

March 14, 2016

Councilmember Jose Huizar, Chair  
Honorable Councilmembers of the Planning and Land Use Management Committee  
200 North Spring Street  
Los Angeles, California 90012

Re: CH Palladium's Historic Preservation Commitments and Support for Council-Initiated Hollywood Palladium Historic Nomination (March 15, 2016 PLUM Agenda Items 10, 11 and 12)

Dear Chair Huizar and Honorable Committee Members:

During the work of our Historic Resources Group ("HRC") team with CH Palladium on the Palladium Residences Project for nearly three years, we have witnessed its unwavering commitment to preserving the historic Hollywood Palladium. Their commitment to work with historic stakeholders including Hollywood Heritage and the Los Angeles Conservancy has gone far above the minimum required and fully supported avenues to preserve the Palladium and highlight its historic significance. Opponents' assertions that the Palladium is under threat of demolition have absolutely no merit, as discussed in detail below. HRG is pleased to join in CH Palladium's support of the City's historic nomination of the Palladium initiated by Councilmember O'Farrell. In light of the current context, in which AIDS Healthcare Foundation is a Project opponent and the site is owned by CH Palladium, we believe it is most appropriate for the Councilmember's nomination to be considered by the Cultural Heritage Commission.

Beginning with our initial engagement on the Project, CH Palladium was strong and unequivocal that the Hollywood Palladium is the heart of the Palladium Residences Project and would be preserved with the Project. This was clear from the Project's initial applications, which included a proposed condition requiring nomination of the Palladium prior to pulling building permits for the Project. As part of preparing the historic technical report for the Project's EIR, analyzing the Project's potential impacts on the historic resource, CH Palladium asked us to work with the Project's architects to ensure a design which complements the Palladium and maintains its continued prominence on Sunset Boulevard. We also met with the Office of Historic Resources to confirm their approval of the historic analysis.

As requested by CH Palladium, our role has expanded beyond the EIR's historic technical report. From the initial stages of Project development, CH Palladium asked us to meet with Hollywood Heritage and the LA Conservancy to discuss both the Project's design, and other ways to ensure protections to the Palladium. Together, we developed the idea of a Palladium Preservation and Enhancement Plan, which CH Palladium voluntarily asked Planning staff to incorporate as a Project Design Feature into the EIR and will require approval from the Office of Historic Resources. CH

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Palladium also executed a Letter of Intent with Hollywood Heritage to enter into a Conservation Easement, a draft of which has already been exchanged with both Hollywood Heritage and LA Conservancy. HRG is also in the process of preparing a nomination application of the Palladium to the National Register.

Finally, HRG is in the process of evaluating options for a Historic Interpretative Exhibit highlighting the Palladium's historic significance, including its place within the larger Hollywood context. Both Hollywood Heritage and the LA Conservancy will be working with us and CH Palladium on the shape and scope of this exhibit, which is required as a Project Design Feature of the Project's EIR.

We applaud CH Palladium for its significant and constant support of the Palladium's preservation. These commitments are real and tangible, as included in the Project's conditions of approval, EIR, and executed agreements with private parties. We look forward to continuing to work with CH Palladium, historic stakeholders, and the City on these efforts, including ultimate nomination of the Palladium by the Cultural Heritage Commission and City Council.

Thank you for your consideration.

Sincerely,



**Peyton Hall, FAIA**  
*Managing Principal*

cc. Honorable Councilmember Mitch O'Farrell, Attn: Chris Robertson  
Luciralia Ibarra, Department of City Planning  
Adam Tartakovsky, Crescent Heights  
Jon Meir, Crescent Heights  
Cindy Starrett, Latham & Watkins  
Heather Crossner, Latham & Watkins

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