

## Communication from Public

**Name:** Mike Callahan  
**Date Submitted:** 04/06/2026 05:56 PM  
**Council File No:** 26-0280  
**Comments for Public Posting:** Thank you for this opportunity to provide comments regarding the Hollywood Center Motel. Please see attached.

Case No.: CHC-2025-6242-HCM  
Environmental No.: ENV-2025-6243-CE  
Project Name: Hollywood Center Motel  
Project Address: 6714 - 6724 West Sunset Boulevard  
Hearing Date: April 14, 2026  
Council File No.: 26-0280

Thank you committee members for this opportunity to provide comments. My name is Mike Callahan and I'm writing as a concerned citizen, a life-long resident of CD-13, and as a member of the Hollywood Heritage Preservation Committee.

The HCM nomination submitted by Hollywood Heritage focuses on the pre-consolidation Queen Anne house built in 1901, the 1920 bungalows, the block wall along Sunset Blvd, and all of the signage that collectively represents the Hollywood Center Motel. The nomination addresses the character-defining features of the buildings and signage.

However, prior to the CHC hearing, owner neglect led to the loss of the Queen Anne house and one of the bungalows. This created an awkward situation for the CHC where they were voting to approve a nomination for a building that did not exist. Their compromise solution was to limit the designation to the block wall and signage. I believe they should have done more.

The HCM application suggests that additional research is required regarding the Motel's close relationship with the music industry. There is also a cultural relationship between the motel and the two sites to the east that represents the changing arc of business in the area. I propose that the remaining buildings located on the Hollywood Center Motel site, absent the Queen Anne house and northernmost single-family dwelling, and the area east of the motel, represent an historic "Center" of cultural significance to the Hollywood community.

Hollywood Blvd, the "Walk of Fame," the "5th Avenue of the West" was never the "Center" of Hollywood for the working-class people who worked behind the camera and microphone. Hollywood Blvd was for the "stars" to go shopping and to be seen.

Sunset Blvd was the place for script writers, character actors, voice talent, and musicians. Sunset Blvd was movie lots and recording studios. Sunset Blvd was the street where the "product" was made, be it film or audio entertainment in all forms, and the Hollywood Center Motel sat at that center.

Ernest A. Forssgren was the owner of the property in 1952 when what we know today as the Hollywood Center Motel began to take form. In prior years, the dwellings housed long-term tenants as well as businesses that served the film, radio, and television industry. Most notable business tenants included the Susevelt Studio (voice training), a health studio, the Ann Meridyth

Beauty Salon, the Donato Theatrical Arts studio (body slimming), the Elenta Lindi studio (voice training), and the Williston Art Studio (graphic illustration).

Forssgren also owned the adjacent property to the east, the site of the Hollywood Center Theater. The theater was built in 1922 by the Hollywood Writers Club, which occupied the 2-story residence that sat to the north, closer to Sunset Blvd. The Hollywood Writers Club was the social arm of the Screen Writers Guild. While the Screen Writers' Guild was open only to scenario writers, the Writers' Club membership was open to anyone working in the Hollywood community.

The club occupied the clubhouse and theater space until 1937 when they relocated to another building in Hollywood. Subsequent tenants included the restaurant "Sunset Arbor," the Duncan Sister's Music Hall, the Hollywood Guild Officers Club, and Dixon McCoy's recording studio.

In early 1951, the site was advertised as the Don Martin School of Radio and Television Arts and Sciences. Later in the year, the 2-story residence was demolished, the lot split, the theater sold to Forssgren, and the theater entrance modified to face Las Palmas Ave.

With the Hollywood Center Motel and Hollywood Center Theater under common ownership, it is not surprising to find some degree of commonality between the two. In the late 60s and 70's, musicians would often stay at the Motel while rehearsing at the adjacent Theater.

Record producer David Briggs recalled that by the early 1970s, Neil Young and his band Crazy Horse found themselves staying at the Hollywood Center Motel. Bands would often stay in the back two-story dwelling [extant] and rehearse in the theater which served as auditorium space.

Road manager and author Mark Amans in his book "Where the Action Was" wrote "There was a large building behind the motel where groups used to rehearse, so there was always rock 'n' roll being played. One day I woke up and heard Buffalo Springfield rehearsing. Dewey Martin, who I talked about earlier as being the first drummer for Kris Kristofferson, was in the Buffalo Springfield, and so was David Crosby."

Mark Amans continues: "I have a lot of fond memories of the Hollywood Center Motel. Mom always had pictures of the groups that had stayed there in the office, on the wall, and there were a lot of them, including the Raiders [ed: Mark was road manager for Paul Revere & the Raiders]."

Ellis Amburn in her book "Pearl" writes about lead singer Janis Joplin and the band Big Brother and the Holding Company travelling south to Los Angeles to finish their first album. Unable to find lodging on the Sunset Strip, they rented a room with five beds at the Hollywood Center Motel for fourteen dollars a night.

Based on this cultural history, I feel it would be fitting to designate the five remaining buildings, the pool, the block wall, the pole sign, and the site as a cultural monument to the true "Center" of Hollywood. With the site so designated, we can then look at reactivating the "Center" as a viable living space for low-income families and individuals.

In addition, several historic residential buildings that sit to the north of Sunset Blvd need a new home. These homes will be demolished if a viable open site within Hollywood is not found soon. The Hollywood Center Motel, absent the Queen Anne house and single-family dwelling, can serve as their new home, but it will take designation to make this happen.

Therefore, I ask you today to reject the limited approval of the block wall and signage as historic and instead designate the entire site. The site is culturally significant and should be preserved.