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Statement for inclusion in Council File 12-1914-S1 and 12-1914

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To: richard.williams@lacity.org

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I wish to submit the following statement for inclusion in the City Council file 12-1914-S1 and 12-191.

It is attached as a word doc, but the text is also below. Thank you very much

Philip Mershon

RE: Case numbers are 12-1914-S1 and 12-1914

The city of Los Angeles has a long history of designating the naming of several ethnic enclaves. They do this because a proposed area has a large majority of the specific ethnicity in residential populace and/or ethnically owned businesses. Whenever signs go up to designate a Thai Town, or Little Tokyo, or Little Armenia or Little Ethiopia, it's never a surprise to anyone who lives, shops or simply drives through as it was obvious that these were the dominate cultures of the specific area.

Los Angeles City Council policy (COUNCIL FILE: 02-0196) for Renaming of a community requires review and evaluation of "whether the proposed name reflects the historical and cultural significance of the community"

So let's review:

The birth of Hollywood as a permanent address for entertainment production happened on Oct. 27, 1911 when the Nestor Film Company opened doors on the corner of Sunset and Gower, over 101 years ago.

From that day till this, there has never been one dominant culture, race or ethnicity here in town. All sizes, shapes, shades and origins have come here; none have ever been a majority. In truth the only dominant race in Hollywood, now and always, is that mysterious, multi-cultural race known as 'Show Biz Folk'. When they weren't understood back home in Kansas or Canada or Peru, they came to Hollywood to be welcomed by like minds. Their efforts and creativity have given magic to the world for over 100 years, and those gifts must always be honored.

I would welcome a restriction to prevent the renaming of ANY portion of the Historical Core of Hollywood (generally recognized as Franklin Ave on the north, Melrose Ave on the south, Van Ness Ave on the east and La Brea Ave on the west) as anything other than what it is already known: Hollywood.

Thank you

Philip Mershon,

25 year Hollywood resident