

Westwood South of Santa Monica Blvd
Homeowner's Association
Incorporated November 8, 1971
P. O. Box 64213
Los Angeles, CA 90064-0213

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Chairman Ed Reyes
Members Paul Koretz and Jose Huizar
Los Angeles City Council
Planning and Land Use Management Committee
ATTN: Barbara Greaves, Legislative Assistant
via email: Barbara.greaves@lacity.org

It is with great pride that the Westwood South of Santa Monica Blvd. Homeowners Association (WSSM) joins with Councilmember Koretz in advocating for the preservation of and landmark designation for the Century Plaza Hotel. This structure has been a defining part of the Century City, West Los Angeles, and Los Angeles "scene" since its completion. Its importance architecturally, socially and culturally cannot be underestimated.

As an architectural icon, the Century Plaza shines as the anchor for the surrounding Century City community that was built around it and was one of the original three structures built there. Architect Minoru Yamasaki's modernist design is an outstanding example of this genre and is worthy of preservation. Further, the fact that the Century Plaza was designed as part of a larger setting in concert with Yamasaki's design for the adjacent Twin Towers, inexorably links the properties together. The recent 2000 Avenue of the Stars project did not disrupt the relationship between these properties; it's design strengthened it in many ways.

The historical record that documents the role that the Century Plaza has played in the history of the city, the nation and the world is formidable with the Hotel having played host to countless important dinners and events. Leaders from politics, entertainment and society have all gathered at the Century Plaza over the years to celebrate, build community, and raise funds to help make dreams become reality. The hotel has been witness to world leaders, political turning points and has itself witnessed a city growing up around it.

The structure has been well-tended over time and recently benefited from a multi-million dollar improvement program. If the hospitality industry is not able to support the structure's operation as a singular hotel, perhaps it is time to explore other uses for portions of the space while PRESERVING the icon that we all respect as being an integral part of Los Angeles. There may also be opportunities to redesign landscape

schemes to better coordinate with the goals of the recent “Greening LA” paper (that is a concept for discussion and not at this time a City approved ordinance requiring specific compliance measures). Our community has long advocated for a more pedestrian-friendly Century City, but in that advocacy did not envision that others might suggest it to require the demolition of this modernist treasure.

We would appreciate the PLUM Committee’s favorable support of the Koretz motion and stand ready to support the ongoing efforts of the Councilmember, LA Conservancy, National Preservation Trust, neighboring homeowner associations and countless modernist fans to save this landmark of our times.

Sincerely,



Barbara Broide
President

cc: Paul Koretz, CD 5
LA Conservancy

Kindly let the record show that our Comstock Hills Homeowners Association strongly supports the Koretz motion urging landmark status and preservation of the Century Plaza Hotel. Not only is its design a significant example of fluid modernist style of the 1960s, but few such structures remain in Los Angeles. Architect Yamasaki's architecture is praiseworthy and to remove this fine representation would be shortsighted and tragic.

No amount of economic reasoning should prevail when dealing with the very character of a city's environment and historic past. Not only has it been a presidential setting, but a place where political activism thrived during the tumultuous sixties.

Century City developers already have entitlements to build four skyscraping towers. The proposal to add two more reaching 49 stories and 570 ft. is simply poor planning where

- The Century Plaza Hotel is a **significant cultural resource and should be treated as such in the Environmental Impact Report** for proposed redevelopment of the site.
- The Century Plaza site can be made **more pedestrian-friendly without demolishing the historic hotel**, as exemplified in the 2007 “Greening of

Century City” plan (available at <http://cityplanning.lacity.org/Urbanization/GreenCentury21/TOC.pdf>)

- [Your **own personal reasons** for considering the hotel significant] **OR** any of the following:
- The Century Plaza Hotel opened in 1966 as the **centerpiece of Century City**, a “city within a city” that heralded a bold new approach to urban design. The hotel ignited development in Century City and forged its reputation as a world-class destination.
- The hotel is **one of the earliest and few remaining original elements** of Century City.
- The 19-story hotel was designed by **renowned architect Minoru Yamasaki** (1912-1986), who would later design New York’s World Trade Center twin towers (1974-2001) and the twin Century Plaza Towers (1975). He was one of only about a dozen architects ever featured on the cover of *TIME* Magazine (in 1963).
- Yamasaki considered the Century Plaza **one of his best works**.
- The Century Plaza has been a **vital asset and cultural touchstone for Los Angeles** since it opened, through its constant use by a unique cross-section of politics, entertainment, and society.