



Siren Studios
6063 W Sunset Blvd
Hollywood, CA 90028

March 21, 2012

Members of The Planning & Land Use Management Committee, City of Los Angeles
The Honorable Ed Reyes, Mitchell Englander, & Jose Huizar

cc: The Honorable Eric Garcetti, Los Angeles Dept. of City Planning, & City Clerk

The Hollywood Community Plan / Siren Studios Parcel Sub Area 6:1

Dear Members of the City Council:

As we understand that the Hollywood Community Plan proposes Regional Center land use designation along the Sunset Boulevard frontage corridor in sub area 6:1, we are requesting that our entire property be included in the designation with Harold Way as the northern border between Gower and La Baig Avenues. As it stands now, the RC designation area intersects the city block in question, cutting not only through our parcels but a neighboring motel and mini-mall.

Siren Studios continues to make dramatic capital improvements on this evolving stretch of Sunset Boulevard. In 2010, we built the new gold standard Photo Studio on an empty parcel at 6061 W Sunset Boulevard that now attracts the most creative professionals and honored celebrities for the covers of Vanity Fair, Vogue, GQ, The Hollywood Reporter, to name a few. More recently, we acquired and are renovating the foreclosed upon Complete Post Building at 6087 W Sunset Blvd. We are transforming the building and 60,000 sq. ft. parcel that backs to Harold Way into a full spectrum Digital Media and Arts Complex that will further Hollywood's prominence in film, TV, music, as well as fashion and photography.

Siren is active in the community by hosting numerous charitable and education events with our partners at Project Angel Food, the Art of Elysium, TheraSurf, Communities in Schools, among many others on our campus. We are a significant jobs provider in Hollywood and training ground for students and interns coming up the ranks. We frequently collaborate with our neighbors at Sunset & Gower Studios, Nickelodeon Studios, CBS, and the forthcoming Emerson College, as well as other Los Angeles innovators city wide to contribute to Hollywood's legacy.

Please consider our request to expand the footprint of the Regional Center designation in sub area 6:1 to include the north half of the block up to Harold Way so that this key creative corridor on Sunset Blvd can continue to flourish.

Signed,
Dean Gavoni, CEO, & the Partners of Siren Studios