

# EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT

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June 18, 2012

The Honorable Eric Garcetti  
City Council Member  
200 North Spring Street  
Room 470  
Los Angeles, California 90012

Dear Council Member Garcetti:

On behalf of the East Hollywood Business Improvement District (EHBID), I am writing to express our unanimous support of the Hollywood Community Plan Update. The EHBID believes that the Hollywood Community Plan provides predictability for ALL constituents – residents, small business owners, property owners, developers and the businesses we want to attract to Hollywood and East Hollywood alike.

As you know, because we have been working with an outdated community plan that is now 23 years old, developers have had to seek numerous variances on proposed projects that have opened them up to legal challenges. A new plan will clearly detail the City's expectations and help guide proposed developments so that they do not need to face lawsuits for seeking changes from archaic requirements. It is time to take action to give the community a plan with clear, updated guidelines for development.

Like the rest of the country, the recession has hit Hollywood hard. We need more jobs, and we need more investment. The Community Plan update provides a blueprint for that growth in a prudent way, calling for increased density and development where it can be accommodated, so that we can continue to make progress in Hollywood without sacrificing the community's unique character. With fewer jobs in Hollywood today than there were 25 years ago, it is also increasingly important for us to attract jobs so residents aren't forced to commute outside of the community.

With excellent mass transit options, central Hollywood is the logical place for combined residential/commercial development. Additionally, the Plan aims to make Hollywood the most vibrant walkable community in Los Angeles – with policies that: preserve wider sidewalks, support comprehensive streetscape plans and boulevard improvement plans, and enhance protections of open-space. The plan will help create a sustainable community here in Hollywood where the car is no longer king, people have choices for getting around, and the streets are more inviting and walkable.

The revitalization of Hollywood has been positive for the entire community – and especially for residents. Property values are up substantially, there are now safe and attractive places to dine and shop – such as the Arclight Cinemas, Trader Joe's, Hollywood & Highland and Urban Outfitters. The East Hollywood BID encourages your support of the Hollywood Community Plan and looks forward to working with you to ensure a vibrant and robust future for all members of the Hollywood Community.

Sincerely,



Nicole Shahenian  
Executive Director