

File number 17-0980: Preserve the old Hollywood Reporter Building

Waltona Manion

Oct 30, 2017 5:55 PM

Posted in group: Clerk-PLUM-Committee

File number 17-0980: Preserve the old Hollywood Reporter Building



To members of the PLUM Committee and LA City Planning:

As an LA resident, architectural and cultural history buff and a Neighborhood Council participant, I'm writing you to urge the preservation of the Hollywood Reporter building and make it available for adaptive re-use.

The Hollywood Reporter Building represents an important period in Hollywood's history and its demolition would be a profound cultural and historical loss. As former home to The Hollywood Reporter and L.A. Weekly, the property has been identified as eligible for the California Register of Historical Resources and the City's Cultural Heritage Commission voted in August to recommend designation.

Time is of the essence. Historic Hollywood is vanishing. Angelenos in the writing, publishing and film industries as well as those in architectural and cultural preservation believe the Hollywood Reporter Building is a valuable part of the unique cultural, historical, and aesthetic character of Hollywood and greater Los Angeles.

Please support the protection and preservation of this building and also move to designate this Art Deco landmark as an official Los Angeles Historic Cultural Monument.

Sincerely,

Waltona Manion

Waltona Manion & Associates

Waltona Manion, APR

6342 Allott Avenue, Valley Glen, California 91401

OFC 818-785-5525 FAX 818-698-8155 CELL 818-404-7271

EM waltona@waltonamanion.com

The information contained in this email is intended for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable laws. If the reader of the message is not the intended recipient, or the employee or agent responsible for delivery to the intended recipient, you are hereby notified that any use, printing, reproduction, disclosure or dissemination of this communication may be subject to legal restriction or sanctions.

"Item No. 17-0980" - Regarding the Hollywood Reporter Building

Sara Velas

Oct 30, 2017 10:56 PM

Posted in group: **Clerk-PLUM-Committee**

Reference: Item No. 17-0980
Hollywood Reporter Building
6715 Sunset Boulevard

To the Members of the PLUM Committee -

I strongly encourage you to protect the future of the Hollywood Reporter Building and give it the designation of an Historic-Cultural Monument that it wholeheartedly deserves.

I am a native Angeleno and the Founding Director of a nonprofit organization dedicated to entertainments popular before the invention of cinema - the Velaslavasay Panorama. I am the recent president of the International Panorama Council and a member of the West Adams Heritage Association, the Magic Lantern Society of the United States & Canada and a member of Common Field - a nation-wide network of artist-run nonprofit organizations.

This significant building undoubtedly meets the criteria for HCM designation and should be landmarked.

The "Regency Moderne" style of architecture which the Hollywood Reporter Building represents is known internationally as that which is signature to Los Angeles' cultural heritage. This is a very rare surviving example - and one which is so connected to the history of Hollywood as a cultural phenomenon. I have personally guided visiting filmmakers, artists and cultural practitioners from as far away as Turkey and the Netherlands to experience the ambiance and history of early 20th Century buildings on Sunset Boulevard.

The Hollywood Reporter Building and their kin are part of the visual & cultural legacy of Los Angeles.

Please keep this legendary structure intact for future generations.

Thank you for your consideration,

Sara Velas

--

Sara Velas
Founding Artistic Director
The Velaslavasay Panorama
1122 West 24th Street
Los Angeles, CA 90007
www.panoramaonview.org
sara@panoramaonview.org