



Armando Bencomo <armando.bencomo@lacity.org>

Public Comments Not Uploaded Response to Hollywood Community Plan Update: Art Deco Society of Los Angeles

1 message

Margot at Art Deco Los Angeles <artdecola.adsla@gmail.com>

Fri, Sep 10, 2021 at 9:26 AM

Reply-To: clerk.plumcommittee@lacity.org

To: mitch.ofarrell@lacity.org, Craig Bullock <craig.bullock@lacity.org>, Gilbert.Cedillo@lacity.org, Gerald.Gubatan@lacity.org, Councilmember.Harris@lacity.org, Kidada.Malloy@lacity.org, Councilmember.Ridley-Thomas@lacity.org, Hakeem.Parke-Davis@lacity.org, Councilmember.Lee@lacity.org, Councilmember.blumenfield@lacity.org, Andrew Pennington <Andrew.pennington@lacity.org>, clerk.plumcommittee@lacity.org, vincent.bertoni@lacity.org, vince.bertoni@lacity.org, shana.bonstin@lacity.org

Cc: Adrian Fine <afine@laconservancy.org>, Ken Bernstein <ken.bernstein@lacity.org>, Lambert Giessinger <lambert.giessinger@lacity.org>

September 10, 2021

To Los Angeles City Planning:

The Art Deco Society of Los Angeles (a CA non-profit 501 C 3 organization) is extremely concerned about the lack of protection for historic buildings offered by the proposed Hollywood Community Plan Update. The upzoning in the Hollywood Boulevard National Register Historic District will serve to negate the incentives that currently aid historic preservation, such as Federal and State tax credits, transfer of development rights, adaptive re-use and so on.

Among the list of professionally identified historic resources, there are a number of important Art Deco buildings. Once these buildings are gone, we lose the connection to this period of Hollywood Boulevard's history. Since 2011, the Art Deco Society of Los Angeles has been proudly leading an Art Deco Hollywood walking tour to educate the public about the architectural and social history surrounding these buildings.

Additionally, we are concerned about individual landmarks in the Hollywood commercial core and regional center, such as two buildings we recently had designated, The Redwine Building on Las Palmas at Selma and the Hollywood Reporter Building at Sunset and Las Palmas. Both are extremely vulnerable.

We urge you to amend this plan to support and protect Hollywood's history. We stand with Hollywood Heritage in our desire to see these changes made to the proposed plan:

- (1) Ensure that proposed zoning in the Community Plan Update and the CPIO (Community Plan Implementation Overlay) truly analyze, recognize and integrate the monumental contribution of heritage to Hollywood, and successfully avoid creating incentives for demolition of historic buildings.
- (2) Adopt the full list of professionally identified historic resources effective throughout the Community Plan Area.
- (3) Ensure that the long-standing protections for historic buildings and districts in the Redevelopment Plan area will be implemented, NOT repealed as proposed.
- (4) Guarantee that Hollywood's significant buildings already designated as National Register, California Register, CRA-identified—be treated equally with reviews, incentives and procedures afforded City Historic Cultural Monuments and Historic Preservation Overlay Zones. Provide protections and review processes for Survey-LA identified buildings throughout the Community Plan area.
- (5) Ensure that new and additional information regarding the Hollywood Blvd National Register District's architecturally and culturally significant buildings be formally recognized and incorporated into Land Use Planning and

zoning.

Sincerely,

Margot Gerber
President, Art Deco Society of Los Angeles

A copy of this letter is attached as a PDF.

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Margot Gerber
President
Art Deco Society of Los Angeles
Preserve, Protect, Cherish

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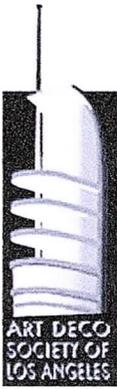
Save the Fairfax Theatre - [Click to Sign Our Petition](#)

Join us in saving The Hollywood Reporter Building. [Sign our petition now!](#)



Hollywood-Community_Plan_Update_Letter_ADsla-Sept-2021.pdf

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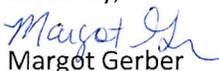
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Sincerely,


Margot Gerber

President, Art Deco Society of Los Angeles

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