



HOLLYWOOD HERITAGE, INC.

P.O. Box 2586

Hollywood, CA 90078

(323) 874-4005 • FAX (323) 465-5993

March 27, 2013

Chairman Parks and Honorable Council Members,

In regards to Los Angeles City Council case numbers 12-1914-S1 and 12-1914.

It has come to our attention that a section of the historic Hollywood Business care is being considered for renaming. It is stated in the Los Angeles City Council policy (COUNCIL FILE: 02-0196) that the renaming of a community requires review and evaluation of "whether the proposed name reflects the historical and cultural significance of the community". Following those guidelines, Hollywood Heritage respectfully submits the following:

For three decades Hollywood Heritage has, through advocacy and hands-on preservation, informed and educated the public about how the built environment contributed to making Hollywood the entertainment capital of the world. Our efforts to that end have resulted in the rehabilitation of significant landmarks and the creation of historic districts within the community.

The many landmark buildings located along and in the vicinity of Vine Street and Sunset Boulevard represent the beginnings of the film, radio, television and recording industries in Hollywood. - film studios began here in 1912, radio studios in 1938, recording studios in 1942, and television in 1948. Specific structures within this area include the first studios built solely for television production at Vine Street at Fountain Ave., NBC Radio City, the largest radio production facility on the West Coast, built on the footprint of the original site of Paramount Pictures Corporation and other structures which became the West Coast offices of RCA, Decca and Dot Recording companies.

Additional ancillary businesses were established to service the industry and industry

workers, including performance spaces such as the first unsegregated jazz club at Vine St. and DeLongpre Ave. Many of those buildings remain in this core area.

Hollywood Heritage has supported and assisted owners and developers in preserving, restoring or repurposing a number of buildings within this area including The Palladium, the former ABC television and radio building, Capitol Records, the Mutual Don Lee studio (now the Mary Pickford Center), and Columbia Square.

It is our belief that any naming convention for this area should conform to the council policy and reflect its hundred-year contributions to making Hollywood known around the world. To do otherwise would confuse visitors to our city who come to see where it all began. Los Angeles should be building on our heritage, not distracting from it.

Sincerely,
Richard Adkins,
Vice-President,
Hollywood Heritage Inc.