



Richard Williams <richard.williams@lacity.org>

Re: Case Numbers 12-1914-S1 and 12-1914

Carol Massie <carol.massie2@verizon.net>
To: richard.williams@lacity.org

Wed, Feb 27, 2013 at 6:19 PM

> Dear Mr. Williams,

> I want to give my strong opinion against the recent request to designate the area Melrose to Sunset and Wilcox to Gower area as "Peru Village".

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> While I know there are many areas of the city that are named after specific ethnic enclaves, I don't believe this area which is so rich in "Hollywood" history should be separated from the area that tourists and neighbors consider the heart of the entertainment industry.

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> I am a founding member of the Sunset/Vine Business Improvement District which includes this "Peru Village" area. Not only have I never heard of this petition but we, as business owners, work very hard to make Sunset Boulevard and the famous Sunset & Vine corner a place that people from all over the world view as an integral part of Hollywood. Peru Village would include the Cinerama Dome, a Hollywood icon, among others, which seems amazingly inappropriate.

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> Please pass along my concern to Councilman Garcetti, Bernard Parks and D. O. N. E. and ask them not to approve such a narrow designation of this venerable area.

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> Very sincerely,
> Carol Massie
> McDonalds
> Hollywood