

>>> "Mike Eveloff" <[MEveloff@Pacbell.net](mailto:MEveloff@Pacbell.net)> 8/2/2009 1:31 PM >>>  
Ms. Greaves,

Please accept this letter on behalf of the Tract 7260 Association with regard to Agenda Item 2, File No. 09-1676 on Tuesday, August 4th, 2009.

If you have any difficulty opening the file, please let me know.

Sincerely,

Michael Eveloff  
President  
Tract 7260

# Tract No. 7260 Association, Inc.

Serving the area between Santa Monica and Pico, and Beverly Glen and Century City

[www.tract7260.org](http://www.tract7260.org)

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**President**  
Mike Eveloff

Councilmembers Huizar, Reyes and Koretz  
Planning and Land Use Committee

**Vice-President  
& Treasurer**  
Darius Gagne

Re: Agenda Item 2, File No. 09-1676

August 2, 2009

Dear Councilmembers Huizar, Reyes and Koretz

**Secretary**  
Richard S Harmetz

Please accept this letter as Tract 7260's request that you support Councilmember Koretz' motion to include the Century Plaza Hotel on the city's list of historic or cultural monuments.

**Board of  
Directors**  
Clyde Augustson  
Marie Epstein  
Michael Eveloff  
Darius Gagne  
Jim Goodman  
Michael Green  
Richard S Harmetz  
Kurt Herrmann  
Patty Hoffen  
Shirley Kiley  
Don Parker  
Mark Robbins  
Richard Smith  
C. Z. Wick  
Diane Witz

The Tract 7260 Association covers an area containing over 1300 homes. The boundaries of Tract 7260 run from Pico to Santa Monica and from Beverly Glen to Century City. Our Association has been exceptionally involved in development-related activities in West L.A. and has a deep commitment to preserving West L.A. neighborhoods.

Tract 7260 strongly urges adoption of the hotel as a historic or cultural monument pursuant to Section 22.171.10 of the Los Angeles Administrative Code.

Accept this one example from 1967 as described in a 1997 article in the L.A. Times:

*The Bloody March That Shook L.A.*

***A 1967 clash between antiwar protesters and police injured dozens, irrevocably changing the city and its politics. The panicked confrontation foreshadowed a coming national upheaval.***

*Ten thousand marchers, by most estimates, were assembling across the street from the Century City hotel. Hundreds of nightstick-wielding police--using a parade permit and court order that restricted the marchers from stopping to demonstrate--forcibly dispersed them.*

*The bloody, panicked clash that ensued left an indelible mark on politics, protests and police relations. It marked a turning point for Los Angeles, a city not known for drawing demonstrators to marches in sizable numbers.*

As can be seen from the attached stories and photos, the Century Plaza has played a pivotal role in the history of Los Angeles and the country, and there is every reason to believe that it will continue to do so.

We strongly urge you to support Paul Koretz, the councilman for the district in which the hotel resides, in his effort to preserve an important part of the history of Los Angeles and the country.

Sincerely,



Michael Eveloff  
President  
Tract No. 7260 Association, Inc.

The hotel as seen from Tract 7260 homes – present day. The hotel property is less than 500 yards from Tract 7260.





The hotel was one of the first buildings in Century City





The hotel was the site of a key war rally





Hotel construction



# The Century Plaza Hotel

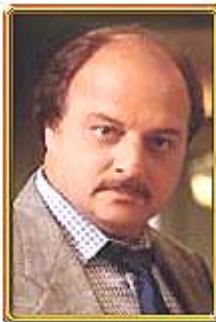
2025 Avenue of the Stars,  
Los Angeles, CA. / (310) 277-2000 or (800) 228-3000

When Presidents **Lyndon Johnson**, **Richard Nixon**, **Gerald Ford**, **Ronald Reagan** or **George Bush** visited Los Angeles, they often stayed at the *Century Plaza Hotel*, in Century City - just a short drive from [Beverly Hills](#). It was even nicknamed "*The Western White House*" during the Reagan era. As a result, it wasn't unusual to see demonstrators filling the posh Avenue of the Stars, hoping to get the President's attention - or at least make the six o'clock news. In June of 1967, over 10,000 protesters filled the streets outside the hotel, marking President Johnson's attendance at a fund-raiser. President **Bill Clinton** usually prefers to stay at the homes of his Hollywood friends, but he's stayed here several times too, and he delivered the keynote address to

the National Education Association at the Century Plaza, with **Elton John** and **Rod Stewart** entertaining on stage.

The Century Plaza is a grand hotel, its nineteen stories forming a sweeping crescent fronting the spectacular fountains on Avenue of the Stars. Outside, the hotel doors are manned by men in bright red Beefeater jackets (somewhat resembling members of the Vatican Swiss Guard).

The hotel was built in 1964, on what was formerly the backlot/movie ranch of [20th Century Fox Studios](#) (which still maintains its studio nearby, albeit in a smaller space).



And as host of various social affairs and award dinners throughout the year, the hotel recently saw such celebrity guests as **Meg Ryan**, **Sharon Stone**, **Tom Hanks**, **Magic Johnson**, **Burt Reynolds**, **Jane Seymour**, **Robert Stack**, **Dennis Franz**, **Tommy Lasorda**, **Barbara Eden**, **Roy Rogers** and



**Dale Evans**. Other celebs who have passed through the Century Plaza's doors include **Cary Grant**, **Bob Hope**, **Irene Dunne**, **Debbie Reynolds**, **Jack Benny** and **the Supremes**.



In 1969, Nixon hosted the **Apollo 11 Astronauts**, at a party here celebrating Man's first landing on the moon. In the 70's, **Marilyn McCoo** and **Billy Davis, Jr.** of the **Fifth Dimension**, were married and took off in a hot-air balloon from the Century Plaza Hotel parking lot ("*Up, Up, and Away*"). In 1980, the Victory Party in honor of newly-elected President **Ronald Reagan** was held in the Los Angeles Ballroom (as was his re-election party in 1984). In 1995, former Columbia Studios president **David Begelman** (\*) committed suicide in a room at the Plaza.

In 1984, the hotel opened the new, 30-story tower on the hotel's south side has added 322 additional posh guest rooms, for a total of over 1,046 rooms. Reagan was their first guest at the hotel's new addition, but the 8,000 square foot Plaza Suite (the largest suite in Southern California) also played host to the Presidents of China, Korea, Algeria, Sweden, Hungary, Ecuador and Cameroon. In 1999, the suite was formally renamed the "Ronald Reagan Penthouse," complete with photos of the former President. The rate? \$5,000 a day.



President and Mrs. Reagan acknowledge the applause of the crowd at the \$1,000 a plate fund raising dinner at the Century Plaza Hotel May 25, 1982. The president spoke at the dinner on the first day of his six day stay in Southern California. (UPI PHOTO/Mal Langsdon/FILES) | License Photo | [Permalink](#)



## **President Reagan Looks at Watch During Speech**

President Reagan looks at his watch during a speech before a large gathering of Republicans that paid \$1,000 a plate to hear him speak at the Century Plaza Hotel. Reagan left for his ranch outside Santa Barbara after the speech. (UPI Photo/Mal Langsdon/FILES)





C36694-27, President Reagan throwing paper airplane off the balcony at Century Plaza Hotel, Los Angeles, California. 8/29/86.

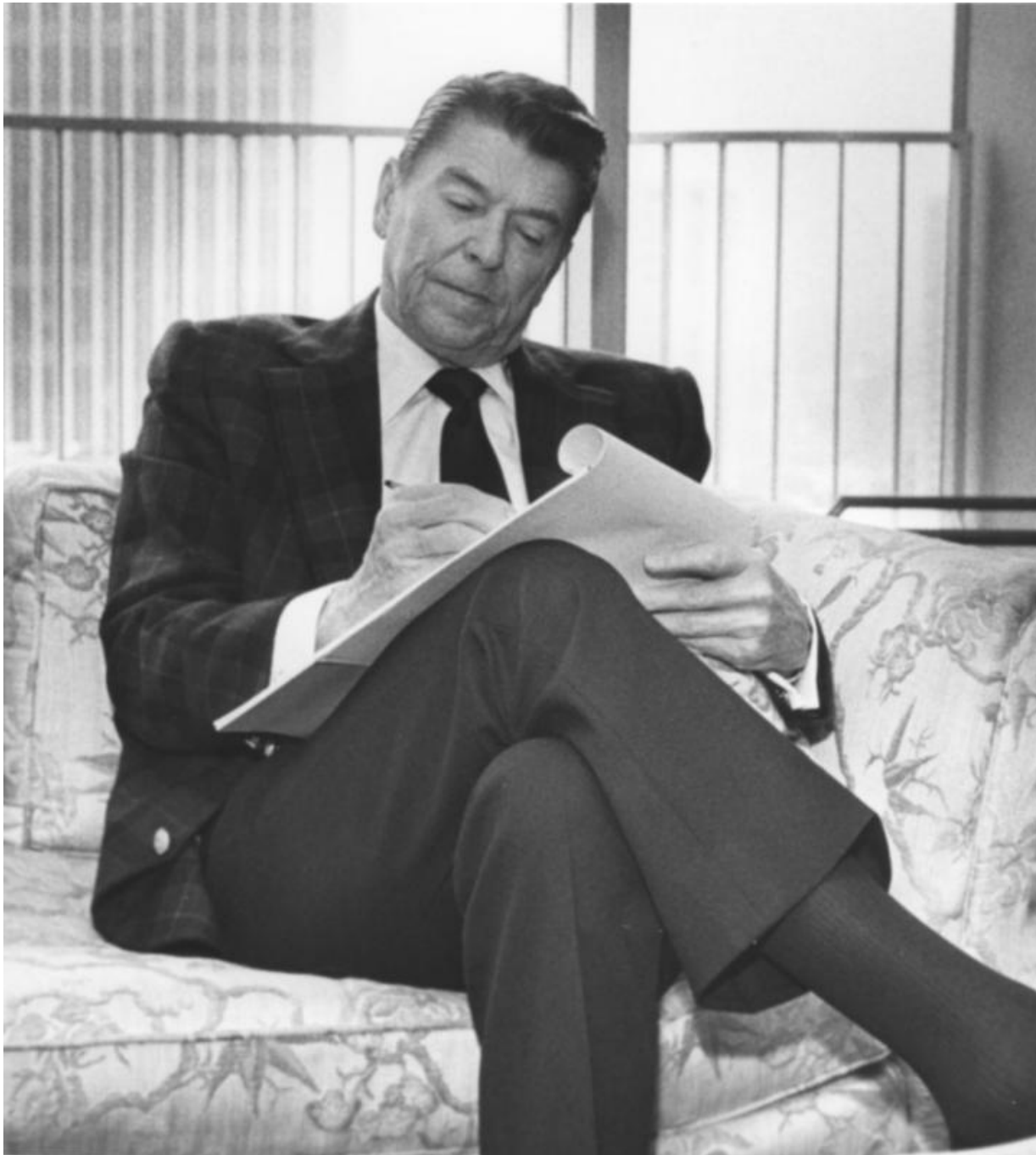


C42273-10A, President Reagan looking at a puppet Howard Baker is holding in his Century Plaza Hotel suite in Los Angeles, California. 8/28/87.



President Ronald Reagan gives a thumbs-up to supporters at the Century Plaza Hotel in Los Angeles as he celebrates his re-election, Nov. 6, 1984, with first lady Nancy Reagan at his side. Reagan's win over Walter Mondale, 525 to 13 in the electoral vote and 59 percent to 41 percent in popular votes, was unquestionably a landslide election. (AP Photo/File)





## **President Reagan Works on State of the Union Address**

President Ronald Reagan works on his State of the Union address in his suite at the Century Plaza Hotel here December 30, 1981, prior to his departure for Palm Springs where he will be spending New Year's Eve on the 200-acre estate of publisher Walter Annenberg and his wife. (UPI Photo/Rich Lipski/FILES)

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JOY BRYANT • HON. GIL CEDILLO • CONTROLLER JOHN CHIANG • ZOOEY DESCHANEL  
LAUREN SHULER DONNER & RICHARD DONNER • SHEPARD FAIREY • HON. DEAN FLOREZ  
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**8:01PM – 2:00AM • FREE ADMISSION**  
at **THE HYATT CENTURY PLAZA HOTEL**  
2025 AVENUE OF THE STARS, LOS ANGELES 90067

PLEASE RSVP TO <http://ca.barackobama.com/ElectionNightLA>

To join the host committee, please contact Samantha:  
tel: (818) 590-6859 email: [smillman@millcoinv.com](mailto:smillman@millcoinv.com)

PAID FOR BY THE CALIFORNIA DEMOCRATIC PARTY



Governor Ronald Reagan and President Gerald Ford at the Century Plaza Hotel, in Los Angeles, October 31, 1974. *Photograph by David Hume Kennerly.*



June 23, 1967



Nixon at the Century Plaza



June 23, 1967: Antiwar protesters march toward the Century Plaza Hotel

## **The Bloody March That Shook L.A.**

**\* A 1967 clash between antiwar protesters and police injured dozens, irrevocably changing the city and its politics. The panicked confrontation foreshadowed a coming national upheaval.**

**June 23, 1997**

By KENNETH REICH,  
TIMES STAFF WRITER

The war at home over Vietnam had yet to explode in mid-1967. Five hundred American soldiers were dying every month, yet 40% of Americans still supported sending more men.

So 30 years ago tonight, when a coalition of 80 antiwar groups staged a march to the Century Plaza Hotel where President Lyndon B. Johnson was being honored, Los Angeles Police Department field commander John A. McAllister expected 1,000 or 2,000 protesters.

"When the mass of humanity came up Avenue of the Stars and over the hill, I was astounded," he recalled. "Where did all those people come from? I asked myself."

Ten thousand marchers, by most estimates, were assembling across the street from the Century City hotel. Hundreds of nightstick-wielding police--using a parade permit and court order that restricted the marchers from stopping to demonstrate--forcibly dispersed them.

The bloody, panicked clash that ensued left an indelible mark on politics, protests and police relations. It marked a turning point for Los Angeles, a city not known for drawing demonstrators to marches in sizable numbers.

The significance of the evening lay not simply in the 51 people who were arrested and the scores injured when 500 of the 1,300 police on the scene pushed the demonstrators into, and then beyond, a vacant lot that is now the site of the ABC Entertainment Center.

Far more powerfully, the Century Plaza confrontation foreshadowed the explosive growth of the national antiwar movement and its inevitable confrontations with police. It shaped the movement's rising militancy, particularly among the sizable number of middle-class protesters who expected to do nothing more than chant against Johnson outside the \$1,000-a-plate Democratic Party fund-raising dinner and were outraged by the LAPD's hard-line tactics.

Johnson rarely campaigned in public again, except for appearances at safe places like military bases. Within nine months, opposition to the war grew so strong that he shelved his reelection campaign. White liberals in Los Angeles, meanwhile, began to complain about excessive force by the LAPD, a subject traditionally raised only by black and Latino residents.

By the next summer, when Chicago police beat demonstrators in the street outside the 1968 Democratic National Convention, the country was at war with itself. In retrospect, the Century Plaza demonstration was one of the earliest battlegrounds.

"The importance of this demonstration cannot be underestimated, in terms of its relevance to the LAPD, to the magnitude and effectiveness of the antiwar movement and to what kind of public appearances President Johnson would risk in the future," said McAllister, now retired at 73.

Coming less than two years after the Watts riots, the Century Plaza incident provoked another important test of Los Angeles police-community relations that would reverberate for decades.

### **Opposing Recollections**

Police to this day say the decision of perhaps 100 demonstrators to sit down on Avenue of the Stars forced their hand. With hostility in the crowd rising and a bulge in the marchers' ranks forming opposite the hotel, police say they thought that the demonstrators were becoming a mob and might storm the hotel.

"This should be remembered as one of the most significant moments in the history of the LAPD," said McAllister. "If we failed to control the crowd and the president was forced to flee the city, we would no more have lived it down than Dallas did the assassination of Kennedy."

# Emotional Talks Stir March by Protesters

Johnson Denounced as 'Worse' Than Hitler and 'Culprit' in Wasting American Lives

BY DICK MAIN

Times Staff Writer

A picnic-like aura among peace demonstrators who danced and carried flowers ended abruptly at Cheviot Hills Playground Friday night when emotion-charged speeches sent the protesters marching to the Century Plaza.

President Johnson was denounced by one speaker as "worse than Hitler" and the "culprit" in wasting American lives "on the blood of other countries."

Cassius Clay, world heavyweight boxing champion who was stripped of his title when he failed to enter the military service and later was convicted of draft evasion, signed hundreds of draft cards presented by demonstrators.

The crowd's mood shifted to anger when restraining order papers were served on sponsors of the parade against demonstrators moving on property of the hotel while Pres-

He also compared the President to Hitler, saying: "I can't believe Lyndon Johnson is more humane than Hitler. Hitler gassed people to death. Lyndon Johnson sends them to death."

Irving Sarnoff, chairman of the Peace Action Council which joined the Student Mobilization Committee in sponsoring the march, charged that America's violence in Vietnam created violence at home in the battle for civil rights.

## Guitarist Plays

Antiwar songs and others with double entendre allusions to the President and his family were presented by guitarist Barbara Dane.

Dr. Benjamin Spock, an authority on baby care and an active pacifist, said he was impressed by the al-

## CLASH OUTSIDE HOTEL

# 'Mad Scene' Unfolds as President Dines

BY JOHN KENDALL

Times Staff Writer

While President Johnson dined at a \$1,000-a-couple dinner Friday night, a "mad scene" unfolded outside the luxurious Century Plaza Hotel.

Hundreds of police officers confronted thousands of demonstrators who collected before the hotel and refused broadcast orders to:

"Disperse or you will be arrested. This is an unlawful assembly."

Motorcycles moved in, forcing sections of the crowd back, and platoons of officers stepped forward, shoulder to shoulder, holding batons before them with two hands.

## Force Crowd Back

The object was to force the crowd back, break it up, and move the thousands into an empty lot across from the hotel and down two adjacent

lying on the ground. Some were bleeding.

One woman, in her 30s, yelled at police: "I'm the mother of five children. You SOB's. Why do you push us around?"

A police captain kept urging the officers who held together in a single line, "Pass the word down. Move them to Pico."

## Rip Off Badges

Rocks and pieces of wood rained on police. Some of the spectators spat on the officers, ripped off their badges and stoned them.

Broken, the crowd streamed away before the pressure. A number of the demonstrators sat down on Olympic Blvd., blocking traffic in both directions.

Police moved in with clubs. Two youths lay unconscious in the street.

"It was a hell of a mess for a while," said a veteran press photographer









**DEMONSTRATORS MASS**—Antiwar protesters fill Motor Ave. as they start march toward Century Plaza Hotel where  
T





**CLEAR THE STREET**—Lines of policemen clear Ave. of the Stars of spectators at Century Plaza.

**AT CENTURY PLAZA****The Anti-War March  
---What DID Happen?****BY JERRY COHEN***Times Staff Writer*

At twilight, the first wave of marchers came over the hill, a hump-backed overpass which carries the Avenue of the Stars across Olympic Blvd.

To those watching the tide of men, women and children descending the east side of the broad avenue toward the Century Plaza, the sight was unforgettable. No matter where his sympathy lay, no observer could have remained unaffected.

The marchers advanced slowly, steadily and, in the view of most impartial witnesses present, were orderly.

Most carried a sign, effigy or card protesting the Vietnam war.

The marchers wore all manner and color of dress. Some doctors, nurses and dentists wore white gowns. Little girls in bright dresses skipped along beside their parents. Women of high fashion strode beside the hippie-clad.

**Impressions of Demonstrators**

To thousands of other demonstrators, plus mere spectators, lining the east walk opposite the hotel, the sight was exhilarating; many cheered and sang.

To hundreds of policemen facing the waiting throng the first view of the marchers signaled that the moment for which they had been

The following story and others in today's Times draw upon the experiences of nine staff members who covered the June 23 demonstration at the Century Plaza, as well as the views of many demonstrators and police officers, in an attempt to bring perspective to a highly complex occurrence.

and security during an extremely serious situation."

But demonstrators by the hundreds would reply with indignation that the protest never was intended to so much as inconvenience Mr. Johnson.

At 8:01 p.m. Friday, June 23, President Johnson entered the Century Plaza via a side entrance after alighting from a helicopter in a parking area out of sight of the throngs.

Almost simultaneously, Inspector John A. McCallister, field commander for the Police Department's "Operation Century '67," put into effect a tactical alert.

McCallister, head of Area No. 4's



1968 *Richard Nixon, Century Plaza Hotel, Los Angeles* from the portfolio *Big Shots*



## **Arnie is Governor**

Washington, October 8

Hollywood action hero Arnold Schwarzenegger, was today elected as California's Governor ousting the Democratic incumbent Gray Davis in the state's unprecedented recall election.



California gubernatorial candidate Arnold Schwarzenegger is surrounded by confetti as he celebrates his win in the California recall election at Hotel Century Plaza in Los Angeles on Tuesday. — Reuters photo

## Program Guide - Hyatt Regency Century Plaza Hotel

*The*  
**Century Plaza**  
*Hotel*

**HYATT**  
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### 30th Anniversary Exhibits

In 1996, we curated, designed and produced exhibits for the Century Plaza Hotel in honor of their 30th Anniversary. The exhibits debuted at a special event commemorating this milestone.

The exhibits chronicle a period beginning in 1926 when William Fox began construction of 20th Century Fox's "Talking Studios" and continue through 1996. The glamour of Fox films and its stars, the sale of its back-lots, the development of Century City and the remarkable history of the Century Plaza are all showcased. We organized the internal media resources of the Hotel and researched images from six Presidential libraries, the White House, NASA, 20th Century Fox, the Century City Chamber of Commerce and independent photographers to produce this program.

The original black and white images were hand-tinted, bringing the pictures "back to life" and blending into the hotel's sophisticated color palette. Descriptive narratives telling the story behind the image was integrated with the exhibits.

### Hotel Background

The Century Plaza is a grand hotel, its nineteen stories forming a sweeping crescent fronting the spectacular fountains on Avenue of the Stars. Construction began in 1964, on what was formerly the backlot/movie ranch of 20th Century Fox Studios, and was completed in 1966.

## Century Plaza Hotel



### Rotunda Exhibit in Main Lobby Area

Exhibit on 20th Century Fox Studios (left) and the development of Century City and the Century Plaza Hotel

#### **Fox Movietone Studios**

Begun in 1926, Fox MovieTone City Studio catapulted Hollywood's film industry into the era of "talking pictures". Founded by William Fox, the studio featured giant state-of-the-art sound stages, lush gardens and private bungalows for its stars.

Its 'star' factor included matinee idol, Tyrone Power and the diverse appeal of Shirley Temple and Marilyn Monroe. Add to this the elaborate sets constructed on the studio's "backlots" which earned 20th Century Fox the reputation as the "country club" of studios.

## Century City is Born

Most of the 260 acres of 20th Century Fox were devoted to its famous "backlot" sets that characterized the films of the 1930's, 40's and 50's. In 1961, the "backlots" were bulldozed to make way for the development of Century City, ending an era in motion picture history.

Ed Carlson, Minoru Yamasaki and Harry Mullikin at the ground breaking ceremony of the Century Plaza Hotel on January 28, 1964

The Century Plaza Hotel opened its doors June 1, 1966 and on the 5th debuted with a lavish event hosted by Bob Hope called the Century Ball. At the time it was heralded it as 'The World's most beautiful Hotel.'

## Dinner of the Century, 1969

The "Dinner of the Century", at the Century Plaza Hotel in the Los Angeles Ballroom, honored the successful return of the first Astronauts to reach the Moon. It was hosted by Richard Nixon.

The NASA Space Program initiated under President Kennedy culminated on July 20, 1969 with Apollo XI's successful landing on the moon. To recognize the individual and collective achievement of the mission, President Nixon conceived a great state dinner to be held at the Century Plaza Hotel.

The astronauts' safe return was celebrated by 50 members of Congress, 44 state governors and ambassadors representing 83 countries from around the world. Broadcast live on all three television networks, the event remains the most elaborate and memorable state dinner held on the West Coast.

Astronaut Edwin E. Aldrin, Jr.  
Lunar Module Pilot, Apollo XI

Astronaut Neil A. Armstrong  
Commander, Apollo XI

Astronaut Michael Collins  
Command Module Pilot, Apollo XI

## THE WESTERN WHITE HOUSE

Before opening in 1966, the Century Plaza Hotel consulted the Secret Service regarding hotel security. The request was unprecedented, but typical of the Hotel's commitment to service. Kings, queens and dignitaries have visited the Century Plaza Hotel.

The Hotel has hosted every U.S. President since Lyndon Baines Johnson. During his administration, President Reagan stayed at the Hotel so often that the press dubbed it the "Western White House".

Honoring this relationship, the Century Plaza Hotel re-named the largest suite in the Hotel the Ronald Reagan Suite in 2000. This suite was crafted to reflect the styles and preferences of the Reagan's, drawing reference from the design team responsible for the interior design of the White House and the Reagan's private residences. The Suite consisted of the entire 32nd floor of the Tower, and included an extensive exhibit on the personal, political and acting career of the Ronald Reagan, as well as some of his favorite Oliphant cartoons and the requisite Presidential Jelly Beans.



## Celebrity Visitors

Interchangeable display of famous guests

Business Image Group created these large display cases for arranging rotating displays of celebrities visiting the hotel. Each case holds eighteen images of visiting celebrities, floating on 100% silk with raised brass stars. The framing is an elegant 4" gold-leaf molding that complements the Hotel's decor.

Each case can be opened by staff using a special key hidden on the bottom of the frame.



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## The Tower - now the St. Regis Hotel

The model shows the original plan for a second building of 1100 rooms as designed by Minoru Yamasaki in 1963. This design featured a continuation of the curve of the original Century Plaza Hotel forming a broken "S." The twin towers of Century City were designed as symmetrical three-sided structures and were very much in concept like the World Trade Center in New York, also designed by Minoru Yamasaki.





## Promotional Articles

Newsletter produced by the Century Plaza Hotel to promote its 30th Anniversary, featuring Nancy and Ronald Reagan, then Governor of California, arriving at the Hotel for one of its opening events in 1966

# LOS ANGELES

GUEST INFORMANT



## Greetings

*Join the Century Plaza Hotel and Tower.*  
We are delighted that you have chosen to stay at our hotel during your visit to the Los Angeles area.

Since 1936 the Century Plaza has had the opportunity to play a vital role in the growth and development of one of America's premier planned communities - Century City. In June of 1966, we celebrated the hotel's 30th Anniversary by dedicating a permanent photographic exhibit which commemorates the great events which were staged on this site, the development of Century City, the President's many stays and other personalities who have been a part of the exciting daily life at the Century Plaza since our opening. You will find our exhibit on the concourse, between the lobby level of the Century Plaza building and the Century level of the Tower.

The Century Plaza has always had a reputation for being an innovative, "cutting edge" hotel. Back in '36, we began this tradition by being the first hotel in the U.S. to have color televisions in every room. To showcase the pioneering technologies that will impact hotels and homes in the future, we recently created the "Cyber Suite." Voice command, environmental systems, flat panel phone TV, Internet radio-conferencing and virtual reality games are all integrated with a very traditional, residential floor plans in the bottom two floors at the left. We are excited about the benefits these technologies will provide to our guests' experiences in the future. If you would like to read more about the Cyber Suite, please visit our web site at Internet: <http://www.centuryplaza.com>.

One thing that has not changed in 30 years is the commitment of the Century Plaza staff to ensure that each of our guests experience the finest service and has a wonderful stay. It may be low tech and old fashioned, but we know that warm smiles and prompt courteous attention to our guests' requests are the amenities that will continue our success into the future.

  
**Jim Petrus**  
MANAGING DIRECTOR

# Century Plaza NOTES

## THE CENTURY PLAZA. A LOOK BACK.

**THE CENTURY PLAZA CELEBRATES  
THIRTY YEARS AS  
L.A.'S GREATEST PERFORMANCE.**



**June 1, 1966.**  
Governor and Mrs. Ronald Reagan are welcomed by Century Plaza Bellman services in "The Century Ball." An exciting party in the Los Angeles Ballroom. A health fair at the Century Plaza, the most well-attended event in the history of the hotel. The most well-attended event in the history of the hotel. The most well-attended event in the history of the hotel.

**1996 MARKS THE CENTURY PLAZA'S 30TH ANNIVERSARY.** To celebrate, we're taking a look back to the remarkable events surrounding the hotel's historic opening.

June 1, 1966, marked the advent of a new era for Century City with the Grand Opening of the Century Plaza Hotel. The landmark property, founded as "The World's Most Beautiful Hotel," quickly became the address on Avenue of the Stars.

In addition to hosting some of Hollywood's most lavish galas, the Century Plaza entered the world as a true pioneer in the hotel industry. The first hotel to offer color television and electric blankets in each of its guest rooms, as well as 24-hour room service and high-speed elevators, the Century Plaza really became an icon of excellence. Throughout the years, the Century Plaza has preserved its reputation for excellence and service, hosting some of the world's most celebrated guests.

Without question, two of the most notable guests listed in the Century Plaza register are Ronald and Nancy Reagan. Since the hotel's Grand Opening in 1966, the Reagans often attended social events and celebrity galas, as well as staying at the world-famous property. With the addition of the Tower, the Reagans were not only its first guests to check in, but returned frequently to stay in the Tower's renowned Plaza Suite. During his Presidency, President Reagan often made the Tower his Western Headquarters on visits to the West Coast.

In honor of our 30th Anniversary Celebration, not only will we take a look back, but we will also take a look ahead to the future. As we enter the next thirty years, the Century Plaza plans to continue to be at the forefront of the hotel industry. The introduction of innovative and creative technology is just a sampling of what lies ahead.

We invite you to join us as we celebrate our thirty years in the making and the next thirty years to come. Enjoy the show!

Support for Koretz Motion Agenda Item 2, File No. 09-1676

Minoru Yamasaki's enormous Century Plaza hotel (1961-66) was conceived at an entirely new scale, anchoring the western edge of Century City, a vast new office park on the backlots of a major studio. There, in Welton Becket's master plan, clustered high-rises sat above a huge mound of garage space, isolated on a rectangular platform of their own, for the first time breaking the linear tyranny of the fifty foot boulevard street fronts that had determined the city's business zones for over forty years.



*Carlos Diniz: Century Plaza Hotel - Lower Level View, 1964  
Minoru Yamasaki & Associates Arch.  
Silkscreen on paper*