

On Mon, Nov 6, 2017 at 10:20 AM, Rick Sparks <sparksmambo@aol.com> wrote:

I'm writing to voice my support for the Art Deco Society of Los Angeles' application to landmark The Hollywood Reporter Building at 6709-6713 [1/2 Sunset Blvd.](#)

Please vote to make this culturally significant historic building an Historic Cultural Landmark in the City of Los Angeles.

The building has been identified as an historic resource and for over 50 years it housed Los Angeles' first daily entertainment industry trade paper. The architectural style, known as Regency Moderne, is rare and was created by a famous architect, Douglas Honnold.

PLEASE, WE MUST STOP THIS INCESSANT ELIMINATION OF HOLLYWOOD HISTORY/ARCHITECTURE!

We must NOT loose our character and history.

File # 17-0980.

Sincerely,
Rick Sparks
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[LA CA 90046](#)

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On Mon, Nov 6, 2017 at 12:33 PM, Turner, Renee L <rturner4@dx.com> wrote:

Dear Council Members -

I am writing to voice my support for the Art Deco Society of Los Angeles' application to landmark The Hollywood Reporter Building at 6709-6713 1/2 Sunset Blvd. Please vote to make this culturally significant historic building an Historic Cultural Landmark in the City of Los Angeles. The building has been identified as an historic resource and for over 50 years it housed Los Angeles' first daily entertainment industry trade paper. The architectural style, known as Regency Moderne, is rare and was created by a famous architect, Douglas Honnold.

File # 17-0980.

Sincerely,

Renee Turner

[17203 Gardenland Ave, Bellflower, CA 90706](mailto:rturner4@dx.com)

Isn't this a beautiful building?



In this 1930s photo from the Wilkerson Archives you can see the windows used to display hats at Sunset House, a high end store for men's furnishings that last only briefly in the building.

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On Mon, Nov 6, 2017 at 6:43 AM, Art Deco Society Los Angeles ADSLA <artdecola.adsla@gmail.com> wrote:

November 6, 2017

Dear PLUM Committee Council Members –

I am writing today to thank you for hearing our case for Historic Cultural Monument status for The Hollywood Reporter Building at your PLUM meeting on October 31st. We understand that the Art Deco Society of Los Angeles' nomination of The Hollywood Reporter Building (6709 – [6712 ½ Sunset Boulevard, LA 90028](#) in council district 13), **file no. 17-0980, is #13 on your agenda for the Tuesday, November 7, 2017 City Council meeting.**

As a reminder, at the above-referenced meeting, the committee moved to send the nomination to full city council after hearing testimony from Mitch O'Farrell's planner, Craig Bullock, that Council District 13 Council Member O'Farrell supports the nomination. This was reported in The Hollywood Reporter:<http://www.hollywoodreporter.com/news/hollywood-reporter-building-one-step-closer-landmark-status-1053609>

The campaign to nominate the building has been supported by the Los Angeles Conservancy and Hollywood Heritage. Additionally, the founder's son, William Wilkerson supports the nomination as well as the current incarnation of The Hollywood Reporter newspaper.

We hope that you will also agree that this building, which is of a rare Regency Moderne style of architecture by famous architect Douglas Honnold, is worthy of landmark status. It housed Los Angeles' first daily film industry trade paper for over 50 years before becoming the headquarters of the L.A. Weekly.

I am attaching the following documentation:

1. Public comments collected from a survey on ipetitions.com, voicing support for the nomination. 1,418 people signed the petition. The survey can be viewed here: <https://www.ipetitions.com/petition/save-the-hollywood-reporter-building>
2. Letters from the Art Deco Society, Hollywood Heritage in support of the nomination. The L.A. Conservancy's support statements can be found on their website: <https://www.laconservancy.org/locations/hollywood-reporter-building>
3. Some beautiful interior and exterior photos of the building in 1936 when it was new, provided by William Wilkerson, Jr., from the family's archive. William's father William Wilkerson, founded the paper and owned the building.
4. Additional comments.

It is also important to note, that we had a marble restoration specialist take a look at the façade and she asserts that restoration of the unusual Spanish marble, is fully possible.

Thank you for taking the time to look at these materials.

Sincerely,

Margot Gerber
President
Art Deco Society of Los Angeles
Preserve, Protect, Cherish

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www.adsla.org

Join us in saving The Hollywood Reporter Building. Sign our petition now!