



BILL ROSENDAHL

City of Los Angeles
Councilmember, Eleventh District

Committees

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Downtown Stadium & Event Center

May 14, 2012

Greg Shoop
City Planner
Department of City Planning
200 N. Spring Street, 6th Floor
Los Angeles, CA 90012

Dear Mr. Shoop:

I am writing in support of the Green Hollow Square Preservation Alternative, which would preserve and integrate the historically-designated Barry Building into the proposed GHS shopping center development project.

More than one year ago, I wrote in support of the "Preservation Alternative" identified in the Draft EIR. I now write to reemphasize that the Preservation Alternative is the superior option. Preservation, alone among the studied alternatives, accommodates the property owner's right to develop the property in a commercially viable manner, while protecting a rare and exceptional mid-century modern commercial building that was unanimously designated as a landmark by the City of Los Angeles just five years ago.

Since the proposed Final EIR was circulated, I have received telephone calls, letters and emails from hundreds of impassioned citizens, community leaders, and experts in the field of architecture, expressing a wide range of well-informed opinions. I met with the Manager of the City's Office of Historic Resources and the developer and I urged him to work with a preservation architect to integrate the Barry Building into his project. Although the developer hired esteemed preservation architect Leo Marmol, he chose not to consider a preservation alternative that would reuse the Barry Building.

The primary public debate has been between those favoring a completely new project and those seeking to protect the historic Barry Building. Fortunately, this conflict is not irreconcilable. The choice is really between a new shopping center and a new shopping center that incorporates and reuses the Barry Building as part of the project. The Preservation Alternative is preferable because it alone can achieve *both* the goal of creating a unique shopping center *and* protecting an historically-designated landmark by integrating the Barry Building. That is why I continue to support the Preservation Alternative. I cannot in good conscience and will not vote at City Council to allow this designated Cultural-Historic Landmark to be demolished, especially when the building can be preserved and reused as part of the project.

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The vigorous public debate over the past few months has made clear (1) the importance of protecting the City's designated landmarks; (2) the critical need to address traffic congestion along San Vicente; (3) the legitimate interests of the residents living closest to San Vicente Blvd. to retain the residential character of their neighborhood; and (4) that the Coral Tree Median, also a designated landmark, is *the* distinctive feature of San Vicente Blvd. in Brentwood, which must not be degraded by making mid-block Median cuts to facilitate the movement of traffic to accommodate commercial development.

The Green Hollow Square development can and must proceed in a manner consistent with these four guiding principles. I again urge the developer to work with a preservation architect to achieve these goals and, by doing so, to leave a legacy for the future.

Regards,

A handwritten signature in black ink, appearing to read "Bill Rosendaahl". The signature is fluid and cursive, with the first name "Bill" being more prominent than the last name "Rosendaahl".

BILL ROSENDAHL
Councilmember, 11th Council District