

9/6/16  
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## The Paramount Masterplan Project

My name is Bobby Wright im a filmmaker and I live in Los Angeles and Im very proud to support The Paramount Masterplan. There are many important benefits that the Paramount Masterplan bring to the City of Los Angeles and it benefits the local residence that live here, but some of the most important benefits are more Industry jobs, such as film and tv productions bringing some of the most talented artist to perform in Paramount released films, including Producers, Directors, Writers and the hard working crews that set up the sound stages for the artist to perform on. And of course projects that other productions that will use the Paramount facilities for work in Pre-production and Post Production preparations. But to be able to accomplish making this a reality, Paramount Studios will need better facilities and it needs to change to more state of the art sound stages to compete with other studios. When Cecil B. Demille started shooting sound, he did not keep using the old glass roofed stages, and everything at a studio has or should have a function in making film and television.

Other benefits for the Paramount Masterplan: The people who fill the theatres

for our Paramount released films and other productions using Paramount facilities, are our local residence who live in the City of Los Angeles, and the residence living in the

City of Los Angeles will have a huge moral boost with more job opportunities with companies

within the Entertainment Industry and outside the Entertainment industry. And we must not forget how

the local economy in the City of Los Angeles will start to prosper and grow because when a motion

picture studio is busy with new movies and tv shows it always seem to bring great success to the local

area, and when you say 100 years of Paramount Pictures you know they are here to stay. Please approve

the Paramount Masterplan.

Thank you

Regards

Bobby Wright

President/Founder

Hampden Investment and Loans

& Hampden Entertainment



City of Los Angeles  
Department of City Planning  
200 N. Spring Street  
Los Angeles CA 90012

September 6, 2016

Re: Case No: TT-71751; CPC-2011-2459-GPA-ZC SP-SN-CA: CPC-2011-2462-DA  
CEQA No: ENV-2011-2460-EIR, State Clearinghouse No. 2011101035  
Paramount Pictures

To Whom It May Concern,

I am the Vice-President and Chair of the Land Use and Planning Committee of the Hancock Park Homeowners Association, est. 1948, and a Board member of the Hancock Park HPOZ. I am writing to express our Association's opposition to three specific proposals in the Paramount Master Plan:

1. We oppose the proposed 15 story office tower that would front on Melrose. This area is filled with one to two story residential and small business structures; many of which are important to the historic architectural fabric of Los Angeles. To build such a large and overbearing building right next to these neighborhoods would utterly change the character of this community.
2. We oppose any plans to install super graphic signs on any building on the Paramount Lot. Because of the low rise nature of this area of Hollywood any super graphic advertising would be visible for miles, polluting the views and peace of thousands of people.
3. We oppose the creation of a new electronic sign district and any plans to subsequently replace existing historic billboards with electronic ones. The Paramount campus is not in one of the City's entertainment districts; rather it is in the middle of an historic residential community. Electronic signage creates intrusive light pollution, distracts drivers and utterly changes the quality of the surrounding communities. Electronic signage is not only visible from miles away, but the light is so powerful and intrusive that it is impossible to keep it out of bedrooms and houses anywhere within miles of the light source.

Paramount Studios has been an important part of the community for decades and its studio buildings and campus are well designed to fit into the surrounding neighborhoods. While we understand that Paramount wants to make the most of their



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<b>OFFICE:</b> 137 W. LAYTON BOULEVARD, #228 LOS ANGELES, CA 90004 TEL: 310.441.1111 FAX: 310.441.1112	<b>SECRETARY:</b> JILL HARRIS 137 W. LAYTON BOULEVARD, #228 LOS ANGELES, CA 90004 TEL: 310.441.1111 FAX: 310.441.1112	<b>PROPERTY MANAGER:</b> JILL HARRIS 137 W. LAYTON BOULEVARD, #228 LOS ANGELES, CA 90004 TEL: 310.441.1111 FAX: 310.441.1112	<b>HOA BOARD:</b> JILL HARRIS 137 W. LAYTON BOULEVARD, #228 LOS ANGELES, CA 90004 TEL: 310.441.1111 FAX: 310.441.1112
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business asset we believe that the proposals for new buildings and oversized and electronic signage are completely inappropriate to this neighborhood.

In addition to our above, specific objections, we have a general concern as to the impact of an additional 1.4 millions square feet of new facilities to an area that is already overwhelmed with traffic and density. Melrose Avenue is not designed to take on any addition traffic flow and is completely gridlocked for hours every workday. The proposed \$100,000 funding for traffic mitigation is woefully inadequate. The estimated costs for adapting the already installed traffic signals at Rossmore and Melrose to include left turn arrows is over \$240,000. The Paramount Studios applicants should be required to provide honest plans for traffic mitigation with a real commitment to financially support the requirements.

Paramount's plans would benefit their stockholders at the cost of utterly changing the character of Melrose and the surrounding communities. The tax paying citizens of our neighborhoods would pay the price in loss of privacy, quiet, natural light, views of Hollywood and the integrity of their neighborhoods. How can this possibly be fair?

We ask that you and the City work with Paramount to dramatically scale back their proposal in order to better balance their role both as a business and as a neighbor.

Thank you,

Susan Grossman  
Vice President, HPHOA, est. 1948 and Board Member Hancock Park HPOZ Board



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Paramount Pictures Hollywood Project approval

1 message

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jeccles29 <jeccles29@yahoo.com>

Tue, Sep 6, 2016 at 3:57 PM

To: shawn.kuk@lacity.org

Cc: sharon.dickinson@lacity.org, Sharon\_Keyser@paramount.com

To the P.L.U.M. Committee, City of L.A.,

My name is John Eccles & I've lived near Paramount Pictures studio more than 50 years. I want the committee to support & approve the Paramount Pictures Hollywood Project for the following reasons.

- 1) The entertainment industry is the engine that drives tourism, both of which are very important to our local economy. Paramount is the last of major studios left in Hollywood. A healthy Paramount Studio will help to ensure a healthy Hollywood area economy.
- 2) In addition to Paramount 's support of local schools through a nonprofit such as "Big Sunday", the Hollywood Project will create good paying jobs, some of which will be filled by local young people.
- 3) Finally, Paramount is important to the local tax base. A thriving Paramount is and will be an important contributor to that tax base.

I ask the committee to support and approve Paramount Pictures Hollywood Project without reservations.

Sincerely,

John Eccles

CWA 9003 Union Seward & local resident

Sent on a Sprint Samsung Galaxy Note® 3



Sharon Dickinson &lt;sharon.dickinson@lacity.org&gt;

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**Paramount Pictures Hollywood Project**

1 message

**Hannah Kreger** <hannahk@electricentertainment.com>

Fri, Sep 2, 2016 at 9:33 AM

To: "shawn.kuk@lacity.org" &lt;shawn.kuk@lacity.org&gt;

Cc: "sharon.dickinson@lacity.org" &lt;sharon.dickinson@lacity.org&gt;, "Sharon\_Keyser@Paramount.com" &lt;Sharon\_Keyser@paramount.com&gt;

Dear PLUM Chair Huizar:

Please approve the Paramount Pictures master plan.

Every major studio has to change with the times and stay competitive as technology advances. Paramount needs to do what all of our other studios have already done – invest in new facilities and expand their capabilities. I hope the City will support one of our most historic businesses, and approve this proposed project.

All the best,

Hannah

**Hannah Kreger** | Assistant to Rachel Olschan**Electric Entertainment**

962 N La Cienega Blvd, Los Angeles, CA 90069

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Sharon Dickinson &lt;sharon.dickinson@lacity.org&gt;

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## Support of Paramount Pictures Plan

1 message

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**Ryan Bonnell** <rbonnell@yahoo.com>

Thu, Sep 1, 2016 at 4:46 PM

Reply-To: Ryan Bonnell &lt;rbonnell@yahoo.com&gt;

To: "shawn.kuk@lacity.org" &lt;shawn.kuk@lacity.org&gt;

Cc: "sharon.dickinson@lacity.org" &lt;sharon.dickinson@lacity.org&gt;, "Sharon\_Keyser@Paramount.com" &lt;Sharon\_Keyser@paramount.com&gt;

Dear Chair Huizar:

As a resident and property owner in Hollywood, I look forward to the investment and future development of Paramount Pictures.

The studio's \$700 million investment will further contribute to the revitalization of Hollywood, creating more jobs and economic growth. The new stages and production facilities at the Paramount property will help keep entertainment-related businesses and jobs in the greater Hollywood area. It will also attract other investment and businesses to the area that will better serve the needs of residents and office workers. I'm excited about the changes I've seen in Hollywood over the past 10 years and believe this project will provide positive enhancements for our community.

Please support and approve this project for the future of the studio and the Hollywood community.

Sincerely,

Ryan Bonnell

310-663-0439