



ADMIN. SUPPORT SVCS.
DONE

February 28, 2013

2013 MAR -6 P 3:30

Los Angeles City Department of Neighborhood Empowerment
334-B E. 2nd Street
Los Angeles, CA 90012

**RE: City Council Case #12-1914-S1 and 12-1914
Designation of Hollywood Historic Core as "Peru Village"**

To whom it may concern;

My family developed, owns and manages the high rise office buildings at 6464 and 6565 Sunset Blvd. from the time they were built in the late 1960's and early 1970's. We chose these locations because they were in the heart of the Hollywood Entertainment Business District. It is further important to note the majority of the tenants in these buildings have always been connected with some aspect of the entertainment business and we feel the reason they are located here is due to Hollywood's storied history of being the heart of the entertainment industry. Clearly this hasn't changed and it would appear it's not going to change. We now have more entertainment technology companies, but it's still all about the entertainment business.

Please be advised the Folb family strongly objects to designating this area with any alternative name or cultural affiliation, as it will diminish the historical and financial value of not only our property, but the entire area. The focus of Hollywood and the marketing of this brand should remain on its storied historical connections with the entertainment industry and nothing else. It would be tragic and counterproductive to diminish this value in any way.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Folb', written over a printed name.

Brian Folb
PARAMOUNT CONTRACTORS & DEVELOPERS, INC.

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California 90028-8009

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