



## Fwd: Plan 12-0303 Hollywood Plan

1 message

Sharon Gin &lt;sharon.gin@lacity.org&gt;

Tue, Apr 3, 2012 at 7:53 AM

To: Candy Rosales &lt;candy.rosales@lacity.org&gt;, Kevin Keller &lt;kevin.keller@lacity.org&gt;

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

From: Leela Ruiz &lt;leelaruiz@yahoo.com&gt;

Date: Sat, Mar 31, 2012 at 11:05 PM

Subject: RE: Plan 12-0303 Hollywood Plan

To: "Sharon.Gin@lacity.org" &lt;Sharon.Gin@lacity.org&gt;

Hi Sharon,

As a resident of Hollywood for the past 6 1/2 years I have seen many changes in Hollywood. Some have been great.....the addition of Trader Joe's and Fresh & Easy and Tender Greens, but unfortunately many horrible development projects and a glut of more clubs and bars have also cropped up. I have also seen crime go up measurably and very little done about quality of life. I am now a business owner in Hollywood and even more invested in the community, yet I do not feel as if my voice and I am witnessing that the voice of myself and my neighbors has any almost no weight or interest to those making important decisions.

If Hollywood is ever expected to be more than a tacky tourist destination and compete with wonderful neighborhoods like Santa Monica, West Hollywood and Beverly Hills there needs to be thoughtful and well-designed community planning and development that incorporates what people who actually live here need and want. And this includes more infrastructure support and measures that make Hollywood a better place....well-kept roads, clean streets, community parks, less noise including beeping horns and fewer helicopters. With the budget crisis I don't understand why more tickets are not being given out for excessive horn-blowing, to the drivers who speed through our Hollywood Hills neighborhoods putting us at danger, etc. Apart from the repaving of Hollywood Blvd and the addition of the new firehouse, little seems to be happening.

Hollywood is too much of a destination for people outside of the community and not enough of a neighborhood. What we don't need are more chain restaurants, Starbucks, and high-end apartment buildings. We need a mix of independent, quaint businesses and some innovative, affordable and aesthetically-pleasing housing (think London's Container City and so many other architecturally and critically-acclaimed architectural projects). Why is it that Beverly Hills approves the building of a new hotel (The Montage) and incorporates a lovely public garden and park in a charming layout anchored by two high-end restaurants and we get the monstrosity of the new W with no community features?

Hollywood has the opportunity to garner headlines for worthwhile and groundbreaking design and community planning yet it seems to be entirely missing it with the proposed plan. Why are politicians and business-as-usual developers being allowed to call the shots without being required to value-add to the community in a meaningful way?

Where are community features that cement a neighborhood? I urge you and your colleagues reviewing plans

and comments to be inclusive of important COMMUNITY leaders and average residents who will not financially benefit from the proposed plan. This is an important opportunity for Hollywood's development, please treat it as such.

Thanks!

Leela Ruiz Hooper

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