz
Deputy Christopher Koontz

#5
12-1580

COMSTOCK HILLS

HOMEOWNERS ASSOCIATION

I'm Jan Reichmann, president of ComstockHills Homeowners Association, a community of some 300 residences just north of Century City. Our organization has challenged developments and supported others. Today I am here to support the Century Plaza Project. It wasn't long ago that I appeared before this group asking that you save the Hotel. It will now be preserved and enhanced to ~~Five Star status~~ and the Project will be a pedestrian friendly destination for those seeking an urban oasis.

We appreciated having access to the developer, Michael Rosenfeld. Not only does he have architectural integrity, but he cares about his legacy in our community and shows a real concern for the work force associated with the hotel and project. That is a rare attribute!

Thank you for this opportunity to express my organization's support of this project.

Jan Reichmann Oct. 16, 2012

PLUM

CPC 2008-4953-DA - New Century PLAZA

#5
12-1580

Hon. Ed Reyes, Chair, PLUM Committee
Hon. Jose Huizar
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Office of the City Clerk
Attn: PLUM Committee
200 North Spring Street, Room 395
Los Angeles, CA 90012

October 16, 2012

Messrs. Reyes, Huizar and Englander,

I will be attending the PLUM meeting on the New Century Plaza Hotel project (CPC 2008-4953-DA).

The text of my testimony is shown below.

My name is Michael Eveloff. I am President of the Tract 7260 Association and the representative of the Westside Coalition of Community Associations which is comprised of seven homeowner associations. As you well know, it is almost unheard of for Century City area homeowner associations to support a Century City developer. However, that is precisely why I am here today.

The organizations I represent are fully in support of the New Century Plaza Hotel Project.

The project's pedestrian-friendly design will serve to welcome the community into the property, making it much more accessible to those who live and work nearby.

Over the course of several years, the Century Plaza team has proactively worked with numerous local organizations to create a project that preserves and rehabilitates the existing hotel, reduces traffic impacts, generates jobs and tax revenues, provides neighborhood protections and provides a mix of uses and outdoor amenities that welcome the community into its center.

I would like to take a moment to thank Michael Rosenfeld. He has been and will be an excellent corporate neighbor. He has not only been open to community concerns – he has acted on them. Such stakeholder and owner cooperation results in a non-adversarial environment in which ideas can be shared, concerns expressed and solutions found. This kind of cooperative effort should serve as a model for community/developer interaction.

The project AND developer before you today are worthy of our support and yours. Thank you for your consideration.

Sincerely,

Michael Eveloff
President, Tract No. 7260 Association. Inc.

Cc: Councilman Paul Koretz
Christopher Koontz

Date: 10/16/12
Submitted in PLUM Committee
Council File No: 12-1580
Item No.: 5
Deputy: Woman from Public

Represented Associations

