

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

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

# Represented Associations

