

Hollywood Heritage submission 3/27/2012

Comments from Hollywood Heritage for the PLUM Committee re: the Hollywood Community Plan

On behalf of the members of Hollywood Heritage, I thank you for the opportunity to speak at this hearing. Our organization has been actively engaged with the Hollywood Community planning process. We have provided written comments and have had a number of fruitful meetings with Planning Staff.

Initially, in responding to Hollywood Heritage's feedback, city staff seemed to suggest that we were asking for something that was beyond the scope of a community planning effort. In our minds this meant that additional plans and overlays were needed. We are delighted to hear that staff has recently revised language related to the Transfer of Floor Area Rights program, and are calling for the development of a central Hollywood specific plan or Community Plan Implementation Overlay to study demolition controls, lot consolidation, height and building massing. We also applaud the inclusion of language linking the plan's development incentives to the Secretary of the Interior's Standards for historic properties.

We believe the plan has been greatly improved as a result of these actions and Hollywood Heritage's dialogue with the City. However, we would like to also propose that the committee consider the following:

- a. That no building in the plan area more than 50 years old be demolished without staff review.
- b. That additional personnel be added to the Office of Historic Resources. The current Plan's list of mitigation measures relies heavily on a staff of 2 to coordinate permits and building reviews. This a good faith effort, but is simply not adequate.

We would also like to suggest that the City work with Hollywood Heritage to revise the Hollywood Boulevard National Register Historic district to acknowledge contributors which currently fall outside of the period of significance defined in 1985. The boulevard is increasingly fragile, and cannot withstand alteration to its contributors or non-contributors without a review based on the Secretary of the Interior Standards.

These actions will go a long way to protect all of Hollywood's significant resources. As was noted in the Plan, this area boasts one of the highest concentrations of historic resources in Los Angeles. Hollywood Heritage is looking forward to working with the City of Los Angeles and other entities to ensure the long term preservation of our shared history.

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