

Date : 4/13/2020 4:36:03 PM
From : "John Girodo"
To : "jason.mccrea@lacity.org"
Cc : "Craig Bullock" , "Daniel Halden" , "Art Deco"
Subject : Hollywood-Wilcox Project - ENV-2016-3177-EIR
Attachment : ADSLA - Hollywood-Wilcox Project.pdf;

Greetings Mr. McCrea,

Thank you for accepting the Attached comment letter from the **Art Deco Society of Los Angeles**, per the Hollywood and Wilcox Project (ENV-2016-3177-EIR) 6430-6440 Hollywood Boulevard / 1624-1648 N Wilcox Ave.

Best Regards,
John Girodo
ADSLA, Board of Directors

Jason McCrea
Major Projects Section
Department of City Planning
221 N. Figueroa, Suite 1350
Los Angeles, CA 90012
(213) 847-3672
Jason.mccrea@lacity.org
(Submitted electronically)

Monday April 13th, 2020

Re: **“Hollywood and Wilcox Project”**

Case No. **ENV-2016-3177-EIR**

Addresses: **6430 -6440 Hollywood Boulevard** and **1624-1648 N. Wilcox Ave**

The **Art Deco Society of Los Angeles** appreciates this opportunity to submit comments to the Hollywood and Wilcox Project. The Project includes the Art Deco style “Attie” Building (6436-6440 Hollywood Blvd and 1646-1648 Wilcox).

Attie Building Restoration:

1. The proposed storefronts restoration is inappropriate. Design improvement is warranted.
2. Specificity of restoration work and scheduling must be determined. None is provided.

Attie Building Necessary Mitigation Measures:

1. MM3: (Cultural Resources) Alterations/Restoration/Rehabilitation shall be Monitored by a qualified Historic Architect.
2. MM2: (Cultural Resources) Preservation Plan: The Attie Building will be submitted for City of Los Angeles Historic-Cultural Monument consideration; with inclusion of Preservation Plan demonstrating Secretary of the Interior Standards-Compliant Attie Building storefront reconstruction.

The Historic-Cultural Monument nomination will be accepted by the Cultural Heritage Commission for consideration prior to the start of any demolition associated with the Hollywood and Wilcox Project, including any alterations on the Attie Building itself.

Attie Building Restoration

The Attie Building (6436 – 6440 Hollywood Boulevard) is an identified Historic Resource. Appendix D cites the listing as a 1D, being a contributing structure to the Hollywood Boulevard Commercial and Entertainment Historic District listed on the National Register of Historic Places and the California Register.

The Attie Building’s Art Deco style, designed by Henry Minton (a prolific architect for Bank of Italy/Bank of America buildings), was built in 1931. The prime period of the District ends in 1939. The Attie Building Restoration should focus on the building appearance up to 1939.

Section IV Cultural Resources of the DEIR evaluates the proposed restoration:

Conclusion: the Attie Building is eligible as a City of Los Angeles Historic-Cultural Monument.

The report FAILS to provide description of the proposed Restoration/Rehabilitation. A commitment to Restoration/Rehabilitation must be ingrained within the Project Description

Storefront on Wilcox: Page IV.B-32 of the DEIR states that no physical evidence of the storefronts exists, and no physical evidence of earlier storefronts was revealed.

In fact, photographic evidence from 1934 clearly depicts a sign band, awnings (thus confirming an awning pocket), and by implication storefront windows on Wilcox.

Storefront existed in keeping with the terra cotta pilasters on Hollywood Boulevard: the report itself shows that the structural column lines inside align with the larger terra cotta pilasters on the Hollywood Boulevard building front. This suggests that the Attie Building matched every other terra cotta building of its time period—with columns roughly 16' on center at the front of the building, likely clad in terra cotta, or located immediately behind the glass.

Photo evidence from 1933, 1934 and 1938 confirm that when the single bank tenant divided into 2 tenants, the signage split at the terra cotta pilaster line. Through 1939 the column lines came to the ground.

The Art Deco Society of Los Angeles looks forward to providing its unique expertise to the Project Developer, toward completion of the best possible outcome for the Art Deco Attie Building Restoration/Rehabilitation.

Best Regards,

Margot Gerber
ADSLA, President
artdecola.adsla@gmail.com