



LOS ANGELES HISTORIC THEATRE FOUNDATION



Dear {{patron_first_name}},

Netflix's plans for the Egyptian Theatre in Hollywood will be presented to the City of Los Angeles' Cultural Heritage Commission (CHC) this Thursday. The Commission will review and comment on Netflix's plans but are not being asked to make any decisions at this time.

LAHTF met with Netflix in late 2020 to discuss the Egyptian Theatre project. Please find below our position statement on the current plans. Additionally, you can view renderings online for the project which were [recently published by What Now Los Angeles](#).

LAHTF will be speaking at the CHC meeting this Thursday, and if you have an opinion on Netflix's plans we'd strongly encourage you to join us at the meeting (held virtually due to Covid) and make a comment! Instructions for how to join the meeting are listed below.

Please don't hesitate to contact me at mike@lahtf.org if you have questions or concerns.

Mike Hume – Board of Directors, LAHTF

LOS ANGELES HISTORIC THEATRE FOUNDATION POSITION STATEMENT ON THE EGYPTIAN THEATRE

The Los Angeles Historic Theatre Foundation's (LAHTF) mission is to preserve, protect, restore and sustain the historic theatres of Los Angeles County. LAHTF had worthwhile dialogue with the Netflix project team in late 2020, and warmly welcomes Netflix's overall desire to restore the Egyptian Theatre's character as close as possible back to its 1922 roots. That said, we do have some concerns with the project.

In 2016, the Egyptian Theatre gained the ability to safely exhibit highly flammable nitrate film stock. With the planned lowering of the projection booth to its original elevation, LAHTF hopes that the theatre will retain that feature – it is now just one of 4 theatres in the US considered safe for nitrate projection.

The focal point upon entering the building: the redesign of the lobby, concessions, and display area, is uninspired. The streamline moderne design and color scheme does not compliment the theatre's Egyptian design and even makes some of it less visible. We feel this space could be used to showcase both the historic fabric and the Netflix contribution in an innovative and complimentary way.

While we understand that the THX audio installation and stage/event lighting will be executed in the auditorium as sensitively as possible, and that the auditorium sidewalls will be darkened more than the renderings currently show, having not seen these details we do have concerns that historic features may become less visible, and the overall historic aesthetic of the space may be encroached upon by modern equipment.

We strongly encourage the retention in place of the replica vertical neon sign on Hollywood Boulevard. With close-to-period-appropriate neon, this sign is a beacon in the sea of signage on the boulevard. Regarding the entrance from the boulevard to the historic forecourt, we welcome the period appropriate fencing/gates however would like to understand the Netflix and American Cinematheque branding which will be added but is not present on the current renderings.

Overall, LAHTF is encouraged by the direction of Netflix's project with its focus on the theatre's history, removal of non-historic elements, and restoration of the theatre's character. LAHTF looks forward to discussions continuing with the Netflix project team in order to address our concerns.



Project renderings by Netflix, as published by [What Now Los Angeles](#).

Cultural Heritage Commission Meeting

The Cultural Heritage Commission will review and comment on Netflix's project for the Egyptian Theatre this Thursday – 7th January. The meeting starts at 10am and the project is item 5 on the agenda (the Commission may choose to re-order agenda items at the start of the meeting).

LAHTF will be there to make our position clear. The meeting is open to the public if you would like to attend, and perhaps speak!

The agenda and details of how to attend and speak at the meeting, held virtually due to Covid, are online [here](#). Presentations to be made at the meeting will be uploaded [here](#) by 10am on Tuesday.

Meeting dial-in: (213) 621-2489.

You may also [join online using Zoom](#) with Meeting ID **896 4952 7869** and Passcode **864 867** (you will not appear on-camera).

Near the start of the meeting the clerk will give instructions on how to request to speak. If you wish to speak on the Netflix project, wait until the meeting moves to that specific item. Do not speak at item 3 (General Public Comment) – that's for public comment on matters which aren't on the agenda.

TIPS FOR SPEAKING

- Anyone is welcome, and encouraged, to make comments!
- Do not be daunted by the meeting; the Commission are very interested in hearing comments from members of the public.
- If you join the meeting using Zoom and choose to speak, you will not appear on-camera; only your audio will be heard.
- Time limit: probably 1 minute per speaker, 2 minutes max, but as it's decided by the Commission on a per-meeting basis we won't know until Thursday. We do know that the clerk is ruthlessly efficient with the time allowance, and speakers will have their audio cut right on their time limit.
- Be prepared! Try not to dither. Write down what you want to say and be ready to jump right into it.
- Be specific! General comments don't carry as much weight as comments which are made regarding specific points.



The Egyptian Theatre's auditorium, with 1990s alterations in blue. Note the elaborate plasterwork sunburst ceiling with winged scarab (associated with the Egyptian god Khepri) in the center. The scarab was originally backlit with multi-colored lamps, a feature LAHTF has asked Netflix to include in the auditorium's restoration.

LAHTF Memberships

Levels include: Basic, Household, Patron, Artist, and Producer

Not a member of LAHTF? Join us today! Until we are able to gather once again in our historic theatres, we will continue hosting members-exclusive virtual conversations like last year's Secrets of the Los Angeles Theatre, Atmospheric Theatres, and Before There Was Broadway. As long as our memberships are virtual, we will continue to bring you more bonuses and virtual experiences.

Members also receive these benefits:

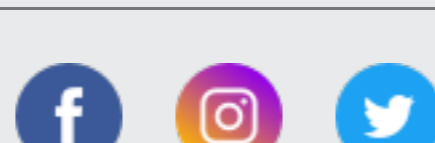
- Early access to ticket sales
- LAHTF tour and special event discounts
- Access to the members hospitality area at LAHTF events
- Invitations to private events
- Priority access to tours
- Reserved seating
- and more at the various membership levels

And if that wasn't enticing enough, you'll receive additional discounts to special events, partner events, and freebies throughout the year!

Click on the link button below for more information on the various membership levels and join us today!

The Los Angeles Historic Theatre Foundation is a 501(c)3 membership and volunteer driven organization focused on the preservation, restoration, protection and sustainability of LA County's historic theatres.

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Los Angeles Historic Theatre Foundation (LAHTF) uses Vendini for ticketing, marketing, and box office management

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