



Candy Rosales <candy.rosales@lacity.org>

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## 12-0303 - Fwd: The Hollywood Plan -- in Hollywood speak: It is a 1st draft needing notes and Revisions

1 message

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Sharon Gin <sharon.gin@lacity.org>

Tue, Apr 24, 2012 at 9:42 AM

To: Candy Rosales <candy.rosales@lacity.org>, Kevin Keller <kevin.keller@lacity.org>

----- Forwarded message -----

From: Eda Hallinan <EdaGHallinan@aol.com>

Date: Mon, Apr 23, 2012 at 3:50 PM

Subject: The Hollywood Plan -- in Hollywood speak: It is a 1st draft needing notes and Revisions

To: [councilmember.reyes@lacity.org](mailto:councilmember.reyes@lacity.org)

Cc: [Sharon.gin@lacity.org](mailto:Sharon.gin@lacity.org)

Hello Council-member Reyes:

First, I want to tell you how grateful I was to walk up to the microphone at the hearing a few weeks ago -- so very nervous -- and was greeted by you -- open and interested -- as if you truly did care what it was I had to say. It made speaking so much easier....and I thank you.

### HOLLYWOOD AS A COMMUNITY

I have lived in Beachwood Canyon since I was 10 (58 years), with occasional sojourns to SF for college and New York for work -- both of which are cities with great public transportation. I was lucky enough to have a mother to move here in the mid fifties. I continue to own the building she bought (3 units) and live next door in another 3 unit building which I bought as an adult. So I write as a resident and a landlady whose interest is not only in preserving the value of my property, but also preserving the value that our community provides to me and my tenants. Hollywood is a community both in Geography as well as a 'state of mind'.

### GREENWICH VILLAGE vs HOLLYWOOD

The fanciful comparison to The Village in NYC to what the Hollywood Plan is trying to create is an extremely bad one.

These are two totally different communities that evolved thru the unique circumstances which shaped them.

I think New Yorkers would be appalled if a developer came to The Village with a plan to make it more like Hollywood.

I know these developers are trying to give us conceptual idea of what they have in mind, but by comparing what they want to do to NYC is indicative of faulty thinking. It speaks loud and clear that even in their mind, the plan is not based on what is unique to our very specific culture and our community.

### CAR CITY

Transportation:

There is no city in the country -- including Detroit -- whose culture revolves around the Automobile more than Los

Angeles (ok, maybe San Deigo). We are a CAR culture. And whichever city council people in the 50's took bribes from GM to change our public transportation to 'gas' instead of staying electrical and whichever city council people took bribes to remove all the tracks from the city solidified Los Angeles as a culture that saw taking public transportation as the ultimate sign of being a failure.

## SUBWAYS

From Hollywood, our subway only goes downtown or North Hollywood. They do not go to where people who come to LA to work will work. The geography of entertainment industry is broad -- Century City, Studio City, Culver City, Burbank, Santa Monica with a very small segment going to Universal. So the concept of large residential complexes being built near subway stations while a truly lovely idea conceptually, it is not practical in any way. Everyone in those new complexes will have to have cars to go to work. Compared to NYC -- whose subway culture evolved because they built a very complex subway system that is practical for 80% of the NYC population -- our subway looks like a Disneyland ride.

## SMALL TOWN

Hollywood is a small town -- which is not to say that it should not be developed...I love the development that has been happening so far. Granted, we all know that it is smart to build in a taxable base.....but let's approach that development based on a better assessment of reality and not just seeing large buildings where picturesque craftsman homes now define our community's character. Instead of ignoring census data -- redeveloping in a way that insures the slums of tomorrow, let's look at the plan now presented -- much of which is great -- and reshape it so Hollywood still has a small town charm and not a fanciful idea of how people are going to give up their cars because they live near a subway.

## TOURISM

Again, in taking the NYC comparison....no tourist going to the Big Apple rents a car....ever. The point of being in NYC is to hail cabs and take the subway.

In Los Angeles and Hollywood, the point is to rent a convertible and look like a movie star. Also, our Disneyland Subway and public transportation system would totally hobble any tourist who not only wants to go to Universal -- but to Rodeo Drive, Mullholland Drive, Venice, & Malibu.

Their cars will always congest our streets....along with the cars going to work from the Subway pods and the rest of us who live here.

## HOLLYWOOD PLAN

All of us want a PLAN. We just don't think the current plan is ready. Like anything, whether a business, script or novel or a movie....having a basic outline is great. An important part of the process is a 1st draft That is where we are, I think. No one would make a movie from a first draft.

Thank you, Council-member Reyes and your staff, for reading this. I hope I am one of many who thinks this way.

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