

Communication from Public

Name: Karen

Date Submitted: 02/19/2023 02:54 PM

Council File No: 22-1510

Comments for Public Posting: I am writing to express my support for the Art Deco Society of Los Angeles's nomination of the 1931 Silberberg building (CHC-2022-5941-HCM; ENV-2022-5942-CE) at 7290 Beverly Boulevard in the Beverly/Fairfax neighborhood, as a Cultural Heritage Monument in the City of Los Angeles. It meets the criteria for an HCM and was identified in survey L.A. and maintains a high degree of integrity and character defining features as well as that of a commercial retail building with historic patterns of commercial development . The Silberberg Building must be preserved as it is an excellent example of the Art Deco style. Designed by prolific Los Angeles architect and engineer J. Robert Harris, AIA (1900?1964), it embodies the distinctive characteristics of a commercial building designed in the Art Deco style of architecture. Please vote to designate the Silberberg building as an Historic Cultural Monument. Thank you for your consideration.

Communication from Public

Name: Sharon Baumgold

Date Submitted: 02/19/2023 03:28 PM

Council File No: 22-1510

Comments for Public Posting: Dear PLUM Committee: I express my support for the Art Deco Society of Los Angeles's nomination of the 1931 Silberberg building (CHC-2022-5941-HCM; ENV-2022-5942-CE) at 7290 Beverly Boulevard in the Beverly/Fairfax neighborhood, as a Cultural Heritage Monument in the City of Los Angeles. It meets the criteria for an HCM. It was identified in survey L.A. and maintains a high degree of integrity and character defining features. The property at 7290 Beverly Boulevard satisfies Criterion A of the application, as a commercial retail building associated with historic patterns of commercial development within the Beverly/Fairfax neighborhood. The Silberberg Building also satisfies Criterion C as an excellent example of the Art Deco style. Designed by prolific Los Angeles architect and engineer J. Robert Harris, AIA (1900-1964), it embodies the distinctive characteristics of a commercial building designed in the Art Deco style of architecture. I grew up in the Beverly-Fairfax District. Every day during the summer, my friends and I would go to the Pan Pacific Park Pool (which we called Gardner Pool), followed by a visit to the public library on site. That is when I fell in love with all the art deco I saw all around me. We failed to save the Pan Pacific Auditorium, so let's not fail to save the few Art Deco structures still left in our city. Please designate the Silberberg building as an Historic Cultural Monument. Thank you for your consideration. Sincerely,
Sharon Baumgold
437 South Rexford Dr., Beverly Hills, CA
90212