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5:08 PM (16 hours ago)

to me

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From: **Brian Folb** <[Brian@hollywoodoffices.com](mailto:Brian@hollywoodoffices.com)>

Date: Thu, Jul 18, 2013 at 4:01 PM

Subject: VOTE YES ON MILLENNIUM HOLLYWOOD – Wednesday, July 24th

To: "[Councilmember.Ofarrell@lacity.org](mailto:Councilmember.Ofarrell@lacity.org)" <[Councilmember.Ofarrell@lacity.org](mailto:Councilmember.Ofarrell@lacity.org)>

Cc: "[Councilmember.Ofarrell@lacity.org](mailto:Councilmember.Ofarrell@lacity.org)" <[Councilmember.Ofarrell@lacity.org](mailto:Councilmember.Ofarrell@lacity.org)>,

"[Councilmember.Cedillo@lacity.org](mailto:Councilmember.Cedillo@lacity.org)" <[Councilmember.Cedillo@lacity.org](mailto:Councilmember.Cedillo@lacity.org)>,

"[Councilmember.Krekorian@lacity.org](mailto:Councilmember.Krekorian@lacity.org)" <[Councilmember.Krekorian@lacity.org](mailto:Councilmember.Krekorian@lacity.org)>,

"[Councilmember.Blumenfield@lacity.org](mailto:Councilmember.Blumenfield@lacity.org)" <[Councilmember.Blumenfield@lacity.org](mailto:Councilmember.Blumenfield@lacity.org)>,

"[Councilmember.LaBonge@lacity.org](mailto:Councilmember.LaBonge@lacity.org)" <[Councilmember.LaBonge@lacity.org](mailto:Councilmember.LaBonge@lacity.org)>,

"[Councilmember.Koretz@lacity.org](mailto:Councilmember.Koretz@lacity.org)" <[Councilmember.Koretz@lacity.org](mailto:Councilmember.Koretz@lacity.org)>,

"[Councilmember.Fuentes@lacity.org](mailto:Councilmember.Fuentes@lacity.org)" <[Councilmember.Fuentes@lacity.org](mailto:Councilmember.Fuentes@lacity.org)>,

"[Councilmember.Parks@lacity.org](mailto:Councilmember.Parks@lacity.org)" <[Councilmember.Parks@lacity.org](mailto:Councilmember.Parks@lacity.org)>, "[Councilmember.Price@lacity.org](mailto:Councilmember.Price@lacity.org)"

<[Councilmember.Price@lacity.org](mailto:Councilmember.Price@lacity.org)>, "[Councilmember.Wesson@lacity.org](mailto:Councilmember.Wesson@lacity.org)"

<[Councilmember.Wesson@lacity.org](mailto:Councilmember.Wesson@lacity.org)>, "[Councilmember.Bonin@lacity.org](mailto:Councilmember.Bonin@lacity.org)"

<[Councilmember.Bonin@lacity.org](mailto:Councilmember.Bonin@lacity.org)>, "[Councilmember.Englander@lacity.org](mailto:Councilmember.Englander@lacity.org)"

<[Councilmember.Englander@lacity.org](mailto:Councilmember.Englander@lacity.org)>, "[Councilmember.Huizar@lacity.org](mailto:Councilmember.Huizar@lacity.org)"

<[Councilmember.Huizar@lacity.org](mailto:Councilmember.Huizar@lacity.org)>, "[Councilmember.Buscaino@lacity.org](mailto:Councilmember.Buscaino@lacity.org)"

<[Councilmember.Buscaino@lacity.org](mailto:Councilmember.Buscaino@lacity.org)>, "[mayor.garcetti@lacity.org](mailto:mayor.garcetti@lacity.org)" <[mayor.garcetti@lacity.org](mailto:mayor.garcetti@lacity.org)>,

"[Sharon.gin@lacity.org](mailto:Sharon.gin@lacity.org)" <[Sharon.gin@lacity.org](mailto:Sharon.gin@lacity.org)>

Dear Councilmember O'Farrell:

As a Hollywood stakeholder, I urge you to support Millennium Hollywood and vote YES when the project is heard at City Council on Wednesday, July 24<sup>th</sup>.

Hollywood needs the catalytic Millennium Hollywood project in order to achieve its full potential as a world class city within a city. How else do we rid the streets of Hollywood of bad uses? The only way is to overwhelm them with GOOD USES! Here are just a few of the GOOD USES Millennium Hollywood will provide:

- Approximately 1 million square feet of **new uses**, including a combination of residential units, hotel rooms, office and associated uses, restaurant spaces, a health and fitness club and retail establishments
- Define a **new sense of place** for Hollywood by locating two architecturally distinguished towers along Vine Street
- Transform a series of surface parking lots into a **transit-oriented, pedestrian-friendly development** with diverse living, working, shopping, dining and recreational activities
- Create **extensive and inviting open spaces** that will greatly enhance the pedestrian experience of the area

As Louis Naidorf, architect of the Capital Records Building wrote in the LA Times on 5/18, “...*What Hollywood needs more than anything else is people — people coming there, people living there, people being there, people working there. Now there’s an opportunity for Hollywood to finally take a step forward, to burst out and do something.*”

With your YES vote Hollywood will finally take a step forward, to burst out and do something.

Hollywood is counting on you. VOTE YES on Millennium Hollywood!

Sincerely,

Brian Folb

**Brian Folb**

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**PARAMOUNT CONTRACTORS & DEVELOPERS, INC.**

6464 Sunset Blvd., Suite 700

Hollywood, CA 90028

p. [323.462.6727](tel:323.462.6727)

f. [323.462.0863](tel:323.462.0863)

[www.hollywoodoffices.com](http://www.hollywoodoffices.com)

[www.PCDnews.com](http://www.PCDnews.com)

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