

Communication from Public

Name: Rochelle D. Ventura

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Council File No: 24-1315

Comments for Public Posting: Rochelle D. Ventura 6236 West Fifth Street Los Angeles, CA 90048 rdventura@aol.com December 2, 2024 Attention: Planning Land Use Management Committee Re: Case file • 24-1315 I am writing to express my strong support of the proposed TV City 2050 project. As background, I have lived within a few blocks spitting distance of the current CBS Television City site for more than 80 years. I attended Hancock Park Elementary School and Fairfax High School just a few blocks away and so did my son and daughter. My family and I have a strong long-term emotional and financial investment in this area and care about its future. I love our neighborhood – I enjoy walking to the Original Farmer’s Market, the Grove, to LACMA and to the new Motion Pictures Museum. I especially cherish to the small one-of-a-kind stores and restaurants on Third Street, Beverly Blvd. and Fairfax. It is this mix of large and small projects which give the area its unique vibrancy and charm for both the residents and thousands of tourists. Over the years I have followed and studied new developments and changes in the area. I did the same with this project, attending informational meetings in the community and at the site. As a result, I fully support the proposal to re-develop Television City including the updating of the quality and increasing the number and the size of the sound studios, and the addition of the needed supportive office space. These are necessary improvements to maintain Television City’s competitive position in the world of entertainment. At the meetings I attended, I heard some of my neighbors oppose the project because of a perceived impact of new car trips, and health and safety and other quality of life issues. I think they are over-estimating the impact of the proposed project and that these concerns are not well-founded. However, considering the comments received, the project has been reduced in size to address these concerns. A word about traffic: We who choose to live in this area are no strangers to traffic congestion -- we have “big” traffic from the Grove, the Original Farmer’s Market, and the Beverly Center. We also have traffic to smaller destinations like Canters, Joan’s on Third, and the Whole Foods Market. Over the last twenty years, almost all significant projects were met with similar doomsday predictions when proposed.” Yet, they are now a valued part of our neighborhood and somehow, we have always

been able to figure out the best way to get around. This will be no different during the construction and operation of TVC2050. I remember the construction of the current Television City so many years ago. It did not bring the neighborhood to a screaming halt – neither did the relatively more recent construction of the Grove and the Museum of Motion Pictures. We adapted to the short-term street disruptions quickly just as we are currently adapting to the traffic issues caused by the Purple Line construction, which will ultimately alleviate car trips in our neighborhood. In my opinion, some minor inconvenience during construction is a small price for Los Angeles to have such a world class production facility which will cement our place as an entertainment industry hub. The improvement to the current streetscape will be a welcome change for those of us who live in the area. The project will create thousands of well-paying new jobs, will help support our locally owned businesses. I urge the Planning and Land Use Management Committee to approve TVC 2050 Project. Rochelle D. Ventura