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



2568 Griffith Park Boulevard #277
Los Angeles, CA 90039
www.silverlakeheritage.org

February 15, 2022

Via E-mail to:

Cultural Heritage Commissioners: President Commissioner Milofsky, Vice-President Commissioner Kennard, Commissioner Barron, Commissioner Buelna, Commissioner Kanner, chc@lacity.org, lambert.giessinger@lacity.org, melissa.jones@lacity.org, teresa.grimes@icloud.com

Re: Historic Cultural Monument Nomination: Loren Miller Residence at 647 N. Micheltorena St., 90026

Dear Commissioners:

The Silver Lake Heritage Trust offers its full support to the nomination of the Loren Miller Residence as our next Historic Cultural Monument.

Miller's story is one of a determined pioneer who dedicated his life to matters of racism and discrimination. Starting as a journalist for several small African American-owned newspapers, he eventually served as a defense attorney, and with his first high-profile case he successfully argued against the death penalty. It was this case that exposed racist policies used by white-controlled government agencies, realty and homeowner associations, as well as informal local control of where African Americans could live in the city.

By the mid 1940's Miller emerged as a national figure. It was his work on trials like the "Sugar Hill" case that were responsible for reinforcing the 14th Amendment's guarantee of equal protection of the laws, and transforming this City by ending segregated housing. He ultimately served on the Superior Court of California and subsequently released his masterful accounting of black judicial history, which gained him accolades from the ACLU.

The Miller Residence appears to be the only remaining property that corresponds with Miller's life and career in the City. The site meets criteria 2 of the Cultural Heritage Ordinance as it is appropriately associated with the life of this historic personage and the invaluable contributions he made to national, state, and local history. This designation would honor one of the most powerful and iconoclastic activists in Los Angeles history.

We urge the Commission to consider and designate the Miller Residence as a reminder of where we once were as a City, how far we have come, and the unfinished business that lies ahead.

~Sincerely,

Silver Lake Heritage Trust



Planning CHC <chc@lacity.org>

The Hoffman Candy Company Building, 6600 S. Avalon Blvd.

1 message

Kathryn McCauley <kathmcc@gmail.com>

Sun, Feb 20, 2022 at 3:25 PM

To: chc@lacity.org

Cc: artdeco@adsla.org, afine@laconservancy.org, ken.bernstein@lacity.org, lambert.giessinger@lacity.org

Dear Cultural Heritage Commission:

I am writing as a citizen of Los Angeles who cares about conserving the architectural legacy that makes LA so unique. In that interest, I am asking you to vote to designate the Hoffman Candy Company Building as an Historic Cultural Monument. This building, nominated by the Art Deco Society of Los Angeles, meets the criteria for such a designation, and represents an architectural style that is historically significant.

Sincerely,

Kathryn McCauley

3537 Clarington Ave, Apt. 19

Los Angeles CA. 90034

(940) 222-2098

kathmcc@gmail.com

SECONDARY SUBMISSIONS

Clara Solis
claramsolis@earthlink.net

Cultural Heritage Commission
General Public Comment, March 3, 2022, Item #4
chc@lacity.org

Dear Commissioners,

I am writing to express my concern about a project that is to be built in Garvanza at Garvanza and Avenue 64, 141 N. Avenue 64, etc.. A group of residents and property owners have formed a coalition to oppose this project and have filed an appeal. Residents are not opposed to development at this site, they are instead opposed to this co-living project which residents of Garvanza feel does not comply with Highland Park Garvanza HPOZ Preservation guidelines.

The staff report regarding the appeal signed by Ken Bernstein, Shannon Ryan and Katie Knudson cherry picks what to address and ignores public testimony, and the Highland Park Garvanza HPOZ board's findings dismissing them by stating they are only advisory. Additionally, resident's testimony is ignored. An example is that the assertions made in the report submitted by the developer regarding setbacks and building heights are accepted and resident's testimony and documentary evidence is ignored.

Some of our concerns:

This property was specifically included in the HPOZ because its location makes it the Gateway to Garvanza. The building should fit in with the HPOZ.

A certificate of compatibility was required. The intent of this requirement is to ensure development within an HPOZ is compatible with the character of the HPOZ. In doing so, it must be determined whether a proposed project is consistent with the Preservation Plan adopted for the HPOZ. Residents of Garvanza, the Highland Park Heritage Trust, the Highland Park Garvanza HPOZ, Garvanza Improvement Association, Charlie Fisher, and former HP Garvanza HPOZ Board member John McIntyre all agreed that this project as designed is not compatible. Ignoring the opinions of organizations and individuals who have spent decades advocating for preservation in Garvanza is frankly discouraging.

Specifically, the HP Garvanza HPOZ board found that the project:

- Fails to maintain setbacks of existing historic structures along the street front.
- The massing is drastically out of scale with other sites within the HPOZ, including its width, height and general massing.
- The finish materials are inconsistent with those used historically.
- The ground floor commercial does not echo traditional retail storefronts.
- Incompatible entryways.
- The building should be broken up into smaller modules.

I am also concerned about the **narrow courtyard** which is unlike other courtyards in Garvanza which serve as a community area for the residents who live there. The design of the courtyard is too narrow to

allow sunlight and fresh air to reach the bottom levels. The height of the building at 39.5 feet will not allow sunlight to penetrate the bottom units. An arborist expressed concerns that the plants depicted would not grow without enough sunlight. Please note that the bottom floor units in the courtyard, units 101, 103, 104, 106, and 108's only access to fresh air and sunlight will be through this substandard courtyard. These units will be stuffy, dank and dark. This is especially a concern during the time of Covid 19.

The building looks like a medical or office building and does not fit in with the neighborhood.

It is zoned commercial but this building will be 93 percent residential.

Please find photos of the project below. Note: In the first picture the homes appear to be the same height as the building, but the building is 39.5 feet and the homes across the street on Garvanza are 15 feet.

Note that the building facing the alleyway will be stucco which one HPOZ board member worried would become a magnet for graffiti. This will be the Gateway view.

Clara Solis, 521 North Avenue 67









Planning CHC <chc@lacity.org>

proposed HCM: Hoffman Candy Co/6600 S. Avalon Blvd./CHC-2022-795-HCM1 message

Debby Brooks <debbybrooksc@gmail.com>

Mon, Feb 28, 2022 at 11:21 AM

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

Cc: "afine@laconservancy.org" <afine@laconservancy.org>, ken.berstein@lacity.org, artdeco@adsla.org,

"lambert.giessinger@lacity.org" <lambert.giessinger@lacity.org>, "councilmember.price@lacity.org"

<councilmember.price@lacity.org>

Dear Cultural Heritage Commission,

I am very interested in the Hoffman Candy Company becoming designated as a Historic Cultural Monument. I am the oldest granddaughter of Elic Adam Hoffman and visited the building many times as a child. My grandfather and my whole family were always proud of the building and the effort he put into building in that difficult time in our country's history. My father, Sterling Philip Madding, was sales manager there from the late 1950s to the 1980s. When I envisioned him at work It was comforting to know that he was in that beautiful building.

Please vote to designate the Hoffman Candy Company as a Historic Cultural Monument In Los Angeles.

Sincerely,

Deborah Madding Brooks

[6849 E. Stevens Rd.Z](#)

[Cave Creek, AZ 85331](#)

Alan Hess
ARCHITECT
4991 CORKWOOD LANE
IRVINE, CA 92612
949 551 5343
alan@alanhess.net

February 28, 2022

Barry Milofsky, President
Cultural Heritage Commission
Office of Historic Resources
City Hall, 200 N. Sprint Street, Room 559
Los Angeles, CA 90012

Re: Hoffman Candy Co., CHC-2022-795-HCM, 6600 South Avalon Boulevard

Dear President Milofsky and Members of the Commission:

I would like to express my avid support for the nomination of Hoffman Candy Co. I believe it qualifies as an excellent example of Moderne (aka Art Deco), as the work of an important commercial architect, and as a notable business reflecting an important era in the city's history.

The building's architecture demonstrates the best qualities of Moderne. Its prominent corner tower marks the entry as a piece of urban design. Its non-historical ornament shows pride, quality, and modernity.

Charles Plummer was a significant architect in defining LA's restaurant architecture in the 20s and 30s. His Moderne designs were preludes to the modernity of Googie architecture in the 50s — all establishing Los Angeles as a forward-looking city. His partnerships with Joseph Feil and Wurdeman and Becket contributed to this trend.

The Hoffman Candy Company was a successful business. Its growth mirrored the innovative development that shaped the city. By moving from near downtown to the new site on Avalon, Hoffman Candy Co. took a bold step that anticipated the expansion of the city in response to the automobile. The fact that A.W. Ross, famed developer of the landmark Miracle Mile, advised Hoffman in this move shows how the business reflected significant social and urban trends.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Hess". The signature is fluid and cursive, with a large initial "A" and a stylized "H".

Alan Hess



Planning CHC <chc@lacity.org>

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

1 message

Farley Ziegler <farleyziegler@gmail.com>

Mon, Feb 28, 2022 at 11:41 PM

To: chc@lacity.org

Cc: artdeco@adsla.org, afine@laconservancy.org, ken.bernstein@lacity.org, lambert.giessinger@lacity.org

Dear Cultural Heritage Commission:

First and foremost: Thank you for your hard and great work.

I am writing to voice my fervent support of the Art Deco Society of Los Angeles's nomination of the 1929 Art Deco Hoffman Candy Company building (CHC-2022-795-HCM | CEQA: ENV-2022-796-CE) at [6600 S. Avalon Blvd., Los Angeles, CA 90003](#) (DeCantillon Tract) as a Cultural Heritage Monument in the City of Los Angeles. It meets the criteria for an HCM, was identified in survey L.A., and maintains a high degree of integrity and character-defining features. (For further information, see: <http://historicplacesla.org/reports/62444883-84a4-4b9d-9e75-c08d5078c906>)

Likely you are aware that the Hoffman Candy Company was a family-operated chocolate manufacturing company founded in L.A., and was headquartered in that incredible building from 1929 until the company went out of business in 1989. The building is an absolutely stellar, intact example of a daylight factory from its era.

Charles F. Plummer, the building's prominent L.A. architect, is remembered today for his work on buildings like the Casa Del Mar Hotel in my backyard in Santa Monica, Clifton's Brookdale in downtown L.A., Young's Market, and the Pan-Pacific Auditorium (which Plummer designed with his partners Wurdeman and Becket).

I urge you to please vote to designate the Hoffman Candy Company building as an Historic Cultural Monument! The building deserves it —.

Thank you for your thoughtful consideration of my request.

Very best,

Farley Ziegler

[1018 Marine St., Apt. 1, Santa Monica, CA 90405](#)

Dear Cultural Heritage Commission:

I am writing to express my support for the Art Deco Society of Los Angeles's nomination of the 1929 Art Deco Hoffman Candy Company building (CHC-2022-795-HCM | CEQA: ENV-2022-796-CE) at 6600 S. Avalon Blvd., Los Angeles, CA 90003 (DeCantillon Tract) as a Cultural Heritage Monument in the City of Los Angeles. It meets the criteria for an HCM. It was identified in survey L.A. and maintains a high degree of integrity and character defining features.

I am a resident of Los Angeles and I have been documenting architecture/history as a passion for several years on social media via my Instagram page Swapmeet Chronicles and discussion on my podcast Beyond the Façade. In September 2020, I was exploring the industrial section of South Central between Gage and Florence and as I was driving down Avalon, I passed by the Hoffman building and had to do a double take and go back to see the lovely art deco building. I later posted my photos on a Facebook group called So Cal Architecture and found out that the building was formerly a candy company. In March 2021 I got approached on my social media by Art Deco Society of Los Angeles to participate in their virtual event "A Toast to LA Art Deco Architecture in honor of Preservation month of May". I chose to highlight the Hoffman Candy company as one of my favorite art deco buildings which brought this building to the attention of the Art Deco Society.

The Hoffman Candy Company was a family operated chocolate manufacturing company founded in Los Angeles and was headquartered in the building from 1929 until it went out of business in 1989. The building is an intact example of a daylight factory from its era.

Charles F. Plummer was a prominent Los Angeles architect who is remembered today for his work on buildings such as Young's Market, the Casa Del Mar Hotel in Santa Monica and Clifton's Brookdale in downtown L.A. and the Pan-Pacific Auditorium, designed with his partners Wurdeman and Becket.

Please vote to designate the Hoffman Candy Company building as an Historic Cultural Monument. I believe that this building becoming a historic landmark will also instill pride/importance to the community which is largely overlooked.

Thank you for your consideration.

Sincerely,

Lia Rubio

[616 W. Oliver St, San Pedro, CA 90731]



Planning CHC <chc@lacity.org>

PROPOSED HCM: HOFFMAN CANDY CO / 6600 S. Avalon Blvd. CHC-2022-795-HCM1 message

Ryan Gavan <bubbish@gmail.com>

Fri, Feb 25, 2022 at 10:46 AM

To: chc@lacity.org

Cc: afine@laconservancy.org, ken.bernstein@lacity.org, artdeco@adsla.org, lambert.giessinger@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 1929 Art Deco Hoffman Candy Company building (CHC-2022-795-HCM | CEQA: ENV-2022-796-CE) at [6600 S. Avalon Blvd., Los Angeles, CA 90003](#) (DeCantillon Tract) as a Cultural Heritage Monument in the City of Los Angeles. It meets the criteria for an HCM. It was identified in survey L.A. and maintains a high degree of integrity and character defining features.

The Hoffman Candy Company was a family operated chocolate manufacturing company founded in Los Angeles and was headquartered in the building from 1929 until it went out of business in 1989. The building is an intact example of a daylight factory from its era.

Charles F. Plummer was a prominent Los Angeles architect who is remembered today for his work on buildings such as Young's Market, the Casa Del Mar Hotel in Santa Monica and Clifton's Brookdale in downtown L.A. and the Pan-Pacific Auditorium, designed with his partners Wurdeman and Becket.

Please vote to designate the Hoffman Candy Company building as an Historic Cultural Monument.

Thank you for your consideration.

Sincerely,

Ryan Gavan
Hollywood, California.



Planning CHC <chc@lacity.org>

PROPOSED HCM: HOFFMAN CANDY CO / 6600 S. Avalon Blvd. CHC-2022-795-HCM1 message

Valerie George <mrs.valeriegeorge@gmail.com>

Sun, Feb 27, 2022 at 7:58 PM

To: chc@lacity.org

Cc: afine@laconservancy.org, ken.bernstein@lacity.org, lambert.giessinger@lacity.org, Art Deco Society <artdeco@adsla.org>

Dear Cultural Heritage Commission:

I am writing to express my support for the Art Deco Society of Los Angeles's nomination of the 1929 Art Deco Hoffman Candy Company building (CHC-2022-795-HCM | CEQA: ENV-2022-796-CE) at 6600 S. Avalon Blvd., Los Angeles, CA 90003 (DeCantillon Tract) as a Cultural Heritage Monument in the City of Los Angeles. The building is a stunning representation of an architectural era that defines the glitz and glamour of old LA. The architect, Charles Plummer, is responsible for many other notable buildings in Los Angeles and preserving this building would not only honor his legacy for the city, but ensure the property lives on in the pristine state it is in today. How incredible would it be to preserve the architectural heritage has for the future?

I appreciate your consideration and urge you to please vote to designate the Hoffman Candy Company building as an Historic Cultural Monument.

Regards,
Valerie George
Citizen of LA and Historical Building Enthusiast
7737 Quimby Avenue
Canoga Park, CA 91304

DAY OF HEARING SUBMISSIONS



Planning CHC <chc@lacity.org>

PROPOSED HCM: HOFFMAN CANDY CO / 6600 S. Avalon Blvd. CHC-2022-795-HCM1 message

jennifer essen <jenessen@gmail.com>

Wed, Mar 2, 2022 at 4:44 PM

To: chc@lacity.org

Cc: artdeco@adsla.org

Dear Cultural Heritage Commission:

I am the daughter of Richard Lee Hoffman whose father Elic Hoffman founded The Hoffman Candy Co. I would like to express my support for the nomination of Hoffman Candy Co. as a Historical Cultural Monument in the City of Los Angeles. I believe it qualifies as an excellent example of Art Deco or Moderne architecture and was designed by an important commercial architect, Charles Plummer.

I remember going there many times with my father—walking through the large glass doors and standing in the multi-story lobby with the light green paint, sales windows and grill work—not to mention the wonderful smells of melting chocolate and roasted nuts wafting through the air.

My father ran a successful candy business for many years until 1989 in that building. His father, my grandfather, had the foresight to build south of downtown on Avalon Blvd. in 1929 feeling that the automobile would allow business to spread to that area and take advantage of lower land prices.

My grandfather, who died when I was very young, sought out a well-known architect, Charles Plummer, to design the handsome Art Deco building on Avalon Blvd to house his candy factory. He was clearly involved in the civic progress of Los Angeles and contributed to its growth.

I am proud of what my grandfather and father accomplished and I would love to see this building recognized as a Historical Cultural Monument in the City of Los Angeles. They created an important building that should be preserved as part of the history of the City of Los Angeles.

Thank you for your consideration.

Jennifer Hoffman Essen
5117 Stoneglen Road
La Canada, CA 91011