



September 28, 2021

Councilmember Mitch O'Farrell
Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012

RE: Hollywood Community Plan Update

Dear Councilmember Mitch O'Farrell:

Thank you for the opportunity to comment on the Hollywood Community Plan Update ("Plan"). Netflix has over 3000 employees in Hollywood, a number we expect to grow in the coming years. We are also in the process of restoring the historic Egyptian Theater and are excited to continue to provide programming at this landmark venue. As members of the entertainment industry, we have a deep connection to Hollywood, and we are glad to play a role in the preservation and revival of Hollywood as an entertainment hub and major employment center.

We appreciate the hard work of city staff and the Council office and are encouraged by the progress that has been made to date. An updated Plan is critical to maintaining Hollywood as an economic engine and desirable place to live and work.

We strongly support the Plan's policy objectives to encourage the growth and vitality of the entertainment industry, preserve historic resources, and provide a range of housing and employment opportunities near transit. However, we are concerned the proposed FAR for the Regional Center does not achieve these goals.

An increase in FAR in the Regional Center will encourage the development of underutilized parcels in Hollywood, helping to attract more companies in need of office space, ease the city's housing shortage and provide employment opportunities near transit. An increase in office space and housing units will attract restaurants and other businesses, increase pedestrian activity and thereby create a safer community.



The Regional Center is served by two Metro stations as well as numerous bus lines, making it the ideal area for high-density, transit-oriented development. Many of our employees move to the area because of the proximity to housing, jobs, and transit. Allowing more people to live and work in the area will help create sustainable and walkable neighborhoods enable major employers like Netflix to continue to attract employees to Hollywood.

Thank you for considering our comments. We look forward to continued dialogue with the city as the plan is finalized.

Sincerely,

Amy Lemisch
Director, Content & Studio Affairs
Netflix

CC: Honorable Members of the Planning and Land Use Committee
Armando Bencomo, Legislative Assistant, Planning and Land Use Committee