



February 28, 2013

Councilmember Bernard Parks
Education & Neighborhood Committee of the Los Angeles City Council
200 N. Spring St., Room 460
Los Angeles, CA 90012

**RE: City Council Case #12-1914-S1 and 12-1914
Designation of Hollywood Historic Core as "Peru Village"**

Dear Councilmember Parks;

My family developed, owns and manages the high rise office buildings at 6464 and 6565 Sunset Blvd. from the time they were built in the late 1960's and early 1970's. We chose these locations because they were in the heart of the Hollywood Entertainment Business District. It is further important to note the majority of the tenants in these buildings have always been connected with some aspect of the entertainment business and we feel the reason they are located here is due to Hollywood's storied history of being the heart of the entertainment industry. Clearly this hasn't changed and it would appear it's not going to change. We now have more entertainment technology companies, but it's still all about the entertainment business.

Please be advised the Folb family strongly objects to designating this area with any alternative name or cultural affiliation, as it will diminish the historical and financial value of not only our property, but the entire area. The focus of Hollywood and the marketing of this brand should remain on its storied historical connections with the entertainment industry and nothing else. It would be tragic and counterproductive to diminish this value in any way.

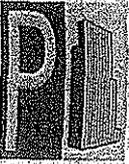
Sincerely,

Brian Folb
PARAMOUNT CONTRACTORS & DEVELOPERS, INC.

6464 Sunset Boulevard
Suite 700, Hollywood
California 90028-8009

Phone: (323) 462-6727

Fax: (323) 462-0863



February 28, 2013

Councilmember Eric Garcetti
200 N. Spring St., Room 475
Los Angeles, CA 90012

**RE: City Council Case #12-1914-S1 and 12-1914
Designation of Hollywood Historic Core as "Peru Village"**

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February 28, 2013

Los Angeles City Department of Neighborhood Empowerment
334-B E. 2nd Street
Los Angeles, CA 90012

**RE: City Council Case #12-1914-S1 and 12-1914
Designation of Hollywood Historic Core as "Peru Village"**

To whom it may concern;

My family developed, owns and manages the high rise office buildings at 6464 and 6565 Sunset Blvd. from the time they were built in the late 1960's and early 1970's. We chose these locations because they were in the heart of the Hollywood Entertainment Business District. It is further important to note the majority of the tenants in these buildings have always been connected with some aspect of the entertainment business and we feel the reason they are located here is due to Hollywood's storied history of being the heart of the entertainment industry. Clearly this hasn't changed and it would appear it's not going to change. We now have more entertainment technology companies, but it's still all about the entertainment business.

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PRESERVATION OF THE HISTORIC CORE OF HOLLYWOOD TO HAVE NO DESIGNATION OR DESIGNATION SIGNS OTHER THAN "HOLLYWOOD" –

THIS DOCUMENT REFERS ONLY TO THE HISTORIC CORE AND NOT EAST HOLLYWOOD WHERE THAI TOWN AND LITTLE ARMENIA HAVE THEIR BOUNDARIES. THE BOUNDARIES OF THE HISTORIC CORE ARE FRANKLIN AVENUE TO THE NORTH, MELROSE AVENUE TO THE SOUTH, VAN NESS AVENUE TO THE EAST AND LABREA AVENUE TO THE WEST

by George Abou-Daoud, Hollywood Stakeholder, Board of Directors of the Hollywood Chamber of Commerce, Board of Directors of the Hollywood Central Park, former Board Member of Hollywood Studio District Neighborhood Council, Central Hollywood Neighborhood Council, Former Board of Directors of the Sunset & Vine BID, Hollywood Resident, Hollywood Business Owner employing over 100 people in the Hollywood Historic Core

RE: CITY COUNCIL CASE # 12-1914-S1 AND 12-1914

The Hollywood brand is too significant to allow placement of any other designation signs in the Historic Core. Hollywood is the world's most famous neighborhood and the reason legions of people move to and visit Los Angeles. It is the epicenter of the overall culture of Los Angeles. Hollywood IS the culture of Los Angeles. There should never be any other signs placed in Hollywood's Historic Core as it is truly a neighborhood that belongs to the world, and signifies this City. It is a neighborhood and a name for all people from every State and every Country. Just as Peruvian settlers came to Hollywood in the 1960's "attracted by the glamour of Hollywood" (see attachment), so did all the masses over the course of the last century through today. No one group can indicate that they moved here for the glamour of Hollywood and what it represents ---- and then rename it. Hollywood is a place of dreams open to the World. No one group has the naming rights to any part of the Historic Core. That belongs to all people under the Hollywood name.

It is important to note that the Council Motion for this case file was made prior to the Application. Many locals were not aware of this motion. That is considered backwards. Further, the petitioner "Peru Village" did not place discussion for this issue on any local board agendas. Therefore, I put it on to the agendas of the Central Hollywood Neighborhood Council (CHNC), Hollywood Studio District Neighborhood Council (HSDNC), Sunset & Vine Business Improvement District, and the Hollywood Chamber of Commerce. Everyone should be made aware of something as significant as this. Many people in the neighborhood are still not aware of this proposed initiative. There is no process here as there is with new development or any form of land or business entitlement, where signs of requested changes are posted and mailers are mandatory. But residents, business owners and property owners need to be made aware of this so they too can weigh in on the matter. Many people still have no idea about this motion. Further, it's not as though this is a currently unnamed non-designated area. It is already called Hollywood, so any proposed alterations or changes need to be made widely known first. People move to and open businesses in Hollywood, because it's Hollywood.

An admirable and commendable group named "Peru Village" has filed documents with the City of Los Angeles to name/ rename the area bordered by Sunset Boulevard to the north, Melrose to the south, Wilcox to the west, and Gower to the east to "Peru Village".

Peru Village did submit 60 letters of support for a designated area. 59 of the letters were from outside of the Hollywood community. The Initiative notes several well-established Peruvian businesses in the area. Of these four, three are at the intersection of Melrose & Rossmore Avenue at the southern most block of Hollywood and the north most block of Hancock Park. Technically two are in Hancock Park, which is no longer in the proposed area after the Hancock Park Homeowners Association requested of Peru Village to move the boundary line to the North side of Melrose Avenue.

Although the idea of a Peru Village is beautiful, and even though it is widely understood that this area is very diverse and represented by many cultures – all equally as important as each other – and many with a far larger

population base than Peruvians, that is not the discussion of this document. The issue here is to maintain the core of Hollywood and all of its signs and streets as is, given the sheer magnitude of what Hollywood represents.

THE HISTORY OF THE WORLD'S MOST FAMOUS NEIGHBORHOOD (IN BRIEF)

Los Angeles is known throughout the World as the Capital of Entertainment. The culture of Los Angeles, the basic premise on which this city thrives – entertainment, started on Vine Street and Sunset Boulevard.

There is too much history and too many locations to list, but here are just a few examples of this rich history within the borders of the requested designated area:

***Northeast Corner of Sunset & Vine** – The first Paramount Studios, also the filming of the first full-length feature film “The Squaw Man”, later NBC Radio. This corner goes beyond what is considered epic as this is where Hollywood, and the entertainment culture of Los Angeles began. This is the birthplace. Nothing else trumps that. It is strictly one of the greatest historic intersections in the entire United States. (Also do yourself a favor and please visit the Laskey-DeMille Barn at the Hollywood Heritage Museum which was originally built at this historic corner in the early century as film makers and dreamers first arrived to Hollywood).*

***6255 Sunset Boulevard** – Formerly housed the West Coast offices of the great Motown Records*

***Sunset between Argyle & El Centro** – The World Famous Palladium – Where Tommy Dorsey and his Orchestra opened the first show in 1940 with a little-known singer at that time named, Frank Sinatra. This is where Lawrence Welk and all the great big bands and orchestras played. Events were held here for JFK and Martin Luther King Jr. Just to name a few.*

***The Earl Carroll Theater/ The Moulin Rouge/ The Aquarius at Sunset between Vine & El Centro** – Not enough can be said about this location, from the early Carroll Theater, to pre-Nickelodeon days. All the great acts were here. Their wall of fame was sadly removed during redevelopment.*

***Northwest Corner of Sunset & Vine** – Tom Breneman’s Breakfast in Hollywood in the Radio era, the discovery of the brilliant Nat King Cole at the Radio Room, the Latin-themed La Conga Room, Wallich’s Music City which changed the record industry, ABC Radio, and much more.*

***CBS Radio/ Television on Sunset between El Centro & Gower** – The west coast home of CBS where many of the most famous entertainers of all time performed. The pilot episode of “I Love Lucy” was filmed here. Johnny Cash recorded “I Walk the Line” in this building. Most importantly, this is the ground where the first motion picture studio opened their doors in Hollywood, California. This studio, “The Nestor Company”, was absorbed by the newly formed Universal Pictures in the same year it opened. This was the first home of Universal Pictures.*

***LaMirada Theater/ The FilmArte** – Where the LA Mental Health Clinic stands at Vine Street & LaMirada today – opened as a Vaudeville show house at the beginning of the century. A young Bob Hope played this stage. “The Steve Allen” show was recorded here, as was the “Art Linkletter Show”.*

***The Elaine Apartments on Vine Street between Fountain & LaMirada**, where cultural great and American avant-garde photographer, Man Ray resided in Los Angeles. Where Johnny Carson and Robert Vaughn watched Jackie Gleason and Sid Caesar on television from the “Jester Room” in the early 1950s as struggling entertainers.*

Vine and DeLongpre

On the west side, where McDonald's stands, was the Greyhound Bus station that delivered many of our Entertainment Immigrants to this town. Also housed the DeVine cocktail lounge, known in its day as the gathering and meeting point for writers from the "Jack Benny Show" and "The Bob Hope Show".

The Hollywood Ranch Market, which stood at the southwest corner of Fountain & Vine, was open 24 hours and catered to the entire community around the clock. It was a grand gathering place for the time.

On the east side, where Balcones del Peru currently resides was the famous Billy Berg's Night Club, which has quite the history. It was the first fully integrated commercial night club in Hollywood, where black and white could play together. The Dizzy Gillespie Quintet including Charlie Parker played here. Where in 1945, Bebop aka Bop landed on the West Coast. "Bebop is a style of jazz characterized by fast tempo, instrumental virtuosity and improvisation based on the combination of harmonic structure and melody." In 1947, Louis Armstrong debuted his new band "The All Stars at Berg's". In 1948 Billy Holiday began an engagement at this club and even got into trouble with the law here.

Vine Street & Fountain where AMPAS is currently housed was home to the Mutual Broadcasting Company, which was the "fourth" network to CBS, NBC and ABC.

The current home of Red Studios located at Cahuenga from Willoughby to Waring, formerly part of RKO Pictures and was the home of Desilu Productions.

Romaine Street (from Cahuenga to Lillian Way) until 1924 housed Metro Studios before they moved to Culver City and were renamed MGM. It was on this lot in 1921 that Rudolph Valentino filmed his first starring hit, "The Four Horseman of the Apocalypse".

Santa Monica Boulevard at Las Palmas, currently Hollywood Center Studios has been a working independent film and television lot since 1918, that housed the productions of Hell's Angels, the Beverly Hillbillies and Green Acres.

More mentions; the Historic Paramount Studios, Raleigh Studios, Jim Henson Studios and many more in the larger Historic Core area.

Vine Street isn't only about late and notable singers, comedians, actors, directors, writers, producers, jazz greats, rock greats, radio stations, television studios and film; Sunset and Vine and it's surrounding area, is the culture that defines our City. There is no more culturally relevant street or intersection in this City as it pertains to entertainment and the premise of what Los Angeles and Hollywood are about.

Entertainment is the economic stronghold of this City. Vine Street and Sunset Boulevard is the area of its birth. Please maintain the greatest brand we have in the core of Hollywood and keep it relevant for future generations. *This is the World's most famous neighborhood.* We need to keep the core as Hollywood and not dissect it or create sub-designations. Let's remain unified under Hollywood and it's cultural greatness.

Many people have created, immigrated, worked, and improved this area with great success. Many people together – American, Native American, Latino, African American, European, Asian, Middle Eastern, and more. But it is important to maintain the identity and culture of Hollywood and its entertainment history. No one ethnicity has a dominant presence within these boundaries. Further, nothing will ever trump this history or take priority over its importance. We're all in this together, from the start of the 20th century through today.

It's important to note that Peru and its culture and people have a lot to celebrate, from the architecture of the Macchu Picchu, to their ethnic diversity and amazing geography, to their beautiful culinary contributions. That is important and should be recognized. But the Hollywood core, specifically the area of Sunset and Vine and it's

perimeter area, already has a name, a culture, a defined region, an important historical being, an identity and a story – all that should not be replaced, covered, diminished or disguised.

An equally important distinction to make as it relates to Immigration to Los Angeles and Hollywood, is the story of what I like to call “*Entertainment Immigrants*” that came here over the last 115 years, and still do. They are their own culture and people. They are the largest group of immigrants to this fabled town. Just as people worldwide move to America for opportunity and a new life, so do people from around the world come to Hollywood for opportunities and a life in entertainment and all the industries and trades that it supports. These people who moved to Los Angeles and built Hollywood, moved here for entertainment. Their contributions are far reaching. Their culture is universal and their origins are widespread.

Residents and tourists for years to come need to know what this area was, and is actually about. People will always assume what the sign says is what the area is, as is the case City wide from cultural designation signs- therefore any signage needs to be correct, accurate and based on reality. No one wants to deny a culture it’s due, but we need to look at the unrivaled history and the current settings of this specific area. Thai Town is known as Thai Town. Chinatown just the same, Koreatown as well. Little Armenia and Little El Salvador. These areas are called and noted by these designations. Since Hollywood already has a designation, and the World’s most famous one at that, we can’t call it anything else. Not only this proposed initiative, but any future proposed initiatives. We need to preserve our City’s most valuable asset.

There has been conversation of “revitalization” and “bringing economic viability” to the area by the petitioner. Currently two Peruvian restaurants are in the proposed area. There is issue of putting the cart before the horse, and dangling an economic carrot by suggesting if signage and renaming were done, investors from overseas would bring in money. Firstly, that approach is backwards and misleading. Secondly, the City of Los Angeles has no greater economic engine than “Hollywood”. That’s an inarguable statement.

In the late 1930s and through the 1940s this stretch of road on Vine Street from Hollywood Boulevard to Santa Monica Boulevard was called “Radio City”. Later residents and visitors dubbed it Record Row. Jazz, the long recognized original American art form, in all of its distinctions, from Roots, Dixieland and Swing to Big Band and Bebop had a historic and long standing, deep rooted home in the clubs up and down Vine Street. This was the hub of motion pictures, later radio, and still later television. It was where some of the greatest albums of all time were recorded. It’s where Vaudeville and comedy made major impacts in Los Angeles. Although these things affected us all Worldwide.....no signs or designations were ever put up.

PERU Village L.A. Photos

Like

PERUVIANS SETTLED IN THE 60S & 70S IN HOLLYWOOD @ PERU VILLAGE TB

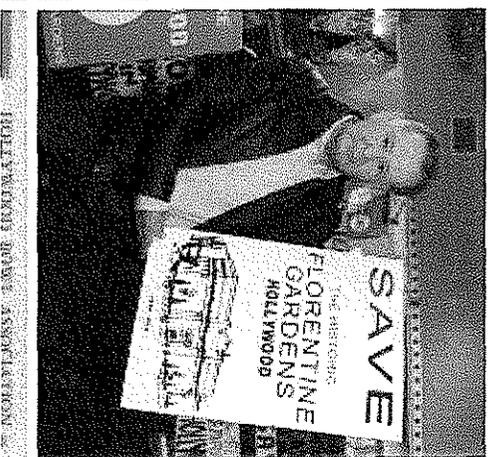
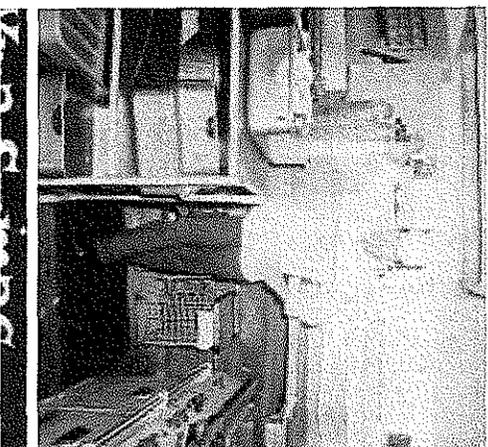
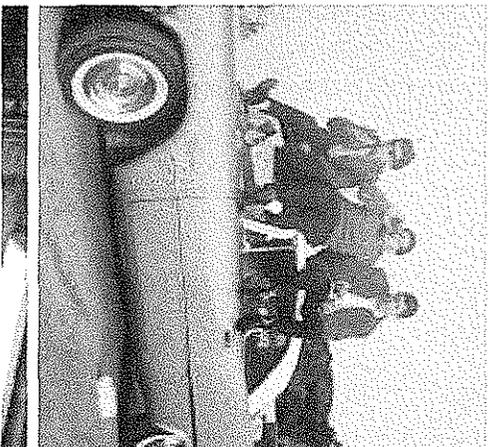
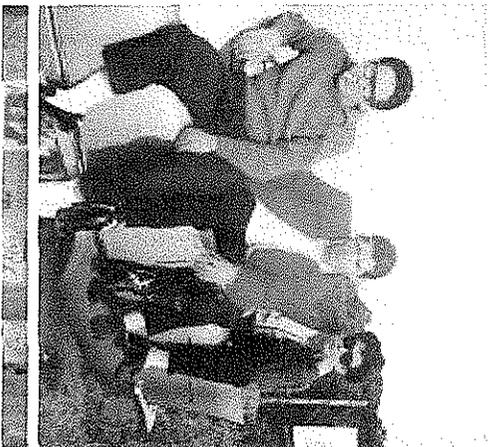
Updated 5 hours ago

THAT IS WHAT HOLLYWOOD IS ALL ABOUT.

Many Peruvians chose Hollywood, California as their US residential destination in the 60s & 70s and settled in Peru Village's proposed area. Attracted by the glamour that the Hollywood movie stars had inundated Peru with, many young and vibrant Peruvians followed Yma Sumac's steps and came to study professional careers, to work, and to make their American Dream a reality. In these pictures are some of those Peruvian Americans who made "Peru Village's" proposed area in Hollywood their home, establishing there a Peruvian neighborhood in the 60s & 70s.

This is an important part of our Peruvian History in California to be told to the world.

*Yma Sumac, Peruvian Diva who reached fame at Hollywood in the 50s, recorded at Capitol Records at Vine St. and has a Star at the Hollywood Walk of Fame at Hollywood Blvd, corner with Wilcox Ave. Yma Sumac's songs are used nowadays in Hollywood films like The big Lebowski (Coen brothers). She has many followers after her death. Placido Domingo is one of Yma Sumac's miracle 5 octaves voice fans.



HOLLYWOOD'S PERU ASSOCIATION