



The Historic Core of Hollywood is in **serious jeopardy** due to a vote of City officials that takes place on **April 24, 2023**. **There is still time to change Hollywood's fate. Please act now by SPEAKING UP FOR HOLLYWOOD.** We can retain our beloved icons of Hollywood and have quality of life for residents, while still expanding Hollywood's housing inventory – all without touching a single historic building.

HELP SUPPORT A BETTER PLAN:

We need **letters** sent to the City immediately AND we need as many people as possible to **attend** the in person Planning and Land Use Committee Meeting on April 24 at 1:00 PM. We have to **STOP** the proposed Hollywood Community Plan Update from being voted in. **It will be in place for 20 years and DOES NOT PROTECT HISTORIC BUILDINGS.**

The Hollywood Community Plan Update is a blueprint for how land gets used in the Hollywood area. Hollywood Heritage, the Los Angeles Conservancy and the Office of Historic Resources have a better proposal.

The Planning and Land Use Committee (also known as PLUM) will meet to vote on the extremely flawed proposed plan on:

MONDAY, APRIL 24, 2023 at 1:00 PM.
at CITY HALL, 200 N. Spring Street in downtown Los Angeles.

We Need You to Attend on Behalf of Preservation!

Additional details about the meeting can be found [below](#) the letter writing information.

It is crucial that we have a contingent there to speak for one minute each, to ask for changes. As you can imagine, it is difficult to get people to City Hall in the middle of a weekday.

It is very important to have our issues voiced, as there will be many people who have been wrangled by the opposition, to attend in person to support the flawed plan.

If you are able to attend, please email us at HollywoodHeritage1980@gmail.com to let us know.

IN ORDER TO SPEAK UP FOR HOLLYWOOD AT THIS MEETING, YOU NEED TO APPEAR IN PERSON AT CITY HALL.

ABOUT THE MEETING (DIRECT FROM THE CITY)

The Hollywood Community Plan Update is expected to be considered at a Special Meeting of the City Council's Planning and Land Use Management (PLUM) Committee on Monday, April 24, 2023 at 1 p.m. The agenda for the PLUM Committee's meeting can be accessed 24 hours prior to the meeting online at clerk.lacity.gov/calendar in compliance with the Brown Act. To access materials, including the [Director of Planning's Supplemental Memo to the PLUM Committee](#), and to sign up for further email updates about the project, access [Council File No. 21-0934](#).

Please be advised that the PLUM Committee resumed in-person meetings in April. Members of the public who wish to offer public comment to the PLUM Committee at this meeting may do so in-person. If you are unable to appear at this meeting, you may submit your comments online through the City Clerk's [Public Comment Form](#).

CAN'T MAKE THE MEETING?

YOU STILL CAN ACT RIGHT NOW, BY SENDING A LETTER THROUGH THE ONLINE PORTAL, TO EXPRESS YOUR OPPOSITION TO A PLAN THAT WILL HAVE A NEGATIVE IMPACT ON HOLLYWOOD.

DO I LIVE IN THE COMMUNITY PLAN AREA?

The districts that are part of the Hollywood Community Plan Update are Council Districts 4, 5 and 13. See below for details on the PLUM Commissioners and the Council Districts.

YOU DO NOT HAVE TO LIVE IN HOLLYWOOD TO COMMENT.

WHAT TO SEND:

Below is a letter that you can send. If you would like to personalize it, because you live or work in the area, are inspired by Hollywood history, historic architecture, etc., please add it to the bottom of this email. The word limit in the online portal is 5,000 words.

You will have to give your email address, though not your name. Your email is used to verify that you are a real person. Your letter will be attached to the case file and will be accessible on the City's website.

- Copy and paste the letter below.
- Add your own comments to the bottom.
- [Click](#) to open the online portal to submit. The system will send you an email. You must click on the link in that email, to verify your submission. It will not go through until you complete this step.
- Send the same comments by email to the list of officials below the letter. We put them in a list for you, so all you have to do is copy and paste!

SAMPLE LETTER BELOW

Dear Members of the PLUM Committee:

I feel strongly that the Hollywood Community Plan Update **CF-210934** recommended by City Planning must be revised.

I support Hollywood Heritage, the Los Angeles Conservancy, and the City's own Cultural Heritage Commission's proposed alterations to the Plan. Specific changes missed by City Planning should be made. Back the recognition of our world-renowned treasures with real action now, not sidelined to "goals" or "future implementation." The most famous part of Los Angeles, and the place with the landmarks of the highest level of national importance, should not be getting treatment substandard to our local landmarks. That is what is in the Plan now.

Not a single historic building or district needs to be lost to meet the housing goals set forth in this Plan. Pitting housing against preservation is mistakenly at the center of the Plan, and is the critical but correctable mistake of the CPIO. Rolling back years of earned historic building protections in the "redevelopment repeal" Ordinance is buried in the Plan, and is completely unnecessary.

The built legacy of Hollywood is irreplaceable and can be profitable if historic resources are supported by our City through adaptive reuse and clever urban design. CPIO affordable housing density bonus incentives should be in effect where there are NOT historic buildings. The City's economic study says they can work-in the lower density areas east of central Hollywood.

We have already lost much of the character of this unique Los Angeles neighborhood. Please vote to change the Plan in accordance with Hollywood Heritage, the Los Angeles Conservancy, and the Cultural Heritage Commission to sensibly promote what is left, not bulldoze it.

Sincerely,

YOUR NAME & ADDRESS (optional)

EMAIL YOUR LETTER TO MORE

DECISION-MAKERS

When you finish posting your comments through the PLUM Committee's portal, you can expand your impact by emailing the same letter to the PLUM Committee members and District Councilmembers responsible for the Hollywood Community Plan Update. We have included phone numbers if you prefer to call their offices instead.

They need to hear about our plan for an alternative.

COPY AND PASTE THESE EMAILS TO SEND YOUR LETTER:

councilmember.soto-martinez@lacity.org
councilmember.rodriguez@lacity.org
councilmember.yaroslavsky@lacity.org
councilmember.Lee@lacity.org
cd10@lacity.org
contactCD4@lacity.org
councilmember.soto-martinez@lacity.org
emma.howard@lacity.org
Dylan.Sittig@lacity.org
Mashael.majid@lacity.org
Meg.healy@lacity.org
HollywoodHeritage1980@gmail.com

WHO ARE THE "PLUM" COMMITTEE MEMBERS?

PLUM is a sub-set of City Council. Los Angeles has 15 districts. Councilmembers sit on various committees during their time in office.

Councilmember [Marqueece Harris-Dawson](#), Chair, CD-8
(213) 473-7008; Rm 450

Councilmember Monica Rodriguez, CD-7
councilmember.rodriguez@lacity.org
(213) 473-7007; Rm 455

Councilmember Katy Yaroslavsky, CD-5
councilmember.yaroslavsky@lacity.org
(213) 473-7005; Rm 440

Councilmember John S Lee, CD-12
councilmember.Lee@lacity.org

(213) 473-7012; Rm 405

Councilmember [Heather Hutt](#), CD-10

(213) 473-7010; Rm 420

THESE ARE THE DISTRICTS THAT HAVE A STAKE IN THE HOLLYWOOD COMMUNITY PLAN:

CD-4: Councilmember [Nithya Raman](#)

(213) 473-7004; Rm 415

CD-5: Councilmember [Katy Yaroslavsky](#)

(213) 473-7005; Rm 440

CD-13: Councilmember [Hugo Soto-Martinez](#)

(213) 473-7013; Rm 480

HOLLYWOOD COMMUNITY PLAN BACKGROUND

This “Community Plan” establishes the changes to “zoning” for the next 20 years. Zoning is what controls the allowable density on every Hollywood land parcel. The City’s recommendations are a blueprint for loss of historic resources and the possibilities of what Hollywood could be.

When the City recommends up-zoning which is the increase of what is allowed on land occupied by historic buildings, it directly threatens the landmarks with demolition, especially the single and two-story buildings. Historic theaters are most vulnerable. Maybe not today, but in time, under this Community Plan, that land can be developed without protections.

Preservationists are not in favor of halting development. They believe that development can happen with sensitivity and that an authentic Hollywood can flourish with enough affordable housing and the retention of the Hollywood Boulevard landmarks we cherish. Hollywood Heritage, the Los Angeles Conservancy, and the Cultural Heritage Commission are each contributing to a “package’ of “fixes” to improve this flawed Plan.

Cultural Heritage is important to our quality of life. Hollywood Boulevard is one of America’s treasures. Our historic theaters are known around the world and citizens of Los Angeles should be able to see a few of the historic bungalows that were once the most important style of housing in the area.

There is no need to build more housing on the same piece of land where a historic building sits. New housing is NOT being thwarted by historic buildings. Adaptive re-use of vacant historic office buildings that are no longer in use, is a smarter, greener way to provide more housing. These buildings can have a new economic life in the 21st century, while maintaining their historic charm. There are still vacant lots in East Hollywood, but the Plan suggests nothing centered on that land.

THANK YOU FOR YOUR HELP!

