

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

October 20, 2009

L.A. City Council President Eric Garcetti
City Council Members Ed Reyes, Dennis Zine, Tom LaBonge,
Paul Koretz, Tony Cardenas, Richard Alarcon, Bernard Parks,
Jan Perry, Herb Wesson, Jr., Bill Rosendahl, Greig Smith,
Jose Huizar, Janice Hahn

RE: Council File 09-1676

Dear Councilmembers:

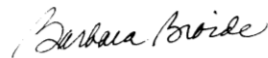
We write in strong support of our Councilmember's motion to initiate proceedings to evaluate and designate the Century Plaza Hotel building as one of the City's Cultural-Historic Monuments.

Our area lies directly to the west of Century City and we have watched Century City grow from Alcoa's original plans laid out in the 1960's. From the time that the Century Plaza Hotel was first built, it has been the center and core of the Century City community with its distinctive design and the manner in which it relates to other properties and streets in the area. It provides a presence and a scale that cannot be replaced. While developers may come with plans for other uses for this centrally located property, no plan should be considered unless it includes the preservation of the original structure (for whatever use that the City would allow and the owner should wish to pursue). While the Century Plaza Hotel structure deserves protection based upon its own attributes and the role it has played in our City's history, its value as an integral part of the larger Century City setting should also be taken into account. Without the Century Plaza, the community becomes a cluster of modern high rise buildings like any other.

One cannot allow age to be a defining determinant of value. It is fortunate that the City does not require that a building be 50 years old in order to be considered for Cultural-Historic Monument status. The evaluation and preservation of this structure should be a goal of the Council and the City. We would appreciate your most serious consideration of Councilmember Koretz's motion.

Thank you.

Sincerely,



Barbara Broide
President

cc: Mayor Antonio Villaraigosa, Patrice Lattimore, June Lagmay

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August 3, 2009

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,

A handwritten signature in cursive script that reads "Barbara Broide".

Barbara Broide
President

cc: Paul Koretz, CD 5
LA Conservancy