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Planning and Land Use Management Committee
Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012

Re: Objection to Approval of 6400 W. Sunset Boulevard & 1419 N. Ivar Avenue, Assessor's Parcel (APN): 5546-014-058; 5546-014-029, Council File: 18-0982. Case No: ENV-2016-3631-SCPE and Case No.: ENV-2016-3631- EIR; (also CPC-2016-3630-ZC-HD-DB-MCUP-SPP-SPR-WDI and VTT- 74496-CN).

Honorable PLUM Members:

While this historian is aware of other challenges to the lack of an EIR for said project and incorporates any points and objections made in other comments or communications on this project, this historian is writing only regarding the State and more importantly the local or Historic-Cultural Monument missing pieces in the various Los Angeles City (City) reports.

This historian will allow the words of the founders of Amoeba to introduce their concept:

Since 1990 [when Amoeba opened in Berkeley], Amoeba Music has welcomed independent music lovers of all kinds to our unique, vibrant stores in Berkeley, San Francisco [opened in 1997] and Hollywood [opened in 2001].

We stock every kind of music and movies -- from the top 40 to the best in underground rock and hip-hop, soul, electronica, new and classic jazz, world music, roots music and experimental music. We also have the biggest, most diverse and affordable selection of DVDs and vinyl LPs found anywhere. Since we're a trading post for new and used discs, our stock changes daily, and just about anything you're looking for can be found here. We're more than just a record store -- we're a 21st century music outlet, a website, a popular [and free] live performance venue, and together with our customers we're a meeting place for California's most colorful community of progressive and creative minds.

Our staff is an all-star team of music retail veterans, with a collective depth of knowledge that is virtually unparalleled in the business. Many of us are musicians, or make music our lives in one way or another, and we take seriously the importance of our customers' relationship to music. We put customer service first and foremost – our mission is to bring people and music together and to make everyone feel at home.

Amoeba Music began at a time when the huge chain stores were mercilessly swallowing up independent stores and local chain stores, depriving communities across the country of a personal relationship with their music outlets, and destroying the opportunity to discover a whole world of music beyond what corporate retailers wanted them to see. Amoeba arose out of that community of music lovers that wanted a better place for music than a corporate chain store -- one with the widest possible selection, better service, and more respect for people's ideas and lives. Together with you, we are that community of independent artists and listeners that wanted something more, and with you we've been able to take root and thrive in California's most amazing cities. We're humbled by and thankful for the continuing support and success we've found in trying to create a store and a venue that's worthy of great music.

Our San Francisco and Hollywood stores are big-city sized [a block long] but have that same independent Berkeley spirit. These easy-to-get-to locations in the classic Haight-Ashbury and Sunset Strip locales feature vast, unbeatable selection, and are constantly hosting incredible free live performances and musical events. If you love music, let us be your ultimate source for inspiration!

Amoeba Music is a cultural experience for its inventory, purveyors and shopper/hunters reflecting the cultures of the world thus serving as a true melting pot. From the exterior neon signage and murals to the all-encompassing interior with many more murals, this independent music purveyor brought to Los Angeles in 2001 the ultimate music-plus experience. Many Angelinos made regular pilgrimages to San Francisco to partake in the Amoeba music scene there. They begged the 4-way partnership to open an LA store and in 2001 the owners finally succumbed. According to several media accounts, Amoeba became an instant Los Angeles landmark. The three stores when considered as an entity possess the highest dollar sales volume and inventory for an independent music entity world-wide. Revenue is also generated from a full line of music and film related merchandise.

The building itself is too young and does not meet the standards required by the City for a Historic-Cultural Monument. However, the murals on the interior and

exterior do qualify as they are by original Amoeba northern California artist Larry Smulian aka Silver, an independent African-American graphic designer of Berkley, CA, and Brian Blesser, the murals' executor. More recently, Michael Alvarez with a 2007 BFA from the prestigious Art Center College of Design, along with a list of exhibitions, was commissioned to add interior and exterior murals at Amoeba. The name of the New Orleans mural artist on the exterior west wall has yet to be discovered. These multi-cultural artists were commissioned by the owners of Amoeba to add layers of rich visual arts flavor to the venue.

Amoeba contributes to the social history of Los Angeles through the music community which formed beginning in 2001 and continues to grow and is fostered. The independent Amoeba is far more than a trade-in the albums from which your personal tastes have transformed to deliver pristine sound adventures through new acquisitions. There are regular FREE in-house performances as well as interviews of major artists which are not corporately sponsored. Thus, the encounters lack the imprisoned and oft-repeated feeling of a "sponsored by" activity available at any chain store. The performances and interviews are recorded and posted to You Tube to be enjoyed forever after. There is an alphabetical index, no luck or hunting required to enjoy those free performances, should you have missed the live versions. You may have missed Paul McCartney in performance or Ozzie Osbourne interviewed live at Amoeba. An award-winning series is "What's in My Bag" a program in which artists and tastemakers share their shopping ventures at Amoeba, again on You Tube. And there is the cultural bonding experience of wandering the block-long warehouse, which somehow seems cozy, with the expectation that you will find that singular song that while it may be new to you is at the same time shared by an unspecified small or large army of devotees.

Amoeba is socially and economically active donating proceeds from sales to several causes and routinely holding auctions with guest auctioneers at the Hollywood venue to support a number of charities from New Orleans musicians to children's music camps to the rainforest.

The transformation of the recorded music industry since 1990 when Amoeba formed in Berkeley, but more specifically from 2001 when the venue opened on the Sunset Strip will be explored from economic, cultural and social viewpoints. The history culminates with the sale of the physical venue of the Hollywood Amoeba Music location for a fiscal gain of 34-million dollars.

Yours truly,

Anna Marie Brooks

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Historian