Los Angeles Department of City Planning  
RECOMMENDATION REPORT

<table>
<thead>
<tr>
<th>CULTURAL HERITAGE COMMISSION</th>
<th>CASE NO.: CHC-2016-398-HCM ENV-2016-399-CE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEARING DATE:</td>
<td>February 18, 2016</td>
</tr>
<tr>
<td>TIME:</td>
<td>10:00 AM</td>
</tr>
<tr>
<td>PLACE:</td>
<td>City Hall, Room 1010 200 N. Spring Street</td>
</tr>
<tr>
<td></td>
<td>Los Angeles, CA 90012</td>
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<tr>
<td></td>
<td>Location: 510-514 S. Broadway</td>
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<tr>
<td></td>
<td>Council District: 14</td>
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<tr>
<td></td>
<td>Community Plan Area: Central City</td>
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<tr>
<td></td>
<td>Area Planning Commission: Central</td>
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<tr>
<td></td>
<td>Neighborhood Council: Downtown Los Angeles</td>
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<tr>
<td></td>
<td>Legal Description: Subdivision of the North</td>
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<tr>
<td></td>
<td>Part of Block 13, Ord’s Survey, Lot 3</td>
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<tr>
<td>PROJECT:</td>
<td>Historic-Cultural Monument Application for</td>
</tr>
<tr>
<td></td>
<td>the FORVE-PETTEBONE BUILDING</td>
</tr>
<tr>
<td>REQUEST:</td>
<td>Declare the property a Historic-Cultural</td>
</tr>
<tr>
<td></td>
<td>Monument</td>
</tr>
<tr>
<td>OWNER/</td>
<td>Daniel Neman, 5ten Broadway, LLC</td>
</tr>
<tr>
<td>APPLICANT:</td>
<td>1525 S. Broadway</td>
</tr>
<tr>
<td></td>
<td>Los Angeles, CA 90015</td>
</tr>
<tr>
<td>PREPARER:</td>
<td>Suki Gershenhorn, Chattel, Inc. 13417</td>
</tr>
<tr>
<td></td>
<td>Ventura Blvd. Sherman Oaks, CA 91423</td>
</tr>
<tr>
<td>RECOMMENDATION</td>
<td>That the Cultural Heritage Commission:</td>
</tr>
<tr>
<td></td>
<td>1. Take the property under consideration as</td>
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<tr>
<td></td>
<td>a Historic-Cultural Monument per Los</td>
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<tr>
<td></td>
<td>Anges Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.10 because the application and accompanying photo documentation suggest the submittal warrants further investigation.</td>
</tr>
<tr>
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<td>2. Adopt the report findings.</td>
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</tbody>
</table>

VINCENT P. BERTONI, AICP  
Director of Planning

[SIGNED ORIGINAL IN FILE]  
Ken Bernstein, AICP, Manager  
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]  
Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]  
Shannon Ryan, City Planning Associate  
Office of Historic Resources

Attachments: Historic-Cultural Monument Application
SUMMARY

Located on the east side of south Broadway, between Fifth and Sixth Streets, the Forve-Pettebone Building is a five-story, brick commercial vernacular building built in 1905. It is surrounded by notable architectural structures, including the 1913 Jewelry Trades Building to the north, the 1905 Alexandria Hotel to the east, and the 1931 Roxie Theater to the south. The subject property was one of the earliest properties constructed on this stretch of Broadway. Sitting directly at the sidewalk with no setback, the rectangular building is 51' x 145' with small alleys on the north, south and east. It is situated within and is a contributor to the National Register Broadway Theater and Commercial District. The building is separated into two parts, with the ground floors intended for public retail space and the upper floors for private uses.

The property was developed by O.T. Johnson, an early developer in Los Angeles who commissioned architect Robert B. Young to design the building, which was their second collaboration on Broadway. Prior to the building's construction, it was referred to as the O.T. Johnson Building #2; however, shortly after its notable tenants began leasing the building, it became known as the Forve-Pettebone building (or Pettebone building). The Forve-Pettebone Company was an electric and gas light fixture company that was incorporated in 1901. Their factory and showroom was operated across the street at 515 Broadway, from 1902 until 1905. Once the construction of 510-514 South Broadway was completed, Forve-Pettebone Company relocated their showroom and manufacturers into the new building, occupying several floors of the five-story building. The entire second floor was utilized as a showroom, the fifth floor for manufacturing, and the basement as storage. The company designed an array of lighting fixtures including lamps, chandeliers and sconces, in a range of styles. The company’s most notable achievement was its exterior lamp post installations for the City of Los Angeles on Broadway, Spring, Hill and Main Streets. Immediately following the installation of the lamp posts, a large celebration ensued on Broadway. In its May 7, 1905 issue the *Los Angeles Herald* described the event as "Broadway's triumph ... perhaps the greatest electrical display ever witnessed in any city on the Pacific Coast and by far the most enterprising project of its kind ever undertaken by a city of 200,000 population in America, and that means the world."

Originally from Quebec, Robert B. Young relocated to Los Angeles in 1883 from San Francisco to work as an architect and builder just as the building boom in Southern California began. At the time, there were few architects practicing in the region, which prompted Young's association with large projects. Because of the demand for Young's services, he increasingly was able to focus on design and to spend less time involved with the actual construction of buildings. He became so prolific as an architect that he had as many as 87 projects under construction at a given time. Some of his works include the Westminster, Hollenbeck, Lankershim, Occidental and Lexington hotels, Vickrey-Brunswig Building, and California Furniture commercial buildings. He also was responsible for the design of the top two floors of the San Fernando Building on Main Street (HCM #728) and the Palace Theater, formerly the Orpheum, on Broadway (HCM #449).

This Forve-Pettebone Building is an example of timber framing with structural cast iron columns, a method of fireproof construction that became popular in the 1880s. Heavy timber framing was considered a slow burning method of fireproof construction, popularized after several detrimental fires in the United States. Large beams, columns and wood plank floors are characteristic of heavy timber framing, seen in the second through fifth stories of the property. A cast iron framing system supports the structure, located in the basement and first story. Interior cast iron columns are rarely seen today, due to the advent of curtain wall construction. The brick bearing walls are another rare, character defining feature of the subject property.
The majority of the front façade is clad with pressed brick, painted white. However, the ground floor is clad in brown textured stucco. The ground floor includes two storefronts. The north storefront (510), has a rectangular glass entryway, whereas the exterior of the south storefront (514) is spanned by an arched transom window and consists of a recessed entry flanked by display windows set above stuccoed bulkheads. On the second, third, fourth and fifth floors, the windows are arranged in continuous bands, within a distinctive green wooden casing. Through the center of the third and fourth story windows is a structural column, which lines up with the north pilaster of the entrance. This central column is lacking, however, in the second story band of windows, which was most likely replaced in the 1930s. In addition, the edges of the continuous windows are rounded and the mullions are thinner than the upper floor windows. The roof is flat, and the cornice which once existed has been removed. The parapet still exhibits a simple, yet articulated pattern of rectangles.

The north, east, and south elevations are entirely clad with exposed brick. The north and south elevations are separated into five irregularly wide bays. Several windows throughout these elevations have been infilled. The east elevation has six bays, and uniformly infilled windows throughout the elevation. Behind the extended fire escape is a decorative pilaster that mirrors the structural column on the front façade.

Over the years, alterations have been made to the ground floor storefronts, the interiors have been reconfigured to accommodate tenants in the ground and upper floors, windows have been replaced, and windows on the side elevations have been enclosed.

**CRITERIA**

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

**FINDINGS**

Based on the facts set forth in the summary and application, the Commission determines that the application is complete and that the property may be significant enough to warrant further investigation as a potential Historic-Cultural Monument.
1. PROPERTY IDENTIFICATION

<table>
<thead>
<tr>
<th>Proposed Monument Name:</th>
<th>Forve-Pettebone Building</th>
<th>First Owner/Tenant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Associated Names:</td>
<td>O.T. Johnson Building #2</td>
<td></td>
</tr>
<tr>
<td>Street Address:</td>
<td>512 South Broadway, Los Angeles, CA</td>
<td>Zip: 90013</td>
</tr>
<tr>
<td>Assessor Parcel Number:</td>
<td>5149034002</td>
<td>Tract: Subdivision of the north part</td>
</tr>
<tr>
<td>Identification cont'd:</td>
<td></td>
<td>Block: none</td>
</tr>
<tr>
<td>Proposed Monument Property Type:</td>
<td>Building</td>
<td>Structure</td>
</tr>
<tr>
<td>Describe any additional resources located on the property to be included in the nomination, here:</td>
<td></td>
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</tbody>
</table>

2. CONSTRUCTION HISTORY & CURRENT STATUS

| Year built: | 1905 | Factual | Estimated | Threatened? | None |
| Architect/Designer: | R.B. Young | Contractor: T.A. Ashbridge |
| Original Use: | Commercial | Present Use: Commercial / vacant |
| Is the Proposed Monument on its Original Site? | Yes | No (explain in section 7) |
| Unknown (explain in section 7) |

3. STYLE & MATERIALS

| Architectural Style: | Vernacular, Early 20th Century Commercial | Stories: 5 | Plan Shape: Rectangular |
| FEATURE | PRIMARY | SECONDARY |
| CONSTRUCTION | Type: Wood | Type: Concrete poured/precast |
| CLADDING | Material: Brick | Material: Stucco, textured |
| ROOF | Type: Flat | Type: Select |
| Material: Rolled asphalt | Material: Select |
| WINDOWS | Type: Double-hung | Type: Fixed |
| Material: Wood | Material: Wood |
| ENTRY | Style: Centered | Style: Recessed |
| DOOR | Type: Double | Type: Select |
4. ALTERATION HISTORY

List date and write a brief description of any major alterations or additions. This section may also be completed on a separate document. Include copies of permits in the nomination packet. Make sure to list any major alterations for which there are no permits, as well.

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910</td>
<td>Cut opening on north wall facing alley on first floor, and three openings on third floor facing</td>
</tr>
<tr>
<td>1911</td>
<td>Alteration to store front, not vitally changing the construction of the building</td>
</tr>
<tr>
<td>1917</td>
<td>Change store front to side entrance (514)</td>
</tr>
<tr>
<td>1934</td>
<td>Rebuild store front</td>
</tr>
<tr>
<td>1937</td>
<td>New floor in lobby, new store front, and bulkheads for store and offices</td>
</tr>
<tr>
<td>1958</td>
<td>Store front alterations</td>
</tr>
<tr>
<td>1920-19?</td>
<td>Second story windows replaced</td>
</tr>
<tr>
<td>1932-19?</td>
<td>Cornice removed</td>
</tr>
</tbody>
</table>

5. EXISTING HISTORIC RESOURCE IDENTIFICATION (if known)

- Listed in the National Register of Historic Places
- Listed in the California Register of Historical Resources
- Formally determined eligible for the National and/or California Registers
- Located in an Historic Preservation Overlay Zone (HPOZ)
- Contributing feature
- Non-contributing feature
- Survey Name(s):
- Determined eligible for national, state, or local landmark status by an historic resources survey(s)
- Other historical or cultural resource designations:

6. APPLICABLE HISTORIC-CULTURAL MONUMENT CRITERIA

The proposed monument exemplifies the following Cultural Heritage Ordinance Criteria (Section 22.171.7):

- Reflects the broad cultural, economic, or social history of the nation, state, or community
- Is identified with historic personages or with important events in the main currents of national, state, or local history
- Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction
- A notable work of a master builder, designer, or architect whose individual genius influenced his or her age
7. WRITTEN STATEMENTS

This section allows you to discuss at length the significance of the proposed monument and why it should be designated an Historic-Cultural Monument. Type your response on separate documents and attach them to this form.

A. Proposed Monument Description - Describe the proposed monument's physical characteristics and relationship to its surrounding environment. Expand on sections 2 and 3 with a more detailed description of the site. Expand on section 4 and discuss the construction/alteration history in detail if that is necessary to explain the proposed monument's current form. Identify and describe any character-defining elements, structures, interior spaces, or landscape features.

B. Statement of Significance - Address the proposed monument's historic, cultural, and/or architectural significance by discussing how it satisfies the HCM criteria you selected in Section 6. You must support your argument with substantial evidence and analysis. The Statement of Significance is your main argument for designation so it is important to substantiate any claims you make with supporting documentation and research.

8. CONTACT INFORMATION

Applicant

Name: Daniel Neman
Company: RYDA Ventures
Street Address: 2301 East 7th Street
City: Los Angeles
State: CA
Zip: 90023 Phone Number: (310) 770-8091 Email: daniel@ryda.us

Property Owner

Is the owner in support of the nomination? Yes No Unknown

Name: Daniel Neman
Company: RYDA Ventures
Street Address: 2301 East 7th Street
City: Los Angeles
State: CA
Zip: 90023 Phone Number: (310) 770-8091 Email: daniel@ryda.us

Nomination Preparer/Applicant's Representative

Name: Suki Gershenson
Company: Chattel, Inc.
Street Address: 13417 Ventura Blvd.
City: Sherman Oaks
State: CA
Zip: 91423-3938 Phone Number: 818-788-7954 Email: suki@chattel.us
9. SUBMITTAL
When you have completed preparing your nomination, compile all materials in the order specified below. Although the entire packet must not exceed 100 pages, you may send additional material on a CD or flash drive.

APPLICATION CHECKLIST

1. ✔ Nomination Form
2. ✔ Written Statements A and B
3. ✔ Bibliography
4. Two Primary Photos of Exterior/Main Facade (8x10, the main photo of the proposed monument. Also email a digital copy of the main photo to: planning.ohr@lacity.org)
5. ✔ Copies of Primary/Secondary Documentation
6. ✔ Copies of Building Permits for Major Alterations (include first construction permits)
7. ✔ Additional, Contemporary Photos
8. ✔ Historical Photos
9. ✔ Zimas Parcel Report for all Nominated Parcels (including map)

10. RELEASE
Please read each statement and check the corresponding boxes to indicate that you agree with the statement, then sign below in the provided space. Either the applicant or preparer may sign.

✔ I acknowledge that all documents submitted will become public records under the California Public Records Act, and understand that the documents will be made available upon request to members of the public for inspection and copying.

✔ I acknowledge that all photographs and images submitted as part of this application will become the property of the City of Los Angeles, and understand that permission is granted for use of the photographs and images by the City without any expectation of compensation.

✔ I acknowledge that I have the right to submit or have obtained the appropriate permission to submit all information contained in this application.

Suki Gershenhorn 11-12-2015
Name: Date: Signature:

Mail your Historic-Cultural Monument Submittal to the Office of Historic Resources.

Office of Historic Resources
Department of City Planning
200 N. Spring Street, Room 620
Los Angeles, CA 90012
Phone: 213-978-1200
Website: preservation.lacity.org
Located on the east side of Broadway Boulevard, between Fifth and Sixth Streets, 510-514 South Broadway, (Forve-Pettebone building, O. T. Johnson Building #2), is a five-story, brick commercial building. Sitting directly at the sidewalk with no setback, the rectangular building is 51’ x 145’ with small alleys on the north, south and east sides of the building. The subject property is situated within and is a contributor to the Broadway Theater District, a National Register-listed historic district. It is surrounded by notable architectural structures, including the Jewelry Trades Building, 1913 (directly north), Hotel Alexandria, 1905 (directly east) and the Roxie Theater, 1931 (directly south). Built in 1905, 510-514 was one of the earlier properties constructed in this distinctive area, and has flourished in its location.

This building is an example of timber framing with structural cast iron columns, a method of fireproof construction that became popular in the 1880s. Heavy timber framing was considered a slow burning method of fireproof construction, popularized after several detrimental fires in the US. Large beams, columns and wood plank floors are characteristic of heavy timber framing, seen in the second through fifth stories of the property. A cast iron framing system supports the structure, located in the basement and first story. Interior cast iron columns are rarely seen today, due to the advent of curtain wall construction. The brick bearing walls are another rare, character defining feature of the subject property.

The subject property is characterized as Early 20th Century Commercial Vernacular, 1900-1950, specifically, two-part commercial block, as described by the Context Theme Property Type from Survey LA. As the property sub-type suggests, the building is characterized by its use; separated into two parts, with the ground floors intended for public, retail space, and the upper floors for private uses. Other character defining features of this typology include brick cladding, stucco exterior, over two stories in height, the inclusion of colored brick patterns and rectangular in volume. The character defining features of the storefronts include a bulkhead, display windows, glazed entry and a transom. Although the storefronts have been heavily altered, many of these features still exist.

The front façade is clad with pressed brick, painted white. On the first story, however, is clad in brown textured stucco and has two adjacent storefronts which occupy the entire floor of the building (510 and 514 respectively). The north storefront (510), has a rectangular glass entryway, whereas the exterior of the south storefront (514) is spanned by an arched transom window and consists of a recessed entry flanked by display windows set above stuccoed bulkheads.

On the second, third, fourth and fifth floors, the windows are arranged in continuous bands, within a distinctive green wooden casing. Through the center of the 3rd and 4th story windows is a structural column, which lines up with the north pilaster of the entrance. This central column is lacking, however, in the second story band of windows, which was most likely replaced in the 1930s. In addition, the edges of the continuous windows are rounded and the mullions are thinner than the upper floor windows. The roof is flat, and the cornice, which once existed below has been removed. The parapet still exhibits a simple, yet articulated pattern of rectangles.

The north, east and south elevations are entirely clad with exposed brick. The north and south elevations are separated into five irregularly wide bays. Several windows throughout these elevations have been infilled. The east elevation has six bays, and uniformly infilled windows throughout the elevation. Behind the extended fire escape is a decorative pilaster that mirrors the structural column on the front façade.
The entrance to the north storefront is a rectangular glass entryway, which rolls up, creating an open intermediary space between the interior of the restaurant and the street. 510 S. Broadway is currently undergoing a renovation, in which it is being converted to a restaurant. The interior is dominated by a bar, and a small walkway to the left, beyond which is a dining area, kitchen and restrooms. The interior the south storefront appears to be modified to suit the space’s needs, currently Young Angeles Formal Wear, which including drop ceilings, which potentially encapsulates any extant materials. Centered between the two storefronts is the entrance to the upper floors of the building, 512 South Broadway. The entryway is a narrow, rectangular and recessed, with an arched pediment over a rectangular transom. Through a pair of half glassed double doors, there are faint traces of a terrazzo floor in the vestibule. The staircase, which leads to the upper floors of the building, has an ornate metal railing and stairs, likely in relation to the decorative metal motif of lighting manufacturing company Forve-Pettebone, who occupied the building. The staircase also leads to basement of the subject property, however, lacks the ornamental detail of the first floor corridor. The basement, which was used as storage by the Forve-Pettebone Company, has concrete floors, and cast iron framing. In the center of the basement is an elevator shaft, where the passenger elevator once was. Towards the back of the building is a freight elevator, which although does not function, remains intact, and is an original feature of the building.

The lobby, or small vestibule, offers access to the 2nd to the 5th floors as well. The second floor was originally the showroom for the Forve-Pettebone Company’s light fixtures. The second floor is a contiguously open space, only obscured by the central stairway and elevator shaft, structural columns and recent structural “X” bracing throughout the floor. The walls are exposed brick, which have a white patina throughout. The windows on the rear (east) elevation have been infilled, although the openings still exists. The windows on the south and north elevations are not uniform in their type and condition. The most prevalent window type were two over two, single sash segmented arched windows, which appear to be original.

The 3rd, 4th and 5th floors are similar in their floor plans. Each floor has the original continuous band of windows facing west, and similar “X” bracing moment frames. At each higher level, the lesser weight carried is reflected by thinner columns and walls. Most of the windows located on the north and south and east elevations are two-over-two wood-framed windows with a wooden arch on top. Wood columns begin to appear in the center line in the upper floors. Fire escapes are located on the northand east elevations. The fire escape on the east elevation was extended in 1922, in order to accommodate the Forve-Pettebone Co. offices. Currently, the only functional fire escape is on the north elevation, which provides access to the flat roof.

Several interior renovations have occurred throughout the years, mostly to accommodate the tenants’ uses. These renovations included creating partitions, office space and lofts for the various tenants. The exterior alterations are more substantial, specifically the replacement of the second story windows. This alteration most likely occurred in the 1930s or 40s. The curved edges and thin mullions draw from Moderne influence. This alteration has taken on significance based on their stylized appearance, of the era which they were replaced. The cornice was removed as well, at an unknown time, presumably after the 1933 earthquake; however, the parapet still retains its integrity. The storefronts have been altered several times, including once in 1917, which included the removal of the original entrance to the upper floors from the southern storefront, and relocating it to the center of the two storefronts. An original rendering of the facade depicts the storefronts as almost entirely glass, seen in figure 7 of the image attachment. In addition, window modifications have occurred in the building, most notably the window
Forve-Pettebone Building
510-514 South Broadway, Los Angeles
Historic Cultural Monument Application
Architectural Description

infills on the east elevation. Figures 64-70 are permits which identify significant alterations of the subject property, found in the Los Angeles Department of Buildings’ online database.
Forve-Pettebone Building  
510-514 South Broadway, Los Angeles  
Historic Cultural Monument  
Statement of Significance

Formerly referred to as the O.T. Johnson Building #2, 510-514 South Broadway, Los Angeles, California (Forve-Pettebone Building, subject property) satisfies the criteria for Historic-Cultural Monument nomination reflecting the broad economic and social history of Los Angeles. The building is significant for its association with Forve-Pettebone Company during the period in which it made a critical historical contribution to downtown Los Angeles by designing the first incandescent lighting system in Los Angeles for Broadway, Hill, Spring and Main Streets in 1906. The Forve-Pettebone Company's streetlight design and implementation profoundly changed the look of the local streetscape by day and illuminated it at night. The subject property also reflects the economic growth and developmental history of downtown Los Angeles, since it was one of the earliest commercial buildings constructed south of 5th Street, which was predominately a residential neighborhood. The period of significance of the subject property dates from 1905-1924, during the occupancy of the noteworthy tenants, Forve-Pettebone Company and their contribution to the built environment of downtown Los Angeles.

Prior to 1900, the Bradbury Building and Grand Central Market anchored the central commercial district, which was in close proximity to City Hall, along Broadway between Second and Third Street. Plans for the construction of the Hamburgers Department Store at Broadway and 8th Street spurred commercial development along Broadway, expanding the growth of the central commercial district. Concurrent with the development of Hamburgers in 1906, numerous other commercial buildings were constructed south of Fourth Street, including the subject property (1905), Hotel Alexandria (1906), Bullocks (1906) the Parmelee Building (1907), and the W.P. Story Building (1908). The subject property was amid a downtown building boom and commercial expansion on South Broadway.

During this period of downtown growth, Robert B. Young was among a small group of architects who were constructing buildings in Los Angeles, especially concentrated downtown. Originally from Quebec, Young first moved to Denver, Colorado to seek his fortune in the West. Once he arrived there in the late 1870s, he began working in construction. He relocated to Los Angeles in 1883, via San Francisco, to work as an architect and builder at a fortuitous moment that coincided with the building boom in Southern California. At the time, there were few architects practicing in the region, which prompted Young’s association with large projects. Because of the demand for Young’s services, he increasingly was able to make design the primary focus of his professional activities and to spend less time involved with the actual construction of buildings. He became so prolific as an architect that he had as many as 87 projects under construction at one given time. Some of his works include the Westminster, Hollenbeck, Lankershim, Occidental and Lexington hotels, Vickrey-Brunswig Building and California Furniture commercial buildings. He also was responsible for the design of the top two floors of the San Fernando Building, which is listed on both the National Register of Historic Places and designated as a Los Angeles Historic Cultural Monument. Young’s residential projects include the Seminole, Engstrum,

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1. Bringing Back Broadway, 52.  
3. Listed in the National and California Registers.
Westonia and Young apartments, as well as the Young-Gribling Residence. He also designed the Burbank Theater and was the resident architect at the Orpheum Theater. He designed several Catholic churches and schools in the dioceses of Los Angeles and Monterey. His works outside of Los Angeles include the Masonic Temple in Corona, the Reynolds' Department Store in Riverside, and the State Reform School in Whittier.

The subject property was not Young's only project on Broadway at the turn of the century. In 1904, Young also designed a building to house the J.B. Brown Music Company and Lyon McKinney Smith Company at 648 South Broadway, which currently houses Clifton's Cafeteria. Young's impact as one of Los Angeles's pioneer architects was recognized in the early 1900s. His obituary states: "Many of the structures now regarded as Landmarks are of his design." Although Young is considered a master architect in Los Angeles due to his influence on the built environment of the late 19th and early 20th centuries, the subject property is not considered a notable work of his.

O.T. Johnson, an early developer in Los Angeles commissioned Young to design the subject property, which was their second collaboration on Broadway. Prior to the building's construction, it was referred to as the O.T. Johnson Building #2, however shortly after its notable tenants began leasing the building, it became known as the Forve-Pettebone building (or Pettebone building). Recent studies refer to the subject property as O.T. Johnson Building #2, however, in order to retain its historic association with the notable lighting company, we revert back to the Forve-Pettebone building.

The Forve-Pettebone Company was an electric and gas light fixture company that was incorporated in 1901. Their manufactory and showroom was operated at 515 Broadway, from 1902 until 1905. Once the construction of 510-514 South Broadway was completed, Forve-Pettebone Company relocated their showroom and manufacturers into the new building, occupying several floors of the five-story building. The Forve-Pettebone Company initially leased the subject property five years prior to the completion of its construction. The entire second floor was utilized as a showroom, the fifth floor for manufacturing, and the basement as storage. The company designed an array of lighting fixtures including lamps, chandeliers and sconces, in a range of styles. The company's most notable achievement was their exterior lamp post installations for the City of Los Angeles on Broadway, Spring, Hill and Main Streets.
Illuminating Broadway was a significant undertaking, which resulted in several improvements along the street, mostly regarding commerce. As early as 1895, merchants located along Broadway organized The Broadway Improvement Company, in hopes to improve lighting, and enhance business after dark. Initially, lights were strung at the intersections of the streets, which were difficult to maintain and with a minimal quality of light. In 1905, the lighting system was updated with the city’s first incandescent ornamental light post system.12

A designer for the Forve-Pettebone Company named Western Underwood was the superintendent of the design improvements. His lamp design used on Broadway was described as a center ball made of ground glass, roughed on the inside, 18 inches in diameter, containing six 32 candle-power lamps in two tiers. Surrounding this central globe are six eight-inch balls with one 32 candle-power lamp in each. Underwood claimed the light was enhanced with the use of these balls and appeared ornamental and dignified. These aesthetic improvements positively increased business on Broadway, according to Underwood. He notes: “Not only the street itself is well lighted, but also the buildings, giving an extremely cheerful effect to the entire street.”13 The light posts were an artful design in themselves, but their light cast on the buildings highlighted their architectural detail. There were 135 posts in total, lining Broadway, one approximately every 100 feet.14

Immediately following the installation of the lamp posts, a large celebration ensued on Broadway. The Los Angeles Herald describes the event as “Broadway’s triumph... perhaps the greatest electrical display ever witnessed in any city on the Pacific Coast and by far the most enterprising project of its kind ever undertaken by a city of 200,000 population in America, and that means the world.”15

Underwood also designed the lamp posts on Spring and Hill Streets, which have similar aesthetics, but are subtly nuanced in their post and globe design. His downtown lighting systems proved to be so successful, that City Planner Charles Mulford Robinson praised the lighting and design in his report entitled The City Beautiful (1909). He celebrates the street lighting scheme, stating it is “the handsomest in the United States... The lights are so fine, the effects on the streets so beautiful and so rare in this country, that they deserve all the protection and development you can give to them.”16 Robinson’s influential opinion of the beauty and superiority of Los Angeles’s street lighting system was echoed by proud locals and business owners. The street lights were even the topic of enthusiastic letter writers across the country.17 Cities such as Seattle, Denver, St. Louis and Salt Lake considered adopting similar

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14 ibid
15 "Broadway Blaze of Electricity," The Los Angeles Herald, May 7, 1905, 1.
16 Report of the Municipal Art Commission for the City of Los Angeles, William J. Porter, 1909
lighting schemes on their own principal business streets based on the success of Los Angeles’s streetlights, for which the Forve-Pettebone Company was responsible.\textsuperscript{18}

The success as lighting designers continued for the Forve-Pettebone Company, not only in public works projects, but also for their interior and residential lighting. Their collection was highlighted in several articles featured in the Los Angeles Times. One such article described the company’s salesroom located at 514 S. Broadway as follows: “[It] contains a wonderful display of artistic lighting fixtures and has become one of our city’s first attractions, to resident and tourist.”\textsuperscript{19} The showroom alone was considered a destination for seeing the attractive designs, which were manufactured on the fifth floor. Critics praised the showroom when it first opened, describing it as “a perfect harmony in the soft coloring effects produced by electric light.”\textsuperscript{20} Celebrated for their artistic metal work and versatility of fixtures, Forve-Pettebone was one of the first lighting companies of its kind in the region. Their merchandise was of a quality and quantity typically not seen on the West Coast.\textsuperscript{21}

The company continued to enhance the appearance of Los Angeles’s architecture with interior and exterior lighting fixtures that served to accent it. Fixtures were created for residences throughout Los Angeles and Pasadena in addition to well-known commercial establishments, such as the Lankershim Hotel, Hotel Green, Hotel Wentworth\textsuperscript{22}, the Jonathan Club,\textsuperscript{23} Los Angeles Public Library Cahuenga Branch, 14\textsuperscript{th} Street Intermediate School (demolished), Asbury Apartments\textsuperscript{24} and Occidental College.

The president of the company was Henry Wells Pettebone, a former resident of Pennsylvania who had been born in 1860. In 1878, at the age of 18, Pettebone relocated to the West when he arrived to Colorado with the intent to improve his health. Once there, he became a travelling salesman for the R. Douglas and Company. Later, he became a salesman for the St. Louis Glass and Queensware Company, where he found his sales territory expanded to the entire Southwest region. In 1897, he resigned from his position as a salesman for the company when he decided to relocate from Colorado to Los Angeles. Once established in the city, he began working for the W.G. Hutchison Company, manufacturers of gas and electric fixtures. However, his tenure at this company was somewhat short, for in 1901, Pettebone organized and incorporated his own retail venue for the sales of gas and electric fixtures, the Forve-Pettebone Company. The company moved into its offices, originally located at 515 South Broadway, in 1902.

Pettebone’s business flourished in the 1910s. The company was a leader in its sales of wholesale and trade light fixtures throughout Los Angeles. The Forve-Pettebone Company held membership in the Merchants and Manufacturers’ Association, a powerful organization within Los Angeles, which was

\textsuperscript{18} Underwood, 120.
\textsuperscript{19} “Industrial Interests of Southern California, Forve-Pettebone Co.” Los Angeles Times, May 11, 1907.
\textsuperscript{20} “The City in Brief: Brevities.” Los Angeles Times. 8 June 1902, 12.
\textsuperscript{21} Ibid.
\textsuperscript{22} Currently known as the Huntington Hotel
\textsuperscript{23} In its 1905 location in the top three floors of the Pacific Electric Building at 610 S. Main Street.
\textsuperscript{24} Eligible for the National Register of Historic Places.
involved in the politics and legislation of the city. Pettebone, himself, was considered one of the most successful business men of his time in Los Angeles, who “in a manufacturing sense, placed that city on a map of the world.” He was a member of several local organizations including the Chamber of Commerce, Municipal League, Knights Templar, Masons, Shriners and the Jonathan Club. Pettebone remained the president of the company until 1910, when his health began to deteriorate.

As the hyphenated name of Pettebone’s company suggests, he did not found the company entirely on his own. Like many businessmen during this era, he had a business partner, who was named Phillip Forve. Like Pettebone, Forve was also originally from Pennsylvania. Born just four years earlier than Pettebone, in Wilkesbarre in 1856, Forve was schooled until age 14. Shortly thereafter, he began an apprenticeship in the plumbing and heating business. Forve first started his own company with his brother as a business partner. This company was established under the name Peter Forve & Brother, and it was dedicated to general plumbing and heating. The business operated for nearly a quarter century. In 1900, Forve relocated to Los Angeles, and shortly thereafter, in the following year, he entered into a business partnership with Henry Pettebone.

Although the Forve-Pettebone Company was the most dominant and visible tenant of the second building to house the company, as located at 510-514 S. Broadway, they also shared the space with tailors, jewelers and dentists. Another early notable tenant was Dr. Burner, who operated the Temple of Health from the fourth floor. The Temple of Health included consultation offices, a lecture hall and the largest anatomical museum west of Philadelphia. Dr. Burner gained notoriety in the early 20th century as the inventor of the California radium cure, which essentially consisted of radium-charged liquids that he would administer to his patients. His staff consisted of well-known physicians, including two surgeons and a natural healer. His first lecture given at the Temple of Health attracted over 800 people. Between the attractions of Dr. Burner's lectures and Forve-Pettebone Company's artistic lighting fixtures, the subject property received ample use by the public.

Although the building continued to be utilized by the public after the Forve-Pettebone Company relocated to 818 Figueroa Street, its most significant years corresponds to their occupancy during 1905-1924. It was during these years which the prolific lighting designers and manufacturers made tremendous contributions to downtown Los Angeles' built environment as well as its economic growth.

26 Los Angeles Examiner, Being the Portraits And Biographies of Progressive Men of the South-west ... Los Angeles, Cal, The Los Angeles Examiner, 1912.
27 McGroatry, 110.
Bibliography


City of Los Angeles Department of Buildings

Los Angeles Public Library Digital Archives

Los Angeles Herald Examiner (1873-1921), California Digital Newspaper Collection.


*Pacific Coast Architect*, Coast Publisher Company, Portland Oregon, 1926.


USC Digital Library
FIGURES ATTACHMENT
FORVE-PETTEBONE BUILDING
510-514 SOUTH BROADWAY, LOS ANGELES, CALIFORNIA
Figure 1: Sanborn Fire Insurance Map, 1888, the subject property served as a stable prior to its 1905 construction (LAPL).
Figure 2: Sanborn Fire Insurance Map, 1894, the subject property served as a stable prior to its 1905 construction (LAPL).
Figure 3: Sanborn Fire Insurance map, 1906, the subject property outlined in red (LAPL).
Figure 4: Sanborn Fire Insurance Map, 1944, the subject property is outlined in red (LAPL).
Figure 5: Map of downtown area, the subject property outlined in red (Worthington Gates, Bird’s Eye View of Los Angeles, 1909)
Figure 6: Map of subject property outlined in red (Los Angeles County Assessors Map, 2015)
HISTORIC DOCUMENTS AND PHOTOGRAPHS
OF OR RELATING TO THE SUBJECT PROPERTY
Application for Erection of “Class B & C” Buildings

Application is hereby made to the Superintendent of Buildings of the City of Los Angeles, for the approval of the detailed statement of the specifications and plans herewith submitted for the erection of the building herein described. All provisions of the Building Ordinances shall be complied with in the erection of said building, whether specified herein or not.

(Sign here) O. T. JOHNSON

Location: Lat... Long... Block... lot... Date... Year...

Owner’s name... O. T. JOHNSON

Architect’s name... O. T. JOHNSON

Builder’s name... O. T. JOHNSON

Builder’s Address... 1201... Broadway

Estimated Cost of the Proposed Improvements... $100,000.

Size of lot: 50'... feet front; 50'... feet rear; 100'... feet deep.

Size of building? 50'... feet front; 50'... feet rear; 200'... feet deep.

Number of stories in height: main building... feet. Extension...

Height from curb level to highest point: main building... feet. Extension...

What is the character of the grounds: rock, clay, sand, fill, etc.

What will be the foundation? Beams, piers, cap stones?

Give thickness and how laid. Will conform to ordinance.

What will be the depth of foundation walls below curb level?... feet. Will... foundation walls be built?

Give thickness of foundation walls: front... inches. sides... inches.

Will interior supports be C. F. or steel columns?... East. Loam. Will... columns be used?

Give size of same. Will... columns be used?

Give size of piers and cap plates or stones

Give base course, width and thickness... Will conform to ordinance.

Figure 7: Original building permit for erection of Forve-Pettebone Building (LA DBS, 1905).
Six-story block that will be erected on South Broadway by O. T. Johnson.

The building will practically cover an entire city block, its first floor to be used for stores and other business purposes.

The cost of the building will exceed $250,000, and all windows will be of light glass. The entire building is to be faced with cement, one hundred tons of cement being used in the construction.

Figure 8: Rendering of the proposed building (Los Angeles Times, June 18, 1905).
JOHNSON BLOCK ON BROADWAY.

One of the latest additions to Broadway is the five-story block erected by O. T. Johnson, after the plans by R. B. Young, architect. The building has a frontage of 51 feet on Broadway and 145 feet deep. It has an alley on two sides. The building is leased for a term of years. All of the floors are for commercial purposes. The elevation of the front is nearly all plate glass, with pressed brick trimmings and surmounted with a neat cornice, giving the building a pleasing appearance. The rear is built in the same manner, nearly all glass, making all of the floors very light. In the center, between the two stores there is a vestibule with marble wainscoting and tile floors, and a large passenger elevator with wide iron stairs leading to the top floor. In the rear there is a large freight elevator, connecting all the floors with the alley. The building cost $40,000.

Figure 9: Article describing architecture of the Forve-Pettebone building (Los Angeles Times, Jan 14, 1906, V24).
Figure 10: View of Broadway looking north from Sixth Street. A painted sign on the side of the subject property indicates its tenants, Forve-Pettebone Company (USC Digital Library, California Historical Society Collection, 1906).
Figure 11: Bird’s eye view of the corner of Broadway and 5th Street (California Historical Society Collection, USC Digital Archives, 1907).
Figure 12: Postcard of Broadway looking north, subject property center with advertisement on south elevation, circa 1906-1915 (Brent C. Dickerson Archive).
Figure 13: Postcard of Broadway looking north, subject property with advertisement on south elevation, circa 1906-1915 (Brent C. Dickerson Archive).
Figure 14: View of Broadway from the corner of 5th and Broadway at night, subject property second from the left, ca. 1920s (Brent C. Dickerson Archive).
Figure 15: View of Broadway looking south from Fifth Street, Los Angeles. The subject property is the second from the left (California Historical Society Collection, USC Digital Library, 1928).
Figure 16: A view of Broadway looking north, between West 5th Street and West 6th Street (Dick Whittington Studios, USC Digital Library, 1939).
Figure 17: View Looking South on Broadway at 5th Street, subject property is second from the left (Los Angeles Public Library Digital Archives, Security Pacific National Bank Collection, 1932).
Figure 18: South view of Broadway from 5th Street (Security Pacific National Bank Collection, Los Angeles Public Library, 1963).
FIGURES ATTACHMENT
FORVE-PETTEBONE BUILDING
510-514 SOUTH BROADWAY, LOS ANGELES, CALIFORNIA

HISTORIC DOCUMENTS AND PHOTOGRAPHS
RELATING TO THE FORVE-PETTEBONE COMPANY
BROADWAY BLAZE OF ELECTRICITY

THOROUGHFARE SHINES WITH BRILLIANCE

GREAT PARADE IS FEATURE

Scenes of Partial Darkness Transformed into Veritable Gardens of Light—Great Throng Amazed at Wondrous Spectacle

It was Broadway's triumph. All the rest of Los Angeles stood in the background, amazed at the wondrous spectacle, perhaps the greatest electrical display ever witnessed in any city on the Pacific coast and by far the most surprising project of its kind ever undertaken by a city of 200,000 population in America, and that means the world.

At 8:45 o'clock last night, by the pressing an electric button, the scene in Broadway was changed from one of total darkness to a veritable garden of light, and so it will ever be thus. The merchants of that beautiful thoroughfare paved the way for the magnificent display last evening which marked the dawnning of a nightly illumination that will serve as a monument of refinement and beauty to a street that now stands second to none in the entire country.

Figure 19: Article describing Broadway's new lighting system and ceremony (Los Angeles Herald, May 7, 1905).

Figure 20: Photograph of Broadway's new lighting system, designed by an employee of the Forve-Pettebone Company (Underwood, 1906).
New gas and electric light fixture store on Broadway—Messrs. Forve-Pettebone & Co., 515 South Broadway, opened their doors for business on Monday last and it is no exaggeration to state that nothing like this establishment is to be found west of Chicago in completeness and elegance of stock. The artistic taste displayed in the store fittings, from the beautiful elegant sign over the front entrance, all through the series of finely-furnished parlors to the shop in the rear, has stood the crucial test of the critic's eye. There is perfect harmony in the soft coloring effects produced by electric light. The line of gas and electric fixtures on exhibition are all new in design, strictly up-to-date, and it will well repay a visit to this store to all lovers of art metal work, whether or not they have any intention of purchasing. Such a visit will convince the most skeptical that they are perfectly capable of fitting up the most elegant homes, as well as the modest cottages. Forve-Pettebone & Co. will make a specialty of manufacturing gas and electric light fixtures and all kinds of metal work. They have given the lighting question a very close study from an architectural standpoint and are evidently prepared to meet all competition on the coast, both as to price and as to beauty and artistic finish. This new house is a valuable addition and an ornament to the mercantile establishments of Southern California.

Figure 21: Article on the Forve-Pettebone Company's first showroom, 515 S. Broadway. The article praises their inventory, and their business a "valuable addition and an ornament to the mercantile establishment of Southern California." (Los Angeles Times, June 8, 1902, 12).
**Figure 22:** Article depicting the new style of electric light, designed by Western Underwood, artist of the Forve-Pettebone Company (Los Angeles Herald, November 6, 1905).

**Figure 23:** Article describing the lighting improvements along Spring Street (Los Angeles Herald, December 20, 1905).
Figure 24: Examples of the lamp posts designed by Western Underwood, of the Forve-Pettebone Company. Reproduced by the Llewellyn Iron Works. City planner Charles Mulford Robinson credits these lamp post “Making Los Angeles the Most Beautifully Lighted City in the World.” (The City Beautiful, 1909).
FIGURES ATTACHMENT
FORVE-PETTEBONE BUILDING
510-514 SOUTH BROADWAY, LOS ANGELES, CALIFORNIA

Figure 25: Advertisement for Forve-Pettebone Company listing address of subject property (Los Angeles Times, December 10, 1910).

Figure 26: Early tenant of the Forve-Pettebone building, Dr. Burner advertises The Temple of Health, located on the fourth floor (Los Angeles Times, August 19, 1906).
Figure 27: Advertisement for Forve-Pettebone Company, marketing their products as architectural elements, using their work at Occidental College as an example (Pacific Coast Architect, January 1926).

Figure 28: Advertisement for Forve-Pettebone Company illustrates their contributions to the Ashbury apartment house (Pacific Coast Architect, April 1926).
Figure 29: Exterior of 500 South Hudson Avenue, fixtures designed by Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1926.).

Figure 30: Interior of the Pacific Electric building (former Jonathan Club), light fixtures by Forve-Pettebone Company (Security Pacific National Bank Collection, Los Angeles Public Library Digital Archives, 1905).
Figure 31: Bedside lamp with flowers and figure, designed by Forve-Pettebone Company (Dick Whittington, USC Digital Library).

Figure 32: Desk lamp designed by Forve-Pettebone Company (Dick Whittington, USC Digital Archive, 1925).
Figure 33: Table lamp designed by Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1925).

Figure 34: Decorative table lamp designed by Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1925).
Figure 35: Chandelier designed by Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1925).

Figure 36: Sconce designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1925).
Figure 37: Electric lamp designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1925).

Figure 38: Desk lamp designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1925).
Figure 39: Floor lamp designed by Forve-Pettebone Company (USC Digital Library, Dick Whittington, 1925).

Figure 40: Candelabras designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1925).
Figure 41: Boards of samples of hardware from the Forve-Pettebone Studio (Dick Whittington, USC Digital Library, 1926).

Figure 42: Boards of samples of hardware from the Forve-Pettebone Studio (Dick Whittington, USC Digital Library, 1926).
Figure 43: Boards of samples of hardware from the Forve-Pettebone Studio (Dick Whittington, USC Digital Library, 1926).

Figure 44: Boards of samples of hardware from the Forve-Pettebone Studio (Dick Whittington, USC Digital Library, 1926).
Malting against the succed wall, this lantern of hand-wrought iron lends a delightful bit of character to the patio entrance of the Herbert Goudge residence, 2407 La Mesa Drive, Santa Monica. This picturesque lantern is one of the distinctive hand-wrought creations made by the artists of the Forve-Pettebone Company. In their studio at 818 South Figueroa many of these attractive pieces are on display.

Figure 45: A blurb entitled “Art in Los Angeles” features the lighting fixtures by the Forve-Pettebone Company (Los Angeles Times, October 10, 1926).

This magnificent chandelier at Italian design loans of the extremely was at the New Elks Temple. Both design and metal work show unusual craftsmanship. It is a product of the Forve-Pettebone studio, in Figueroa near Eighth, and is a fine example of the work artists in these studios are doing.

Figure 46: Description of the chandelier at the New Elks club by Forve-Pettebone Company (Los Angeles Times, July 4, 1926).
Figure 47: Photograph of man and chandelier at the Elks Club, designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1926).

Figure 48: Photograph of the chandelier at the New Elks Club, designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Photo Archive, 1926).
Figure 49: Interior view of Santa Monica Church, lighting fixtures designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1926).

Figure 50: Interior view of Santa Monica Church, lighting fixtures designed by the Forve-Pettebone Company (Dick Whittington, USC Digital Archives, 1926).
Figure 51: Exterior arcade of the 13th Church of Christ Scientist, Los Angeles, lighting by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1926).

Figure 52: Interior of the 13th Church of Christ Scientist, Los Angeles, lighting by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1926).
Figure 53: Interior of 13th Church of Christ Scientist, Los Angeles, lighting by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1926).

Figure 54: Interior of 13th Church of Christ Scientist, Los Angeles, lighting by the Forve-Pettebone Company (Dick Whittington, USC Digital Library, 1926).
Figure 55: Interior lighting fixtures designed by the Forve-Pettebone Company at Occidental College (Dick Whittington, USC Digital Library, 1926).

Figure 56: Interior lighting fixtures designed by the Forve-Pettebone Company at Occidental College (Dick Whittington, USC Digital Library, 1926).
FIGURES ATTACHMENT
FORVE-PETTIEBONE BUILDING
510-514 SOUTH BROADWAY, LOS ANGELES, CALIFORNIA

HISTORIC DOCUMENTS AND PHOTOGRAPHS REGARDING THE ARCHITECT,

ROBERT B. YOUNG
One of the leading architects of Southern California, who died yesterday.

BUILDINGS ARE HIS MONUMENT.

NOTED ARCHITECT DOES AFTER ILLNESS OF MONTHS.

Come to The City Thirty-five Years Ago and Many of the Structures Now Erected as Landmarks Are of His Design—Was Born in Canada.

Pursuing closely upon the passing of William C. Carter, who died at Mesa Park on January 21, death has claimed another distinguished Los Angeles architect in the person of Robert Brown Young, senior member of the firm of R. B. Young & Son, and one of the pioneer designers of buildings in this city. Young died at 12.34 yesterday morning at the family home, 1201 South Hoover Street, taking to reserve room to the administration of oxygen given him at short intervals during several days. He had been ill for a number of months.

Young was the architect of many of the most important structures in Los Angeles and the Southwest. Notable among the buildings he planned in this city are the Landmark, Occidental, Westminster, Leimert and Hollenbeck hotels, the Leavens hotel, the Barker brothers' block, the California furniture company's building, the Seminole Apartments and the Sunset apartments hotel.

Throughout Southern California are scattered notable structures of which he was the designer, among these being the Whittier Reform School, the Reynolds department store in Riverside, the Mission temple at Corona, and St. Andrew's Church at Pasadena. He was a member of the firm of the Yuma county courthouse and other noteworthy buildings in Arizona. He was resident architect for the Ophirum Theater in this city, and was also the designer of many of the churches and schools of the Roman Catholic diocese of Los Angeles and Monterey.

Young was born in Huntington county, Canada, April 3, 1886, the son of Alexander Young and Mary Ann (Barker) Young. While a youth he studied architecture and construction in Denver, but learned most of his trade in the great school of experience. He first opened an office for himself in San Francisco, but left for Los Angeles two months afterward for Los Angeles, where he found himself in the midst of the first real building boom this city experienced.

When he arrived here in 1078, Young had for his competitors in the thriving little city of 18,000 inhabitants, Charles Davis and the firm of Kynaer and Morgan (now Morgan, Walls & Murray). The town extended only as far south as Fourth street, and boasted but few buildings of consequence. The new architect secured in short order a commission to prepare plans for the old Clifton Hotel at the corner of Broadway and Temple street. Later he planned the Hollenbeck Hotel, and the Wilson block, both in their day architectural marvels of the city. A large number of the old-time structures that are today looked upon as landmarks in the city's growth, were planned by the young Canadian in the early nineties.

Young was married in 1899 to Mary Elizabeth Young Moore. His son, who was taken into partnership a number of years ago, will probably continue the architectural business under the same name, having been in sole charge of the work of the office during his father's illness.

Young was a member of the Chamber of Commerce of the Merchants and Manufacturers Association, the Southern and Architects' Association, the Jonathan Club, the Elks Lodge, the Los Angeles Athletic Club, and the Union League and Highland

Figure 57: Obituary of architect Robert B. Young, one of the pioneers of Los Angeles architecture (Los Angeles Times, January 30, 1914).
Figure 58: A view of the Mason building at the southeast corner of 4th and Broadway, designed by Robert B. Young (Los Angeles Public Library Digital Archives, Security Pacific National Bank Collection, n.d.).

Figure 59: The Occidental Hotel, located at 428 Hill Street was designed by Robert B. Young in 1898. This property was one of the earlier commercial buildings in the downtown area (Los Angeles Public Library Digital Archives, 1900).
Figure 60: Hotel Lankershim, 230 West Seventh Street, designed by Robert B. Young and completed in 1905 (Los Angeles Public Library Digital Archive, 1925).

Figure 61: Young Apartments, 1615-1631 South Grand Avenue, designed by Robert Brown Young & Son (firm) in 1912. This property is a Historic-Cultural Monument #317 and has been determined eligible for the National Register of Historic Places. (Los Angeles Public Library Digital Archive, 1972).
FIGURES ATTACHMENT
FORVE-PETTEBONE BUILDING
510-514 SOUTH BROADWAY, LOS ANGELES, CALIFORNIA

Figure 62: San Fernando Building, 400 South Main Street, Historic-Cultural Monument #728 and listed in the National Register of Historic Places. The upper two stories were an addition made by R.B. Young in 1911 (Dick Whittington, USC Digital Library, 1936).

Figure 63: Vickrey-Brunswig Building, 501 North Main Street designed by R.B. Young in 1888 and is listed in the California State Register (HABS CA-2798, Library of Congress, 2009).
FIGURES ATTACHMENT
FORVE-PETTEBONE BUILDING
510-514 SOUTH BROADWAY, LOS ANGELES, CALIFORNIA

BUILDING PERMITS
FOR LATER ALTERATIONS
Application to Alter, Repair or Demolish

Application is hereby made to the Board of Public Works (Chief Inspector of Buildings) of the City of Los Angeles, for the approval of the detailed statement of specifications herewith submitted for the alteration, repair or demolition of the building herein described. All provisions of the Building Ordinance shall be complied with in the alteration, repair or demolition of said building, whether specified herein or not.

(Sign Here)

Los Angeles, Cal., Application Date: 1910

CITY ASSESSOR: Please Verify

TAKE TO ROOM NO. 6
FIRST FLOOR

Lot 2
Block 5

TAKE TO ROOM NO. 34
THIRD FLOOR

Lot 2
Block 5

Owner's name
C. B. Berg

Owner's address
513 2nd Broadway

Architect's name
C. B. Berg

Contractor's name
C. B. Berg

Entire cost of the Proposed Improvements, $200.00

Site of present building

Purpose of the building

No. of rooms at present

Size of new addition

Size of foundation

Size of exterior studs

Size of interior studs

Size of window sills

Size of first floor joist

STATE ON FOLLOWING LINES JUST WHAT YOU WANT TO DO:

Date: Aug 24, 1910

Application Received

Figure 64: Building permit for window alterations on the north wall on the first and third floors, 1910 (Los Angeles Department of Building and Safety).
Figure 65: Building permit for interior updates for the Forve-Pettebone Company and for extend fire escape balcony to their studio on the fifth floor, 1917 (Los Angeles Department of Building and Safety).
Figure 66: Building permit to change store front to side entrance, 1917 (Los Angeles Department of Building and Safety).
**Figure 67:** Building permit for storefront alterations for 510 South Broadway, 1934 (Los Angeles Department of Building and Safety).
### Figure 68: Building permit to repair storefront, remove old storefront and install new storefront, 1935 (Los Angeles Department of Building and Safety)
**Application to Alter, Repair, Move or Demolish**

In the interest of Building and Housing Standards of the City of Los Angeles, the following is a record of the alteration of a building or portion thereof. The alteration is hereby made in accordance with the provisions of the Building Code of the City of Los Angeles, through the office of the Building Division of the Department of Building and Safety.

**Lot:**

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**Present location of building:**

- 152 S. Broadway

**New location of building:**

- 5th & 6th St.

**Purpose of present building:**

- Store & office

**Use of building after alteration or moving:**

- Store & office

**Owner(s) name:**

- O. T. Johnson, Estate

**Licensed Contractor:**

- 152 S. Broadway

**Contractor's address:**

- 1st & Broadway

**Valuation of proposed work:**

- $3000

**Number of stories high:**

- 5 stories

**Height to highest point:**

- 50 feet

**Material of existing walls:**

- Brick

**Exterior framework:**

- Steel

**Alteration and repair work:**

- Remove existing windows, and rear wall leaving skylights, ceiling construction. Install new floor in lobby, new store front, bulkheads, rear wall and vitrolite on front & bulkheads.

**Permit No.:**

- 23335

**Date:**

- JUL 14 1937

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Figure 69: Building permit for floor in lobby, new store front, and bulkheads for store and offices, 1937 (Los Angeles Department of Building and Safety).
Figure 70: Building permit for store front alterations for 510 South Broadway, 1958 (Los Angeles Department of Building and Safety).
FIGURES ATTACHMENT
FORVE-PETTEBONE BUILDING
510-514 SOUTH BROADWAY, LOS ANGELES, CALIFORNIA

CONTEMPORARY PHOTOGRAPHS
Figure 71: West elevation of 510-514 South Broadway (Chattel, 2015).
Figure 72: Oblique view of the west elevation and storefronts (Chattel, 2015).

Figure 73: West elevation storefronts and second story windows (Chattel, 2015).
Figure 74: North elevation of 510-514 South Broadway (Chattel, 2015).
Figure 75: Oblique view of north and east elevations, and northern alley (Chattel, 2015).

Figure 76: Oblique view of east and south elevation, southern alley obscured by gate (Chattel, 2015).
Figure 77: Rear alley and east elevation of the subject property (Chattel, 2015).
Figure 78: Interior staircase leading to basement (Chattel, 2015).
Figure 79: Interior of basement, with original cast iron columns (Chattel, 2015).

Figure 80: Non functioning, original elevator located in the basement (Chattel, 2015).
Figure 81: Sidewalk vault, facing west from the interior of the basement (Chattel, 2015).
Figure 82: Exterior of 510 South Broadway storefront and main entrance (Chattel, 2015).

Figure 83: Interior vestibule of the retail space at 510 South Broadway (Chattel, 2015).
Figure 84: Interior of vestibule of 510 South Broadway (Chattel, 2015).

Figure 85: Interior of the current restaurant renovations at 510 South Broadway (Chattel, 2015).
Figure 86: Interior of 510 South Broadway, facing west (Chattel, 2015).

Figure 87: Interior of kitchen, 510 South Broadway (Chattel, 2015).
Figure 88: Interior staircase leading from ground floor to second story (Chattel, 2015).
Figure 89: Second story windows facing west (Chattel, 2015).

Figure 90: Second story windows facing west (Chattel, 2015).
Figure 91: Detail of second floor curved window facing west (Chattel, 2015).
Figure 92: Detail of second floor windows facing west (Chattel, 2015).
Figure 93: Detail of second floor curved window (Chattel, 2015).

Figure 94: Second floor interior facing east (Chattel, 2015).
Figure 95: Interior of second floor, facing northeast (Chattel, 2015).

Figure 96: Elevator shaft, second floor (Chattel, 2015).
Figure 97: Staircase between second and third floor (Chattel, 2015).
Figure 98: Third story windows facing west (Chattel, 2015).

Figure 99: Third story windows facing west (Chattel, 2015).
Figure 100: Third story double hung windows with segmented arches (Chattel, 2015).

Figure 101: Interior view, exposed brick and windows in need of repair (Chattel 2015).
Figure 102: Interior of rear of the fourth floor, with smaller columns and seismic bracing (Chattel, 2015).

Figure 103: Detail of wood column (Chattel, 2015).
Figure 104: Pair of windows on fourth floor, north elevation (Chattel, 2015).

Figure 105: Interior of the fourth floor, looking east (Chattel, 2015).
Figure 106: Interior of fifth floor windows, facing west (Chattel, 2015).

Figure 107: Interior of fifth floor, facing east (Chattel, 2015).
Figure 108: Exterior of fifth floor, north elevation fire escape (Chattel, 2015).

Figure 109: View of the roof, facing north (Chattel, 2015).
Figure 110: Roof, facing east (Chattel, 2015).

Figure 111: Detail of decorative brick roofline (Chattel, 2015).
ZIMAS PARCEL REPORT
**PROPERTY ADDRESSES**

- 510 S BROADWAY
- 512 S BROADWAY
- 514 S BROADWAY

**ZIP CODES**

- 90013

**RECENT ACTIVITY**

- Broadway CDO, Eff. 10/26/09
- DIR-2010-2488
- ZA-2014-4732-CUB
- ENV-2014-4733-EAF
- TT-72523-CG
- ENV-2014-1309-EAF
- DIR-2010-2489-CDO
- ENV-2015-1254-EAF

**CASE NUMBERS**

- CPC-2014-2711-CDO-SN-ZC
- CPC-2012-1737-MSC
- CPC-2010-213-CA
- CPC-2009-874-CDO-ZC
- CPC-2009-4502-GPA
- CPC-2005-361-CA
- CPC-2005-1124-CA
- CPC-2005-1122-CA
- CPC-1986-606-GPC

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**Address/Legal Information**

| PIN Number | 129A211     |
| Lot/Parcel Area (Calculated) | 8,092.3 (sq ft) |
| Thomas Brothers Grid | PAGE 634 - GRID F4 |
| Assessor Parcel No. (APN) | 5149034002 |
| Tract | SUBDIVISION OF THE NORTH PART OF BLOCK 13, ORD'S SURVEY |
| Map Reference | M R 5-155 |
| Block | None |
| Lot | 3 |
| Arb (Lot Cut Reference) | None |
| Map Sheet | 129A211 |

**Jurisdictional Information**

- Community Plan Area: Central City
- Area Planning Commission: Central
- Neighborhood Council: Downtown Los Angeles
- Council District: CD 14 - Jose Huizar
- Census Tract #: 2073.01
- LADBS District Office: Los Angeles Metro

**Planning and Zoning Information**

- Special Notes: None
- Zoning: [Q]C5-40-CDO
- Zoning Information (ZI):
  - ZI-2385 Greater Downtown Housing Incentive Area
  - ZI-2408 Broadway
  - ZI-145-2033
  - ZI-2374 LOS ANGELES STATE ENTERPRISE ZONE
- General Plan Land Use: Regional Center Commercial
- General Plan Footnote(s): Yes
- Hillside Area (Zoning Code): No
- Baseline Hillside Ordinance: No
- Baseline Mansionization Ordinance: No
- Specific Plan Area: None
- Special Land Use / Zoning: None
- Design Review Board: No
- Historic Preservation Review: Yes
- Historic Preservation Overlay Zone: None
- Other Historic Designations: None
- Other Historic Survey Information: None
- Mills Act Contract: None
- POD - Pedestrian Oriented Districts: None
- CDO - Community Design Overlay: Broadway
- NSO - Neighborhood Stabilization Overlay: No
- Streetscape: Broadway
- Sign District: No
- Adaptive Reuse Incentive Area: Downtown
- CRA - Community Redevelopment Agency: City Center Redevelopment Project
- Central City Parking: Yes
- Downtown Parking: Yes

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<table>
<thead>
<tr>
<th>Building Line</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 Ft School Zone</td>
<td>No</td>
</tr>
<tr>
<td>500 Ft Park Zone</td>
<td>Active: Pershing Square Park</td>
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</tbody>
</table>

### Assessor Information

- **Assessor Parcel No. (APN)**: 5149034002
- **APN Area (Co. Public Works)**: 0.186 (ac)
- **Use Code**: 1100 - Stores
- **Assessed Land Val.**: $1,881,184
- **Assessed Improvement Val.**: $2,090,205
- **Last Owner Change**: 04/23/15
- **Last Sale Amount**: $7,075,070
- **Tax Rate Area**: 3264
- **Deed Ref No. (City Clerk)**: 919094, 491980, 4-384, 1247463, 1236082, 1236081

#### Building 1

- **Year Built**: 1905
- **Building Class**: CX
- **Number of Units**: 0
- **Number of Bedrooms**: 0
- **Number of Bathrooms**: 0
- **Building Square Footage**: 36,975.0 (sq ft)

#### Building 2

- No data for building 2

#### Building 3

- No data for building 3

#### Building 4

- No data for building 4

#### Building 5

- No data for building 5

### Additional Information

- **Airport Hazard**: None
- **Coastal Zone**: None
- **Farmland**: None
- **Very High Fire Hazard Severity Zone**: No
- **Fire District No. 1**: Yes
- **Flood Zone**: None
- **Watercourse**: No
- **Hazardous Waste / Border Zone Properties**: No
- **Methane Hazard Site**: None
- **High Wind Velocity Areas**: None
- **Special Grading Area (BOE Basic Grid Map A-13372)**: No
- **Oil Wells**: None

### Seismic Hazards

- **Active Fault Near-Source Zone**: None
  - Nearest Fault (Distance in km): 1.27217424
  - Nearest Fault (Name): Puente Hills Blind Thrust
  - Region: Los Angeles Blind Thrusts
  - Fault Type: B
  - Slip Rate (mm/year): 0.70000000
  - Slip Geometry: Reverse
  - Slip Type: Moderately / Poorly Constrained
  - Down Dip Width (km): 19.00000000
  - Rupture Top: 5.00000000
  - Rupture Bottom: 13.00000000

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<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
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<tbody>
<tr>
<td>Dip Angle (degrees)</td>
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<tr>
<td>Maximum Magnitude</td>
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<td>Alquist-Priolo Fault Zone</td>
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<tr>
<td>Landslide</td>
<td>No</td>
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<tr>
<td>Liquefaction</td>
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<tr>
<td>Preliminary Fault Rupture Study Area</td>
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<tr>
<td>Tsunami inundation Zone</td>
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**Economic Development Areas**

<table>
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<tr>
<th>Category</th>
<th>Area</th>
</tr>
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<tbody>
<tr>
<td>Business Improvement District</td>
<td>HISTORIC DOWNTOWN LOS ANGELES</td>
</tr>
<tr>
<td>Promise Zone</td>
<td>No</td>
</tr>
<tr>
<td>Renewal Community</td>
<td>No</td>
</tr>
<tr>
<td>Revitalization Zone</td>
<td>Central City</td>
</tr>
<tr>
<td>State Enterprise Zone</td>
<td>LOS ANGELES STATE ENTERPRISE ZONE</td>
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<tr>
<td>Targeted Neighborhood Initiative</td>
<td>None</td>
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**Public Safety**

**Police Information**

<table>
<thead>
<tr>
<th>Bureau</th>
<th>Central</th>
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</thead>
<tbody>
<tr>
<td>Division / Station</td>
<td>Central</td>
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<tr>
<td>Reporting District</td>
<td>153</td>
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**Fire Information**

<table>
<thead>
<tr>
<th>Division</th>
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<tbody>
<tr>
<td>Battalion</td>
<td>1</td>
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<tr>
<td>District / Fire Station</td>
<td>9</td>
</tr>
<tr>
<td>Red Flag Restricted Parking</td>
<td>No</td>
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</table>

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<table>
<thead>
<tr>
<th>Case Number</th>
<th>Required Action(s)</th>
<th>Project Descriptions(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPC-2014-2711-CDO-SN-ZC</td>
<td>SN-SIGN DISTRICT</td>
<td>ESTABLISHMENT OF SIGN DISTRICT; MODIFICATIONS TO EXISTING COMMUNITY DESIGN OVERLAY DISTRICT; AND ZONE CHANGES.</td>
</tr>
<tr>
<td>CPC-2012-1737-MSC</td>
<td>MSC-MISCELLANEOUS (POLICIES, GUIDELINES, RESOLUTIONS, ETC.)</td>
<td>BROADWAY STREETSCAPE Plan</td>
</tr>
<tr>
<td>CPC-2010-213-CA</td>
<td>CA-CODE AMENDMENT</td>
<td>AN AMENDMENT TO ARTICLE 4.5 AND SECTION 16.05 OF ARTICLE 6.1 OF THE LOS ANGELES MUNICIPAL CODE (LAMC), AND RELEVANT SECTIONS OF THE LOS ANGELES ADMINISTRATIVE CODE, TO MODIFY THE AUTHORITY AND PROCEDURES FOR EFFECTUATING A TRANSFER OF FLOOR AREA RIGHTS (TFAR) AND TO MAKE OTHER TECHNICAL CHANGES TO REFLECT THE EXPIRATION OF THE AMENDED CENTRAL BUSINESS DISTRICT REDEVELOPMENT PROJECT AREA.</td>
</tr>
<tr>
<td>CPC-2009-874-CDO-ZC</td>
<td>CDO-COMMUNITY DESIGN OVERLAY DISTRICT ZC-ZONE CHANGE</td>
<td>PROPOSED ESTABLISHMENT OF THE BROADWAY COMMUNITY DESIGN OVERLAY</td>
</tr>
<tr>
<td>CPC-2008-4502-GPA</td>
<td>GPA-GENERAL PLAN AMENDMENT</td>
<td>PLAN AMENDMENT, PLAN MAP AMENDMENT</td>
</tr>
<tr>
<td>CPC-2005-361-CA</td>
<td>CA-CODE AMENDMENT</td>
<td>CODE AMENDMENT TO UPDATE RESIDENTIAL STANDARDS AND INCENTIVIZE HOUSING IN THE CENTRAL CITY AREA.</td>
</tr>
<tr>
<td>CPC-2005-1124-CA</td>
<td>CA-CODE AMENDMENT</td>
<td>TO REQUIRE PROJECTS IN THE CENTRAL CITY COMMUNITY PLAN TO COMPLY WITH DESIGN AND STREETSCAPE GUIDELINES</td>
</tr>
<tr>
<td>CPC-2005-1122-CA</td>
<td>CA-CODE AMENDMENT</td>
<td>INCENTIVES FOR HIGH PRODUCTION OF AFFORDABLE AND WORKFORCE HOUSING IN THE CENTRAL CITY PLAN AREA.</td>
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<tr>
<td>CPC-1986-606-GPC</td>
<td>GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)</td>
<td>GENERAL PLAN/ZONE CONSISTENCY - CENTRAL CITY AREA - COMMUNITYWIDE ZONE CHANGES AND COMMUNITY PLAN CHANGES TO BRING THE ZONING INTO CONSISTENCY WITH THE COMMUNITY PLAN. INCLUDING CHANGES OF HEIGHT AS NEEDED</td>
</tr>
<tr>
<td>ZA-2015-1255-CUB</td>
<td>CUB-Conditional Use Beverage-Alcohol</td>
<td>PURSUANT TO 12.24 W 1 TO ALLOW THE ON-SITE CONSUMPTION OF A FULL-LINE OF ALCOHOL BEVERAGES SALES IN CONJUNCTION WITH AN EXISTING RESTAURANT, HAVING APPROX. 3,645 SQUARE FEET IN SIZE, WITH 84 SEATS, AND HAVING THE DAILY OPERATING HOURS OF 11 AM TO 2 AM, 7 DAYS A WEEK, IN THE ZONE.</td>
</tr>
<tr>
<td>ENV-2015-1254-MND</td>
<td>MND-MITIGATED NEGATIVE DECLARATION</td>
<td>PURSUANT TO 12.24 W 1 TO ALLOW THE ON-SITE CONSUMPTION OF A FULL-LINE OF ALCOHOL BEVERAGES SALES IN CONJUNCTION WITH AN EXISTING RESTAURANT, HAVING APPROX. 3,645 SQUARE FEET IN SIZE, WITH 84 SEATS, AND HAVING THE DAILY OPERATING HOURS OF 11 AM TO 2 AM, 7 DAYS A WEEK, IN THE ZONE.</td>
</tr>
<tr>
<td>ENV-2014-2712-ND</td>
<td>ND-NEGATIVE DECLARATION</td>
<td>Data Not Available</td>
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</table>

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Case Number: ENV-2013-3392-CE
Required Action(s): CE-CATEGORICAL EXEMPTION
Project Descriptions(s): THE PROPOSED ORDINANCE MODIFIES SECTION 22.119 OF THE LOS ANGELES ADMINISTRATIVE CODE TO ALLOW ORIGINAL ART MURALS ON LOTS DEVELOPED WITH ONLY ONE SINGLE-FAMILY RESIDENTIAL STRUCTURE AND THAT ARE LOCATED WITHIN COUNCIL DISTRICTS 1, 9, AND 14.

Case Number: ENV-2010-214-ND
Required Action(s): ND-NEGATIVE DECLARATION
Project Descriptions(s): AN AMENDMENT TO ARTICLE 4.5 AND SECTION 16.05 OF ARTICLE 6.1 OF THE LOS ANGELES MUNICIPAL CODE (LAMC), AND RELEVANT SECTIONS OF THE LOS ANGELES ADMINISTRATIVE CODE, TO MODIFY THE AUTHORITY AND PROCEDURES FOR EFFECTUATING A TRANSFER OF FLOOR AREA RIGHTS (TFAR) AND TO MAKE OTHER TECHNICAL CHANGES TO REFLECT THE EXPIRATION OF THE AMENDED CENTRAL BUSINESS DISTRICT REDEVELOPMENT PROJECT AREA.

Case Number: ENV-2009-1457-ND
Required Action(s): ND-NEGATIVE DECLARATION
Project Descriptions(s): PROPOSED ESTABLISHMENT OF THE BROADWAY COMMUNITY DESIGN OVERLAY

Case Number: ENV-2008-4506-ND
Required Action(s): ND-NEGATIVE DECLARATION
Project Descriptions(s): PLAN AMENDMENT, PLAN MAP AMENDMENT

Case Number: ENV-2005-362-CE
Required Action(s): CE-CATEGORICAL EXEMPTION
Project Descriptions(s): CODE AMENDMENT TO UPDATE RESIDENTIAL STANDARDS AND INCENTIVIZE HOUSING IN THE CENTRAL CITY AREA.

DATA NOT AVAILABLE
ORD-75667
ORD-180871
ORD-184307-SA1345
ORD-137036
ORD-135901
ORD-129944
AFF-62738
AFF-61258
AFF-56946
Address: 510 S BROADWAY
APN: 5149034002
PIN #: 129A211 108

Tract: SUBDIVISION OF THE NORTH
PART OF BLOCK 13, ORD'S SURVEY
Block: None
Lot: 3
Arb: None

Zoning: [Q]C5-4D-CDO
General Plan: Regional Center Commercial

City of Los Angeles
Department of City Planning