

## Wondrous Thanks! Re: "Item No. 17-0980" - Regarding the Hollywood Reporter Building

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Sara Velas

Nov 7, 2017 3:50 PM

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

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

Dear all at the PLUM Committee:

I have just learned that the Los Angeles Cultural Heritage Commission approved the nomination of The Hollywood Reporter Building as a Los Angeles Cultural Heritage Landmark. This is terrific news!

**Thank you very much for your support and for acknowledging the historic significance of the Hollywood Reporter Building.** This building - a true treasure of Los Angeles - will no doubt continue to add character and depth to the atmosphere of our city, for both residents and visitors, creating a feeling of pride and legacy.

With Best Regards, Thanks and Celebration,

Sara Velas

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On Mon, Oct 30, 2017 at 10:56 PM, Sara Velas <[sara@panoramaonview.org](mailto:sara@panoramaonview.org)> wrote:

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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

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