

Hollywood Heritage is a non-profit organization dedicated to preservation of the historic built environment in Hollywood and to education about the early film industry and the role its pioneers played in shaping Hollywood's history.

New Sight And Sound For Barn

For several years, our Evenings @ the Barn have provided many informative programs on the people and places that have shaped our Hollywood community and the world. Our presentations have been made possible, due in no small part, to the generous loan of 16mm, slide and Video projection, CD, DVD and computer equipment courtesy of Bob Birchard, Stan Taffel and Marc Wanamaker. In recent months, we have experienced a decline in our audio equipment. Several attendees have voiced their concern and we fully understand and recognize the dilemma.

We have always tried to keep our Evening @ the Barn admission prices low, especially for our members, and we will continue to do so. With this in mind, Hollywood Heritage has established an audiovisual committee to put together an inventory of what we need to fully implement our current media system and allow us to offer a better, more professional presentation for our programs. They searched for the best equipment while trying to keep the cost to an absolute minimum.

As a result of their report, we are looking to purchase a new amplifier and speaker system with proper inputs for all media including microphones, a Hi Def video projector capable of projecting DVD, Blu-Ray, and videotape as well as computer PowerPoint presentations, and a Blu-Ray DVD player. The video projector would be mounted high above and away from the floor so we can configure the room with seating in a more conventional theater style.

The estimate for the equipment selected is approximately seven thousand dollars, a relative bargain for improving our viewing experience.

However, our current finances can't meet our demands in this new endeavor.

Therefore, we are asking our loyal mem-



If you were at the Hollywoodland or Jane Withers Evenings @ the Barn you experienced the start of our improved sound system. We installed one of two new speakers that are planned. Board members have donated money to Hollywood Heritage to jump-start our efforts. In the photo above, Board members Robert S. Birchard (L) and Stan Taffel test out the new Bose speaker at the store before making the purchase.

bers and attendees of our Barn Evenings to consider making a tax-deductible contribution to our Audio Visual Project. We are going to add equipment as funds become available and hope to have it all in place by the end of the year.

We have some exciting programs lined up and would dearly love to bring them to you with crisp video and clear audio like never before. Please consider making a donation to this important and most urgently needed cause.

Thank you, one and all.

When sending your contribution, please specify that it be for the HH Audio Visual Project. Donation checks should be made payable to Hollywood Heritage, Inc., and mailed to Hollywood Heritage, P.O. Box 2586, Hollywood, CA 90078.

Hollywood Heritage Comments on New Community Plan

The following is an excerpt from a Hollywood Heritage letter sent to the Los Angeles City Planning Department. For the entire letter, go to www.HollywoodHeritage.org and look under Preservation Issues.

For three decades Hollywood Heritage has been a staunch advocate of the preservation and protection of Hollywood's historic resources and has long anticipated the update of the Community Plan. We support the goal of preserving what is most significant in Hollywood, while encouraging responsible new and infill development. Our organization has nominated many of the current Historic Cultural Monuments, listed the Hollywood Boulevard Commercial and Entertainment District in the National Register of Historic Places at the national level of significance, provided technical assistance to developers and owners of significant properties, and participated in public policy discussions through the formulation of the Community Redevelopment Plan of 1986 and subsequent urban design plans, specific plans in transportation zones and neighborhoods and in property entitlement discussions involving historic resources. These efforts have resulted in the rehabilitation of significant landmarks and districts in Hollywood. Today we find ourselves with the opportunity to codify preservation policy for the area in the Community Plan and to provide systematic implementation goals for resource protection in a planning document which should serve as the umbrella and the guide for all other plans, design guidelines, and entitlements.

Unfortunately, the Plan in its current form does not fulfill its stated policy goals to protect historic resources. In fact, many of the Plan's implementation measures are detrimental to existing resources. Mitigation measures, while positive, lack specificity, defer implementation, and do not offer an appropriate monitoring program.

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Community Plan *Continued from page 1*

We find the current version of the Draft Environmental Impact Report (DEIR) to be deficient in the following areas:

1. The Plan does not contain sufficient information regarding the location, type and status of resources in Hollywood.

Earlier this year, Hollywood Heritage was encouraged to review the findings of the long-awaited *Hollywood Historic Resources Survey Update* for the CRA area and to participate in the Planning Department's Survey LA program for Hollywood. These surveys were undertaken to assess the current number and relative significance of historic resources, including Hollywood's historic core, its neighborhoods, the National Register of Historic Places, Hollywood Boulevard Commercial and Entertainment Historic District (HBCEHD) and various entertainment-related sites. These surveys will ensure that the community, planners, developers, property owners and preservationists have reliable, updated, contextual information regarding Hollywood's historic resources.

The current surveys build upon older surveys. Since 1986 there have been three geographically-based historic resources surveys of the Hollywood Redevelopment Project Area (1986, 2003 and 2009) and two site-specific surveys of damage connected to the civil unrest of 1992 and the Northridge Earthquake of 1994. In addition, there have been numerous site-specific assessments conducted for project review by CEQA and Section 106 activities. Both geographic and thematic contexts in which to evaluate resources have been prepared. Many of Hollywood's significant structures have been recognized and their significance confirmed by multiple studies. Significant properties identified in studies, whether designated or not, are considered historic resources under CEQA and thus subject to environmental review.

Given the substantial amount of research done to identify historic properties in Hollywood over the years, we are disappointed by the Plan's current state of resource identification and lack of specific protections for these resources.

Decision makers and the public require simple, complete illustrations of existing conditions. The current maps and charts in the Plan do not present a holistic framework; there is no sense of which maps could combine to highlight the magnitude of impacts on resources.

Several potential neighborhood historic districts have been identified in recent surveys. In order to protect these areas, basic

land use mapping with historic resources identified must be added to this Plan. To mention the protection of and compatibility with historic resources and existing historic settings without clearly identifying all of them is a glaring inconsistency, especially when that information is readily available.

2. Most significantly, the Plan does not provide explicit recognition of significance for the internationally recognized Hollywood Boulevard Commercial and Entertainment Historic District, nor does it provide adequately for the preservation of this resource.

The heart of Hollywood is listed in the National Register of Historic Places and functions as one of the City of Los Angeles' major tourist destinations and economic engines. The Plan as conceived allows for the radical redevelopment of the National Register Hollywood Boulevard Commercial and Entertainment Historic District (HBCEHD) and has the potential to permanently damage the District. After resolving a lawsuit with the CRA, which revolved around the appropriate procedures for preserving historic resources, Hollywood Heritage did not expect that this Plan, which functions as an umbrella to the Redevelopment Plan and other specific plans or urban design plans, would result in potential adverse affects to our most significant resources.

The HBCEHD contains 103 of the most important buildings in Hollywood, listed at the national level of significance in the National Register of Historic Places. While some stand alone as individual, internationally-recognized monuments including the Grauman's Chinese, the El Capitan, and the Egyptian Theater, these landmarks are among 100 other structures on Hollywood Boulevard between Orange and Argyle that make up the most significant historic district in Hollywood and arguably in Los Angeles.

The District was formally designated by the National Park Service on behalf of the Secretary of the Interior in 1985. At the time, there were over 60 contributors and approximately 40 non-contributors which all dated from the period of significance 1905-1935. Since its listing, the District has seen significant and positive restorations, now having the largest collection of restored historic theaters in use in the nation. The District can count the beneficial reuse of the Broadway and Equitable Buildings, the Hollywood Professional Building, and the Nash Building, and many restorations, spurring the renaissance of Hollywood.

But the District has suffered the loss of



www.hollywoodheritage.org

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several contributors, and seen the addition of large developments such as Hollywood and Highland, the W Hotel and Madame Tussaud's. Other buildings are currently non-contributors due to bad remodeling. Hollywood Heritage continues to monitor the District and to identify potential contributors, which have significance, historic association and integrity and have attained the commonly accepted 50-year threshold of age.

In addition, structures constructed between 1935 and 1960, which were previously ineligible due to age, may now meet the criteria to be included in the district as contribu-

tors. The organization believes that a small collection of significant contributors in adjacent lots and side streets, including such landmarks as the Montalban Theater, have clear association with the historic district.

For purposes of this Plan, all buildings and features built before 1964 within the boundaries of the HBCEHD should be treated as resources of the district regardless of their current individual evaluation, until the district has been formally amended to reflect the extended period of significance and the current level of integrity of the properties. Hollywood Heritage recommends that the properties within the district boundaries be treated as a Community Design Overlay district, which preserves historic buildings and adjacent construction according to the Secretary of the Interior Standards and Guidelines for Rehabilitation.

3. The Plan acknowledges that historic resources are an important component of planning policy. However, the Plan does not adequately protect those resources through overall land use policy or stated mitigations.

The Plan states:

The Proposed Hollywood Community Plan also contains policies and programs to protect the character of low-scale residential neighborhoods and the rich built history of key buildings and places that are considered historically and culturally significant.

The Plan contains:

- A policy that reiterates the Cultural Heritage Ordinance policies regarding treatment and review of designated Historic-Cultural Monuments.
- A policy aimed at recognizing building permit review of buildings listed on or eligible for the National Register.
- Programs that encourage additional study and HPOZ designation of areas.
- A policy and a program encouraging generalized support for SurveyLA.
- A policy stressing conformance with the Secretary of the Interior's Standards.

The Plan's Goals and Objectives are well presented, however the Plan does not provide enough tools or proposals for the clear implementation of the Goals and Objectives. The Community Plan must be the primary tool for protection; compatible and sensitive new development should be appropriately regulated by this Plan to avoid significant impacts.

The following tools can be used to ensure protection of existing resources:

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Evenings @ The Barn

An Evening With Jane Withers

Hollywood Heritage honored beloved actress Jane Withers on Wednesday, June 8, 2011 with an *Evening with Jane Withers*. The event capped off another fun-filled season of the popular *Evening @ the Barn* series. Ms. Withers, who had recently celebrated her 85th birthday, was her usual jovial self as she was greeted with warmth and applause by the sold-out crowd. Hollywood Heritage President Richard Adkins then welcomed everyone to the barn before pass-

Cansino, and Henry Fonda who she says was very nervous on the set of his first film *The Farmer Takes a Wife...* so Jane said a prayer with him to calm his nerves! Other stories included memories of President Roosevelt, Walt Disney and Eleanor Powell.

After the Q&A, Jane happily picked the winning raffle tickets and the lucky winners were either given DVDs of her 1940 film *Shooting High*, courtesy of Gene Autry Entertainment, lobby cards of her films or a song-



Board member Bryan Cooper and Jane Withers stand in front of posters on display at the Hollywood Heritage Museum at the Evening @ the Barn with Jane Withers. The posters are from Ms. Withers' personal collection. Photo by Alan H. Simon

ing the baton to event producer and publicity chairman Bryan Cooper. Mr. Cooper had met the guest of honor almost ten years prior while acting as researcher on her *A&E Biography* and he commented on their enduring friendship before running the filmed biographical portrait that was a labor of love for both of them.

After the video portion of the evening ended, Jane came to the stage and tearfully thanked everyone for the outpouring of love, which clearly meant a lot to her. She then reminisced about her career which has spanned over 80 years. She regaled the audience with intimate stories of such Hollywood luminaries as W.C. Fields, whom she had worked with when she was just 6-years old, Rita Hayworth, whom she had "discovered" when she was a dancer known as Rita

book of music from her movies. Afterward Withers was presented with a beautiful bouquet of flowers to honor her birthday. Then everyone joined in a chorus of "Happy Birthday" and Jane received a standing ovation before heading to the lobby to sign autographs and take photos with her fans. Attendees also enjoyed an attractive display of Jane Withers memorabilia, featuring stunning one-sheet movie posters from her personal collection. It was a truly memorable evening with all proceeds from the event going towards the continued care and maintenance of the museum. The Evening at the Barn series will resume in October and details regarding forthcoming events will be posted online at www.hollywoodheritage.org as well as www.brownpapertickets.com.

Evenings @ The Barn

Valentino Program A Sell Out

A very special *Evening @ the Barn* was held on May 11th - Rudolph Valentino was again playing to a sold-out audience in Hollywood, California. The evening was a classy showcase to champion the release of *Silent Idol*, the stunning picture book of candid photos of the legendary silent screen idol.

Author of *Silent Idol* Donna Hill was present to give a commanding lecture combined with an impressive PowerPoint presentation of rare images from her book. She succeeded in upping the excitement of the audience by including a whole section of super-rare images that didn't make the final cut of the 400 plus pictures included in *Silent Idol*. Ms. Hill also is at the helm of the highly acclaimed *Falcon Lair*, the most comprehensive Valentino website online. (www.rudolph-valentino.com).

Donna Hill continued to hold the audience's attention on all things Valentino after her presentation by doing a Q&A with the audience. After the event, she was on hand to do a book signing in the lobby of *Silent Idol*.

Hollywoodland author and Hollywood Heritage Board member Mary Mallory was the producer of this wonderful evening.

Valentino Forever author Tracy Ryan Terhune rounded out the evening by putting a good portion of his private Valentino collection on display. Numerous one-of-a-kind documents included a postcard Valentino wrote home to his mother 10 months after his 1913 arrival in the USA, written on a Maximum postcard, and several autographed Valentino



The Valentino program was presented by author Donna Hill (L), and was produced by Mary Mallory (C). Valentino historian and Board member Tracy Terhune (R). Photo by Alan H. Simon

photos including a super-rare 1916 photo of himself hand signed Rodolfo Guglielmi - the only one known in existence. A dazzling selection of vintage Valentino lobby cards were combined with several rare one-sheet movie

posters (*The Eagle*, *Conquering Power*, *Moran of the Lady Letty*) and half sheets (*Once To Every Woman*, *Young Rajah*, *Blood and Sand*) and one of the most comprehensive Mineralava collections, all on display to the delight of the audience.

A raffle of Valentino memorabilia contributed to the proceeds of the evening to help

Evenings @ The Barn

Chaplin Celebration A Sold Out Success

The audience that came out for the April 13th Evening @ the Barn was treated with more than just a film show. Charlie Chaplin fans packed the Barn in the first sold out event of the year as the Little Tramp was honored in a birthday celebration that combined rare film and hundreds of artifacts from his legendary career. The display cases were brimming with Chaplin memorabilia, photos, press books, lobby cards, magazines, toys and more. All around the lobby, posters from some of Chaplin's timeless classics were on view to dazzle the already astonished crowd. In the background, music composed by Chaplin for his films underscored the joyous mood of everyone in attendance.

In the main room, the showing of movie trailers from several Chaplin classics played. The evening's host and producer of the event, three-time Emmy Award winner Stan Taffel, briefly spoke about Chaplin's importance in the evolution of the cinema. Then he surprised the audience by presenting the recently discovered 1914 one-reel comedy that was never included in any Charlie Chaplin filmography. *A Thief Catcher* made its second appearance in Hollywood since it's rediscovery, to the delight of all.

For the main attraction, *The Gentleman Tramp* (1975), an award winning and rarely seen documentary was presented. Its writer/director Richard Patterson was our honored guest, and following the screening, Patterson told the audience of his meeting with Charlie, his wife Oona and the Chaplin family.

For producer Taffel, this was a very special night. His praise of the documentary goes back to its premiere and its screening was his way to pay back Mr. Patterson for all the years of joy this film has brought. Patterson publicly thanked Stan for "keeping the film alive."

Hollywood Heritage maintain our historic Lasky-DeMille Barn.

This August marks the 85th anniversary of the death of Rudolph Valentino. It's no exaggeration to say that this Hollywood Heritage evening has proven without question that Rudolph Valentino has a timeless appeal that is unequalled.

Following the screening, Mr. Patterson signed limited edition DVDs of his film, which he donated to the Museum.

Hollywood Heritage would like to thank



Writer/Director Richard Patterson (L) and Hollywood Heritage Board member, Stan Taffel, pose for the camera next to a Chaplin display before their Evening @ the Barn program celebrating Charlie Chaplin's birthday. Photo by Alan H. Simon

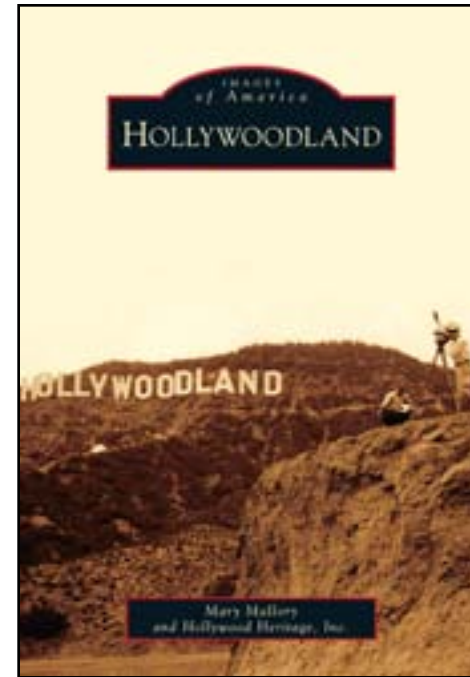
Board Director Stan Taffel for providing a thoroughly entertaining and professional evening and for allowing the Museum to keep his collection on display for the month of April. In addition, we wish to thank Dr. Karl Thiede, Randy Haberkamp and the Estate of Marian Gibbons for additional pieces from their private collections to our magnificent displays and thank Melanie Thompson, Tegan Summer, Sue Slutzky and Rita Crandall for technical support, preshow arrangements and the magnificent eight page color programs.

Hollywoodland, Our New Book, For Sale In The Museum Store

Our latest book, *Hollywoodland*, written by Hollywood Heritage Board member Mary Mallory, has been released by Arcadia Publishing and is now available for purchase in the Hollywood Heritage Museum store where you can request a copy autographed by Ms. Mallory. Or, you can find it at your favorite local bookstore as well as at Amazon.com.

Many years ago, Hollywood Heritage acquired the files of *Hollywoodland* developer H.S. Woodruff, and the images in the book are largely from the Hollywood Heritage archives. As a member of Hollywood Heritage, you will be proud to learn about this elegant, glamorous neighborhood called Hollywoodland.

On June 5th, Ms. Mallory saluted Hollywood Heritage's publication of the book with an *Evening @ the Barn* introducing the book and screening material beyond what the book could contain. This included rare photographs, an animated image of the Hollywoodland sign lighting up at night, and outtakes of Fox Movietone newsreel footage from 1923, provided by the University of



South Carolina, showing the Hollywoodland Sign under construction.

At the start of the program Will Ryan and the Cactus County Cowgirls, "Chaparral

Katie" Cavera (on bass) and "Cactus Chloe" Feoranzo (on clarinet), performed "Hollywoodland," an original, peppy song inspired by the book, which highlighted the wonders of living in the upscale neighborhood. This was followed by movie clips shot around Hollywoodland, including scenes from the 1957 classic sci-fi film *Invasion of the Body Snatchers*, a 1947 avant garde film *House of Cards*, the 1976 film *Hollywood Boulevard*, and clips from *Monk* and *The Closer* television episodes.

Mallory also organized an educational exhibit of *Hollywoodland* materials that will remain on display in the Hollywood Heritage Museum for the rest of the summer. These include original business materials and documents, photographs, a record album, lobby cards, a comic book, and an original Hollywoodland elevation drawn by its lead architect, John L. DeLario.

Come to your Museum and see the display, buy your copy of *Hollywoodland*, and get extra copies as gifts. Every copy sold helps us maintain our historic Lasky-DeMille Barn and keep the Museum open.

Evenings @ the Barn

Memories of Irving Brecher: The Wicked Wit of the West

On March 9, 2011, the Hollywood Heritage Museum hosted author Hank Rosenfeld who shared reminiscences of the "Wicked Wit of the West," golden age Hollywood screenwriter, Irving Brecher. Over a period of six years, Rosenfeld shared pastrami sandwiches with Brecher as a veritable treasure trove of tales of who's who in Hollywood came pouring forth. Attendees of the presentation were delighted to find "Groucho" glasses on their chair which would be used for a sing-a-long to *Lydia the Tattooed Lady* from one of the two Marx Brothers films that Brecher scripted, *At The Circus*.

After introductory comments by the evening's producer, Hollywood Heritage Board member Amy Condit, the program began with rare home movie footage of Brecher taking Groucho Marx on his first trip to Las Vegas. Rosenfeld then shared stories from

the book that he co-wrote with Brecher, *The Wicked Wit of the West*, which does double duty as book title and Brecher's nickname coined by Groucho himself. Audience members were regaled with anecdotes of Brecher's working relationships with Jackie Gleason, Ernie Kovacs, William Powell and Myrna Loy, Judy Garland, George Burns, Milton



Amy Condit and Hank Rosenfeld. photo by Alan Simon

Berle, Ann Margret, John Wayne, L.B. Mayer, Cleo the Basset Hound, and of course, the Marx Brothers.

Although Brecher had an illustrious career with highlights such as "punching up" *The Wizard of Oz* screenplay, achieving an Oscar nomination for his screenplay *Meet Me in St. Louis*, and creating *The Life of Riley* for radio, television, and film, he was blacklisted in the 1950s. Audience members listened raptly as Rosenfeld read passages from the book detailing Brecher's experience as a blacklisted writer before he came back with the screen adaptation of *Bye Bye Birdie*.

The evening ended with a robust question and answer session, followed by a book signing. Audience members came away with a greater knowledge and enjoyment of one of Hollywood's best-kept secrets, screenwriter and professional curmudgeon, Irving Brecher.

Preservation In Action

Orchard Gables

by Steve McAvoy

One of Hollywood's 10 Most Endangered Sites (see March 2011 Newsletter) is rapidly moving off of the list. After securing title to the property and funding from the Community Redevelopment Agency and the Los Angeles County Preservation Fund of the National Trust For Historic Preservation, Hollywood Community Housing Corporation (HCHC), a non-profit developer of affordable housing, has begun to rehabilitate Orchard Gables on the corner of Fountain and Wilcox Avenues. The project meets the Secretary of Interior Standards for Rehabilitation as required by the site's Los Angeles Cultural Heritage Monument status. Under the guidance of preservation architect Tom Michali of M2A, the rehabilitation consists of both exterior and interior work so that the building can be adaptively reused by non-profit tenants. The roof will be replaced, windows will be repaired, new mechanical systems will be installed, and other repairs will be made as necessary. In addition, the Central Hollywood Neighborhood Council has given HCHC a \$5000 grant to install outside lighting on the property. The project is scheduled to be completed by December of 2011. When completed, Orchard Gables will become the home for L.A.C.E.R. afterschool programs (Literacy, Arts, Culture, Education & Recreation) and others to be determined. Thanks to HCHC and its funders for their stewardship of this important landmark.

For an update on Hollywood's 10 Most Endangered Sites, published in the last newsletter, see the Preservation section of the Hollywood Heritage website:
www.hollywoodheritage.org

MEMBERSHIP UPDATE

In grateful recognition of their generous support, we sincerely thank the following renewing members who have made contributions at the \$100 level and above as of May 31, 2010. Category titles are names of historic Hollywood Studios.

Kalem \$250+

Steven Scott & Robert Eicholz
Brian Curran
Anthony Slide
Pam Elyea

Triangle \$100+

Peter & Miriam Colantuoni
Jenny Lerew
Amy Condit
John Haslam
Peter & Jane Marino
Eric & Karen Warren
Andrew Schwartz
Mr. & Mrs. Lawrence Bulk
Randy & Stephanie Klopffleisch
Harry Demas
Francis Potenza
Charlene Gallagher
Patty Dryden & Brian Silberell
Norman Triplett
Rod Allison
James Karen & Alba Francesca
Kelly Ruf
Fred Glienna
Leo & Dorothy Braudy
Lon Weyland & Alan Paull
Lisa & Paul Norling

Welcome New Members!

Janis Ashley
Paul Abramson
Mary-Beth Brophy
Dan Del Fiorentino
Bob & Mary Ellen Kane-Dix
Frances Fike
Lawrence Elbert
Michael Quinn
John Gibson
Robert Klinger
Rita Crandall
Mark Diamond
Wendy Arnold-Leroux
Stella Grace
Steve Vaught
Leah Broidy
Chinese Theatre
Andrew Richter
Mark & Eileen Preston
Daniel & Mary Gosselin
Bronwyn Cornelius
Tommy Dancil



Hollywood Heritage co-founder and current Board member, Christy Johnson McAvoy (L), receives the prestigious Business & Professional Women Club of Hollywood's Susan B. Anthony Award ("Failure is Impossible") from Events Coordinator and past president, Marjory Hooper. Mrs. McAvoy was recognized as a founder of Hollywood Heritage and as a nationally recognized expert in historic preservation planning and development. She is a founding principal of Historic Resources Group. BPW Hollywood is the leading advocate for working women since 1921 and embraces women from many different professions and occupations. To find out more about this Hollywood institution, visit their website at www.bpwhollywood.org Photo by Alan H. Simon

Silents Under The Stars
At the Paramount Ranch in Agoura Hills
OUR 24TH YEAR!

Sunday, July 17 @ 8:00PM
Safety Last
(1923)
Starring Harold Lloyd and Mildred Davis

Sunday, August 21 @ 7:30PM
The Great K & A Train Robbery
(1926)
Starring Tom Mix, Dorothy Dwan and Tony, The Wonder Horse

Tickets are \$6.00 for the general public, \$3.00 for children under 12, and \$5.00 for Hollywood Heritage Members.

For More Information visit:
www.hollywoodheritage.org

Important Note: July 17 the 405 Fwy will be closed between the 10 Fwy and the 101 Fwy.

Community Plan *Continued from page 3*

- Use transfer of development rights to benefit historic buildings. In order for this tool to work, surrounding land use and density must be contained so that a developer wishing to increase entitlements can augment the existing land use and density through preservation incentives. If the plan already allows a substantial increase in height and density there is no incentive to retain historic buildings that are developed below the heights and density of the current plan.
- Coordinate the demolition process of any building 50 years old, or older with approved plans for development.
- Use the Secretary of the Interior's standards and guidelines for all rehabilitation projects involving historic resources. The Community Plan and all other Specific or Urban Design Plans should not attempt to excerpt the Secretary of the Interior Standards, but should rather simply present them verbatim for use. Reinterpreting the Standards is a dangerous and unnecessary undertaking.
- Encourage the use of the 20% Federal Investment Tax Credit for use in the rehabilitation of National Register listed and eligible buildings.
- Improve and streamline the building permit process to provide early technical assistance by the staffs of Planning, Building and Safety and/or Redevelopment to ensure compatible rehabilitation. Rehabilitation of commercial storefronts is a significant example in which Secretary of the Interior compliant rehabilitation would be of great benefit.

4. By permitting inappropriate heights and density, the Plan facilitates the destruction of historic buildings.

The Plan may have made a sincere attempt to control the design of buildings of greater height, but the permission of "by right" development to Plan standards is incompatible with the goal of protecting historic structures.

5. The mitigation measures as currently written are inadequate.

The Plan contains a number of mitigation measures, which are designed to lessen the impact of the Plan on historic resources. The mitigation measures as stated in the Plan lack specificity and are potentially deferred mitigation. In the Plan, mitigation measures are to be conducted and monitored by the woefully understaffed Office of Historic Resources. While the staff is experienced and knowledgeable, it is not reasonable to expect that

they can fulfill this task. Hollywood Heritage supports the intent of these measures, but as written they are not implemented, merely discussed. How is one to monitor these good intentions? Can these measures comprise a "preservation plan" for Hollywood which is followed by all relevant agencies?

Hollywood Heritage suggests the following additional mitigation measures to protect historic resources and further mitigate the Plan's acknowledged significant impacts:

- Tie demolition permits on buildings 45 years or older to approved building plans (see the Station Neighborhood Area Plan or the CRA/Hollywood Heritage interim settlement agreement for models).
- Create a rehabilitation plan for the Hollywood Boulevard Commercial and Entertainment Historic District using the Secretary of the Interior's Standards.
- Implement a technical assistance program for owners of historic properties using appropriate city agencies, qualified non-profits (Hollywood Heritage, Los Angeles Conservancy or the Hollywood Community Housing Corporation) and HPOZ board members. Use Neighborhood Councils, homeowner associations and electronic media to facilitate communication.

CONCLUSION

This Plan may have aimed to encourage the preservation, restoration, and re-use of historic structures. However, until historic buildings are specifically identified, and specific and directed planning tools developed to protect them, the Plan fails to meet this goal. In fact, the Plan seriously endangers Hollywood's historic resources, including most significantly, the nationally renowned Hollywood Boulevard Commercial and Entertainment Historic District.

The final version of the Plan must be changed to protect historic buildings, not simply regulate the new buildings that replace them. The Plan does not eliminate the incentives to demolish historic buildings. Specifically, it does not give a clear picture of what is historic in Hollywood, nor does it highlight the potential benefits of rehabilitation.

The Hollywood Community Plan should provide a consistent, integrated and responsible approach to future planning, entitlements, and land use based upon the preservation of existing historic structures.

The City Council, the Planning Department and the Redevelopment Agency, as the permitting agencies of the City responsible for Hollywood, are the stewards of its histor-

ic resources. Decisions for development shall not impair the integrity (setting, location, design, materials, workmanship, association, and feeling) of Hollywood's historic resources through attrition, demolition, or inappropriate alteration. The Plan should facilitate good preservation practice and stewardship of resources. This approach will ensure the healthy economic development of this popular tourist destination and provide a livable community for its residents.

Hollywood Heritage remains appreciative of the Planning Department's efforts in this extremely important Plan. We value and respect the Plan's inclusions. We will work diligently with the Department to ensure that the urgently missing pieces-- to preserve and protect the Hollywood Boulevard Commercial and Entertainment Historic District, its historic residential neighborhoods, and entertainment industry related sites--are included through regulation, incentives and technical assistance.



A new fence has been installed at the back end of the porch to protect the Lasky-DeMille Barn from transients who were using the area as a bathroom, causing a health problem. Funds for the fence were donated to the Hollywood Heritage Museum. Photo by Alan H. Simon

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Hollywood, CA 90078

SAVE THESE DATES
Upcoming Hollywood Heritage Events

SUNDAY, July 17, 2011, 8:00 pm, Paramount Ranch in Agoura Hills. Silents Under The Stars screening of *Safety Last* (1923).

SUNDAY, August 21, 2011, 7:30 pm - Paramount Ranch in Agoura Hills. Silents Under The Stars screening of *The Great K & A Train Robbery* (1926).

WEDNESDAY, October 12, 2011, 7:30 pm - Hollywood Heritage Museum - Evening @ the Barn, MGM

WEDNESDAY, November 3, 2011, 7:30 pm - Hollywood Heritage Museum - Evening @ the Barn, with Kevin Thomas.

NOTE: all *Evenings @ the Barn* programs begin at 7:30 pm. Seating is limited to 110 persons. Advance tickets are available at Brown Paper Tickets, 1-800-838-3006, or at www.BrownPaperTickets.com

PRESERVING OUR HOLLYWOOD HERITAGE FOR OVER 30 YEARS

• Hollywood Heritage Museum/Lasky-DeMille Barn •

• Silent Society: Motion Picture History and Preservation • Architectural Preservation, Advocacy, and Education •



Membership Application

Memberships may also be submitted online at www.HollywoodHeritage.org

YES! I would like to become a member of Hollywood Heritage, Inc.

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