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All compliant submissions may be accessed as follows:

- **“Initial Submissions”**: Compliant submissions received no later than by end of day Monday of the week prior to the meeting, which are not integrated by reference or exhibit in the Staff Report, will be appended at the end of the Staff Report. The Staff Report is linked to the case number on the specific meeting agenda.
- **“Secondary Submissions”**: Submissions received after the Initial Submission deadline up to 48-hours prior to the Commission meeting are contained in this file and bookmarked by the case number.
- **“Day of Hearing Submissions”**: Submissions after the Secondary Submission deadline up to and including the day of the Commission meeting will be uploaded to this file within two business days after the Commission meeting.

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If you are using Chrome, the bookmarks are on the upper right-side of the screen. If you do not want to use the bookmarks, simply scroll through the file.

If you have any questions, please contact the Commission Office at (213) 978-1300.

SECONDARY SUBMISSIONS

Hermosa Beach Office
Phone: (310) 798-2400
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Phone: (858) 999-0070
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January 26, 2021

Via Email

Ken Bernstein (ken.bernstein@lacity.org)
Shannon Ryan (shannon.ryan@lacity.org)
Katie Knudson (katie.knudson@lacity.org)
Office of Historic Resources
Department of City Planning
221 N. Figueroa St., Suite 1350
Los Angeles, CA 90012

Re: Accessory Dwelling Units in Historic Districts

Dear Mr. Bernstein, Ms. Ryan, and Ms. Knudson,

On behalf of the West Adams Heritage Association (WAHA) and the Adams Dockweiler Heritage Organizing Committee (ADHOC), we write to address the City's process for approving accessory dwelling units (ADUs) in historic districts. As an initial matter, WAHA and ADHOC would like to make clear that they are incredibly supportive of the use of ADUs as a means of addressing California's housing crisis. We believe ADUs can be designed to be compatible with the historic districts they are located within while still providing needed housing.

Our concern is that a number of ADUs recently approved by the City in historic districts, in particular within the National Register Historic Districts located in the University Park area, have been designed in a manner that is incompatible with the historic district and fails to follow the Preservation Plan for this area. Members of WAHA and ADHOC and other stakeholders have been informed by City staff that the City believes it is unable to require revisions to ADU projects that adversely impact contributor resources in historic districts due to recent updates to state law addressing ADUs. We disagree with this conclusion and in this letter address the City's ability and responsibility to avoid such impacts under both state law and the City's ADU ordinance, while still allowing development of ADUs.

I. State ADU Law Requires Local ADU Ordinances to Prevent Impacts to Historic Resources.

Recent updates to California's statewide ADU law do set limits on local jurisdictions' ability to prohibit ADU development. The updated Government Code section 65852.2 requires a local agency to ministerially approve ADUs under set circumstances if the agency does not adopt a local ADU ordinance or update its existing ordinance pursuant to state law updates. However, if a local agency does choose to the adopt or update its ADU ordinance, Government Code section 65852.2, subdivision (a)(1)(B)(i) establishes several requirements for what that local ADU ordinance must contain, plainly stating that an ordinance adopted by a local agency to provide for the creation of ADUs:

shall do all of the following...(B)(i) Impose standards on accessory dwelling units that include, but are not limited to, parking, height, **setback**, landscape, **architectural review**, maximum size of a unit, **and standards that prevent adverse impacts on any real property that is listed in the California Register of Historic Resources**. These standards shall not include requirements on minimum lot size.

(emphasis added.)¹

The City updated its local ADU ordinance in 2019 and, pursuant to the requirements of state law, the ordinance must include standards to prevent adverse impacts to California and National² Register designated resources. The City's ordinance should also provide for architectural review and establish acceptable setbacks for ADUs.

The California Office of Historic Preservation agrees that local agencies retain the ability to protect historic resources through design review and by setting standards to prevent impacts to resources listed on the California Register:

¹ WAHA and ADHOC have also heard concerns from the City regarding the need to comply with SB 330. SB 330 addresses housing development projects, not ADUs. It was adopted after Government Code section 65852.2 was updated and does not include any further revisions to the Government Code relating to ADU approvals.

² Historic resources listed on the National Register are automatically listed on the California Register.

Local ADU Ordinance with Design Review

While every local agency must approve an ADU if it consistent with state law, it has the opportunity to pass a local ADU ordinance that imposes standards on ADUs including, but are not limited to, parking, height, setback, lot coverage, landscape, architectural review and the maximum size of a unit. While this provision is not specific to historic properties, it does allow the adoption of design review standards that could benefit historic properties and neighborhoods.

Prevention of Adverse Impacts on California Register Properties

In addition, an agency may impose standards that prevent adverse impacts on any real property that is listed in the California Register of Historic Places [Californian Register of Historical Resources].

(https://ohp.parks.ca.gov/?page_id=29972.)

Thus, any claims that the City is unable to impose design standards or prevent impacts to designated historic resources is belied by the requirements of the updated state law.

II. The City's Updated ADU Ordinance Must Prevent Adverse Impacts to Historic Resources.

The City updated its ADU ordinance in December 2019, thus the City's ordinance must include architectural review standards and standards to prevent adverse impacts to resources listed on the California Register. The City's updated ADU ordinance identifies development standards for ADUs, requiring that ADUs:

Comply with all applicable objective provisions required pursuant to Chapter 1 of this Code, including provisions stated in the underlying applicable zone and height district, Specific Plan, Historic Preservation Overlay Zone, Community Planning Implementation Overlay and other applicable zoning ordinances, policies or other documents established pursuant to Chapter 1, Article 3 of this Code. In any instance where there is conflict, this subdivision shall govern.

(LA City Ordinance No. 186481, Sec 2, subd. (c) [LAMC 12.22.A.33].)

To the extent the City interprets its own ADU ordinance as being unable to prevent adverse impacts to resources listed on the California Register because only unspecified objective standards are being imposed, its ordinance does not comply with the requirements of Government Code section 65852.2, subdivision (a)(1)(B)(i). Moreover, that state law specifically allows architectural review provides for the City's broad consideration of design features. Compliance with only objective standards may be inadequate to prevent impacts to California Register resources. In fact, as discussed below, as enforced by the City in a number of instances, compliance with only unspecified standards the City considers to be objective has resulted in adverse impacts to several contributor resources in the St. James National Register District.

III. The City Has Failed to Enforce Objective Preservation Plan Standards.

WAHA and ADHOC believe the City's ordinance fails to comply with state law requirements for ADU ordinances to prevent adverse impacts to designated resources by restricting consideration to unidentified objective standards. The City has adopted the University Park HPOZ Preservation Plan to prevent adverse impacts to this historic preservation overlay zone, which includes three National Register Historic Districts. Failure to comply with any of this Plan's provisions would result in adverse impacts to these historic resources.

The City has claimed it will only enforce those provisions in the Preservation Plan it deems to be objective, but the City has not specified which provisions it considers to be objective and which provisions it will not enforce. Even if it were appropriate to consider only objective provisions of the Preservation Plan, the City failed to require compliance with a number of objective standards from the University Park HPOZ Preservation Plan in several recent ADU projects located in the St. James Park National Register Historic and approved ADU projects with adverse impacts to these historic resources. WAHA and ADHOC submitted detailed comments to the City, identifying the ability to construct an ADU on 2142 Portland Street and without significant impacts to the resources, but the

City failed to enforce the objective Preservation Plan standards that would prevent these impacts. Recent examples include, but are not limited to, the following:

2142 Portland Street is the site of the historic Tillotson House, a contributing resource to the St. James Park National (and California) Register Historic District. The City recently approved a two-story tall ADU, as an addition over a one story non-conforming garage constructed in 1950, in the front yard setback for this resource. (See Exhibit 1, p. 1.) This ADU project fails to comply with several objective provisions of the University Park HPOZ Preservation Plan (“Preservation Plan”).

The Preservation Plan includes the following objective provisions:

- “New residential structures should be placed on their lots consistent with the existing historic setbacks of the block on which they are located.” (Preservation Plan p. 90.)
- “Identify and respect the pattern of front and rear setbacks for the block. While side and rear setbacks may vary, the traditional siting relationships should be maintained.” (Preservation Plan p. 92.)
- “Respect the prevailing setback, i.e. the most commonly occurring setback and lot coverage of the historic properties on the block face on which the building will be sited.” (Preservation Plan p. 95.)
- “New secondary structures should be located behind the line of the rear wall of the house.” (Preservation Plan p. 104.)

WAHA and ADHOC presented evidence clearly showing the prevailing and the historic front yard setback for the 2100 block of Portland Street and that the new construction for the ADU would be located within that setback. They also identified locations for the ADU on the site that would not conflict with these Preservation Plan provisions. Despite it being noncompliant with the objective limit on construction in the prevailing and historic front yard setback for the block, the City approved the ADU as proposed in the historic front yard setback.

2301 Scarff Street is also a contributing resource to the St. James Park National (and California) Register Historic District. A recently approved ADU project at this site includes the destruction of the original historic fabric of the carriage house/garage that is being renovated into an ADU. Of particular concern is the ADU project's removal of the historic garage doors. This ADU project also includes the use of vinyl windows. (See Exhibit 1, p. 2.) These features of the ADU adversely impact the historic resource and fail to comply with following objective provisions of the Preservation Plan:

- “The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.” (Preservation Plan p. 47.)
- “Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.” (Preservation Plan p. 47.)
- “Preserve the materials and design of historic windows and their surrounds, including hardware.” (Preservation Plan p. 53.)
- “Repair windows or doors wherever possible instead of replacing them. Replacement of existing windows should be allowed only when the photographic evidence is provided to the Board by the homeowner that the windows are too deteriorated and cannot be rehabilitated.” (Preservation Plan p. 54.)
- “When replacement of these windows is necessary, replacement windows should match the historic windows in size, shape, arrangement of panes, materials, hardware, method of construction, and profile. True divided-light windows should be replaced with true divided-light windows, and wood windows with wood windows.” (Preservation Plan p. 54.)
- “Preserve the materials and design of historic doors and their surrounds.” (Preservation Plan p. 58.)

- “The size, scale, and proportions of historic doors on a façade should be maintained. Filling in or altering the size of historic doors, especially on primary facades, is inappropriate.” (Preservation Plan p. 58.)
- “When replacement of doors is necessary, replacement doors should match the historic doors in size, shape, scale, glazing, materials, method of construction, and profile.” (Preservation Plan p. 58.)
- “Aluminum windows should not be allowed within the district.” (Preservation Plan p. 99.)

The ADU project at 2301 Scarff Street removes, instead of repairing, historic windows, and replaces wooden windows with vinyl, contrary to the objective provisions in the Preservation Plan, adopted to reduce impacts to historic resources. The project also fails to comply with objective Preservation Plan provisions by including the removal of historic fabric, the historic garage door, and replacement of the historic door with a door that does not match the historic garage door in size, shape, scale, materials or profile.

2336 Scarff Street is another contributor resource to the St. James Park National (and California) Register Historic District. This through lot includes two existing residences, one facing Scarff Street and one facing St. James Park. Each includes a garage to the south of the main buildings, and the garages are a prominent part of the historic setting and streetscape. The ADU project would convert each of these garages into ADUs by removing historic fabric, adding windows and doors, and completely changing the primary façade of the historic garages and adding a faux brick finish to this façade that is inconsistent with the historic character of the resource. The ADU would change the roof form of the existing garages from hipped to gabled and would add a secondary roof. (See Exhibit 1, p. 3-4.) The ADU plan also calls for parking in the St. James Park front setback. This project would also be inconsistent with a number of objective Preservation Plan provisions.

- “Adding new windows on primary facades is inappropriate.” (Preservation Plan p. 53.)

- “Preserve the materials and design of historic doors and their surrounds.” (Preservation Plan p. 58.)
- “The size, scale, and proportions of historic doors on a façade should be maintained. Filling in or altering the size of historic doors, especially on primary facades, is inappropriate.” (Preservation Plan p. 58.)
- “Preserve the historic roof form.” (Preservation Plan p. 66.)
- “The introduction of faux finish not characteristic of a particular style period should be avoided. (Preservation Plan p. 76.)
- “New additions should not be built on the primary façade or facades or the front half of the side facades. Additions should be located at the rear of the structure whenever possible, away from the main architectural façade.” (Preservation Plan p. 81.)
- “Parking areas should be located to the rear of the structure.” (Preservation Plan p. 87.)
- “[M]aterials such as pressed hardboard or vinyl that replicate the appearance of historical materials should not be allowed.” (Preservation Plan p. 102.)

This ADU project was improperly approved with additions to the main façade of the existing garages, an addition that adds non-historic windows and faux finishes. It also removes the historic fabric of these resources.

Members of WAHA and ADHOC provided comments regarding how the existing garages could be converted to ADUs in compliance with the Preservation Plan provisions at 2142 Portland Street and 2301 Scarff Street. Despite this, the City required no changes in the ADM project based on the approval forms that erroneously checked a box stating that the projects comply with the Preservation Plan.

To demonstrate the ability to fit an ADU within an historic district, without detracting from the historic significance, WAHA and ADHOC have provided examples of several well-designed ADUs in the City that both provide housing and comply with the Preservation Plan. (Exhibit 2, examples located at 2643 Orchard Avenue, 2754 ½ Kenwood Avenue, 2665 ½ Orchard Avenue and 2340 Portland Street.) WAHA and ADHOC have also prepared a case study identifying the impactful features of improperly designed ADUs and contrasting them with the features of well-designed positive examples of ADUs in historic districts. (Exhibit 3.)

Conclusion

The City must revise its process for approving ADUs in historic districts so that impacts to these resources can be avoided and architectural review can be implemented, as required by state ADU law. Additionally, current approvals need to be revised to meet the requirements of the law, as detailed in this letter. WAHA and ADHOC look forward to working with the City to make these necessary revisions, both in the process and potentially in the City's ADU ordinance, to ensure our important historic resources are properly protected when ADUs are approved.

Thank you for your time and consideration in this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amy Minter", is written over a light blue horizontal line.

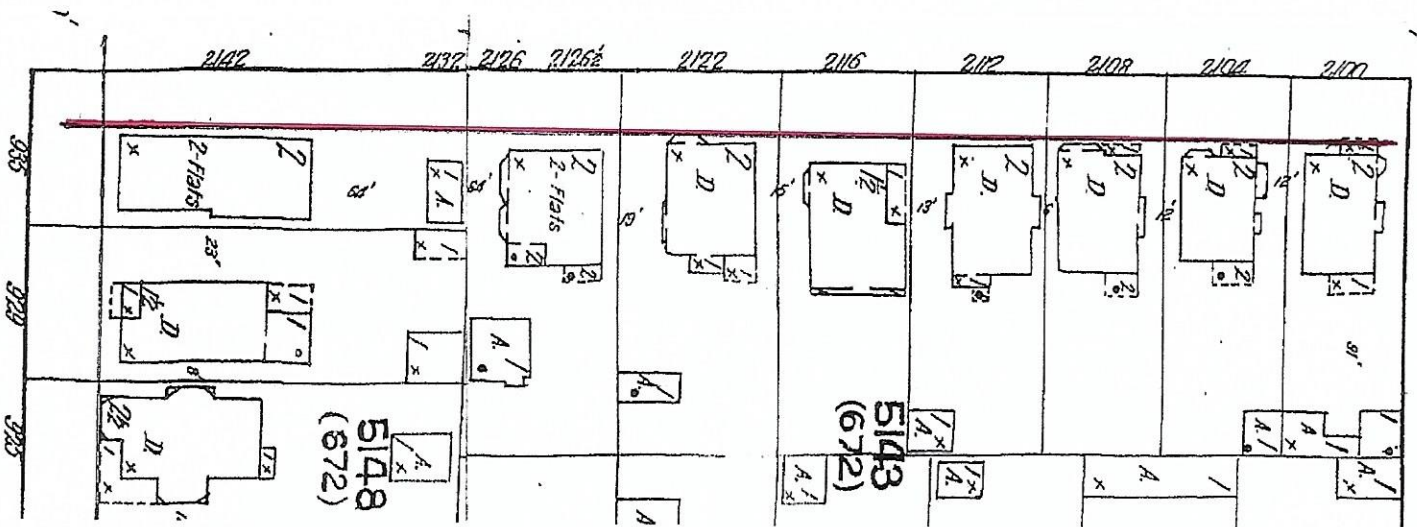
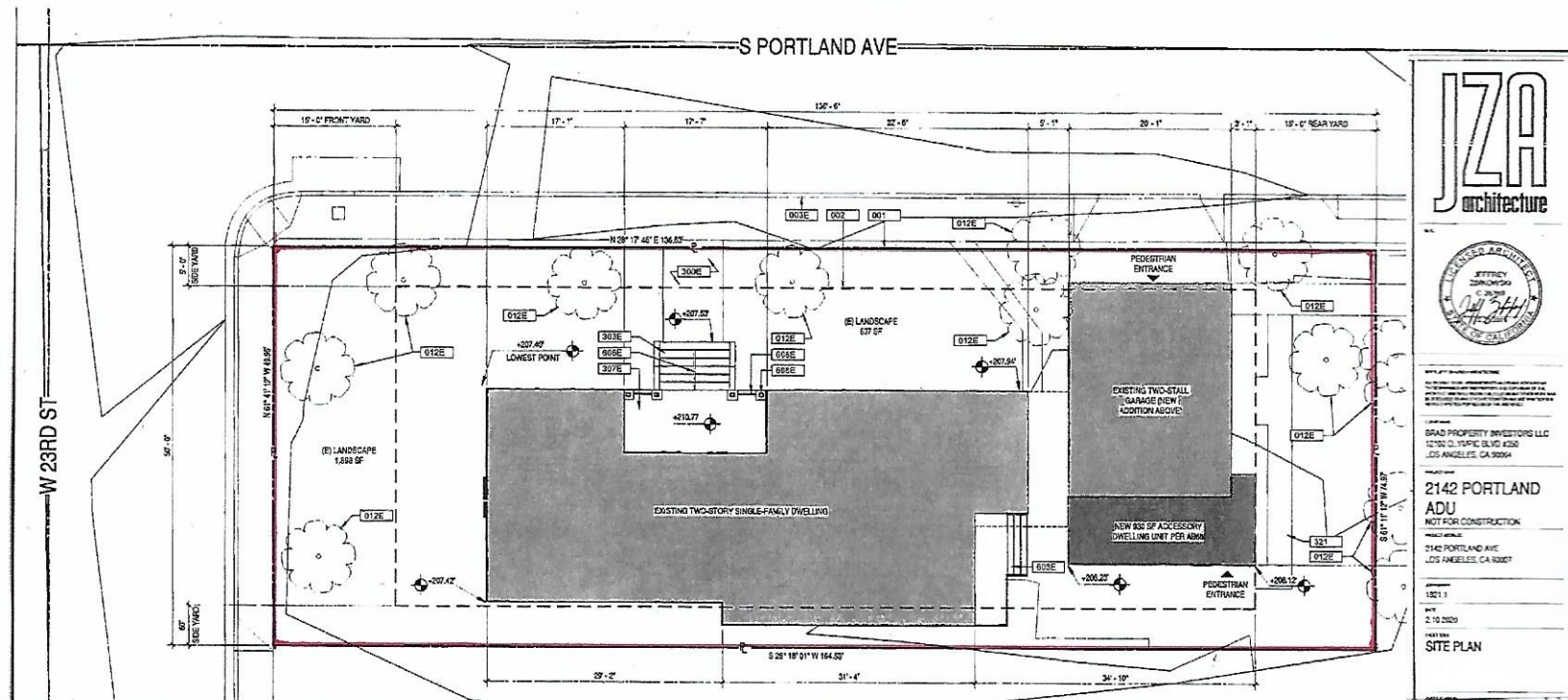
Amy Minter

Exhibits:

- 1) Examples of ADUs with adverse impacts
- 2) Examples of ADUs that are compatible with historic districts
- 3) Case study examples of good and bad ADUs

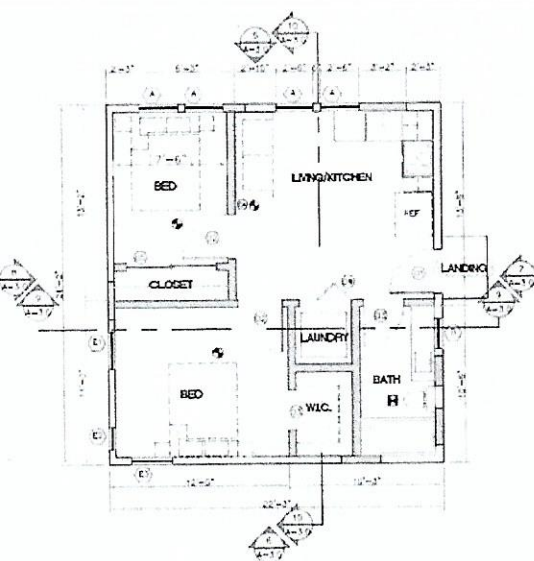
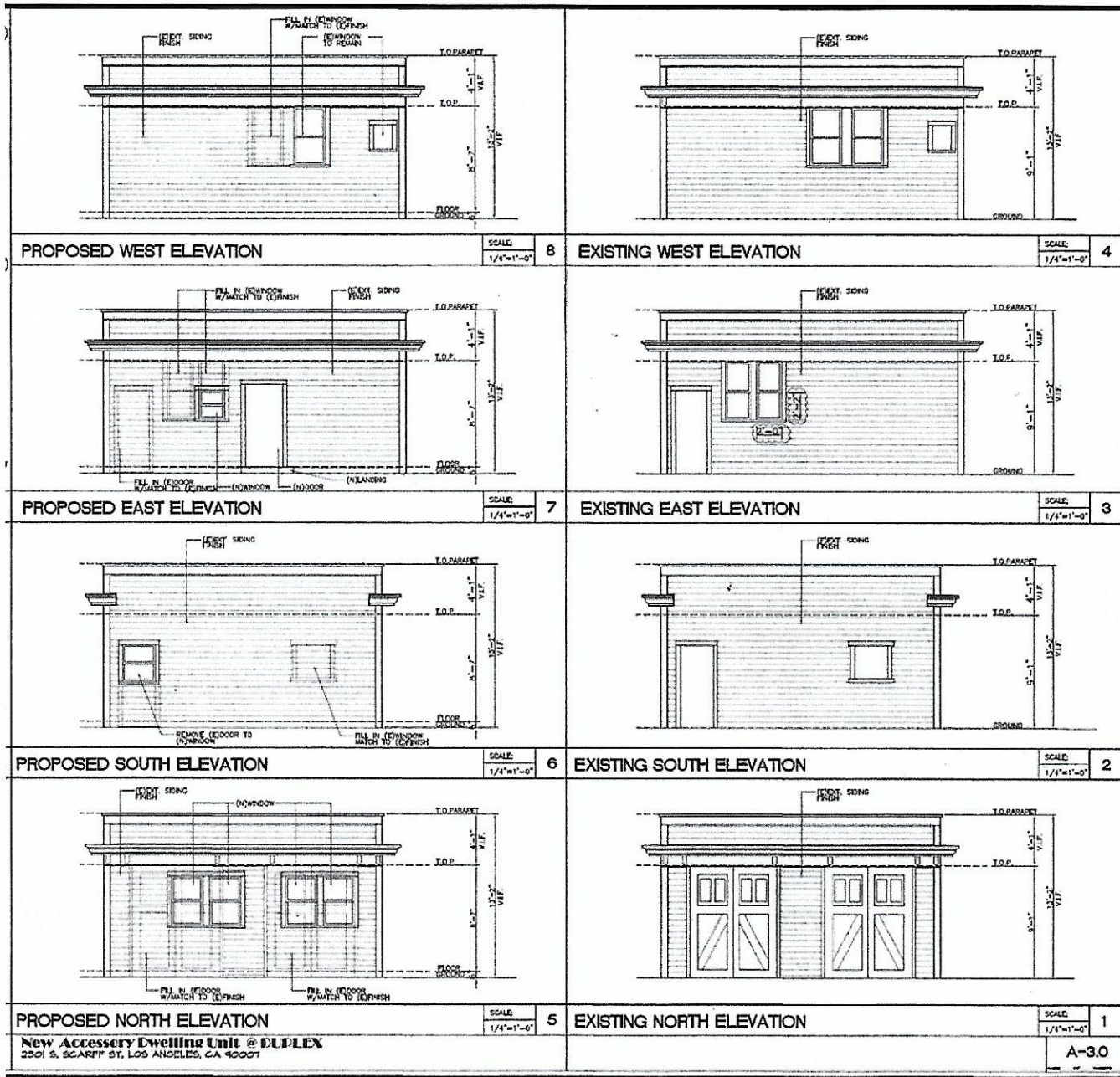
cc: Cultural Heritage Commission
Los Angeles Conservancy

EXHIBIT 1



W. 21ST

West Adams Heritage Association (WAHA) Accessory Dwelling Units (ADU) Case Studies



PROPOSED FLOOR PLAN

RESIDENTIAL DESIGN GUIDELINES - INFILL

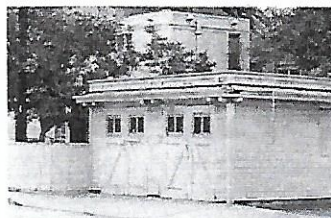
UNIVERSITY PARK HPOZ PRESERVATION PLAN -JULY 14, 2005

8.15 Constructing Detached Secondary Structures (New Garages, Accessory Structures, & Detached Units)

PURPOSE AND INTENT

Garages and accessory structures can make an important contribution to the character of an historic neighborhood. Although high style "carriage houses" did exist historically, garages and other accessory structures were typically relatively simple structures architecturally, with little decorative detail. Quite often these structures reflected a simplified version of the architectural style of the house itself, and were finished in similar materials.

Unfortunately, many historic garages and accessory structures have not survived to the present day, perhaps because the structures were often built flush with the ground, without a raised foundation. Therefore, many homeowners in historic areas may need to confront the issue of designing a new secondary structure.



West Adams Heritage Association (WAHA) Accessory Dwelling Units (ADU) Case Studies



ARCHITECT
JZA architecture

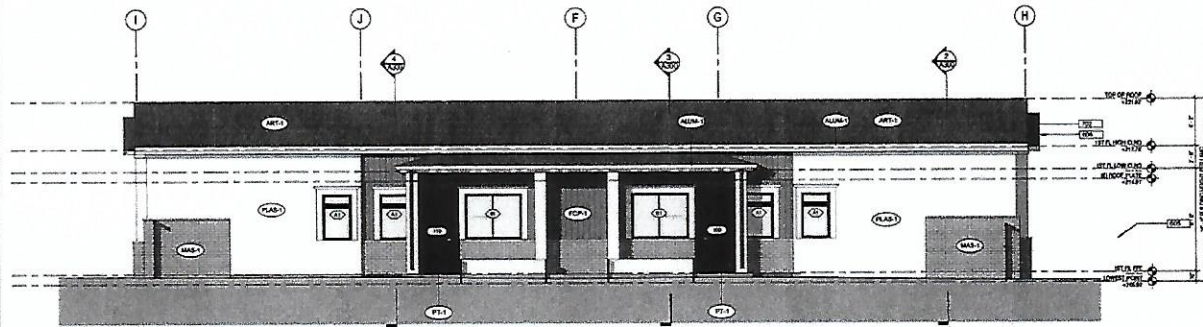
SCARFF ST ADU DUPLEX

2306-2308 SCARFF ST
LOS ANGELES, CA 90007

2017

7/28/2020

3D VIEWS



KEYNOTES

- 001 US NAVY TIME - REFER TO GDS FOR CAPACITY
- 002 ALUMINUM STAIRS (PLAN 1)
- 003 ALUMINUM STAIRS (PLAN 1)
- 004 HORIZONTAL ROOF FLASHING (PLAN 1)
- 005 NO FLASHING (PLAN 1)
- 006 NO FLASHING (PLAN 1)
- 007 FLASHING (PLAN 1)
- 008 FLASHING (PLAN 1)
- 009 FLASHING (PLAN 1)
- 010 FLASHING (PLAN 1)

JZA
architecture



SHEET NOTES

1. ALL DIMENSIONS UNLESS OTHERWISE NOTED.
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ARCHITECT
JEFFREY ZUCKERMAN
2306-2308 SCARFF ST
LOS ANGELES, CA 90007

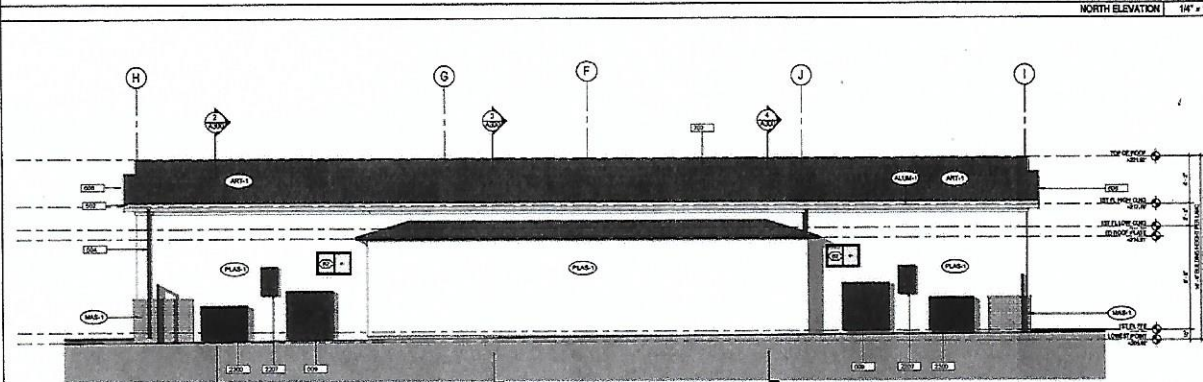
STRUCTURAL ENGINEER
JZA architecture
2306-2308 SCARFF ST
LOS ANGELES, CA 90007

ARCHITECT
JEFFREY ZUCKERMAN
2306-2308 SCARFF ST
LOS ANGELES, CA 90007

ARCHITECT
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LOS ANGELES, CA 90007

ARCHITECT
JEFFREY ZUCKERMAN
2306-2308 SCARFF ST
LOS ANGELES, CA 90007



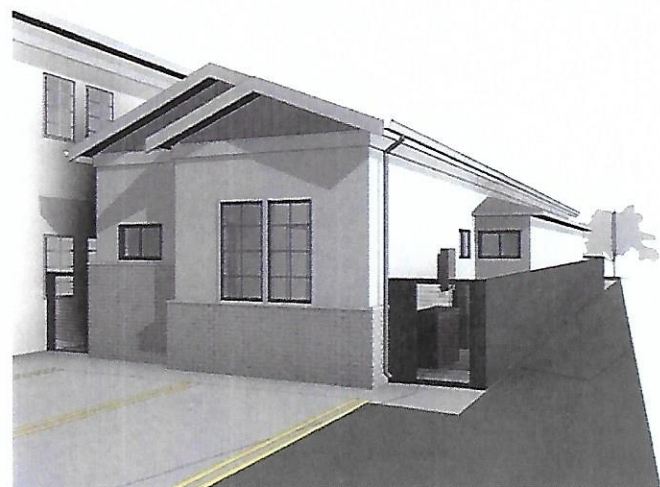
NORTH ELEVATION 1/4" = 1'-0" 1

SOUTH ELEVATION 1/4" = 1'-0" 2



COURTYARD 3D VIEW

2



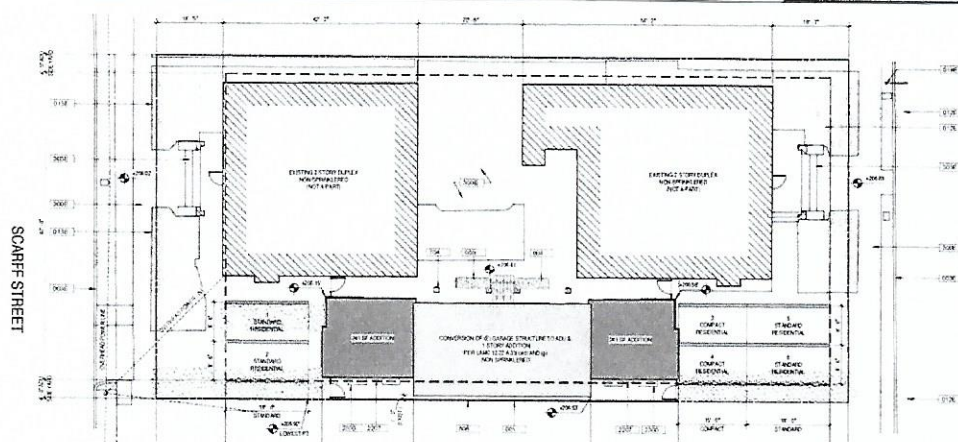
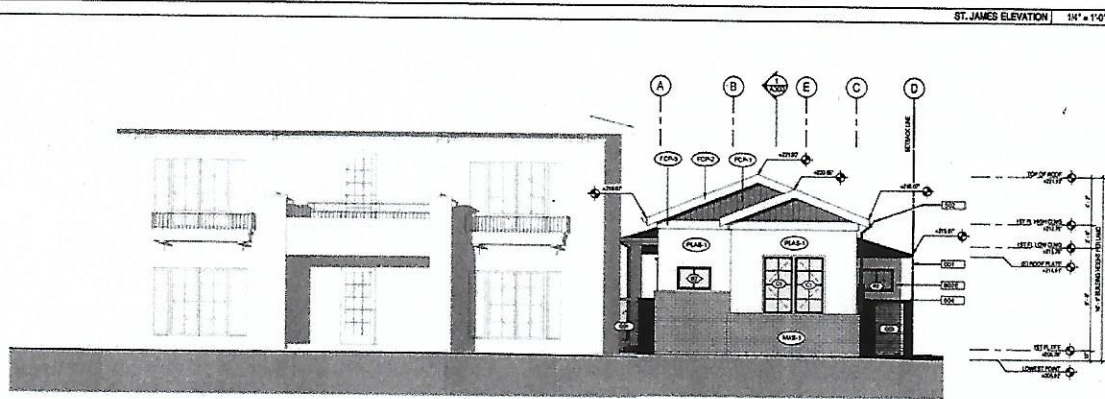
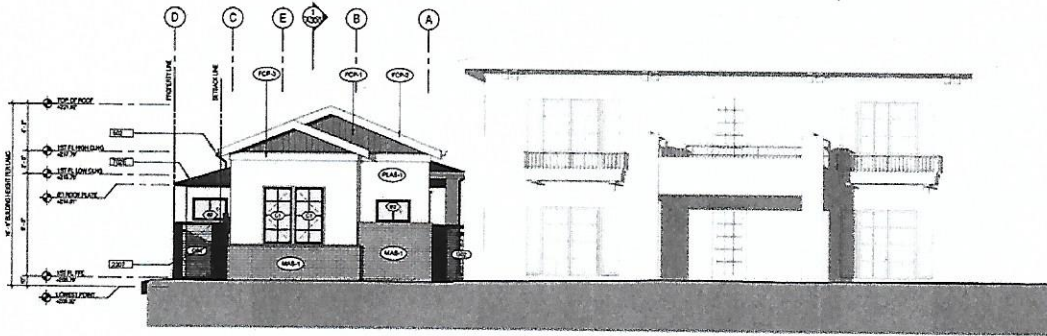
SW CORNER

1

JZA
architecture



ARCHITECT
JEFFREY ZUCKERMAN
2306-2308 SCARFF ST
LOS ANGELES, CA 90007



SUSAN FOO

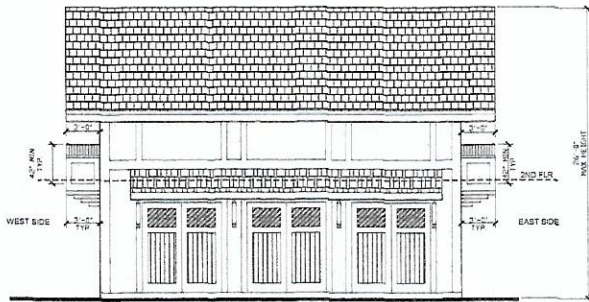
2017
DATE
7-28-2000
BOSTON

STRUCTURAL ENGINEER
THE ALLEN ENGINEERING FIRM
1000 WILSON BLVD. STE. 100
LOS ANGELES, CA 90017

EXHIBIT 2

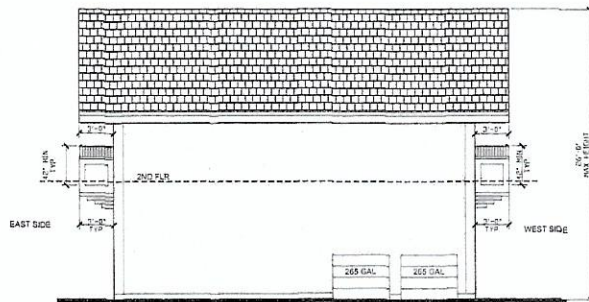
West Adams Heritage Association (WAHA) Accessory Dwelling Units (ADU) Case Studies

BALCONY RAILING NOTE: ALL BALCONIES PROVIDE MIN 42" HIGH GUARDS WITH MAXIMUM 4" CLEAR SPACING OPENING BETWEEN RAILS PER (R312.1.2).



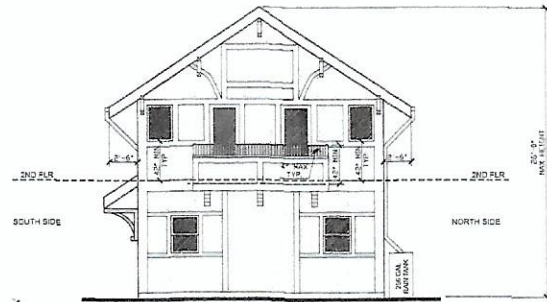
PROPOSED SOUTH ELEVATION (FRONT)
SCALE: 1/4" = 1'-0"

BALCONY RAILING NOTE: ALL BALCONIES PROVIDE MIN 42" HIGH GUARDS WITH MAXIMUM 4" CLEAR SPACING OPENING BETWEEN RAILS PER (R312.1.2).



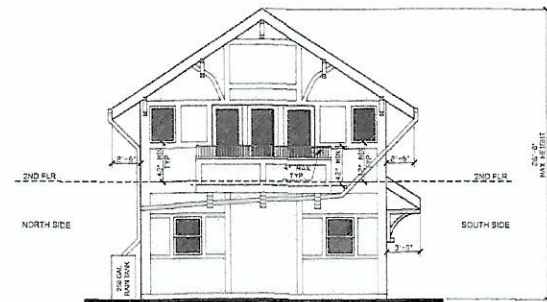
PROPOSED NORTH ELEVATION (REAR)
SCALE: 1/4" = 1'-0"

BALCONY RAILING NOTE: ALL BALCONIES PROVIDE MIN 42" HIGH GUARDS WITH MAXIMUM 4" CLEAR SPACING OPENING BETWEEN RAILS PER (R312.1.2).



PROPOSED EAST ELEVATION (SIDE)
SCALE: 1/4" = 1'-0"

BALCONY RAILING NOTE: ALL BALCONIES PROVIDE MIN 42" HIGH GUARDS WITH MAXIMUM 4" CLEAR SPACING OPENING BETWEEN RAILS PER (R312.1.2).



PROPOSED WEST ELEVATION (SIDE)
SCALE: 1/4" = 1'-0"

EXTERIOR MATERIAL NOTES
BODY TO BE PAINTED STUCCO TO MATCH FRONT
STRUCTURE IN MATERIAL AND FINISH AND COLOR
ALL TRIM TO BE WOOD TO MATCH FRONT STRUCTURE
ALL WINDOWS TO BE WOOD WITH MINERAL DETAILING
TO MATCH BUT NOT NEARER THE FRONT
STRUCTURE

SHOWER: SW 1203
BATH: SW 1018
KITCHEN: SW 1018
LIVING: SW 1018
BEDROOM: SW 1018
HALL: SW 1018
CLOSET: SW 1018
PORCH: SW 1018
GARAGE: SW 1018
FENCE: SW 1018
WALKWAY: SW 1018
DRIVEWAY: SW 1018
ROOF: SW 1018
LEATHERED WOODS

EXTERIOR COLOR NOTES
SHOWER: SW 1203
BATH: SW 1018
KITCHEN: SW 1018
LIVING: SW 1018
BEDROOM: SW 1018
HALL: SW 1018
CLOSET: SW 1018
PORCH: SW 1018
GARAGE: SW 1018
FENCE: SW 1018
WALKWAY: SW 1018
DRIVEWAY: SW 1018
ROOF: SW 1018
LEATHERED WOODS

2700 LLC
OWNERSHIP ENTITY
C/O CARLOS TRAMER/ALICE ANA
2700 S. HUNTER ST.
LOS ANGELES, CA 90007
PHONE: (310) 488-5455

NEW DETACHED ACCESSORY DWELLING UNIT
2643 ORCHARD AVE
2641 ORCHARD AVE, LOS ANGELES, CALIFORNIA 90007

MICHAEL NIGOSIAN
ARCHITECT
13744 LINDEN BLVD #102
LOS ANGELES, CA 90044
PHONE: (310) 821-0971
EMAIL: MICH@NIGOSIAN.COM



DATE: 2/20/16
JOB: 2643 ORCHARD

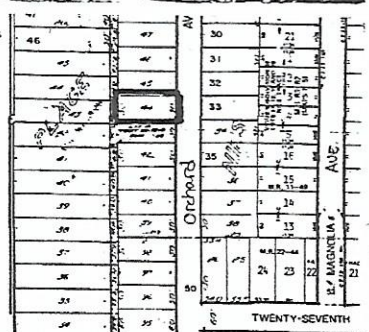
SHEET
A2



21. Sources (List books, documents, surveys, personal interviews and their dates).

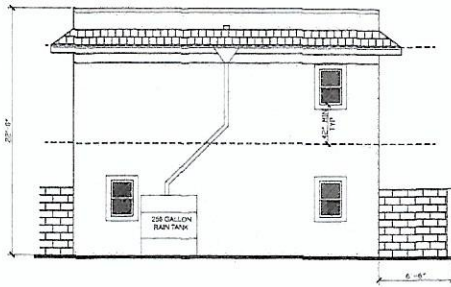
Dept. of Building & Safety
Los Angeles County Archives
Los Angeles City Directory 1905,

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Organization: Bur of Engineering
Address: 200 N. Spring St.
City: Los Angeles Zip: 90012
Phone: 485-6556

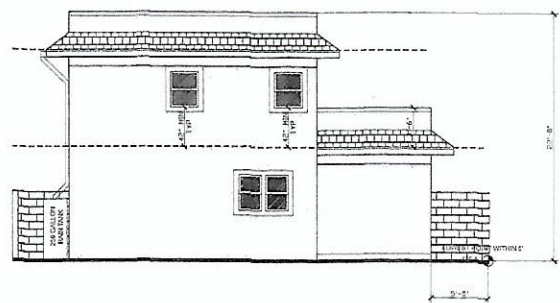


West Adams Heritage Association (WAHA) Accessory Dwelling Units (ADU) Case Studies

ANT GRAFFITI NOTES:
JNT GRAFFITI-TREATING MATERIAL SHALL BE APPLIED TO ALL EXTERIOR WALLS TO A MINIMUM OF 10'-0".
SEE SHEET 04 FOR MATERIAL SPECIFICATIONS AND NOTES.



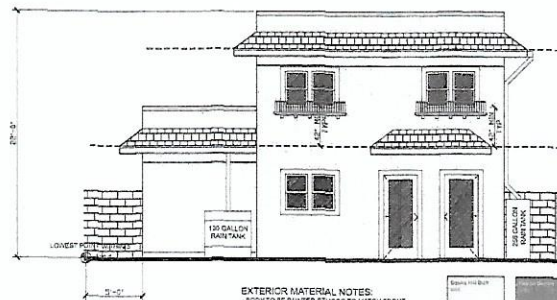
PROPOSED EAST ELEVATION (REAR)
SCALE 1/4" = 1'



PROPOSED NORTH ELEVATION (SIDE)
SCALE 1/4" = 1'



PROPOSED WEST ELEVATION (FRONT)
SCALE 1/4" = 1'



PROPOSED SOUTH ELEVATION (SIDE)
SCALE 1/4" = 1'

EXTERIOR MATERIAL NOTES:
BODY TO BE PAINTED STUCCO TO MATCH FRONT STRUCTURE. (E) INTERIOR FLOOR AND COLOR. ALL TRIM TO BE PAINTED TO MATCH FRONT STRUCTURE. ALL WINDOWS TO BE WOOD WITH MINIMAL DETAILING TO MATCH BUT NOT REPLICATE THE FRONT STRUCTURE.

EXTERIOR COLOR NOTES:
BENJAMIN MOORE EXTERIOR PAINT COLORS:
BODY: EQUINE HELL DUFFY BBA 1108
TRIM: FALCON BROWN BBA 1215
WINDOWS: FALCON BROWN BBA 1215
ROOF: WEATHERED WOOD

ANAND & ANNIE KOLATKAR
OWNERS
2754 KENWOOD AVE
LOS ANGELES, CA 90007
PHONE: 415.672.0022

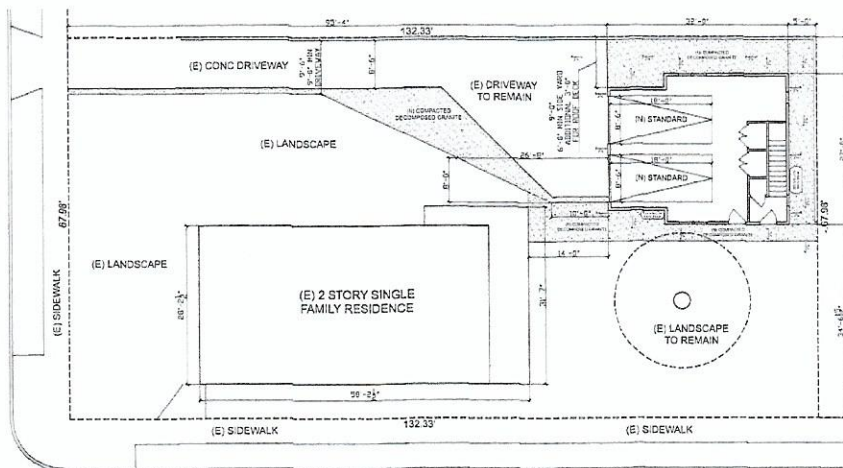
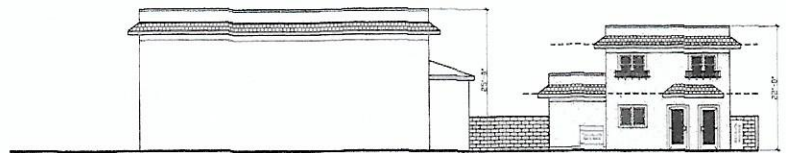
NEW ACCESSORY DWELLING UNIT OVER 2 CAR GARAGE
2754 1/2 KENWOOD AVENUE
2754 1/2 KENWOOD AVE, LOS ANGELES, CALIFORNIA 90007

MICHAEL NIGOSIAN
ARCHITECT
137 N. LANTANA BLVD #102
LOS ANGELES, CA 90012
PHONE: (213) 625-1071
EMAIL: MNNIGOSIAN@GMAIL.COM



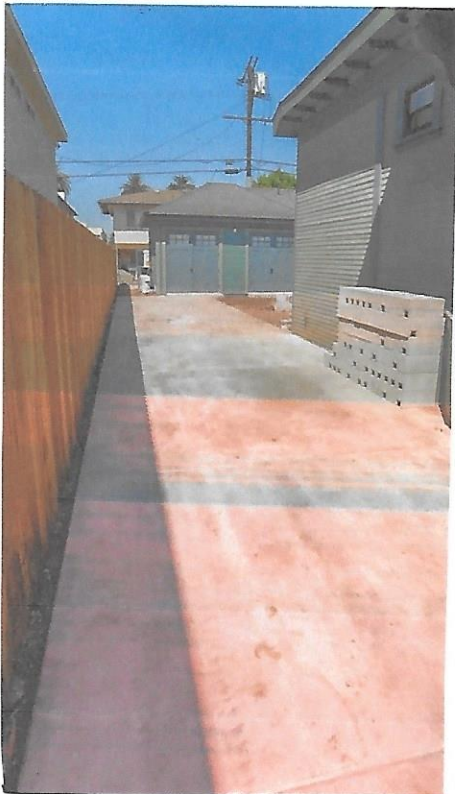
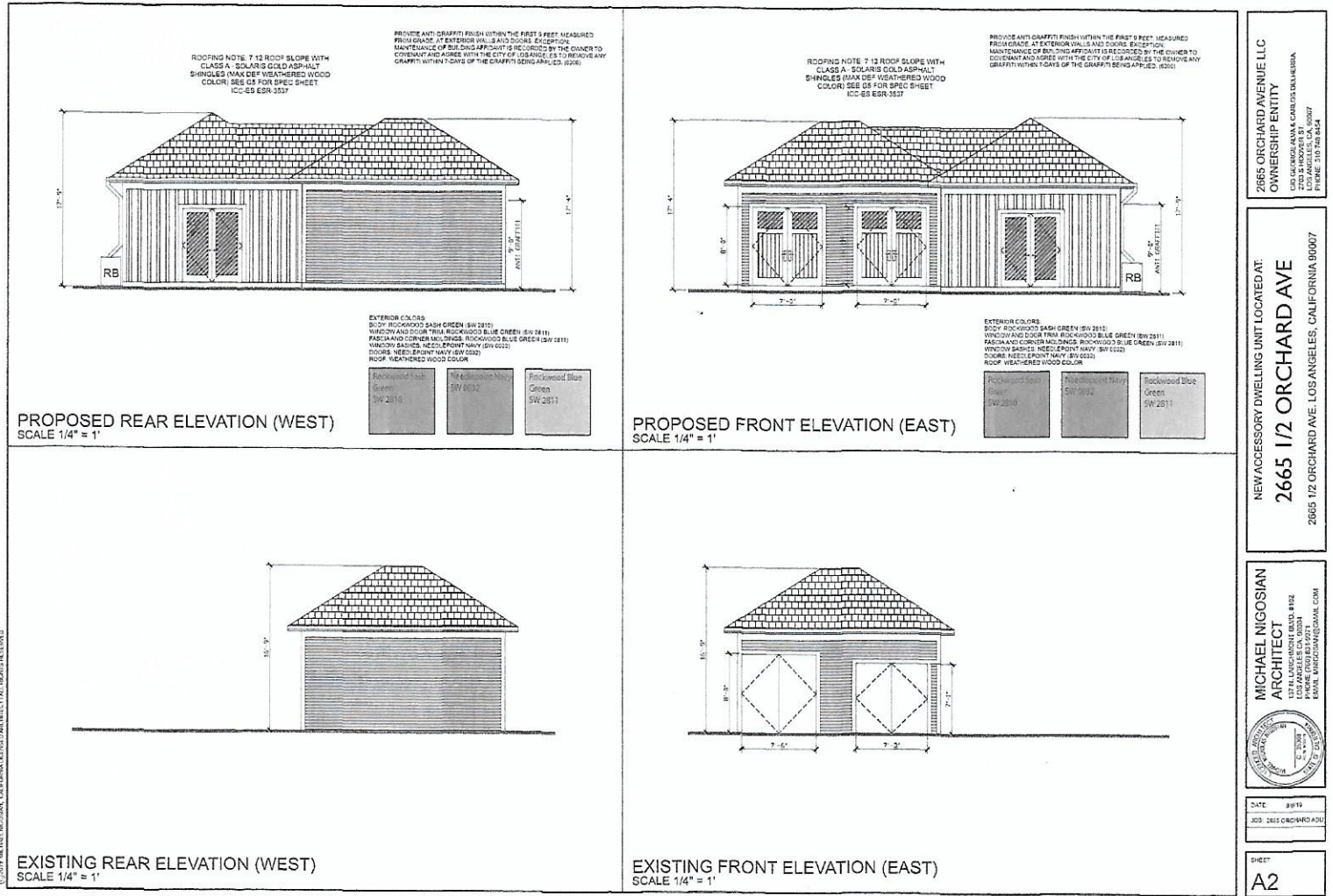
DATE: 12/11/18
JOB: KENWOOD ADU

SHEET
A2

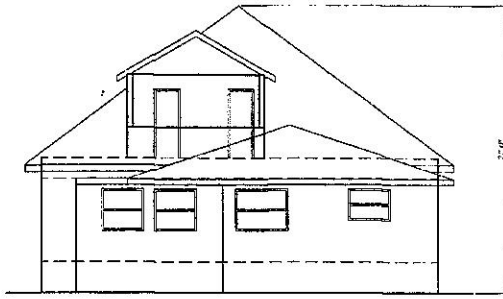


WEST 29TH STREET
CENTERLINE

West Adams Heritage Association (WAHA) Accessory Dwelling Units (ADU) Case Studies

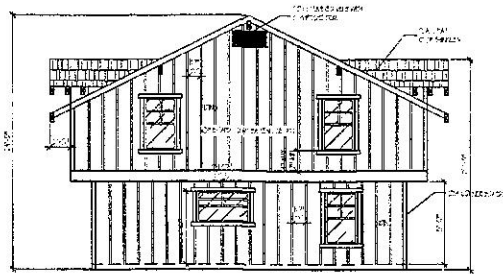


West Adams Heritage Association (WAHA) Accessory Dwelling Units (ADU) Case Studies



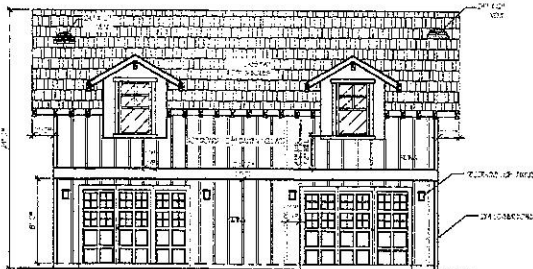
EXISTING FRONT BUILDING

SCALE 1/4" = 1'-0"



NEW REAR UNIT

SCALE 1/4" = 1'-0"

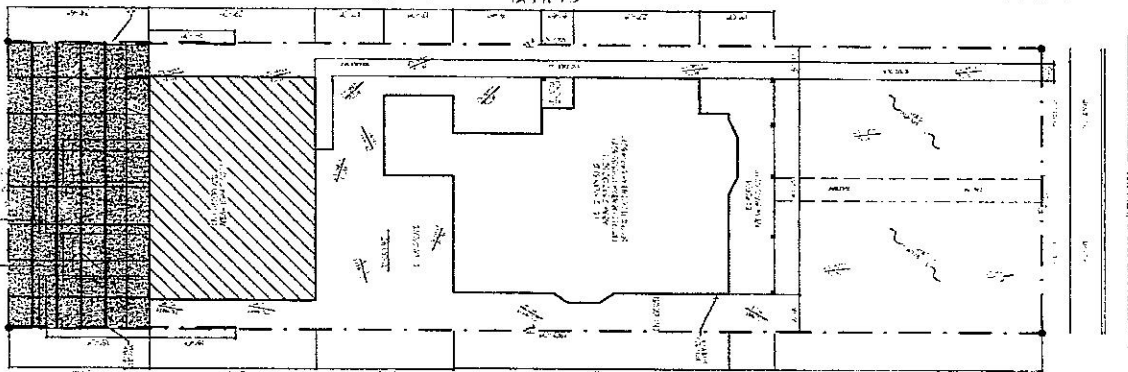


WEST ELEVATION

SCALE 1/4" = 1'-0"



EAST ELEVATION



PROPERTY LINE

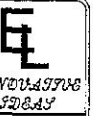


ERIC LUNA
15437 S DENVER AVE.
GARDENA, CA
90248
310-429-6388

PROPOSED TWO-STORY DUPLEX FOR
2340 S PORTLAND ST. LOS ANGELES, CA
90007

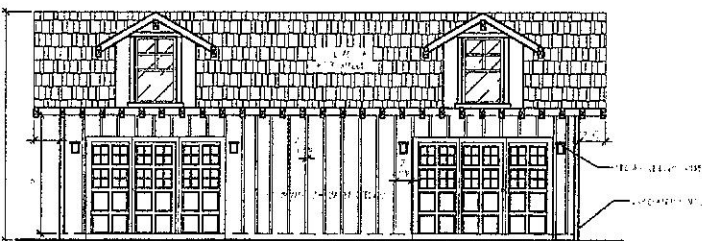
PROPOSED
WEST & EAST
ELEVATIONS

A-P.3



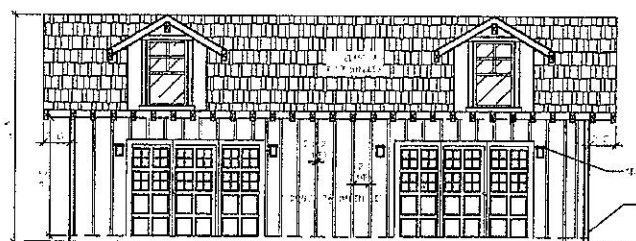
ERIC LUNA
15437 S DENVER AVE.
GARDENA, CA
90248
310-429-6388

PROPOSED 1-STORY ADU FOR
2340 S PORTLAND ST. LOS ANGELES, CA
90007



WEST ELEVATION

SCALE 1/4" = 1'-0"



EAST ELEVATION

SCALE 1/4" = 1'-0"

EXHIBIT 3

NOTES ON EXAMPLES

(A, B, C, D relates to OHR Case Study Examples)

BAD EXAMPLES

2142 Portland Street

C Garage Addition UPHPOZ

2301 Scarff Street

A Garage Conversion UPHPOZ

2336 Scarff Street

17 St. James Park

C Garage Addition UPHPOZ

GOOD EXAMPLES

2643 Orchard Avenue

D New Construction NUP-DRB

2754 ½ Kenwood Avenue

C Garage Addition AN-HPOZ

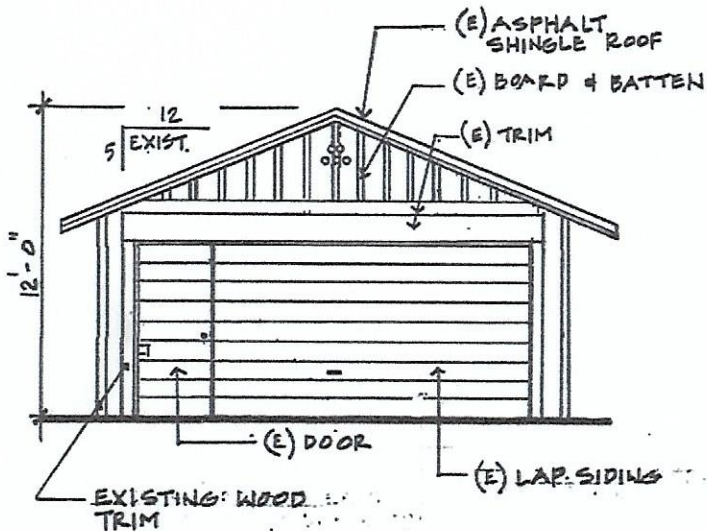
2665 ½ Orchard Avenue

B Garage Addition NUP-DRB

2340 Portland Street

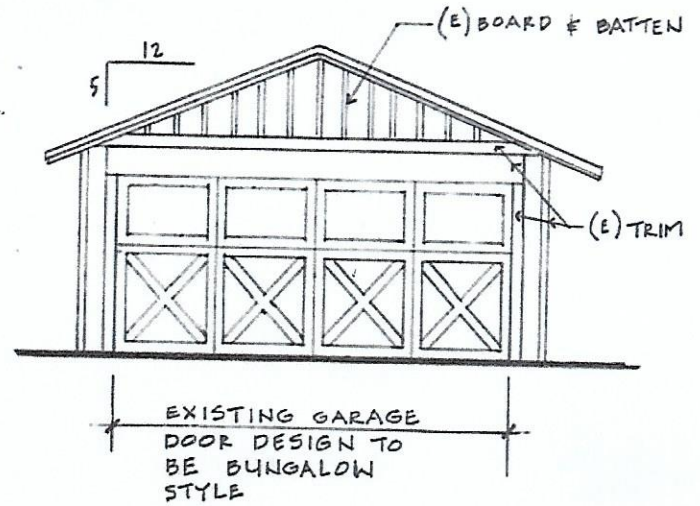
D New Construction UPHPOZ

Example A: Garage Conversion



EXISTING
WEST ELEVATION

1/4

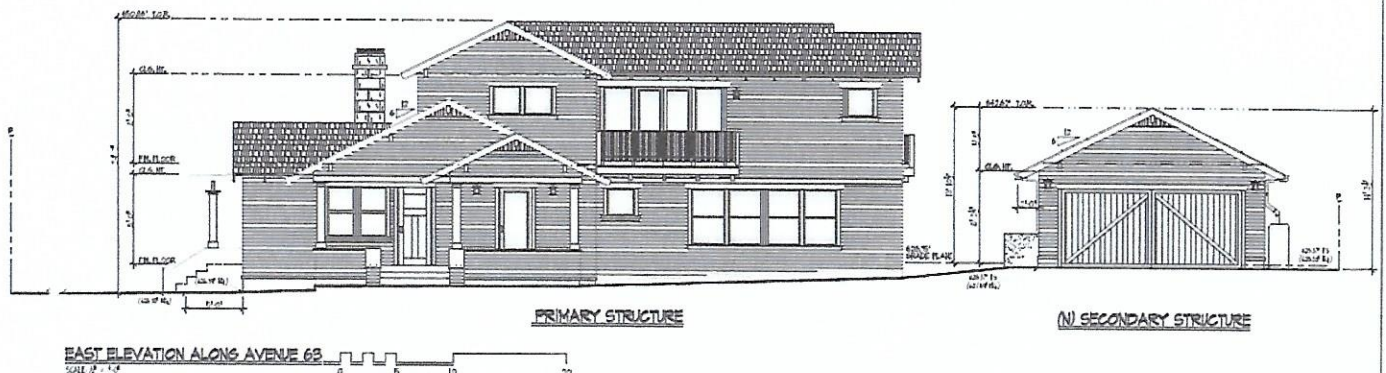


PROPOSED
WEST ELEVATION

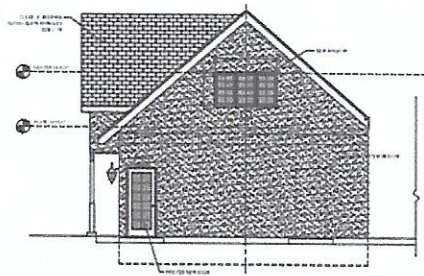
STREET VIEW

1/4

Example B: Garage Addition

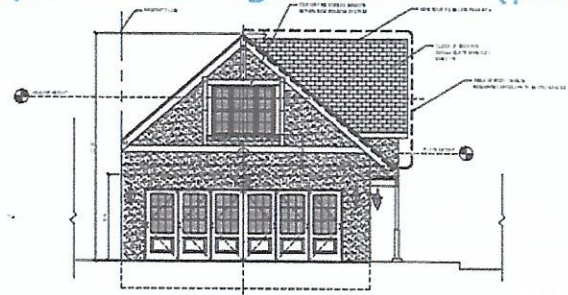


Example C: Garage Addition (part 2)



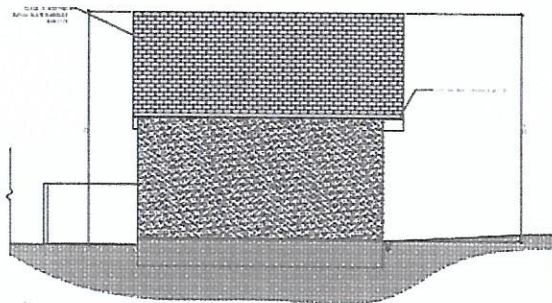
PROPOSED EAST ELEVATION
SCALE 1/4" = 1'-0"

2



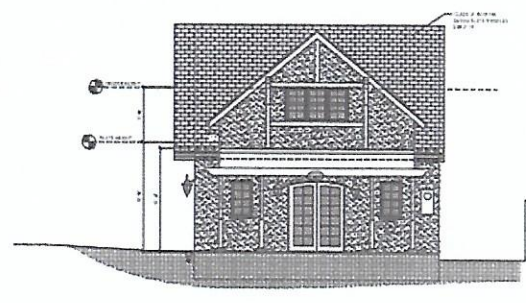
PROPOSED WEST ELEVATION
SCALE 1/4" = 1'-0"

1



PROPOSED NORTH ELEVATION
SCALE 1/4" = 1'-0"

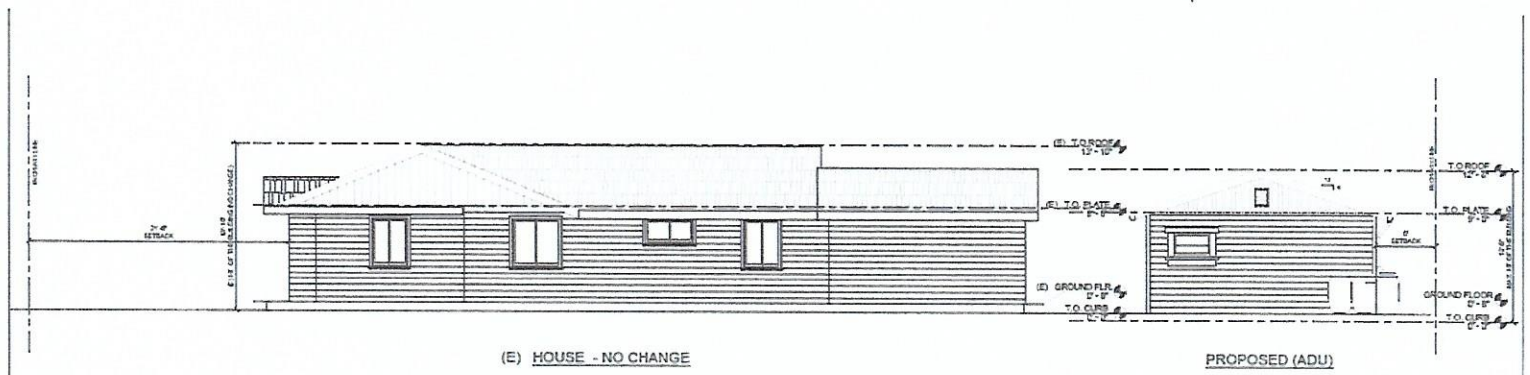
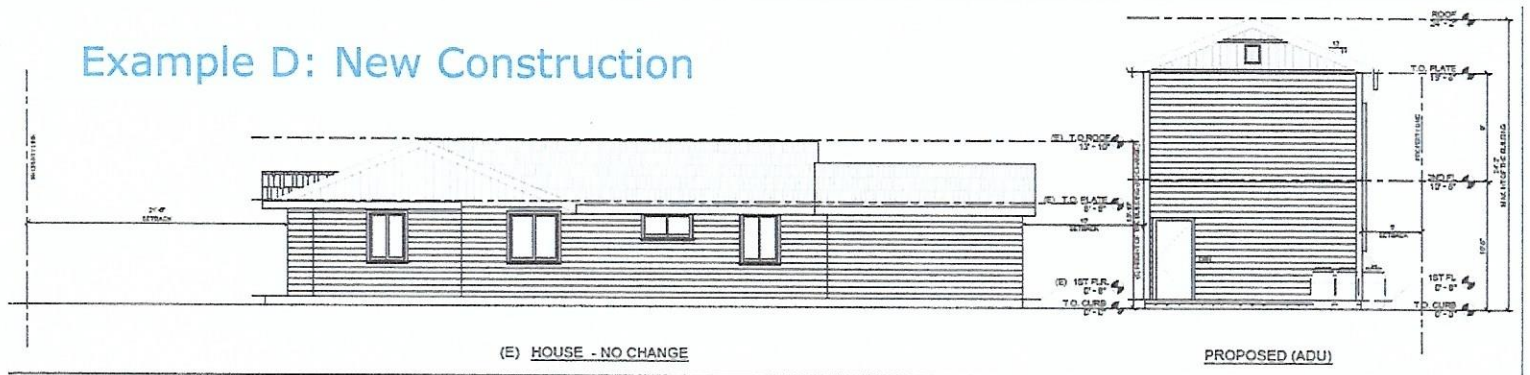
4



PROPOSED SOUTH ELEVATION
SCALE 1/4" = 1'-0"

3

Example D: New Construction





Planning CHC <chc@lacity.org>

Support of CHC-2021-363 HCM Dolores Del Rio Residence 1903 N. Outpost Drive

1 message

Mary Mallory <marymallory0@gmail.com>

Tue, Feb 2, 2021 at 11:37 AM

To: chc@lacity.org, Melissa Jones <melissa.jones@lacity.org>, ken.bernstein@lacity.org, contactcd4@lacity.org, meg.healy@lacity.org, nithya.raman@lacity.org, preservation@hollywoodheritage.org

Dear Commissioners:

I am writing in support of the HCM nomination for the Dolores Del Rio residence at [1903 N. Outpost Drive](#), in the development created by legendary Hollywood builder C. E. Toberman. The Spanish Colonial Revival home by Jesse Ross Castendyck and Milton James Black retains its original elegance and charm, complimenting that of its original owner, Dolores Del Rio.

Del Rio was one of classic Hollywood's stunning beauties as well as a remarkable actress. Born in Mexico in 1904 before arriving in Hollywood in 1926, she starred in such silent classic films as THE TRAIL OF '98 (1927) and RAMONA (1928) as well as sound films BIRD OF PARADISE (1932) and FLYING DOWN TO RIO (1933), and later such Mexican masterpieces FLOR SILVESTER (1943) and MARIA CANDELARIA (1944).

This home is important for its original owner, architects, as well as location.

Sincerely,

Mary Mallory
[11161 /14 Acama St.](#)
[Studio City, CA 91602](#)

Secretary, Hollywood Heritage Board of Directors
Secretary, Studio City Neighborhood Council's Cultural Affairs Committee

--

Author Historian
"Hollywoodland" (2011)
"Living With Grace: Life Lessons From America's Princess" (2018)
"LA Daily Mirror" blog



January 28, 2021

Cultural Heritage Commission
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

CASE NO.: CHC-2021-363-HCM Dolores Del Rio Home
Location: 1903 North Outpost Drive; 1900 North El Cerrito Place

Dear Commissioners,

This letter is in support of the Historic Cultural Monument designation of the property known as the former home of actress Dolores Del Rio.

Del Rio's importance to the historic fiber of Hollywood acknowledged in Alfred de Batuc's mural central Hollywood mural, sculpted as one of four early actresses at Hollywood's LaBrea gateway and Eloy Torrez mural on the façade of Hollywood High School auditorium cannot be denied.

It is noteworthy that her first home in the United States was her 1932 Spanish Revival in the Outpost neighborhood in the Hollywood Hills—a historically significant as part of a planned residential development by prominent Hollywood real estate developer Charles E. Toberman. It was during the silent era of the 1920s and early 1930s when Dolores Del Rio lived in Hollywood and rose to prominence prior to returning to Mexico in the early 1940s when she became the most important female star in the Golden Age of Mexican cinema.

Mentioned in the application is another home where Del Rio lived with and her 2nd husband, a 1930 Streamline Moderne residence, was designated DCM #1038 in 2013. The designation was primarily based on her husband, noted set designer Cedric Gibbons, and his collaboration with the architect. Of note, this property is not in the Hollywood area or the City of Los Angeles and has a Santa Monica address.

Discover Hollywood's mission is to provide information about the unique culture and lore of Hollywood. This residence is an important part of our multi-cultural heritage and deserves designation.

Sincerely,

A handwritten signature in black ink, appearing to read "Nyla Arslanian". The signature is fluid and cursive, with a large initial "N" and "A".

Nyla Arslanian
Editor

cc: Councilmember Nithya Raman, Ken Bernstein



Los Angeles Historic Cultural Monument nomination for the Sontag Building

1 message

Andrew P. Menotti <menotticesarini@gmail.com>

Tue, Feb 2, 2021 at 12:09 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, rithya.raman@lacity.org, contactCD4@lacity.org, meg.healy@lacity.org

Dear Commissioners,

I **strongly oppose** the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

First, I want to take issue with the time of your meeting. If you are seeking the input of the community, it makes no sense to have a meeting at 10am on a Thursday. However, if the only people you want to attend are retirees, business owners, and other wealthy people who can just take a few hours off to attend a meeting to determine whether it's a good idea to make changing a building really hard to do in the future, then 10am is a perfect time. Santa Monica's city council has their meetings in the evening to encourage community input. Why don't you do the same?

Second, I don't really take issue with the building being a decent example of Streamline Moderne architecture. However, it's really a hollow shell of its former days, given that the building is painted all one color these days, and the tenant is no longer interested in putting up contrasting colors on the speedlines. And because it is no longer in great shape and no one seems to want to bother to make it look great, that's a reason why instead of designating it a historic structure, we should seek some concession with Walter N. Marks Inc. to color the speedlines and make the building look great again. Not designating this a historic structure will allow them to more easily build the proposed apartment and mixed use entertainment complex. Walter N. Marks Inc. has already stated that they plan to open a restaurant in the Sontag building, named Sontag. Asking them to make sure the architecture is preserved seems perfectly reasonable and would likely contribute to the development of the restaurant's business.

But designating this building a historic landmark is not really about the stunning beauty of the building. If it were, the Art Deco Society would want to raise money to restore the façade to its glory days. But they don't do that. Rather, they seek to limit what can be done with the building, rather than keeping it beautiful. The goal here is to stymie desperately needed development. We need to build about 500,000 units of housing in the next decade at a minimum. This project will add 371 units including 15% of the units being set aside for low income residents. Since the developer is already looking to preserve the façade, and because it is in their economic interest to do so given that they want to develop a restaurant at the site, there is no good reason to designate this building as a Historic Cultural Monument.

A quick google search reveals this building is not written or blogged about by the architectural, artistic or Angeleno community. If it is so architecturally significant to the Art Deco Society and the world of architecture, why hasn't anyone written anything about it? This should always be an important factor in your decision making process. Google Bullocks Wilshire and you will see an example of real gem of Art Deco architecture. People write articles about it, there are articles about the history of the building, and it easy to see it is a building worthy of being preserved.

The other problem with designating a building a Historical Cultural Monument is that our present system is an all-you-can-nominate buffet that is ripe for abuse. If the only constraint on what building can be nominated to be designated a Historical Cultural Monument is the imagination of well-funded preservation societies and neighborhood associations, then you will naturally have too many buildings nominated because the preservation societies have a monetary interest in stymieing development. Millionaire homeowners in Los Angeles (and on the Westside, if you own a single family home you are probably a millionaire homeowner) have a vested interest in making sure millennials have no place to live in Los Angeles. This keeps property values soaring, and drives young people out of Los Angeles and to Santa Clarita, the Inland Empire, Phoenix, Arizona, and Las Vegas, Nevada, among others. If we want Los Angeles to be a better place to live, allowing ugly cylindrical brown buildings that resemble a "chili bowl" to be preserved will not accomplish that goal. So while the Sontag building is more architecturally significant than an ugly chili bowl, the process is being abused and must be opposed until we can make the nomination and preservation process more grounded in actually preserving a finite number of buildings that are significant.

2/3/2021

City of Los Angeles Mail - Los Angeles Historic Cultural Monument nomination for the Sontag Building

This development seeks to build desperately needed housing on Wilshire right next to the Wilshire/La Brea Purple Line, encouraging tenants to use public transportation to work and play in Downtown Los Angeles and Hollywood without the use of a car.

Please understand I speak for many Millennials and Gen Z who don't have time to write letters and have no idea how they will ever build a life and raise a family in Los Angeles if housing is not built. Thank you for your consideration.

Sincerely,

Andrew Menotti



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Beth Dewey <filmentity@gmail.com>

Tue, Feb 2, 2021 at 9:57 AM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,

Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd](#). I am in favor of preserving buildings and monuments that give us our rich culture and am tired of Los Angeles losing its personality and history to greedy developers, many of whom do not live here.

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Kindest Regards,

Beth Dewey

[5051 Argus Drive, Los Angeles, CA 90041](#)

--



Beth Dewey
Director

www.bethdewey.com

| <http://amzn.to/2lmMryo>





Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Brittany Nowak <brittynowak@gmail.com>

Tue, Feb 2, 2021 at 2:19 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,

Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

Part of what makes any city great is its history, and what better way to display that history than with the beautiful buildings of the past? Great cities like New York, London, and Paris are elevated due in part to their visible history available to everyone. Los Angeles should always endeavour to do the same and keep this physical link to our history available to all who visit or inhabit this city.

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Brittany Nowak
Valley Village, CA 91607

--

Brittany Nowak
[661.317.3850](tel:661.317.3850) [Cell]
brittynowak@gmail.com



Planning CHC <chc@lacity.org>

Letter of Support Sontag Cultural Historic Monument CHC-2021-358-HCM

1 message

themilliner@netscape.net <themilliner@netscape.net>

Mon, Feb 1, 2021 at 7:01 PM

Reply-To: themilliner@netscape.net

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners

I am very much in support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is an important and striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Additionally, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Barbara A Troeller
[431 Alamos Ave](#)
[Long Beach CA 90802](#)



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM / ENV-2021-361-CE

1 message

Celeste Hong <celestehong@earthlink.net>

Mon, Feb 1, 2021 at 7:29 PM

To: chc@lacity.org

Cc: Melissa Jones <melissa.jones@lacity.org>, ken.bernstein@lacity.org, TeamCD4 <contactcd4@lacity.org>, Meg.Healy@lacity.org, ADSLA <artdeco@adsla.org>, nithya.raman@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Celeste Hong

[4758 Cromwell Ave.](#)
[L.A., CA 90027-1144](#)



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM / ENV-2021-361-CE

1 message

Celeste Hong <celestehong@earthlink.net>

Sun, Jan 31, 2021 at 11:34 PM

To: chc@lacity.org

Cc: Melissa Jones <melissa.jones@lacity.org>, ken.bernstein@lacity.org, nithya.ramen@lacity.org, TeamCD4 <contactcd4@lacity.org>, Meg.Healy@lacity.org, ADSLA <artdeco@adsla.org>

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Celeste Hong

[4758 Cromwell Ave.](#)
[L.A., CA 90027-1144](#)



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Deborah Chalfie <dmchalfie@yahoo.com>

Thu, Jan 28, 2021 at 8:53 PM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactcd4@lacity.org>, "Meg.Healy@lacity.org" <meg.healy@lacity.org>

Dear Commissioners,

As a longtime decophile and an active member of the Art Deco Society of Washington (DC), **I write in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at 5401 Wilshire Blvd.**

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination.

According to our sister Art Deco Society of Los Angeles, this district has slowly been losing its Art Deco and Streamline Moderne heritage. Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

This nomination provides an important opportunity to preserve this unique architecture and the district's heritage and character. Please approve the nomination.

Thank you for your consideration.

Sincerely,

Deborah Chalfie
Takoma Park, MD 20912



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

henderdb@aol.com <henderdb@aol.com>

Mon, Feb 1, 2021 at 9:20 PM

Reply-To: henderdb@aol.com

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Donald Henderson
[1660 W 25th St](#)
Historic West Adams
Los Angeles, CA 90007



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Nunez, Danny (NBCUniversal) <danny.nunez@nbcuni.com>

Tue, Feb 2, 2021 at 10:21 AM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners,

As you are well aware, we are so lucky here in Los Angeles to be residents of a city with such a rich history of architecture.

Our architectural heritage is real – not recently manufactured – but true, living reminders of our history as a great city. Millions of people from around the world marvel at these precious examples of beautiful monuments – many of them in the Art Deco and Streamline Moderne style – that still exist in Los Angeles. We may sometimes take them for granted ourselves, as we zip by them in cars. But we must not take these buildings for granted, we must recognize them in the present for the majestic treasures that they are. We must protect them and allow them to co-exist among our modern creations - as part of the fabric of our city's great architectural history – for all to continue to marvel at.

As such, I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

Thank you for your attention and consideration.

Danny Nunez

[1143 S. Westmoreland Ave.](#)

[Los Angeles](#)



Danny Nunez

Executive Assistant

Office of Victor Pagdan – SVP Human Resources

Office of Debi Henningsen – SVP Revenue Operations

Universal Studios Hollywood

Office: [\(818\) 622-8080](#) | Cell: [\(818\) 299-4850](#)

2/3/2021

City of Los Angeles Mail - Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

Email: danny.nunez@nbcuni.com



Planning CHC <chc@lacity.org>

Letter of Support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Dana Slawson <dslawson@greenwood-associates.com>

Tue, Feb 2, 2021 at 11:50 AM

To: melissa.jones@lacity.org, chc@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

I am writing as a long-time historic preservation professional and resident of the Mid-City neighborhood to express my strong support for the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Boulevard](#).

This building is perhaps the most exuberant example of Streamline Moderne architecture surviving along the Miracle Mile, with its horizontal massing, complex articulation, squared spire, rounded corners, and 'speed lines.' The Sontag Building's style helped to define the architectural character of the Miracle Mile corridor and establish the area as a premier commercial destination. It has retained its historic commercial use, and for years, has served as an arresting visual landmark for those traveling Wilshire Boulevard, becoming increasingly important as this district, and the city generally, have steadily lost elements of its Art Deco and Streamline Moderne built heritage.

The Sontag Drug Building retains a remarkable degree of design integrity, with most of its historic character-defining features remaining intact, even including a number of interior stylistic elements that rarely survive. I again strongly encourage you to add this important resource to the City's roll of Historic-Cultural Monuments.

Thank you for your consideration.

Sincerely,

Dana Slawson, M. Arch.
Sr. Architectural Historian

Greenwood and Associates

[1512 S. Curson Avenue](#)
[Los Angeles, CA 90019](#)
Ph: 310.741.0543



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Elizabeth Matusak <ecmatusak@ca.rr.com>

Sat, Jan 30, 2021 at 7:27 AM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Elizabeth Matusak

[22533 S. Vermont Avenue, Torrance, CA 90502](#)



Planning CHC <chc@lacity.org>

Letter of Support, Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Greg Goldin <goldinarch@gmail.com>

Thu, Jan 28, 2021 at 1:50 PM

To: chc@lacity.org, melissa.jones@lacity.org, Ken Bernstein <ken.bernstein@lacity.org>, nithya.raman@lacity.org, TeamCD4 <contactCD4@lacity.org>, Meg.Healy@lacity.org

To: Los Angeles Cultural Heritage Commission

From: Miracle Mile Residents Association (MMRA)

Re: Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

The Miracle Mile Residents Association (MMRA) supports the Los Angeles Historic Cultural Monument (HCM) nomination for the 1936 Sontag Building at [5401 West Wilshire Blvd.](#)

The Sontag Building is a significant example of Streamline Moderne architecture and helped establish Wilshire Boulevard along the Miracle Mile as the nation's first linear downtown. The Sontag Building was also called out in the 2005 Miracle Mile Community Design Overlay (CDO) as an example to influence new buildings in the CDO.

As a commercial building that has changed use many times in the past 85 years, the building is strikingly intact. Its horizontal massing, extensive articulation, squared spire, rounded corners, and broad application of speedlines instill the sense of an object in motion—a hallmark characteristic of Streamline Moderne architecture. Surprisingly, even its curved interior stair with porthole openings is extant.

The subject building is also an important contributor to the California State Miracle Mile Historic District. The MMRA is proud that this Historic District is considered one of the best collections of Art Deco and Streamline Moderne commercial architecture in Los Angeles. We are dedicated to protecting important historic resources, such as the Sontag Building, to preserve our neighborhood's unique historical context.

In closing, in adding our support to the nomination we wish to make clear that we are not stating opposition to the proposed Mirabel Building, which would preserve the Sontag Building shell and incorporate the existing Wilshire façade and two other sides of the Sontag Building exterior at the new structure's base.

Thank you for your consideration,

Greg Goldin, President
Miracle Mile Residents Association

--

Rather the Ice Than Their Way

--Eric the Red



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Iris Debelder <idcontant@me.com>

Tue, Feb 2, 2021 at 4:08 PM

To: chc@lacity.org

Cc: artdeco@adsla.org

Dear Commissioners,

When I moved to Los Angeles, about 15 years ago, I was so positively surprised by the many beautiful Art Deco architectural styles (as well as the cottages, craftsman style houses & modernism), all giving special character to the city.

With the pandemic, more historic buildings & businesses are closing and it would be a shame to let historical monuments & architecture be replaced by the current trends.

Therefore, I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd](#).

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Iris Debelder

[Appleton Way,](#)
[Los Angeles 90066](#)



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument

1 message

Irene <agrimlin@gmail.com>

Sun, Jan 31, 2021 at 3:43 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Irene Samayoa
[13742 Fairford Ave, Norwalk, CA 90650](#)



Planning CHC <chc@lacity.org>

Letter of support: Sontag Building | Historic Cultural Monument CHC-2021-358-HCM1 message

Jess B. <lwolfjb@gmail.com>

Mon, Feb 1, 2021 at 11:11 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org, Art Deco Society of LA <artdeco@adsla.org>

Dear Cultural Heritage Commissioners,

I'm writing to express my passionate support of the nomination of the 1936 Sontag Building at [5401 Wilshire Blvd.](#) for designation as a Los Angeles Historic Cultural Monument.

As a transplant from New York approaching my 25th year here, I have come to love and cherish the architectural gems that make LA unique and speak to its optimistic, compelling history.

I never tire of exploring our city -- both deliberately and via the jaw-dropping surprises that GPS systems put in my path while trying to shave a few minutes off traffic -- and I'm continually astonished and thrilled when I come across a building that tells a story on sight. The Sontag Building is one of these story-telling treasures, speaking directly to the wonder of the Streamline Moderne architecture of its era and to the creative heartbeat that makes our city hum, then and now.

With so much of the building's original, iconic features intact, despite decades of repurposing, it deserves to be held onto and cherished for what it contributed to the Miracle Mile during its heyday and for what it gives us now: a brain-sparking peek into the city's early desire to be at the forefront of new ideas and designs for modern living. As the district slowly loses its Art Deco and Streamline Moderne heritage, protecting the Sontag Building becomes all the more necessary so that the past -- still standing in the present -- can inform and inspire LA's creative future.

Thank you very much for your deepest consideration towards preserving this precious artifact of Los Angeles' architectural fingerprint.

Kind regards,

Jessica Berman

[2641 Lake Ave.](#)
[Altadena, CA 91001](#)
LwolfJB@gmail.com



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Jennifer A. Hudson <jennifer.a.hudson77@gmail.com>

Thu, Jan 28, 2021 at 2:29 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,

Meg.Healy@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a stunning example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,
Jennifer A. Hudson
Stratford, CT



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

jwocognac@gmail.com <jwocognac@gmail.com>

Mon, Feb 1, 2021 at 8:36 PM

To: chc@lacity.org, melissa.jones@lacity.org, Ken Bernstein <ken.bernstein@lacity.org>

Cc: artdeco@adsla.org, Meg.Healy@lacity.org, contactCD4@lacity.org, nithya.raman@lacity.org

Dear Commissioners,

I love Art Deco! My grandfather designed the China Section of the Paris Expo 1925 and brought Art Deco back to China in the late 1920's after he graduated from l'ecole de beaux-arts, Paris.

Granting historic cultural significance to the Sontag Building and others like it is one of the only ways we can preserve these time capsules of architectural artistry from being demolished and replaced with the modern day, cookie cutter, multi-use lego buildings we see going up nowadays.

Built in the 1930's, the Sontag Building interior and exterior is still mostly intact and a great example of the Art Deco Style of the day. I urge you to preserve and protect this building and others like it as they are a testament to the rich, cultural history of our city and should not be lost but enjoyed by residents and tourists alike.

Thank you for your consideration.

Sincerely,

Jennifer Liou

Former Resident of 90019.

Now live in Koreatown in a 1927 Hotel turned Apartment in 90005.



Planning CHC <chc@lacity.org>

My letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Jill Stewart <jilltepleystewart@gmail.com>

Mon, Feb 1, 2021 at 8:04 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, Ken Bernstein <ken.bernstein@lacity.org>, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org, Celeste Hong <artdeco@adsla.org>

Dear Commissioners,

I support the nomination to the level of "Los Angeles Historic Cultural Monument" of the 1936 Sontag Building at [5401 Wilshire Blvd](#). We are greatly blessed in Los Angeles with the ghosts of incredible times such as those, with the city fighting back from the Great Depression, speakeasies, glamour, poverty, thugs, all mixed together in Los Angeles.

The Sontag is an incredibly beautiful nod to the dreams of the future held by city dwellers in the 1930s, offered up to the public by the brilliant creators and designers of Streamline Moderne architecture.

Let's not go just to digital when we need a scene in a movie, showing a classic Streamline Moderne, with its giant curving corners and what they called "speedlines." The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination for the glossy folks who were trying hard to shrug off years of desperate times.

Yet we in Los Angeles have allowed the Wilshire District to gradually destroy its Art Deco and Streamline Moderne heritage and the history behind it. Now, here we have a building, almost by accident it seems, in which much of its architectural features are preserved, including the much-noted indoor stairway with porthole openings.

Los Angeles today is a great city. But we need to remember and honor the fact that Los Angeles in the 1930s was a great and beautiful city of drama, dreams and delusions. Let's keep our good ghosts, to remind us.

Thank you so very much for reading my letter.

Sincerely,

Jill Stewart

[4205 Torreon Dr](#)
[Woodland Hills, LA, 91364](#)

(but for some years of my life, a resident of the Wilshire District, living in a building built in 1935 that still stands today)



Planning CHC <chc@lacity.org>

The Sontag Building

1 message

Kay Enyart <ksewfab@gmail.com>
To: chc@lacity.org

Mon, Feb 1, 2021 at 9:51 PM

You owe it to the People of Los Angeles to preserve this beautiful piece of architectural history.

Thank You
Katherine Enyart
45 year resident of LA



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Kevin Kuzma <kevin@revivalarts.net>

Tue, Feb 2, 2021 at 8:04 AM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, Ken Bernstein <ken.bernstein@lacity.org>, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

I'm writing to support the nomination of this iconic Streamline Moderne building.

As a restoration carpenter, I'm fortunate to work on historic homes in neighborhoods throughout the City of Los Angeles on a daily basis. Any time I'm near Wilshire though, I take the opportunity to cruise the Miracle Mile and take in its world-class collection of buildings.

Breaking from the revival styles of the neighboring residential streets, the streamline styling of the Sontag Drug Store and other (dwindling) Miracle Mile survivors, embodies the speed and futurism that continues to characterize Los Angeles.

Please ensure that the Miracle Mile's Streamline heritage isn't only a reference found on the street's new residential towers or on Buena Vista Street at Disney's California Adventure. It's imperative that we do what we can to protect this authentic piece of Los Angeles' architectural heritage.

Please support the nomination.

Thank you,

Kevin Kuzma
Owner
Revival Arts Restoration, LLC

(213) 840-2583



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Karen Smalley <karen.smalley@gmail.com>

Tue, Feb 2, 2021 at 2:02 PM

To: chc@lacity.orgCc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

This letter is written in strong support of an HCM nomination for the 1936 Sontag building located at [5401 Wilshire Blvd.](#)

Its glorious Streamline Moderne structure speaks for itself, but the Sontag building is also a cornerstone of the 1983 Miracle Mile Historic District, which is being eaten away by development. Its exterior is stunning, and some deco interior features even remain intact.

Please take this amazing building under consideration for an HCM.

Thank you,

Karen Smalley
[1212 S Orlando Ave](#)
[LA, CA 90035](#)

karen.smalley@gmail.com
310-994-2515



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Katherine Tolford <katetsc@yahoo.com>

Sun, Jan 31, 2021 at 8:43 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Kate Tolford
Los Angeles



Planning CHC <chc@lacity.org>

The Sontag Building, Deserving of Preservation

1 message

Lee Bartoletti <bluenova19692002@yahoo.com>

Mon, Feb 1, 2021 at 6:57 PM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration concerning this piece of L.A. history.

Sincerely,

Mr. Lee F. Bartoletti

[2629 Alice St., Los Angeles, CA 90065](#)



Planning CHC <chc@lacity.org>

Please nominate the Sontag building

1 message

Lynn Cooper <mirrorsusa@rcn.com>

Mon, Feb 1, 2021 at 11:03 PM

To: chc@lacity.org

Cc: chc@lacity.org, ken.bernstein@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at 5401 Wilshire Blvd.

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Lynn Cooper
1199 Pacific Highway
San Diego CA 92101

"There are two ways of spreading light: To be the candle or the mirror that reflects it"
Edith Wharton



Planning CHC <chc@lacity.org>

PROPOSED HCM: HOWARD HUGHES HEADQUARTERS. CASE NO.: CHC-2018-3614-HCM / ENV-2018-3615-CE

1 message

douglas & Laura duran <dlxjduran@yahoo.com>

Tue, Feb 2, 2021 at 11:48 AM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "afine@laconservancy.org" <afine@laconservancy.org>, "meg.healy@lacity.org" <meg.healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactcd4@lacity.org>

Dear Cultural Heritage Commission:

I am writing to express my support for the Art Deco Society of Los Angeles's nomination of the Howard Hughes Building ([7000 Romaine](#) in Hollywood) as a Cultural Heritage Monument in the City of Los Angeles.

As a professional architect I strongly urge you protect this landmark and move forward with a site visit as soon as possible. The Commission moved to take the next steps on Sept. 29 and no site visit has yet taken place.

Sincerely,
Laura Duran
[9636 Green Verdugo Drive](#)
[ShadowHills,CA 91040](#)



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

douglas & Laura duran <dlxjduran@yahoo.com>

Tue, Feb 2, 2021 at 11:38 AM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactcd4@lacity.org>, "Meg.Healy@lacity.org" <meg.healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners,

As our city grows, we should welcome change but not at the destruction of our wonderful past. The world looks to Los Angeles as a city rich with architectural history.

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd](#). Much of the buildings striking Streamline Moderne architectural features remain intact.

As a member of the architectural design community, buildings like the Sontag Building inspire me daily and should be protected for future generations.

Thank you for your consideration.

Sincerely,

Laura Duran

[9636 Green Verdugo Ave.](#) Shadow Hills, CA. 91040



Planning CHC <chc@lacity.org>

Fwd: Support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Melissa Jones <melissa.jones@lacity.org>
To: Planning CHC <chc@lacity.org>

Wed, Feb 3, 2021 at 8:32 AM

**Melissa Jones**
City Planning Associate
Office of Historic Resources, Los Angeles City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012
Planning4LA.org
T: (213) 847-3679

----- Forwarded message -----

From: **Laurie Gordon** <decobelle@me.com>
Date: Tue, Feb 2, 2021 at 9:50 AM
Subject: Support for Sontag Historic Cultural Monument CHC-2021-358-HCM
To: <contactCD4@lacity.org>
Cc: <melissa.jones@lacity.org>, <ken.bernstein@lacity.org>, <nithya.raman@lacity.org>, <contactCD4@lacity.org>, <Meg.Healy@lacity.org>, ArtDeco@adsla.org <artdeco@adsla.org>

To the Commissioners:

I urge you to consider support for the Sontag Building as an historic, cultural monument. It is an exceptional example of a type of architecture (Streamline Moderne) that helped shaped the style in California that then influenced so many other cities in the world. It embodied the sense of speed, futurism, modernity and optimism along with a bit of "Hollywood glamour".

As a child growing up in Los Angeles, the buildings on the Miracle Mile were so impressive to me. I can remember standing on the corner and being in awe of the curved, sweeping lines and the spires reaching to the sky.

We need to protect unique and well preserved buildings like this as landmarks and reminders of the city's architectural heritage while we look to the future.

Sincerely,
Laurie Gordon

Founding Member, Art Deco Society of California



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Laura <artistikatz@yahoo.com>

Sat, Jan 30, 2021 at 7:08 PM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. I am saddened by the gradual loss of this district's Art Deco and Streamline Moderne heritage.

Stunningly, much of the Sontag Building's architectural features are intact, including its curved interior stair with porthole openings and it is worthy of nomination.

Thank you for your consideration.

Sincerely,

L. Katz

90048



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Matt Feige <matthewfeige@gmail.com>

Wed, Feb 3, 2021 at 9:33 AM

To: chc@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org, ken.bernstein@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd](#). I drive by this building almost everyday on my commute from Los Feliz to Beverly Hills and back.

This stretch of Wilshire has some tremendously preserved buildings and it adds character to the city and joy to me as a resident. Preserving this building preserves the heritage and history of our city.

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Matt Feige

[4355 Russell Ave Los Angeles CA 90027](#)
[Los Feliz](#) / CD4



Planning CHC <chc@lacity.org>

Saving old LA

1 message

Michael Frediani <camera35@me.com>

Mon, Feb 1, 2021 at 7:16 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at 5401 Wilshire Blvd.

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Thank you for your consideration.

Sincerely,

Michael Frediani
Los Angeles



Planning CHC <chc@lacity.org>

Support for Sontag Building HCM CHC-2021-358-HCM

1 message

Mary Mallory <marymallory0@gmail.com>

Tue, Feb 2, 2021 at 11:09 AM

To: chc@lacity.org, Melissa Jones <melissa.jones@lacity.org>, ken.bernstein@lacity.org, nithya.raman@lacity.org, Art Deco <artdecola.ads@lacity.org>, meg.healy@lacity.org, contacted4@lacity.org

Dear Commissioners:

I am writing to enthusiastically support the Art Deco Society of Los Angeles' nomination of the Sontag Building at [5401 Wilshire Boulevard](#) as a Cultural Heritage monument. The building is a stunning example of Streamline Moderne architecture constructed in 1936 and designed by commercial architects Norstrom and Anderson, drawing consumers to the growing commercial mid-Wilshire district called the Miracle Mile. The 1930s-1940s was the heyday of the Miracle Mile, when its glorious Art Deco architecture and automobile-friendly location drew consumers looking for a stylish shopping experience.

The building is virtually intact, with striking horizontal massing, spire, speedlines, rounded corners, and articulation and even curved interior stair with porthole openings.

This area of the Miracle Mile has lost several Art Deco buildings and landmarks over the last few years, and the Sontag Building is one of the crown jewels of the area.

Sincerely,

Mary Mallory

[11161 1/4 Acama St.](#)
[Studio City, CA 91602](#)

Secretary, Hollywood Heritage Board of Directors
Secretary, Studio City Neighborhood Council's Cultural Affairs Committee

--

Author Historian
"Hollywoodland" (2011)
"Living With Grace: Life Lessons From America's Princess" (2018)
"LA Daily Mirror" blog

February 1, 2021

To: Los Angeles Cultural Heritage Commission

chc@lacity.org

From: Long Beach Heritage

Subject: Sontag Building, 5401 Wilshire Boulevard

Long Beach Heritage asks the Cultural Heritage Commission to vote against the demolition of the Sontag Drug Store Building at 5401 Wilshire Boulevard, at the corner of Cloverdale Street. Built in 1936, it was designed by well-known Los Angeles architect Marcus P. Miller (1892-1949). This Streamline Moderne structure is an excellent example of mid-1930s style with its curved façade, concrete facing, and “continuous expanse of brightly illuminated show windows and spacious entrances.” [*Los Angeles Times*, November 3, 1935] It originally had a fountain grill that seated approximately 100 patrons, as well as a completely air conditioned interior.

Marcus P. Miller also designed such notable buildings as the Montecito Apartments, an Art Deco skyscraper, at 6650 Franklin Avenue; The Darkroom, a programmatic structure shaped like a camera that sold photographic supplies, of 1935; and the Midway Theater at 3138 West Pico Boulevard of 1938.

Submitted by Louise Ivers, Ph.D., Professor Emerita, California State University Dominguez Hills, Board Member Long Beach Heritage

livers@csudh.edu



Planning CHC <chc@lacity.org>

5401 Wilshire Blvd. Support Historic Cultural Monument

1 message

marywinterfield@aol.com <marywinterfield@aol.com>

Mon, Feb 1, 2021 at 8:34 PM

Reply-To: marywinterfield@aol.com

To: "chc@lacity.org" <chc@lacity.org>, "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Mary Winterfield
[2948 Graceland Way](#)
[Glendale Ca. 91206](#)



January 28, 2021

Cultural Heritage Commission
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

CASE NO.: CHC-2021-358-HCM ENV-2021-361-CE
Location: 5401-5405 W. Wilshire Boulevard

Dear Commissioners,

This letter is in support of the Cultural Heritage Landmark designation of the property known as the Sontag Drug Building. This Streamline Moderne building built in 1936 must be preserved for future generations.

The property is located along what is commonly known as the Miracle Mile--the approximate mile-long stretch of Wilshire Boulevard between Fairfax (west) and Highland (east) avenues with a concentration of low and mid-rise commercial buildings dating from the 1920s to 1940s. Perhaps there is no other area of the City of Los Angeles that reflects the glamour and possibility of this region with its number of iconic Art Deco commercial structures than Wilshire Boulevard. Corresponding with the Golden Age of Hollywood, Los Angeles and the Art Deco period expressed hope in the future uplifting the hearts of millions during some of the country's darkest times.

Indeed, if there is any question about the significance of this structure, it is that why all notable structures of the period along the entire Wilshire Boulevard corridor haven't been so designated rather than to have to go through this extensive process on an individual property by property basis.

Discover Hollywood's mission is to provide information about the unique culture and lore of Hollywood. We salute the Art Deco Society for its work for preserving what could be said is the best of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read "Nyla Arslanian". The signature is fluid and cursive, written on a light-colored background.

Nyla Arslanian
Editor

cc: Councilmember Nithya Raman, Ken Bernstein, Art Deco Society



Planning CHC <chc@lacity.org>

Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

6th Street Miracle Mile Neighborhood Association <6thmmna@gmail.com>

Wed, Feb 3, 2021 at 2:42 AM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, Nithya Raman <nithya@nithyaforthecity.com>, contactCD4@lacity.org, Meg Healy <meg.healy@lacity.org>, Nick Medina <nick.medina92@gmail.com>, Barbara Gallen <barbaragallen1@gmail.com>

Dear Commissioners:

We write on behalf of the 6th Street Miracle Mile Neighborhood Association to strongly support the Cultural Monument nomination for the Sontag Building at [5401 Wilshire Boulevard](#). We represent the residents living in the Ridgeley Drive-Detroit Street Multifamily Residential Historic District which abuts and surrounds the Sontag Drug Building. We believe it is imperative to protect and restore this singular example of Streamline Moderne architecture for future generations, and the restoration efforts should be overseen by the Office of Historic Resources / Cultural-Heritage Commission.

Incredibly, considering how many commercial tenants have occupied the building since its inception, there remain intact several significant character defining features of the interior of the Sontag Building, and we must ensure their preservation and restoration to the highest level of care and integrity, too. These include the entrance at the corner of Wilshire / Cloverdale with its curved smooth walls and distinctive "tray" ceiling, the curved walls framing the Wilshire and Cloverdale sides of the interior, and the curved concrete stairway with metal railing and porthole "windows."

In sum, we want to make sure the Sontag Drug Building, both exterior and interior, is preserved to the Secretary of Interior's standards and urge that it be designated it as a Historic-Cultural Monument.

Thank you for your time and consideration.

Nick Medina - Co-President
Barbara Gallen - Co-President
6th Street Miracle Mile
Neighborhood Association



PastedGraphic-2.png
43K



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Patrick Bremer <patrick@bremoir.com>

Thu, Jan 28, 2021 at 1:33 PM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <IMCEACC-+20melissa+2Ejones+40lacity+2Eorg@namprd10.prod.outlook.com>,

"ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>,

"contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

LA has such a strong legacy of Art Deco architecture, which needs to be preserved and celebrated, just as it is in Miami Beach. Once these buildings are gone, they are gone forever! Don't let that happen.... our history is too valuable.

Thank you for your consideration.

Sincerely,

Patrick Bremer

Founder

+1-312-371-9925

B R E M O I R



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Paul SANDERS <paul.sanders@neoma-bs.fr>

Fri, Jan 29, 2021 at 12:33 AM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>

To whom it may concern

I am writing in connection with the meeting of the Cultural Heritage Commission (CHC) on **Thursday, February 4**, where the Sontag Building will be presented.

My name is Dr Paul Sanders. I am a historian, with a PhD from Cambridge University, author of four books and numerous articles, and a professor at NEOMA Business School in Reims, France. You will find my credentials on Google, by calibrating a research with the terms "Paul Sanders NEOMA" or "Paul Sanders historian".

One of the areas I specialize in is architectural heritage and its preservation. In the last five years I have become particularly interested in Modern 20th Heritage. As you will perhaps know, Reims was destroyed in the Great War, and then rebuilt in the 1920s. Generally, French cities did not opt for historical reconstruction, but connected to the trends of the time. As a result, one can find many Art Deco features in the cities reconstructed after 1918, including Reims.

I have taught courses on city branding and modern architectural heritage at my business school. In 2015 I submitted a comprehensive report to Reims Town Hall and the local tourism authority. And since 2019 I am also a member of the newly-formed local Art Deco Society. To cut things short, I am extremely sensitive about preserving this heritage, whose value is often still under-appreciated, whether it be here in France or on the other side of the world.

In this sense, I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd](#). This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination.

This district has slowly been losing its Art Deco and Streamline Modern heritage, which is a great shame. As I indicated in my 2015 report, there is a lot cities can do in order to capitalize on this heritage. This can contribute to city branding, tourism development and general attractiveness promising numerous economic windfalls.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings. This is becoming increasingly rare – and rarity is a constituent of value – making it particularly deserving of preservation.

Thank you for your consideration.

Sincerely,

Paul SANDERS PhD

Professeur associé – Associate Professor

NEOMA Business School - Campus de Reims

[59 rue Pierre Taittinger](#)

[51100 Reims, FRANCE](#)

Bureau : 1B010bis

Email : paul.sanders@neoma-bs.fr

Tél : 03 26 77 56 88 et 06 72 51 26 91

Fax : 03 26 04 69 63



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Q. Danylik <qdanylik@gmail.com>
To: chc@lacity.org

Mon, Feb 1, 2021 at 6:35 PM

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Susan Danylik
2406 Green Lane
Redondo Beach, CA 90278

--

Q. Danylik
Handel's Homemade Ice Cream and Yogurt
310-480-7362 cell phone



Planning CHC <chc@lacity.org>

Sontag Building

1 message

Richard Adkins <rikalad@aol.com>

Tue, Feb 2, 2021 at 1:22 PM

Reply-To: Richard Adkins <rikalad@aol.com>

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Honorable Commissioners,

I am writing to you today, not in my official Hollywood Heritage capacity, but as an artist and designer. The richness of Los Angeles comes from its diversity in many areas, including architecture. Preserving our unique building stock is a priority for me, and hopefully, for you as well.

Without a doubt, the automobile contributed to the rapid growth of Los Angeles in the 20th century. More remarkable is the effect that the design of the automobile had on Los Angeles architecture. It's ironic that the "streamline" style, which was initiated as an engineering device to reduce wind resistance and improve the fuel economy of the automobile, should be applied to static structures like buildings. But the streamline style, which was the last of the substyles of the Art Deco movement, was used in the design of everything Americans touched during the 1930s and 1940s, including furniture, housewares, and even children's toys. What its application represents was America on the move, thereby justifying a motion style to non-moving objects.

Streamline is a dominant style within film art direction of the period and films like "Shape of Things to Come" and was projected to be a prevailing style into the future. Sadly, that did not happen. Streamline as a building style was replaced by the comparatively flatter, unadorned surfaces of the International style and became passé very quickly. At this point in Los Angeles history, the remaining, surviving examples of this building style are an endangered species.

The legacy of Los Angeles' style is populated with several types of architecture which helps define Los Angeles as a distinct place - Spanish Colonial, Hollywood Regency - and - Streamline Moderne.

Please consider taking this beautiful and unique building under consideration as a landmark based on its unique architectural style.

Sincerely,
Richard Adkins



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Roberta Nusim <robertanusim@artdeco.org>

Mon, Feb 1, 2021 at 6:35 PM

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <IMCEACC-+20melissa+2Ejones+40lacity+2Eorg@namprd18.prod.outlook.com>,

"ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>,

"contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, Art Deco Society of Los Angeles <artdeco@adsla.org>

Dear Commissioners,

As the president of the Art Deco Society of New York, I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Roberta Nusim

Roberta Nusim

President | Art Deco Society of New York

(212) 679-DECO

www.ArtDeco.org



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Ricki Older <faolder2013@gmail.com>

Thu, Jan 28, 2021 at 5:21 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,

Meg.Healy@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. Art Deco buildings are revered around the world. Every effort should be made by our city to preserve its heritage. Our City Hall needs other like buildings to maintain the presence of this unique style.

The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings. So amazing and worth retaining.

Thank you for your consideration.

Sincerely,

Ricki Older***714-478-4035******Wilshire Square Neighborhood******Santa Ana CA 92707***



Planning CHC <chc@lacity.org>

Please make the Sontag building a Historic Cultural Monument

1 message

Robert <buyzmith@aol.com>

Fri, Jan 29, 2021 at 7:35 AM

Reply-To: Robert <buyzmith@aol.com>

To: chc@lacity.org, melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org

Cc: artdeco@adsla.org

Dear Commissioners,

Please make the Sontag Building a Los Angeles Historic Cultural Monument. It's one of the many critical elements in our cultural history and identity.

Thank you for your support.

Sincerely,

Robert Smith

[2215 Hermosa Ave.](#)

[Hermosa Beach, CA 90254](#)



Planning CHC <chc@lacity.org>

Support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Rick Sparks <sparksmambo@aol.com>

Sat, Jan 30, 2021 at 12:38 PM

Reply-To: Rick Sparks <sparksmambo@aol.com>

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>

Dear Commissioners,

I stand strong in my support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

As a 3rd generation Los Angeleno I'm growing more and more appalled at our complete disregard for LA'sl fascinating original architecture. Little by little our town is being robbed of it's historic aesthetic beauty and artistry and becoming a cookie cutter glass cement block beige town...looking like every other city.

This building ([5401 Wilshire](#)) is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Rick Sparks

[1052 N. Harper Ave, West Hollywood/LA CA 90046](#)

Rick Sparks

323.708.5392

sparksmambo@aol.com

www.sparksmambo.com



Planning CHC <chc@lacity.org>

Sonntag Drug Building

1 message

loscanos@aol.com <loscanos@aol.com>

Fri, Jan 29, 2021 at 12:33 AM

Reply-To: loscanos@aol.com

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>

Dear Commissioners,

The Sonntag Drug Building was very much part of my youth while living off Wilshire Blvd. as a child.

These streamline modern buildings need to be preserved for future generations and also so that tourists can enjoy the hay days of Los Angeles, when the tourists come back.

The Sonntag building has the advantage of having preserved, almost intact, the original features which is rare in this day and age.

Although I now live in Europe when I return to Los Angeles I love visiting the former places that have been preserved, thankfully, like the Observatory and others. We are losing too many landmark shops and restaurants because of Covid and lockdown.

Let's not lose any more when we can save what remains.

Regards,

Serena Abrahams



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

soundmovementify <soundmovement@gmail.com>

Thu, Jan 28, 2021 at 2:01 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,

Meg.Healy@lacity.org

Dear Commissioners,

I want to voice my strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

Buildings serve as monuments to our cultural history and in LA we need as much of that as we can get in my opinion. The Sontag is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage, heritage which captures the imagination of us historically minded and interested.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

I'm grateful for your consideration.

Sincerely,

Shelley Cerny LAc

[678 Via Colinas, Westlake Village, CA 91362](#)



Planning CHC <chc@lacity.org>

The Sontag Drug Store needs to be a Los Angeles Historic Cultural Monument

1 message

Steven Llanusa <stevenllanusa@gmail.com>

Mon, Feb 1, 2021 at 7:21 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,

Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

The Sontag Drug store is a unique building which should be preserved. Once building like this are destroyed, they can never be replaced. The structure needs to be a Los Angeles Historic Cultural Monument as the 1936 Sontag Building at [5401 Wilshire Blvd](#) is a one of a kind architectural gem of Streamline Moderne architecture.

The neighborhood in this district has slowly been losing its Art Deco and Streamline Moderne atmosphere. Anyone who has traveled to other countries can appreciate the cities which have preserved the architecture which makes those cities special. Architecture like the Sontag Drug Store add to the ambiance of Los Angeles's historical evolution.

We need to preserve this unique building which show where Los Angeles has been even as it figures out where it is going.

Thank you for your consideration.

Hopeful regards,
Steven Llanusa
[2627 San Andres Way](#)
[Claremont, CA 91711](#)



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM2 messages

steve weil <steveweil@yahoo.com>
Reply-To: steve weil <steveweil@yahoo.com>
To: steven weil <steveweil@yahoo.com>

Mon, Feb 1, 2021 at 8:45 PM

Dear Commissioners,

I support the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

The Sontag building is a great example of Streamline Moderne architecture; it has horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The building's style helped to define the architectural character of LA's Miracle Mile. The Miracle Mile district has slowly been losing its Art Deco and Streamline Moderne heritage.

Happily, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Steve Weil
90048

Melissa Jones <melissa.jones@lacity.org>
To: Planning CHC <chc@lacity.org>

Wed, Feb 3, 2021 at 8:19 AM



Melissa Jones
City Planning Associate
Office of Historic Resources, Los Angeles City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012
Planning4LA.org
T: (213) 847-3679



[Quoted text hidden]



Planning CHC <chc@lacity.org>

Sontag Drug Building

1 message

Tehmina Adaya <tamieadaya1@gmail.com>

Thu, Jan 28, 2021 at 1:53 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org

Dear Commissioners,

Please consider preserving the Sontag Drug Building which is a great example of streamline moderne architecture. Why are we always so ready to demolish buildings of great beauty and not honour our past? The Europeans don't do that. Why do things have to be pulled down when old and still beautiful. Why can't we have respect and love for age and history, in humans and in our buildings and our architecture?

Sp much of this building's architectural features are intact. Please consider preserving it.

After all, if a culture does not know its past it has no context for the present and has no idea where to go in the future....there has to be a continuum.

Thanks,

Tamie Adaya



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

toni m <deartoni@yahoo.com>

Mon, Feb 1, 2021 at 7:53 PM

Reply-To: toni m <deartoni@yahoo.com>

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

We are losing too many of the unique buildings in Los Angeles, please don't let this one slip away.

Thank you for your consideration.

Sincerely,

Toni Martinovich
[1623 Sunnyside Terrace](#)
[San Pedro 90732](#)



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM

1 message

Tim Morawetz <tim@artdecotoronto.ca>

Mon, Feb 1, 2021 at 7:38 PM

To: chc@lacity.org

Cc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,

Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

As an authority on Art Deco architecture in Canada, I strongly support the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

[Los Angeles](#) should be especially proud to be home to such a striking example of Streamline Moderne architecture, especially one where so many of its distinctive architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

* * * * *

Tim Morawetz

2 Burnham Road, Toronto, Ontario M5G 1C1 CANADA

Author: *Art Deco Architecture Across Canada*

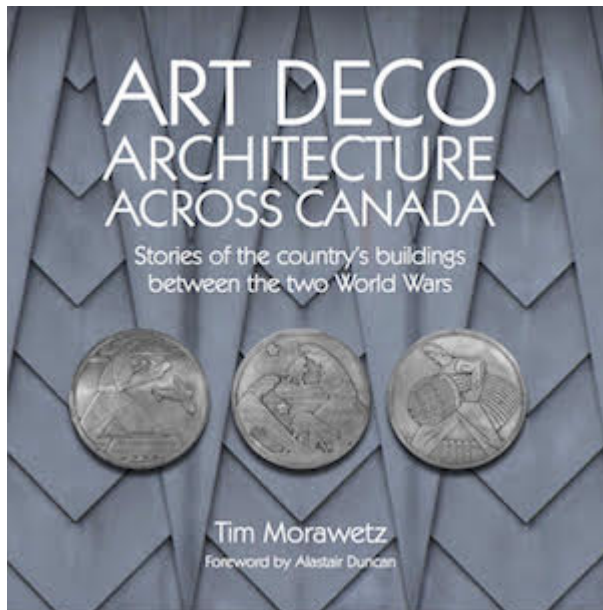
[**NOMINEE**, 2018 Heritage Toronto Awards, Historical Writing: Book category]

Author: *Art Deco Architecture in Toronto*

[**AWARD OF MERIT winner**, 2010 Heritage Toronto Awards, Book category]

E tim@artdecotoronto.ca | **W** glue-to.com/artdecoarchbook

Twitter @ArtDecoTim | **Facebook** @ArtDecoArchCanada





Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Toochis r <zimorrific@gmail.com>

Mon, Feb 1, 2021 at 7:36 PM

To: chc@lacity.org, melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd.](#)

It was a highlight on my first time visiting Los Angeles. I was told LA architecture lacked character and heritage. The Sontag Building was a wonderful surprise.

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speedlines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. This district has slowly been losing its Art Deco and Streamline Moderne heritage.

Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings. This architecture inspired us to buy a Streamline Moderne home which we are restoring now.

This architecture inspired us to buy a Streamline Moderne home which we are restoring now. The Sontag Building adds so much character and heritage to Los Angeles.

Thank you for your consideration.

Sincerely,
Toochis Rose
Glassell Park 90065



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Vivian Pine-White <vivian_pine@yahoo.com>

Mon, Feb 1, 2021 at 6:34 PM

Reply-To: Vivian Pine-White <vivian_pine@yahoo.com>

To: "chc@lacity.org" <chc@lacity.org>

Cc: "melissa.jones@lacity.org" <melissa.jones@lacity.org>, "ken.bernstein@lacity.org" <ken.bernstein@lacity.org>, "nithya.raman@lacity.org" <nithya.raman@lacity.org>, "contactCD4@lacity.org" <contactCD4@lacity.org>, "Meg.Healy@lacity.org" <Meg.Healy@lacity.org>, "artdeco@adsla.org" <artdeco@adsla.org>

Dear Commissioners,

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Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings.

Thank you for your consideration.

Sincerely,

Vivian Pine-White
[3440 Mandeville Canyon Rd](#)
[LA 90049](#)

DIOGENES HOLDINGS WILSHIRE LLC

C/O Walter N. Marks, Inc.
8758 Venice Boulevard, Suite 100
Los Angeles, CA 90034

February 2, 2021

Cultural Heritage Commission
City of Los Angeles
200 N. Spring Street, Room 272
Los Angeles, CA 90012-4801
Attention: Mr. James K. Williams, Commission Executive Assistant II

Re: Sontag Drug Building; 5401-5405 Wilshire Boulevard, 671 S. Cloverdale Avenue
CHC-2021-358-HCM; ENV-2021-361-CE

Ladies and Gentlemen,

The undersigned is the owner of the above-described Sontag Drug Building, located at 5401-5405 Wilshire Boulevard, and 671 S. Cloverdale Avenue in the City of Los Angeles (the "Property"). We write to communicate our opposition to the proposed designation of the Property as an Historic-Cultural Monument pursuant to Section 22.171.10 of the Los Angeles Municipal Code. Our family business has a decades-long track record of operating, preserving and maintaining properties that have played important roles in the historic and cultural growth of Los Angeles, and for generations members of the Marks family including our current chief executive have been community leaders in the Miracle Mile and elsewhere in Los Angeles.

As is well-documented, back in 1983 the Miracle Mile Historic District was first recognized under federal guidelines, and the Property was identified as a contributor to that historic district but not as an individual resource. As a result, the Property is eligible for listing in the National Register of Historic Places, and is resultingly listed in the California Register of Historical Resources as a contributor. As the owner of the Property, we believe that the current status as contributor is sufficient to recognize the role of the Property in Los Angeles' cultural and historic legacy, and that no further designation is necessary or appropriate.

Moreover, the Property and other adjacent parcels are presently undergoing an application for redevelopment (CPC-2020-3143-DB-CDO-SPR-HCA; ENV-2019-3937), for which a CEQA process is well underway. Planning Department staff members have engaged in several meetings and discussions regarding this application over the past months (including several as recently as December, 2020). Further efforts to change the designations of the Property would impede that process.

We are concerned that the most recent nomination has been made to further impede and make more difficult the review and entitlement process for the pending application, and in so doing evidences an effort to obstruct the provision of much needed housing, including affordable housing in the project area.

Inasmuch as the Property is currently listed in the California Register as a contributor to the Miracle Mile Historic District, and therefore will be recognized as a historic resource for purposes of CEQA, we believe that the historic value of all resources relevant to the Property will be adequately addressed. In fact, the pending CEQA process contemplates - at the City's

direction - the preparation of an Environmental Impact Report that will, as required, disclose any significant impacts, as well as their mitigations, posed by the contemplated development. Accordingly, any potential impacts to historic resources must be considered along with any overriding considerations pertinent to the proposed contribution of 348 residential units (of which 39 will be set aside for very low income households) in a transit-rich and housing-impacted area of the City in the midst of a statewide housing crisis, as well as the rejuvenation of a cherished streetscape amidst sustainable and environmentally conscious design and construction. There is no suggestion or risk that the historic significance of the Sontag Drug Building will be somehow overlooked through the current process.

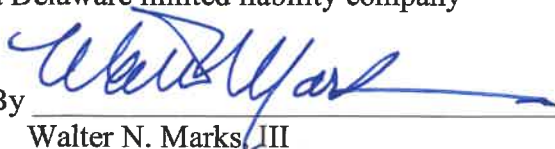
The consideration of all of these impacts and benefits will be enabled through the ongoing CEQA process, and any attempt to further impede the provision of much needed housing with further bureaucratic procedural hurdles is both a reflection of anti-housing policy-making, and violates applicable law for the reasons set forth in the correspondence that our representatives have submitted to the City. In short, the recent Housing Crisis Act of 2019 prevents the City from imposing new rules, policies, procedures or designations (including a historic designation such as that sought by the recent application for historic designation) upon our pending land use application after it was deemed complete on April 2, 2020. Accordingly, any designation of the Property as an HCM would have no effect on our proposed development application, and the CEQA process employed in connection therewith would be unaffected by such a designation. A copy of the letter submitted by Holland & Knight with respect to such matters is attached.

We urge the Commission to resist the intentions of this applicant, who may seek to advance their agenda to the detriment of the broader issues of social good, economic benefit, and new housing (both affordable and market rate) that are addressed by the current project application. All of these concerns, as well as the treatment of historic resources, will be confirmed in the current CEQA process, ensuing that the City can weigh the benefits and burdens of our proposed application and, within the limits of the law, address the concerns of all interested parties through a thorough public process.

Respectfully,

DIOGENES HOLDINGS WILSHIRE LLC
a Delaware limited liability company

By



Walter N. Marks III
Its: President

cc: Ken Bernstein, OHR; Lambert Giessinger, OHR; Jenna Monterossa, DCP; Shannon Ryan, DCP; Melissa Jones, DCP; Victor Cuevas, DBS; Pascal Challita, DBS; Terry P. Kaufmann-Macias, Esq.; City Attorney's Office; Laurie Lynn Rittenberg, Esq., City Attorney's Office; Mr. Craig Lawson; Ms. Jamie Poster; Mr. Chris Joseph; Andrew J. Starrels, Esq.

Holland & Knight

400 South Hope Street, 8th Floor | Los Angeles, CA 90071 | T | F 213.896.2450
Holland & Knight LLP | www.hklaw.com

Andrew J. Starrels
+1 213-896-2507
Andrew.Starrels@hklaw.com

January 29, 2021

Via E-mail (luciralia.ibarra@lacity.org)

Ms. Luci Ibarra
Principal City Planner - Major Projects
City of Los Angeles Department of Planning
200 N. Spring St.
Los Angeles, CA 90012

Re: Mirabel Project, 5401-5411 Wilshire Blvd.
ENV-2019-3937
CPC-2020-3143-DB-CDO-SPR-HCA

Dear Ms. Ibarra:

This office represents the Applicant, Walter N. Marks, Inc., with respect to the above-captioned project (the “Project”).

As you know, the Applicant submitted its SB330 Preliminary Application pursuant to the Housing Crisis Act of 2019 (“SB330”) on March 2, 2020. The City signed off on the Applicant’s SB330 Preliminary Application on April 2, 2020. By operation of law, the application for the Project is vested for purposes of SB330, and any potential new rules, policies, procedures or designation imposed by the City subsequent to the Project application cannot be applied to the Project. This includes any designation of the “Sontag Building” located on the Project site at 5401 Wilshire Boulevard as a City of Los Angeles Historic and Cultural Monument (“HCM”) pursuant to the application filed by the Art Deco Society of Los Angeles on December 11, 2020, for which the City’s Cultural Heritage Commission has scheduled a hearing to be held on February 4, 2021. Specifically, SB330 provides that in the case of a state or local law, ordinance, or regulation that requires the City to determine whether the site of a proposed housing development project is a historic site, the City shall “make that determination at the time the application for the housing development project is deemed complete.” *See* Gov. Code §65913.10. Further, a determination as to whether a parcel of property is a historic site shall remain valid during the pendency of the housing development project for which the application was made unless any archaeological, paleontological, or tribal cultural resources are encountered

during any grading, site disturbance, or building alteration activities. *Ibid.* At the time the Mirabel application was deemed complete, the Sontag Building was determined eligible for listing in the National Register of Historic Places, and listed in the California Register of Historical Resources, solely in its capacity as a contributor to the Miracle Mile Historic District, and not as an individual resource.

As a separate matter, following the Applicant's submittal for formal approval of a development permit on May 12, 2020, the City issued its "hold letter" on June 10, 2020. The Applicant submitted its response thereto to Iris Wan on June 24, 2020. We have received no written response from the City following that response. Please note that by operation of law, the Project application and materials submitted are "deemed complete" for purposes of the Permit Streamlining Act ("PSA"). See Gov. Code §65943(a),(b).

We further note that the deadline has also expired for the City to provide the Applicant with written notice of any inconsistency with any applicable plan, program, policy, ordinance, standard, or requirement. See Gov. Code § 65589.5(j)(1)(B); see also Gov. Code § 65589.5(h)(9) (30-day deadline to identify conflicts calculated from date complete application was submitted). Therefore, we similarly trust that the City will continue processing the application as consistent, compliant and in conformity with all plans, programs, policies, etc. in effect as of the time the application was deemed complete, as required by applicable law. As above, the Project is now deemed consistent with all such standards. See Gov. Code § 65589.5(j)(1)(B). Moreover, and independently of the foregoing, the Housing Accountability Act ("HAA") imposes a 60-day deadline for the City to provide written documentation of any inconsistency with any applicable City standard. Gov. Code § 65589.5(j)(2)(A)(ii). This deadline is calculated from the date a complete application is submitted pursuant to the PSA. Gov. Code § 65589.5(h)(9). The City did not issue any written determination within 60 days of the Applicant's submittal to claim that the Project violated any objective General Plan, zoning or other standard. Therefore, the Project is also now "deemed consistent, compliant, and in conformity with" any "applicable plan, program, policy, ordinance, standard, requirement, or other similar provision." Gov. Code § 65589.5(j)(2)(B).

The effect of the foregoing means that any policies, requirements, or regulatory conditions imposed or sought to be imposed by the City upon the proposed Project subsequent to the submittal of the Project application do not apply to the Project. Any historic designation of the Sontag Building cannot be considered relevant to the CEQA process now underway for the Project, and for which the City has commenced the preparation of an Initial Study and Notice of Preparation. Under the HAA, the City's discretion to deny the Project is limited to the circumstances where a proposed project violates *objective* public health and safety standards as stated in the HAA. "CEQA does not grant an agency new powers independent of the powers granted to the agency by other laws," and "[t]he exercise of discretionary powers for environmental protection shall be consistent with express or implied limitations provided by other laws." 14 CCR § 15040(a), (e).

The creation and designation of the Miracle Mile Historic District, to which the Sontag Building is identified as a contributor, predates the filing of the application for Mirabel, and can be considered as part of the CEQA process only with respect to the entire historic district. Moreover, any later designation of the Sontag Building (or any other portion of the Project site) as an HCM in its own right, as well as any suggestion that the CEQA process include such analysis, cannot be imposed upon the proposed Project or the pending application as a matter of law for the reasons described above. Inasmuch as the proposed Project is HAA-protected and deemed compliant with all objective standards, the only authority the City might have to disapprove the Project is if it violates an objective public health and safety standard, and impacts upon a historic district do not qualify as such.

The City has no lawful authority to deny the Project for impacts on the historic district, and consequently it may not use CEQA to inform a decision it lacks the authority to take. See, e.g., Sequoyah Hills Homeowners Assn. v. City of Oakland (1993) 23 Cal.App.4th 704, 716 716 (CEQA review did not include consideration of a reduced-density alternative to project because the HAA prohibited the city from reducing the density of the project); Porterville Citizens for Responsible Hillside Development v. City of Porterville (2007) 157 Cal.App.4th 885, 905-06 (since HAA prohibited city from reducing density, CEQA review did not encompass analysis of density-related impacts of a housing development). Similarly here, CEQA review must be limited to the only authority the City has - to consider any public health or safety impacts from the proposed Mirabel Project.

We look forward to continuing to work with the City on its continuing review of the Project, and the successful completion of a CEQA process.

Very truly yours,

HOLLAND & KNIGHT LLP



By: _____
Andrew J. Starrels

AJS:ecv

cc: Terry P. Kaufmann-Macias, Esq./City Attorney's Office
Mr. Ken Bernstein/OHR
Mr. Walter N. Marks, III
Mr. Craig Lawson
Ms. Jamie Poster
Mr. Chris Joseph



Planning CHC <chc@lacity.org>

PRESERVE THE SONTAG BUILDING

1 message

W G <seapink2@gmail.com>

Tue, Feb 2, 2021 at 10:38 AM

To: chc@lacity.org

Cc: Melissa Jones <melissa.jones@lacity.org>, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org, Meg.Healy@lacity.org, artdeco@adsla.org

Dear Commissioners,

I am in strong support of the Los Angeles Historic Cultural Monument nomination for the 1936 Sontag Building at [5401 Wilshire Blvd](#). Please confirm this nomination to help ensure the building is restored and retains its original design, not the highly altered version seen in the developer's renderings.

This building is a striking example of Streamline Moderne architecture, with its horizontal massing, extensive articulation, squared spire, rounded corners, and speed lines. The Sontag Building's style helped to define the architectural character of the Miracle Mile, establishing the area as a premier destination. Stunningly, much of the building's architectural features are intact, including its curved interior stair with porthole openings. This is a unique, irreplaceable work of art that deserves all the protection available.

This district, as much of the city, has been losing its Art Deco and Streamline Moderne heritage, so please work to save this treasured historic landmark.

Thank you for your consideration.

Sincerely,
W.G.



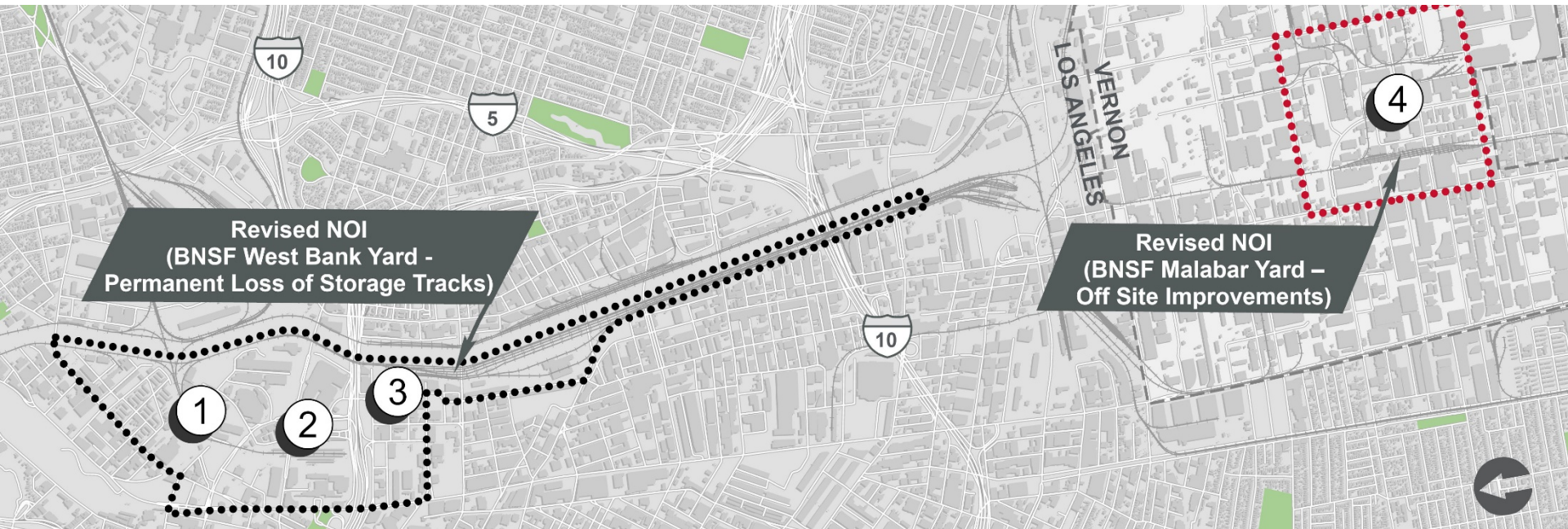
Presentation to City of Los Angeles Cultural Heritage Commission



Link US Project Overview

Major Project Components

1. New Lead Tracks and Elevated Rail Yard
2. New Passenger Concourse
3. Run-Through Tracks (up to 10 tracks south of Los Angeles Union Station)
4. BNSF Malabar Yard Off-Site Improvements (City of Vernon)



Link US Project Overview

Environmental Clearance Status

California Environmental Quality Act (CEQA)

1. Final Environmental Impact Report (EIR): Metro Board Certified on June 27, 2019
2. Addendum to Final EIR in preparation

National Environmental Policy Act (NEPA)

1. CHSRA designated as NEPA Lead Agency*: July 2020
2. Draft Environmental Impact Statement (EIS) is in preparation: scheduled to be released in Spring 2021

*pursuant to executed NEPA Assignment MOU between FRA and State of California

Link US Project Overview

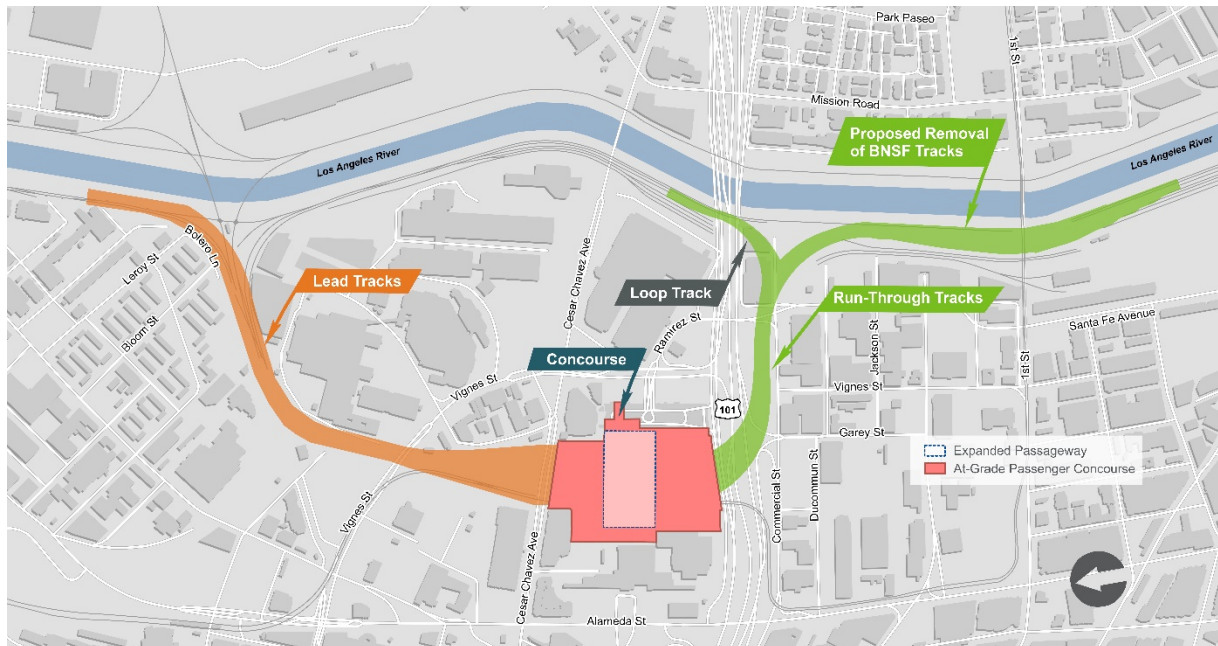
NEPA EIS Build Alternatives

Build Alternative 1

1. Shared Lead Tracks
2. Expanded Passageway
3. Up to 10 Run-Through Tracks (No Loop Track)
4. Malabar Yard Off-Site Improvements

Build Alternative 2

1. Dedicated Lead Tracks
2. At-Grade Passenger Concourse
3. Up to 10 Run-Through Tracks (With Loop Track)
4. Malabar Yard Off-Site Improvements

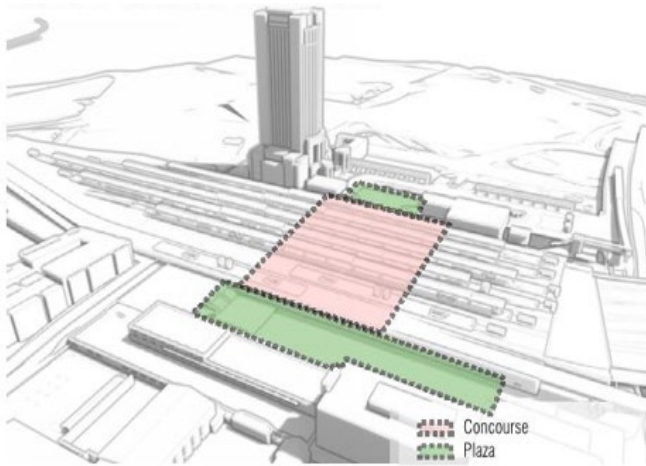


Link US Project Overview

NEPA EIS Build Alternative: Concourse and Canopy

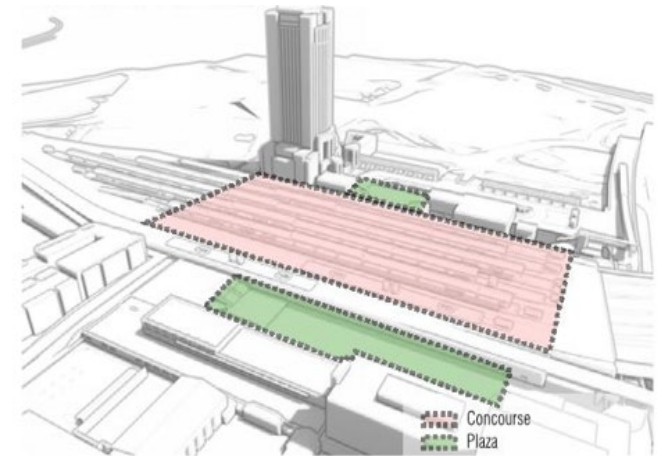
Build Alternative 1

Expanded Passageway: 140-foot wide



Build Alternative 2

At-Grade Concourse: 300-foot wide



Canopy Options (Either Alternative)

- Individual Canopies over Rail Yard (25 ft height over platforms)
- Grand Canopy over Rail Yard (75 ft height)

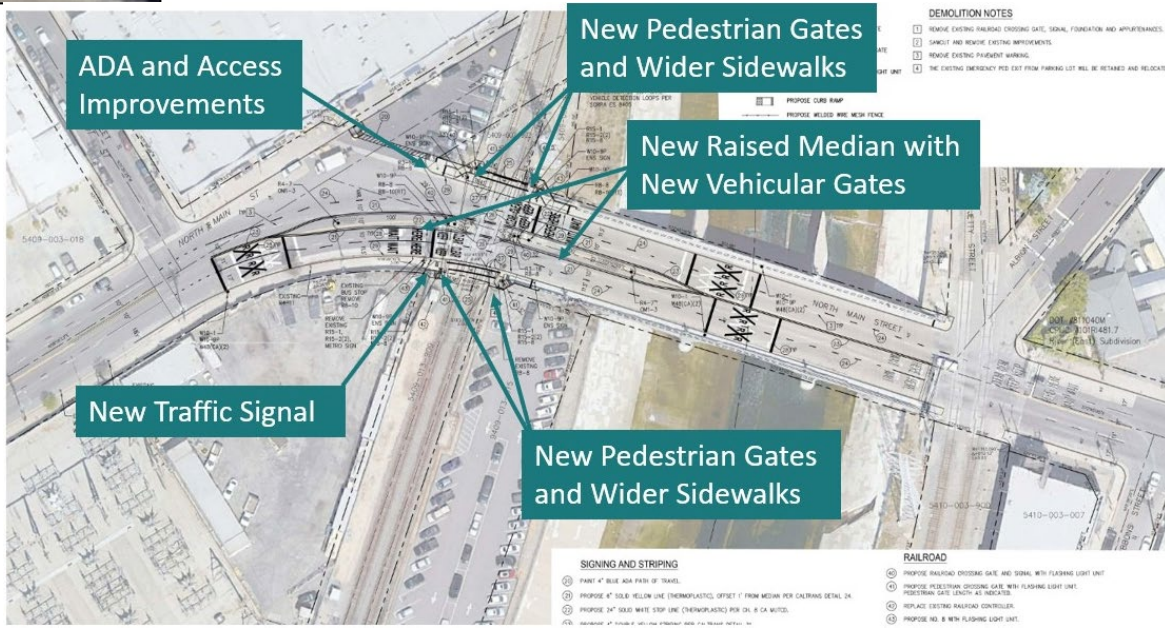
Key Historic Resources

North Main Street Bridge



- Substantial Adverse Change: safety improvements at the railroad crossing modify character defining features of the bridge: reconstruction of bridge railings and wingwalls, new median on bridge.

- CEQA Mitigation: follow SOI Standards for the Treatment of Historic Properties where feasible and CHC/SHPO review.



Key Historic Resources

William Mead Homes (Alternative 2 only), 1300 Cardinal Street

Determined NRHP Eligible

- Criterion A for association with development of public and defense worker housing
- Criterion C as a housing development based on the planning and design principles of the Garden City and Modern movements
- Garden Style Apartments, Built 1942-1943



Substantial Adverse Change for Build Alternative (Alt 2): track improvements and retaining wall encroach on the rear of the property.

CEQA Mitigation: consultation with HACL A and SHPO to find appropriate aesthetic wall treatments

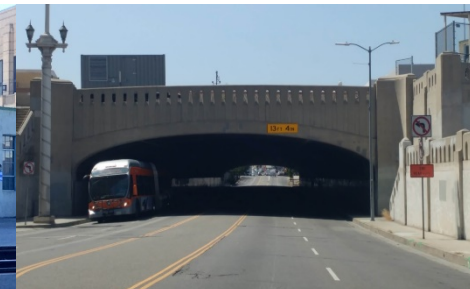
Key Historic Resources

Los Angeles Union Passenger Terminal, 800 North Alameda Street



Contributing Elements with Project Impacts as Reported in 2019 EIR

- Passageway
- Ramps, Railings, Platforms, Butterfly Canopies
- South Retaining Wall
- Terminal Tower
- Car Supply/Maintenance Building
- Cesar Chavez Avenue Undercrossing
- (Vignes Street Undercrossing)



Key Historic Resources

Los Angeles Union Passenger Terminal, 800 North Alameda Street



- Architecturally significant buildings and spaces that comprise the west side of the station, including the passenger waiting area, former ticketing room, Harvey House restaurant, and courtyards, **would not be altered.**
- CEQA: Substantial Adverse Change that would destroy or substantially alter a portion of the characteristics that qualify LAUS for listing, but LAUS would remain eligible for NRHP
- CEQA Mitigation:
 - HIST-1a – CHC Review and Consultation
 - HIST-1b – HABS Documentation
 - HIST-1c – LAUS Restoration of Existing Passenger Concourse (west of Pedestrian Passageway)
 - HIST-1d – LAUS Educational Exhibit
- **With mitigation impacts remain significant and unavoidable**

Key Historic Resources

Vignes Street Undercrossing, Bridge #53C 1764



- Located to north of Union Station
National Register “official”
boundary line, treated as a
contributing element of LAUS
- NRHP: Criterion A for association
with construction of LAUS
- Period of Significance: 1933 to
1939
- Substantial Adverse Change for
proposed demolition.
- CEQA Mitigation:
 - Same as LAUS

Thank You

Link US Project Team

Jeanet Owens, P.E., Metro, Senior Executive Officer, Regional Rail

Vincent Chio, P.E., Metro, Senior Director, Regional Rail

Dan McKell, CHSRA, NEPA Assignment Manager

Brett Rushing, CHSRA, Cultural Resources Program Manager

Nina Delu, HDR, Cultural Resources Lead

For additional information,
please contact us at:



213.922.2524



LinkUnionStation@metro.net



www.metro.net/linkus



facebook.com/regionalrail



facebook.com/losangelesmetro



DAY OF HEARING SUBMISSIONS

THE SILVER LAKE HERITAGE TRUST

Re: Case # CHC-2021-358-HCM
Sontag Drug Building
5401-5405 Wilshire Blvd

February 3, 2021

Dear Cultural Heritage Commission,
I'm writing in support of the nomination for the Sontag Drug Building at 5401-5405 Wilshire Blvd, a strikingly elegant example of the Streamline Moderne architectural style. This style was part of what defined the development of the Miracle Mile commercial corridor, which coincided and was significantly influenced by the advent of the automobile. At that time, the Streamline Moderne style reflected the popular trend towards industrial design and the machine age.

Designed by notable commercial architects Norstrom and Anderson and constructed in 1936, the building is listed as eligible for the National Register and as a contributing structure to the Miracle Mile Historic District, providing a valuable example of the Streamline Moderne style as applied to commercial design.

Please support this nomination and take the Sontag Drug Building under consideration for HCM designation.

Thank you,
Carol Cetrone
Christine Kantner
The Silver Lake Heritage Trust

*please include a copy of this letter in the case file.



Planning CHC <chc@lacity.org>

Please support the nomination for the Sontag Drug Building - CHC-2021-358-HCM

1 message

Carol Cetrone <perpetua33@gmail.com>

Wed, Feb 3, 2021 at 2:01 PM

To: "chc@lacity.org" <chc@lacity.org>

Cc: Ken Bernstein <ken.bernstein@lacity.org>, Lambert Giessinger <lambert.giessinger@lacity.org>, Melissa Jones <melissa.jones@lacity.org>, "Nithya V. Raman" <nraman@gmail.com>, meg.healy@lacity.org, Jessica Salans <jessica@nithyaforthecity.com>, Adrian Fine <afine@laconservancy.org>

Re: Case # CHC-2021-358-HCM
Sontag Drug Building
[5401-5405 Wilshire Blvd](#)

Dear Cultural Heritage Commission,

I'm writing in support of the nomination for the Sontag Drug Building at [5401-5405 Wilshire Blvd](#), a strikingly elegant example of the Streamline Moderne architectural style. This style was part of what defined the development of the Miracle Mile commercial corridor, which coincided and was significantly influenced by the advent of the automobile. At that time, the Streamline Moderne style reflected the popular trend towards industrial design and the machine age.

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Thank you,
Carol Cetrone
Christine Kantner
The Silver Lake Heritage Trust

*please include a copy of this letter in the case file



SLHT.letter for Sontag Drug Building.pdf

71K



Planning CHC <chc@lacity.org>

Letter of support for Sontag Historic Cultural Monument CHC-2021-358-HCM1 message

Susan Seligman <susanella@mac.com>

Wed, Feb 3, 2021 at 12:17 PM

To: chc@lacity.orgCc: melissa.jones@lacity.org, ken.bernstein@lacity.org, nithya.raman@lacity.org, contactCD4@lacity.org,
Meg.Healy@lacity.org, Art Deco Society of Los Angeles <artdeco@adsla.org>

Dear Commissioners,

Please keep the flavor of Los Angeles alive by nominating 1936 Sontag Building at [5401 Wilshire Blvd](#) as a Historic Cultural Monument. We are very lucky so much of the building's architectural features are still intact.

The Streamline Moderne architectural buildings are sadly disappearing as egg-crate style boxes replace them. The Sontag Building is truly a beautiful example of Streamline Moderne. The Sontag Building's style helped to define the architectural character of Miracle Mile, contributing to the beauty that attracted, and continues to attract so many to this distinctive area.

Thank you for your consideration.

Most Sincerely,

Susan Seligman

[8909 Burton Way](#)
[Los Angeles, CA. 90048](#)