



May 14, 2013

Angel Castillo
Century 21 Realty Masters
11716 Rosecrans Avenue
Norwalk, CA 90650

Re: **Historical Significance of The Tamale at 6421 Whittier Boulevard, East Los Angeles**

Dear Mr. Castillo:

On behalf of the Los Angeles Conservancy, I am writing to share information on the architectural significance of the commercial structure located at 6421 Whittier Boulevard, originally known as The Tamale. We provide the following information to help ensure that potential buyers are apprised of the building's significance and economic and regulatory incentives available to encourage its preservation, as well as the applicability of the California Environmental Quality Act (CEQA),.

Completed circa 1928 as "The Tamale," a small eatery in the shape of a giant tamale with a menu including tamales and hamburgers, the 85-year-old structure is one of the last remaining, intact examples of programmatic architecture in Los Angeles County. Popularized in the 1920s and 30s, programmatic architecture was briefly widespread throughout the Los Angeles area and was influenced by the rise of filmmaking in Hollywood and widespread automobile use. The designs of these eye-catching buildings were often in the shape of the business's namesake or the products sold within. The Tamale is featured in *California Crazy & Beyond: Roadside Vernacular Architecture* by urban anthropologist and author Jim Heimann, the seminal guide to programmatic architecture in California and nationwide. Exceedingly few of these structures remain intact locally, making The Tamale a rare resource type.

The Tamale was listed in the California Register of Historical Resources in 1994, and therefore qualifies as a historical resource for purposes of future project review under CEQA. The CEQA process requires public agencies to deny approval of a project with significant adverse impacts on historical resources when there are feasible alternatives or mitigation measures that can substantially lessen such effects. Owners of qualified historic resources can take advantage of a variety of construction and/or financial incentives, including code flexibility under the California Historical Building Code and property tax relief under the Mills Act (see enclosed materials).

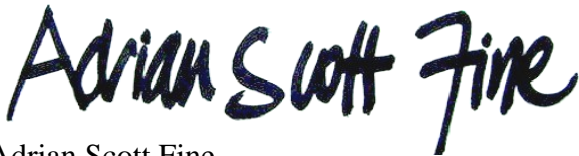
The Conservancy looks forward to working with the future owner(s) to develop sensitive alternatives for the giant Tamale's long-term preservation and reuse.

About the Los Angeles Conservancy:

The Los Angeles Conservancy is the largest local historic preservation organization in the United States, with nearly 6,500 members throughout the Los Angeles area. Established in 1978, the Conservancy works to preserve and revitalize the significant architectural and cultural heritage of Los Angeles County through advocacy and education.

Please feel free to contact me at (213) 430-4203 or afine@laconservancy.org should you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Adrian Scott Fine". The signature is written in a cursive, slightly slanted style.

Adrian Scott Fine
Director of Advocacy

Enclosure(s)

cc: Los Angeles County Supervisor Gloria Molina



Historic views of The Tamale, circa 1929.
Courtesy Los Angeles Public Library.