



Hollywood Property Owners Alliance
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Hollywood
Property Owners
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Shine America

Mark Stephenson
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Kerry Morrison
Executive Director

April 26, 2012

Honorable Members of the City Council
c/o The Office of the City Clerk
Attn: Etta Armstrong
200 N. Spring St., No. 395
Los Angeles, CA, 90012

Submitted electronically to: etta.armstrong@lacity.org

Subject: Support for the realignment of city departments

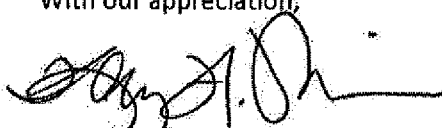
Honorable Members of the City Council:

The Hollywood Property Owners Alliance wishes to express their support for the integration of the City Planning and Building and Safety departments into a unified Department of City Planning and Development. We believe that the proposed realignment will not only bring about greater efficiency and lower costs, but it will improve the quality of development overall.

Among the various recommendations, we see the creation of "Project Managers," who can serve as a single point of contact for developers, as key to streamlining the permitting and entitlement process. As it stands, developers are either discouraged from building or must hire a costly expeditor to navigate a very convoluted process. We also see the inclusion of the Environmental Affairs Unit into this newly established department as crucial towards improving the city's advocacy efforts for CEQA reform on a statewide level. In Hollywood, we have seen far too many projects unfairly delayed or stymied due to CEQA litigation.

We applaud the city for taking a "customer approach" to the realignment of these departments and offer our support and input as you begin the strategic plan process.

With our appreciation,



Kerry Morrison

Cc: Michael LoGrande
Estineh Mailian

13-0046