

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2015-333-HCM
ENV-2015-334-CE

HEARING DATE: February 5, 2015
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 6253 W. Hollywood Boulevard
Council District: 13
Community Plan Area: Hollywood
Area Planning Commission: Central
Neighborhood Council: Hollywood United
Legal Description: Lot LT1 of TR 060544-C

PROJECT: Historic-Cultural Monument Application for the
BANK OF HOLLYWOOD/EQUITABLE BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

OWNER(S): Michael McLeod
4730 Woodman Avenue, #200
Sherman Oaks, CA 91423

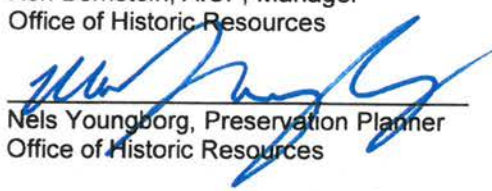
APPLICANT: Robert Chattel, AIA and Shane Swerdlow
13417 Ventura Boulevard
Sherman Oaks, CA 91423


RECOMMENDATION That the Cultural Heritage Commission:

1. **Take the property under consideration** as a Historic-Cultural Monument per Los Angeles 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.
2. **Adopt** the report findings.

MICHAEL J. LOGRANDE
Director of Planning


Ken Bernstein, AICP, Manager
Office of Historic Resources


Nels Youngborg, Preservation Planner
Office of Historic Resources


Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

SUMMARY

Built in two phases, the Bank of Hollywood is a Late Gothic Revival and Art Deco building, completed first in 1929, and later addition in 1931. It is a commercial skyscraper with a U-shaped tower atop a rectangular plan occupying the near entirety of the parcel.

The exterior of the building exhibits many character-defining features of the Late Gothic Revival and Art Deco styles, including:

- Rectangular massing with emphasis on verticality created by slightly projecting piers
- Wrought iron flourishes, including tall finials and cresting
- Emphasis on verticality
- Steeply pitched roof with finials, pinnacles, towers and spires
- Decorative spandrel panels
- Terra cotta ornamentation in the shape of flowers, shields, and grotesques

The subject property was designed by prominent Californian architect Alex Curlett. Notably, this building was designed solely by Curlett, while many of his other works were completed through partnerships. Other designs, in collaboration with other architects such as Claude Beelman, include the following:

- Union Bank & Trust Company (1922), Los Angeles. HCM #1030
- Roosevelt Building (1923), Los Angeles. HCM #355
- Farmers' and Merchants' Bank Building (1923), Long Beach. Long Beach Historic Landmark
- Cooper Arms Apartments (1923), Long Beach. National Register, Long Beach Historic Landmark
- Culver Hotel (1924), Culver City. National Register, Culver City Landmark
- Security Pacific National Bank Branch (1924), Pasadena. Pasadena Historic Landmark
- Park Plaza Hotel (1924), Los Angeles. HCM #267
- Heinsbergen Decorating Company Office (1928), Los Angeles. HCM# 275

The subject property is a contributor to the Hollywood Commercial and Entertainment National Register Historic District (NHRP# 19850404). Between 1915 and 1935, Hollywood Boulevard was transformed from a residential street of stately homes to a bustling commercial center. The concentration of the buildings on Hollywood Boulevard is a microcosm of the era's significant architectural styles, and the streetscape and massing of buildings, with few intrusions, are reminiscent of development patterns of the period.

The street level exterior was altered in the 1950s.

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.

HISTORIC-CULTURAL MONUMENT NOMINATION FORM



1. PROPERTY IDENTIFICATION

Proposed Monument Name: Bank of Hollywood / Equitable Building		Former name of property	
Other Associated Names: The Lofts at Hollywood and Vine			
Street Address: 6253 W. Hollywood Boulevard		Zip: 90028	Council District: 13
Range of Addresses on Property: 6253-6263 W. Hollywood Boulevard		Community Name: Hollywood	
Assessor Parcel Number: 5546030BRK	Tract: TR 060544-C	Block: None	Lot: LT 1
Identification cont'd: N/A			
Proposed Monument Property Type:	<input checked="" type="radio"/> Building	<input type="radio"/> Structure	<input type="radio"/> Object
	<input type="radio"/> Site/Open Space	<input type="radio"/> Natural Feature	
Describe any additional resources located on the property to be included in the nomination, here: N/A			

2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built: 1929-1931	<input checked="" type="radio"/> Factual	<input type="radio"/> Estimated	Threatened? None
Architect/Designer: Aleck Curlett	Contractor: Seafeld-Twaits Engr. Co.		
Original Use: Commercial	Present Use: Mixed (commercial and residential)		
Is the Proposed Monument on its Original Site?	<input checked="" type="radio"/> Yes	<input type="radio"/> No (explain in section 7)	<input type="radio"/> Unknown (explain in section 7)

3. STYLE & MATERIALS

Architectural Style: Gothic Revival		Stories: 12	Plan Shape: Rectangular
FEATURE	PRIMARY	SECONDARY	
CONSTRUCTION	Type: Concrete poured/precast	Type: Select	
CLADDING	Material: Terra cotta	Material: Select	
ROOF	Type: Flat	Type: Select	
	Material: Rolled asphalt	Material: Select	
WINDOWS	Type: Casement	Type: Select	
	Material: Steel	Material: Select	
ENTRY	Style: Recessed	Style: Select	
DOOR	Type: Double	Type: Select	

HISTORIC-CULTURAL MONUMENT NOMINATION FORM



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.

	See detailed alteration history in section 7A, Proposed Monument Description
1929	First phase constructed
1931	Second phase constructed
1948	Curved canopy added at northermost storefront at west elevation
1950-1979	Storefronts and interior public spaces, including main lobby modernized
1969	Front entrance redesigned, elevator cabs replaced
1999-2004	Incompatible exterior and main lobby alterations removed; original features reconstructed
2004-2005	Adaptive reuse project converting upper floors to residential condominiums

5. EXISTING HISTORIC RESOURCE IDENTIFICATION (if known)

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

6. APPLICABLE HISTORIC-CULTURAL MONUMENT CRITERIA

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

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

HISTORIC-CULTURAL MONUMENT NOMINATION FORM



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: Robert Chattel, AIA and Shane Swerdlow		Company: Chattel, Inc. Historic Preservation Consultants	
Street Address: 13417 Ventura Boulevard		City: Sherman Oaks	State: CA
Zip: 91423	Phone Number: 818.788.7954	Email: shane@chattel.us	

Property Owner

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

Name: Michael McLeod		Company: The Lofts at Hollywood and Vine HOA	
Street Address: 4730 Woodman Avenue #200		City: Sherman Oaks	State: CA
Zip: 91423	Phone Number: 818.981.1802	Email: mm@lbpm.com	

Nomination Preparer/Applicant's Representative

Name: Robert Chattel, AIA and Shane Swerdlow		Company: Chattel, Inc. Historic Preservation Consultants	
Street Address: 13417 Ventura Boulevard		City: Sherman Oaks	State: CA
Zip: 91423	Phone Number: 818.788.7954	Email: shane@chattel.us	



HISTORIC-CULTURAL MONUMENT NOMINATION FORM

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 | 5. ✓ Copies of Primary/Secondary Documentation |
| 2. ✓ Written Statements A and B | 6. ✓ Copies of Building Permits for Major Alterations
(include first construction permits) |
| 3. ✓ Bibliography | 7. ✓ Additional, Contemporary Photos |
| 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) | 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.

Shane Swerdlow, Historic Preservation
Planner, Chattel, Inc. 11/3/14

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

WRITTEN STATEMENTS

This section includes written statements A and B; bibliography; maps and building permits (Attachment A); contemporary photos (Attachment B); and historic images (Attachment C).

HISTORIC-CULTURAL MONUMENT NOMINATION FORM

BANK OF HOLLYWOOD / EQUITABLE BUILDING

7. WRITTEN STATEMENTS

A. PROPOSED MONUMENT DESCRIPTION

Setting

The subject property is located at the northeast corner of the intersection of Hollywood Boulevard and Vine Street (Hollywood and Vine) in a dense, urban setting (Attachment A, Figure 1 and Attachment B, Photo 1). It includes a 12-story building that occupies nearly the entire rectangular parcel. The building abuts the public right-of-way to the south and west. A narrow, concrete walkway separates the building from adjacent development to the north, and a surface parking lot enclosed by contemporary stucco clad pilasters, shrubs, and a gate is located to the east. Landscaping includes street trees.

Exterior



South and west elevations, view northeast (Chattel 2014)

Designed in the Gothic Revival, or Neo-Gothic, style with Art Deco elements, the building is reinforced concrete construction. Its exterior is finished in painted, cast stone with select elements, including the lower two stories, articulated in architectural terra-cotta. The first and second stories form a rectangular plinth, above which a U-shaped mass rises around a center light court open to the west. A two-story elevator penthouse with standing seam, copper, hipped roof is located at the southeast corner. Wrought iron cresting extends along the ridge of the penthouse roof, connecting two tall finials. A contemporary, lighted sign attached to a large metal armature is located west of the penthouse and faces north. The remainder of the flat roof, which is covered in rolled asphalt, includes contemporary decks, planters, and mechanical equipment (Photos 14-15). The north, south, and west elevations are all detailed as primary elevations, and the east elevation is unadorned. Fenestration at all elevations consists of steel sash, casement windows surmounted by a transom.

At the south elevation, the first story is five bays wide with a granite bulkhead (Photos 2-6). Storefront openings are filled with contemporary, brake metal systems, and enframements are detailed with decorative engaged columns, corbels in the shape of grotesques, and dimensional relief lintels. Two recessed entrances filled with contemporary double doors and transom are

HISTORIC-CULTURAL MONUMENT NOMINATION FORM

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located in the second and fifth bays from the west. Each entrance is supported by pilasters and surmounted by a slightly projecting panel decorated with flowers and shields. Upper stories are 11 bays wide and have a strong vertical emphasis reinforced by inset spandrel panels and slightly projecting piers. Spandrel panels between the second and third floors are fluted with a shaped top. The shield motif is carried to a band beneath the spandrel panel. At the fifth story, a decorative balconette is supported by corbels in the shape of grotesques and spans the five center bays. At the parapet, above segmentally arched window heads, is a decorative frieze that repeats the flower and shield motifs. The pilasters rise above the parapet and terminate with a shaped top. Two contemporary blade signs extend from the southwest corner of the building.

The west elevation shares similar detailing with the south elevation (Photos 7-9). The first story is six bays wide. The northernmost bay has altered storefronts and a curved, stucco clad canopy. Storefronts at all other bays are similar in configuration and decorative details to those at the south elevation. The second story has 14 bays with six bays grouped together at the center flanked by outer groups of four bays. The spandrel panel between the second and third stories is fluted with a shaped top; at the center, the shaped top forms the parapet. Above the second story, each of the two tower wings is four bays wide. At the fifth story, each wing features a balconette similar to the south elevation. The parapets of the tower wings are gabled and have a decorative frieze, shaped pilasters, and tall finials. The inset portion of the building at the center light court above the second story is set back six bays and is five bays wide with detailing similar to the rest of the elevation. A fire escape is located at the east end of the north-facing wall of the center light court.

The north elevation is 10 bays wide and features similar decorative spandrel panels and parapet (Photos 10-11). A fire escape is located at the east end of the elevation.

The east elevation is primarily unadorned (Photos 12-13). It features concrete at lower stories with board formed finish and painted cast stone at upper stories. Select details from other elevations, including decorative spandrel panels, occur throughout the elevation. Fenestration is confined to the southernmost bay and four bays at the north.

Interior



Main lobby, view south (Chattel, 2014)

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At the interior, the first floor is occupied primarily by two high volume retail spaces (Photos 23-24). Access to upper floors is provided through the rectangular main lobby, which extends north-south along the east side of the building (Photos 16-22). The main lobby is the most ornate space and Art Deco in character. An entrance vestibule at the south end of the lobby is distinguished by engaged pilasters. Original finishes and features include a mix of marble and stone at floor, walls, and elevator surrounds; decorative moldings; and vaulted ceiling. Contemporary light fixtures hang from the ceiling. Four elevator bays are located along the east wall, each with original, bronze, paneled doors and decorative panels above. Elevator cabs are contemporary with new wood paneled finishes. Three remain in use as operational elevators. At the northernmost elevator bay, the cab has been removed, and the interior space has been sensitively altered to accommodate a mail room. A door at the north end of the lobby provides access to a corridor, which leads to a central stairwell that serves all floors and storage spaces.

The second floor consists of a double-loaded corridor lined with offices. Corridors at the third through twelfth floors serve one- and two-story residential condominiums. Corridor finishes and fixtures at upper floors are generally contemporary and include exposed concrete and carpeted flooring and gypsum board walls and ceilings (Photos 25-28). Office and residential units have a variety of floor plans; however, most feature contemporary finishes, including gypsum board walls and painted concrete flooring and ceilings (Photos 29-35).

Alterations



The subject property was constructed in two phases, completed in 1929 and 1931, both designed by architect Aleck Curlett (Figure 2). The 1929 phase consisted of a one-story, rectangular plinth occupying nearly the entire parcel with a rectangular, 11-story tower with two-story elevator penthouse rising from the southernmost portion (Attachment C, Images 1-4). At the interior, the first floor comprised the main lobby and retail stores, including a banking hall at the southwest corner. Offices were located at upper floors. That same year, a rooftop sign structure was added atop the west end of the tower (Image 2).

Renderings showing 1929 (left, Los Angeles Times) and 1931 (right, Los Angeles Public Library) phases

rectangular mass.¹ The tower was also expanded with a rear, L-shaped wing to create a U-shaped tower surrounding a center light court open to the west. Exterior design of the 1931 phase matched the 1929 phase (Images 5-14). The rooftop sign structure was removed in 1931 and replaced with a

The 1931 phase expanded the plinth to read as a two-story,

¹ "Hollywood Skyscraper Will Grow," *Los Angeles Times*, April 9, 1930, A1.

HISTORIC-CULTURAL MONUMENT NOMINATION FORM

BANK OF HOLLYWOOD / EQUITABLE BUILDING

new structure (no longer extant)² and a new signage program was introduced, that included bronze signage at the first floor (Image 12) and a blade sign at the southwest corner (Images 8-11).³

Tenant changes at first floor retail spaces and upper floor offices occurred frequently and were typically accompanied by interior alterations, including new demising walls and suspended ceilings. Similar alterations were made in public areas, including the main lobby and upper floor corridors. Exterior alterations at storefronts were limited to new channel letter signage and awnings added in the 1930s through 1940s (Images 23-24). The curved, stucco clad canopy above the northernmost storefront at the west elevation was added c. 1948 (Image 25). Sometime between 1950 and 1970, a substantial amount of the first floor, including architectural terra cotta ornamentation, was removed to create larger storefront openings, and new slip cover signage was installed above storefronts (Images 26-29). A 1969 modernization program included redesign of the main entrance, main lobby, and corridors, as well as replacement of elevator cabs.⁴

From 1999 through 2001, substantial work was completed at the exterior and interior as part of a rehabilitation project designed by M2A Architects.⁵ Work included removal of most non-historic, incompatible exterior alterations at the first floor, including tile cladding and signage. Extant original elements were retained and repaired. Original fenestration patterns and missing decorative elements were accurately reconstructed, based on documentary and physical evidence. Exterior cast stone and architectural terra cotta were painted, and two new blade signs were added at the southwest corner. A new rooftop sign armature was constructed at the location of the earliest rooftop sign. Inside the main lobby, contemporary tile flooring and suspended ceilings were removed to reveal original marble and vaulted ceiling, which were restored. Contemporary Formica finishes were also removed from elevator cabs, which were redesigned with new wood paneling inspired by the original.

Additional rehabilitation work was completed from 2004 through 2005 as part of an adaptive reuse project designed by Killefer Flammang Architects (Images 30-33).⁶ Exterior work included cleaning and repairing architectural terra cotta, cast stone, and steel sash windows; installation of uplighting at the third and fifth floors of the north, south, and west elevations; and construction of a deck and outdoor common space at the roof. Interior work included construction of new reinforced concrete shear walls and moment frames at perimeter walls, and new mechanical, electrical, and plumbing systems. All elevator equipment was removed from the northernmost elevator bay, which was repurposed at the first floor as a mail room. At upper floors, elevator lobbies and the central stairwell



1958 photo showing storefront alterations and slip cover signage (Los Angeles Public Library)

² "Building Adds Tallest Sign," *Los Angeles Times*, April 19, 1931, D4.

³ "Equitable' New Name of Building," *Los Angeles Times*, March 15, 1931, D3.

⁴ "Expansions and Remodeling," *Los Angeles Times*, November 2, 1969, M7.

⁵ "Peeling Back History," *Los Angeles Business Journal*, October 8, 2001.

⁶ Description of work is based on a Construction Set of drawings prepared by Killefer Flammang Architects dated November 1, 2005.

HISTORIC-CULTURAL MONUMENT NOMINATION FORM

BANK OF HOLLYWOOD / EQUITABLE BUILDING

were retained; while the remaining portions of corridors and tenant spaces were removed. New corridors were constructed proximate to their original locations and finished with gypsum board at walls and ceilings and carpeted or exposed concrete flooring. New offices and tenant amenities were added at the second floor. A combination of one- and two-story residential units were added at all other floors. Within units, structural concrete at floors, columns, and ceilings was exposed and painted.

Although the subject property has undergone alterations, it retains integrity, especially at its exterior and interior common areas. Work completed from 1999 through 2001 removed most incompatible alterations and restored decorative elements, and subsequent work has sensitively accommodated new uses while preserving historic character.

B. STATEMENT OF SIGNIFICANCE

Prominently situated at the northeast corner of the iconic Hollywood and Vine intersection, the Bank of Hollywood / Equitable Building is a contributor to the National Register of Historic Places (National Register)-listed Hollywood Boulevard Commercial and Entertainment District, which comprises an intact grouping of architecturally and culturally significant commercial buildings constructed during the 1920s and 1930s that exhibit an eclectic mix of Art Deco and Period Revival architectural styles and are closely associated with development of the motion picture industry. The subject property is eligible for Historic-Cultural Monument (HCM) designation for exemplifying all Cultural Heritage Ordinance Criteria:

- **Reflects the broad cultural, economic, or social history of the nation, state, or community:** its construction anchored development of Hollywood and Vine and immediately surrounding blocks as the epicenter for Hollywood's finance and entertainment industries.
- **Is identified with historic personages or with important events in the main currents of national, state, or local history:** among the many ad and talent agents housed in the subject property was Myron Selznick, who established himself as one of the first and most influential agents in the entertainment industry while working at the building.
- **Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction:** it is an exceptional example of Gothic Revival, or Neo Gothic, and Art Deco architectural styles applied to a commercial skyscraper.
- **A notable work of a master builder, designer, or architect whose individual genius influenced his or her age:** it is an important work in the extensive portfolio of master architect Aleck Curlett.

Following is history of the building and evaluation of how it satisfies each of the above-listed criteria.

Building History and Role in Hollywood Development

Construction of the subject property anchored development of Hollywood and Vine and immediately surrounding blocks as the epicenter for Hollywood's finance and entertainment industries. The subject property was built in two phases, completed in 1929 and 1931, both designed by architect Aleck Curlett. It was developed by Samuel Kress, who owned a national chain of five and dime department stores, and G.R. Dexter, who served as President of the Guaranty Building and Loan Association. Upon completion of the 1929 phase, the building contained 27,800 square feet of office space above the first floor, which housed retail.⁷ A banking hall at the southwest corner was occupied by Bank of Hollywood, and the building was, thus, named the Bank of Hollywood Building.⁸

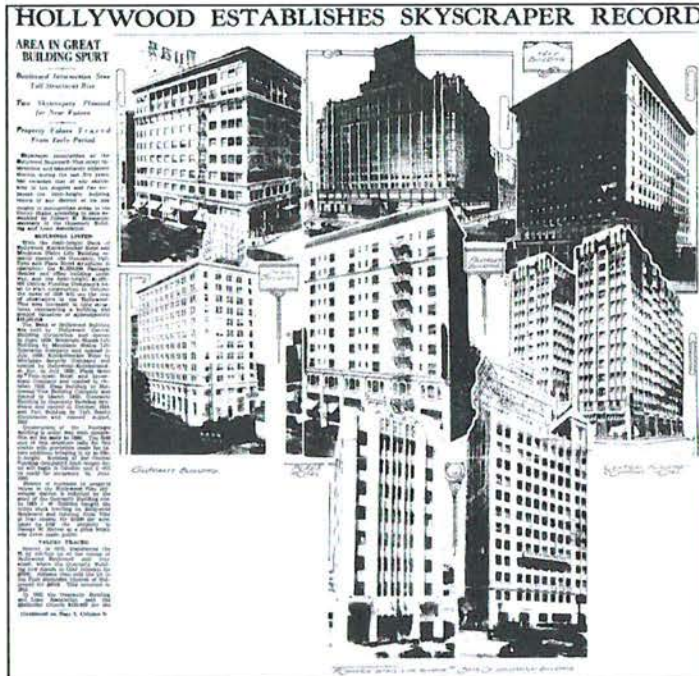
⁷ "Skyscraper for Boulevard Corner," *Los Angeles Times*, September 30, 1928, E1.

⁸ "Hollywood Deals Grow," *Los Angeles Times*, August 30, 1928, A1.

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Soon after construction, a rooftop sign, proclaimed to be the "largest individual Neon sign in the world," was built, advertising the eponymous tenant.⁹



1929 *Los Angeles Times* article with photos of new skyscrapers near Hollywood and Vine, including subject property (lower right)

The building was a critical component of the Five-Finger Plan, an infrastructure project conceived in 1928 involving public and private funds, which sought to "metropolitanize" Hollywood as an urban core of height-limit¹⁰ skyscrapers functioning independently from Los Angeles' established commercial and entertainment center in downtown.^{11 12} The project focused on accommodating density through widening of Cahuenga Boulevard and Ivar, Hudson, Cole, and Wilcox Avenues, all of which intersect Hollywood Boulevard.¹³ The Hollywood and Vine intersection, which included the Broadway Department Store (built in 1927, 6300 Hollywood Boulevard, HCM No. 664) and Taft (built in 1923, 6280 Hollywood Boulevard, HCM No. 666) buildings at its southwest and southeast corners, respectively, was envisioned as the focal point. As described by Hollywood realtor

Thomas D. Barnett in 1928, "Vine Street will be to Hollywood Boulevard what West Seventh Street is to Broadway [in downtown Los Angeles]."¹⁴

Vision for the Five-Finger Plan rapidly became reality. When the 1929 phase of the subject property was built, Hollywood and Vine ranked just after Wilshire Boulevard and Western Avenue as the City of Los Angeles' busiest intersection.¹⁵ As described in the *Los Angeles Times*, from 1925 to 1929, "skyscraper construction at the Hollywood Boulevard-Vine Street intersection and immediately adjacent thereto... exceeded that of any similar area in Los Angeles"¹⁶ (Images 3-4). Furthermore, during this period, more new skyscrapers were constructed near Hollywood and Vine than any other

⁹ "Building Adds Tallest Sign," *Los Angeles Times*, April 19, 1931, D4.

¹⁰ Height limit at the time in the City of Los Angeles was 12 stories.

¹¹ "Ground Broken for Insurance Unit," *Los Angeles Times*, October 28, 1928, E3.

¹² Architectural historian Richard Longstreth calls districts, like Hollywood, that burgeoned outside city centers on a nationwide scale during the 1920s as "Aladdin Cities." These districts were usually tied to strategic locations along streetcar routes, and echoed the city center to which they were adjacent in both layout and appearance. With buildings densely arranged along a primary axis, Aladdin Cities were created with the intention of competing against the established retail and entertainment venues of the city center. See Richard Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles 1920-1950*, (Boston, MA: The MIT Press, 1998), 82.

¹³ "Five-Finger Payments to be Made," *Los Angeles Times*, June 9, 1929, E6.

¹⁴ "Vine Street Growth Fast," *Los Angeles Times*, August 19, 1928, F4.

¹⁵ "Skyscraper for Boulevard Corner," *Los Angeles Times*, September 30, 1928, E1.

¹⁶ "Hollywood Establishes Skyscraper Record," *Los Angeles Times*, August 11, 1929, D1.

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similarly sized district outside of a downtown area anywhere in the United States; symbolizing Hollywood's ascent to the ranks of the nation's great urban centers.¹⁷

Prominently located at the northeast corner of Hollywood and Vine, the subject property physically anchored this emerging neighborhood, instantly becoming a recognizable landmark. *Los Angeles Times* articles described locations of new hotels, theaters, and office developments, like the Pantages Theater Building (built in 1930, 6233 Hollywood Boulevard, HCM No. 193) relative to the subject property.¹⁸ Increased demand for office space led to construction of the subject property's second, 1931 phase,¹⁹ more than doubling its size to assume the status of Hollywood's largest office building at the time.²⁰

Following construction of the 1931 phase, the subject property quickly achieved 100 percent occupancy, housing diverse retail and office tenants. A unique facet of the subject property was that, in addition to the first floor, retailers also opened stores at upper floors traditionally occupied by office uses.²¹ Along with Bank of Hollywood, Jassby Drug Company occupied a retail space at the first floor.²² Law firm Golden & Kaufman opened an upper floor office²³ and represented a trend of downtown Los Angeles based firms opening Hollywood branches.²⁴ Other tenants included Log Cabin Lodge, Ltd., which owned and managed a chain of log cabin themed motor lodges throughout the West, and Beauty Arts Institute, a beauty products merchandiser.²⁵ Butler Health Institute operated a health spa at the twelfth floor, which included a rooftop solarium and squash court. Among these diverse tenants, the majority of businesses represented finance and entertainment, solidifying the status of Hollywood and Vine and the subject property as Hollywood's epicenter for these industries.

The building's primary finance industry tenant was Bank of Hollywood, which formed in 1926 as a successor to the Central Commercial and Savings Bank of Los Angeles.²⁶ Its location at the subject property was among the first banks to have a slot and chute at the street where customers could make deposits after hours.²⁷ The bank also included a brokerage room that maintained regular communication with Wall Street brokers in New York City (Images 15-17).²⁸ While initial performance of Bank of Hollywood was strong,²⁹ the company ran into monetary trouble, reorganized, and ultimately closed in 1931.³⁰ California Bank, which was operating a branch and offices at 6544 Hollywood Boulevard,³¹ as well as locations in downtown Los Angeles, Beverly Hills, and San Pedro,³² moved its Hollywood branch to the former Bank of Hollywood space that same year. As described in the *Los Angeles Times*, California Bank's arrival, along with existing Bank of America and Security First National Bank branches at Hollywood and Vine, made the intersection "one of the greatest sectional business centers in America," with combined resources of these three

¹⁷ "Hollywood Establishes Skyscraper Record," *Los Angeles Times*, August 11, 1929, D1.

¹⁸ "Hollywood to Resound in Activity," *Los Angeles Times*, September 1, 1929, D3.

¹⁹ "Hollywood Skyscraper Will Grow," *Los Angeles Times*, April 9, 1930, A1.

²⁰ "Building in Hollywood Purchased," *Los Angeles Times*, January 31, 1931, A2.

²¹ "Specialty Shop Space Taken in Office Building," *Los Angeles Times*, April 26, 1931, D3.

²² "Leases Closed in Hollywood" *Los Angeles Times*, April 12, 1931, D5.

²³ "Golden Opens New Office," *Los Angeles Times*, July 15, 1931, A7.

²⁴ "Opening of Skyscraper Announced," *Los Angeles Times*, January 11, 1931, D5.

²⁵ "Three Leases Reported," *Los Angeles Times*, October 4, 1931, D3.

²⁶ "Bank Name Changed at Hollywood," *Los Angeles Times*, November 19, 1926, 12.

²⁷ "Building to Open," *Los Angeles Times*, April 22, 1929, 17.

²⁸ Gregory Paul Williams, *The Story of Hollywood*, (Los Angeles, CA: BL Press LLC, 2005), 154-155.

²⁹ "Banking Expansion Told," *Los Angeles Times*, December 29, 1929, E4.

³⁰ "Hollywood Bank Suspends," *Los Angeles Times*, December 9, 1930, A2.

³¹ "Honor Luncheon Planned," *Los Angeles Times*, July 26, 1931, D2.

³² "Profits of California Bank Gain," *Los Angeles Times*, January 14, 1932, 12.

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branches reaching \$1,832,479,710 in 1931.³³ Other finance industry tenants at the subject property included William B. Hawkes & Co. Ltd. Investments and Bateman, Eichler & Co.³⁴ These tenants played a critical role in Hollywood's economic development, and many specialized in funding the entertainment industry. Nevertheless, the mix of ad and talent agencies based in the building were what made it most famous.

As the subject property was within walking distance of the nation's most important radio studios, including NBC Radio City and CBS Columbia Square, some of its earliest entertainment industry tenants were ad agencies, like Williams Esty & Company and Young & Rubicam.³⁵ Talent agents were also well represented, and included Harry Weber & Co. and Homes C. Walton.³⁶ Among these tenants was Myron Selznick (discussed in more detail in this nomination under a separate criterion), who opened an office occupying the entire seventh floor in 1931 and quickly became one of the industry's most influential agents.³⁷ The regular presence of celebrities meeting with agents, made Hollywood and Vine and the subject property popular destinations for tourists. A 1937 *Los Angeles Times* article from the perspective of a disgruntled Angelino captures the essence of life at the intersection with a hypothetical, yet quintessential, scene in which a vacationer "is trampling over old ladies and babes in arms" in order to get an autograph from actor Joel McCrea, who "innocently emerges from the Equitable Building [the name of the subject property after Bank of Hollywood's closure] minding his own business and thinking of nothing except the conference he's just had with his agent."³⁸

From the 1930s through 1960s, the subject property underwent several ownership changes; however, it sustained its prominent role in the district with a distinguished tenant mix.³⁹ In 1931, after Bank of Hollywood closed, the building was sold to real estate investor William M. Davey for more than \$1.5 million.⁴⁰ Davey owned a number of residential and office buildings in and around Hollywood, including Castle Argyle Arms (built in 1928, 1919 N. Argyle Avenue, extant) and The Kensington (built in 1928, 1825 N. Kingsley Drive, extant).⁴¹ He renamed the subject property the Equitable Building, which was not an eponym for any tenant, and a variety of improvements were completed, including new bronze signage at the exterior of the first floor.⁴² A roof garden was also constructed above the second floor.⁴³ Its tranquil landscape and annual spring presence of hummingbirds, which had "chosen the film capital with its publicity and lack of privacy as the best of all places for being perfectly natural," became familiar features for many who worked at the subject property and nearby buildings.⁴⁴

New York based publisher Vantage Press opened its West Coast office in 1950 in the building.⁴⁵ In 1954, the subject property was sold to Louis J. Glickman, a real estate investor from New York as part of \$13 million deal that included six buildings.⁴⁶ This reflected a growing trend of New York firms investing in California real estate.⁴⁷

³³ "Bank Moves Aid Area at Vine Street," *Los Angeles Times*, August 2, 1931, D3.

³⁴ "Security House Extends Field," *Los Angeles Times*, July 19, 1934, 12.

³⁵ Williams, 259 and 275.

³⁶ "Bank Building Office Rental Deals Closed," *Los Angeles Times*, March 8, 1931, D4.

³⁷ "Bank Building Office Rental Deals Closed," *Los Angeles Times*, March 8, 1931, D4.

³⁸ "Tourists," *Los Angeles Times*, October 3, 1937, I6.

³⁹ "Inquiries for Purchases and Rentals Grow," *Los Angeles Times*, March 29, 1931, D2.

⁴⁰ "Building in Hollywood Purchased," *Los Angeles Times*, January 31, 1931, A2.

⁴¹ "Davey Honored at Skyscraper Club Meeting," *Los Angeles Times*, February 22, 1931, D3.

⁴² "Equitable' New Name of Building," *Los Angeles Times*, March 15, 1931, D3.

⁴³ "Office Unit Has Garden," *Los Angeles Times*, December 6, 1931, D4.

⁴⁴ "Office Building Bird Tenants Return to Raise New Family," *Los Angeles Times*, June 1, 1938, A5.

⁴⁵ "Publishing Firm Opens Office Here," *Los Angeles Times*, November 5, 1950, D7.

⁴⁶ "6 Office Buildings Sold for 13 Million," *Los Angeles Times*, August 16, 1954, A1.

⁴⁷ "State Realty Market Lures N.Y. Investors," *Los Angeles Times*, October 2, 1955, F6.

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In 1969, the building underwent a \$1 million renovation, that included modernization work at the exterior and interior to house accounting, credit, and computer divisions for Capitol Records, which was headquartered at the Capitol Records Building just north of the subject property (built in 1956, 1750 Vine Street, HCM No. 857). Capitol Records occupied 44,500 square feet at the third through eighth floors.⁴⁸

The subject property was not exempt from a period of decline and high vacancy that changed the character of Hollywood from the late 1960s through late 1990s, when many of the area's residents and businesses, including those in the finance and entertainment industries, left the district for other parts of the region.⁴⁹ Nevertheless, the subject property was one of the first buildings to undergo substantial rehabilitation and investment, ushering in a new chapter of Hollywood development. The 1999-2001 rehabilitation project, which included accurate reconstruction of missing original elements at the first floor, was completed by owner Gilmore Associates and M2A Architects, both of whom specialize in preservation of historic buildings in the West.⁵⁰ The 2004-2005 adaptive reuse project that converted offices above the second floor into residential condominiums was completed by Palisades Development Group and Killefer Flammang Architects. Through these projects, the subject property has anchored a period of rehabilitation and adaptive reuse of existing buildings and construction of new developments in Hollywood, much like it did when Hollywood and Vine initially emerged as the epicenter for the area's finance and entertainment industries.

Myron Selznick

Among the ad and talent agents housed in the subject property was Myron Selznick (1898-1944), who established himself as one of the first and most influential agents in the entertainment industry while working at the building. Born in Pittsburgh, Pennsylvania, Selznick was the son of film executive Lewis Selznick and brother of distinguished producer David Selznick. After studying at Columbia University in the City of New York (Columbia), he worked for his father's New York based company, focusing on film exhibition, distribution, and production. In 1923, Selznick and his brother founded their own production company in Hollywood, representing the important geographic shift of the industry from New York to Los Angeles.⁵¹

In 1931, Selznick partnered with Frank Joyce to establish Joyce-Selznick, Ltd., one of the first talent agencies in Los Angeles, occupying the entire seventh floor of the subject property.⁵² The firm later operated as Myron Selznick, Ltd., and Myron Selznick Corp. During his time working at the subject property, Selznick emerged as one of Hollywood's most powerful agents, handling contracts, schedules, and legal matters for famous actors, including Gary Cooper, Henry Fonda, Boris Karloff, Laurence Olivier, and George Raft.⁵³

Through his aggressive negotiation tactics, Selznick was credited for the rapid rise of actors' salaries in the 1930s; the most notable contract he arranged was for Constance Bennett, involving a \$30,000 weekly salary.⁵⁴ A technique he pioneered that contributed to this rise was the percentage-of-profits arrangement, in which his clients earned a percentage of revenue generated by the films in which they appeared.⁵⁵ Selznick's success resulted in construction of larger facilities for his firm at the

⁴⁸ "Expansions and Remodeling," *Los Angeles Times*, November 2, 1969, M7.

⁴⁹ Williams, 382.

⁵⁰ "Peeling Back History," *Los Angeles Business Journal*, October 8, 2001.

⁵¹ "Selznick May Quit Company," *Los Angeles Times*, February 27, 1923, III10.

⁵² "Bank Building Office Rental Deals Closed," *Los Angeles Times*, March 8, 1931, D4.

⁵³ Williams, 190.

⁵⁴ "Myron Selznick Dies; Funeral Set for Today," *Los Angeles Times*, March 24, 1944, A1.

⁵⁵ "Myron Selznick Dies; Funeral Set for Today," *Los Angeles Times*, March 24, 1944, A1.

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juncture of Doheny Drive, Santa Monica Boulevard, and Melrose Avenue in what is now the City of West Hollywood in 1939.⁵⁶ He also operated offices in New York City and Fort Lee, New Jersey.

Selznick died in 1944 at the peak of his career, when he had over 300 clients. As described in the *Los Angeles Times*, "Selznick's sudden death automatically dissolved the monopoly," allowing competitors and newer firms like William Morris (now William Morris Endeavor, WME) and Music Corporation of America (MCA) to emerge as the industry's power players.⁵⁷ He was survived by his ex-wife, actress Marjorie Daw, and daughter Joan.

Gothic Revival and Art Deco Architecture

The subject property is an exceptional example of Gothic Revival and Art Deco architectural styles applied to a commercial skyscraper. It plays a significant role contributing to the National Register-listed Hollywood Boulevard Commercial and Entertainment District, which comprises an intact grouping of commercial buildings constructed during the 1920s and 1930s that exhibit an eclectic mix of Art Deco and Period Revival architectural styles.

Also called Neo-Gothic, Gothic Revival architecture was one of many popular Period Revival styles, including Spanish Colonial, Châteauesque, Norman, and Tudor Revival, in the 1920s and 1930s, when American architects were trained in the tradition of *l'Ecole des Beaux Arts*, a group of influential French design institutions that emphasized literal representation of European precedents. Gothic Revival architecture was specifically inspired by elaborate medieval buildings and conveyed a sense of wealth and permanence that made it popular for buildings housing financial institutions. Emphasis on verticality also made the style well suited for skyscraper design. Other Gothic Revival financial buildings in Hollywood include the Hollywood Professional Building (built in 1925, 7046 Hollywood Boulevard, HCM No. 876) and First National Bank of Hollywood Building (built in 1928, 6777 Hollywood Boulevard, extant). The subject property exhibits the following character-defining features of this style:

- Rectangular massing with emphasis on verticality created by slightly projecting piers;
- Copper, hipped roof at penthouse;
- Exterior cast stone and architectural terra cotta cladding;
- Decorative spandrel panels;
- Wrought iron flourishes, including tall finials and cresting; and,
- Cast stone and architectural terra cotta ornamentation in the shape of flowers, shields, and grotesques.

In contrast to other Gothic Revival buildings, the subject property has a refined, modern aesthetic in the spirit of Art Deco style, which became increasingly popular during the era of construction. Art Deco embraced materials, like aluminum and stainless steel, and forms, like vertical lines, polygons, chevrons, and sunbursts, that were associated with technological innovation. It therefore exuded a cutting-edge quality that complimented and conveyed Hollywood's trend-setting character, exemplified by developments like the Pantages Theater Building. In addition to the vertical emphasis at its exterior, the subject property exhibits a number of Art Deco forms and motifs in the vaulted ceiling, moldings, and engaged pilasters of its main lobby.

Aleck Curlett

The subject property is an important work in the extensive portfolio of master architect Alexander Edward Curlett, known as "Aleck" (1881-1942). He was born in San Francisco to parents William

⁵⁶ "Building Completed," *Los Angeles Times*, August 6, 1939, E4.

⁵⁷ Lesley Mason, "50 Years in Filmland," *Los Angeles Times*, June 9, 1958, B5.

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Curlett, a distinguished architect, and Celia Eisen.⁵⁸ After graduating from Columbia, Curlett worked independently and also partnered with his father (William Curlett and Son) and later with renowned architect Claude Beelman (Curlett & Beelman). Based in Beverly Hills, Curlett & Beelman worked together from 1919 through 1929 to design large commercial and multi-family residential buildings throughout the West.⁵⁹ Their buildings, which exhibited Beaux Arts, Period Revival, and Art Deco styles, were often prominently situated at busy intersections and thus played critical roles anchoring and defining surrounding urban environments. Many are designated as HCMs and listed in the National Register.

Following is a list of some of the most significant buildings attributed to Curlett:

Table 1: Buildings Attributed to Aleck Curlett				
Name	Address	Year Built	Designation(s)	Other Information
Villa Montalvo	15400 Montalvo Road, Saratoga, CA	1912	National Register listed	Designed by William Curlett and Son
Union Bank & Trust Company Building	760 S. Hill Street, Los Angeles, CA	1922	HCM No. 1030	Designed by Curlett and Beelman
Roosevelt Building	727 W. Seventh Street, Los Angeles, CA	1923	National Register listed, HCM No. 355	Designed by Curlett and Beelman
Farmers' and Merchants' Bank Building	302 Pine Avenue, Long Beach, CA	1923	Long Beach Historic Landmark	Designed by Curlett and Beelman ⁶⁰
Cooper Arms Apartments	455 E. Ocean Boulevard, Long Beach, CA	1923	National Register listed, Long Beach Historic Landmark	Designed by Curlett and Beelman
Pershing Square Building	448 S. Hill Street, Los Angeles, CA	1923	National Register eligible (Section 106)	Designed by Curlett and Beelman
Culver Hotel	9400 Culver Boulevard, Culver City, CA	1924	National Register listed, Culver City Landmark	Designed by Curlett and Beelman
Security Pacific National Bank Branch	230-234 E. Colorado Boulevard, Pasadena, CA	1924	Pasadena Historic Landmark	Designed by Curlett and Beelman
Park Plaza Hotel	607 S. Park View Street, Los Angeles, CA	1924	HCM No. 267	Designed by Curlett and Beelman
Security Pacific National Bank Building	102-110 Pine Avenue, Long Beach, CA	1925	Long Beach Historic Landmark	Designed by Curlett and Beelman
Pacific Coast	850 E. Ocean	1927	Previously	Designed by

⁵⁸ Pacific Coast Architecture Database.

⁵⁹ Historic Resources Group, *HCM Application for Union Bank & Trust Company Building*, (Pasadena, CA: Historic Resources Group, 2012).

⁶⁰ "More Buildings at Long Beach," *Los Angeles Times*, May 6, 1923, V11.

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Club	Boulevard, Long Beach, CA		National Register listed, demolished	Curlett and Beelman
Hotel Mayfair	1256 W. Seventh Street, Los Angeles, CA	1927	None	Designed by Curlett and Beelman
Heinsbergen Decorating Company Office	7415 Beverly Boulevard, Los Angeles, CA	1928	National Register, HCM No. 275	Designed by Curlett and Beelman
Board of Trade Building	111 W. Seventh Street, Los Angeles, CA	1929	National Register listed	Designed by Curlett and Beelman

Most buildings in Curlett's portfolio are attributed to his partnerships. The subject property is a rare example of a building attributed exclusively to Curlett. After designing the subject property, Curlett spent the remainder of his career in the public sector. As Director for the Inspection Division of the United States Public Works Administration (PWA), he supervised a \$30 million reconstruction and stabilization project addressing school buildings damaged after the 1933 Long Beach Earthquake.⁶¹ From 1933 to 1942, he worked as a Project Manager for the Federal Housing Authority, designing and overseeing construction of housing developments throughout southern California.⁶²

⁶¹ Pacific Coast Architecture Database.

⁶² "Obituary 2," *Los Angeles Times*, September 8, 1942, A3.

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- "Hollywood to Resound in Activity," *Los Angeles Times*, September 1, 1929, D3.
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- "Inquiries for Purchases and Rentals Grow." *Los Angeles Times*. March 29, 1931. D2.
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"Profits of California Bank Gain." *Los Angeles Times*. January 14, 1932. 12.

"Publishing Firm Opens Office Here." *Los Angeles Times*. November 5, 1950. D7.

"Security House Extends Field." *Los Angeles Times*. July 19, 1934. 12.

"Selznick May Quit Company." *Los Angeles Times*. February 27, 1923. III10.

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ATTACHMENT A
MAPS AND PERMITS

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT A: MAPS AND PERMITS

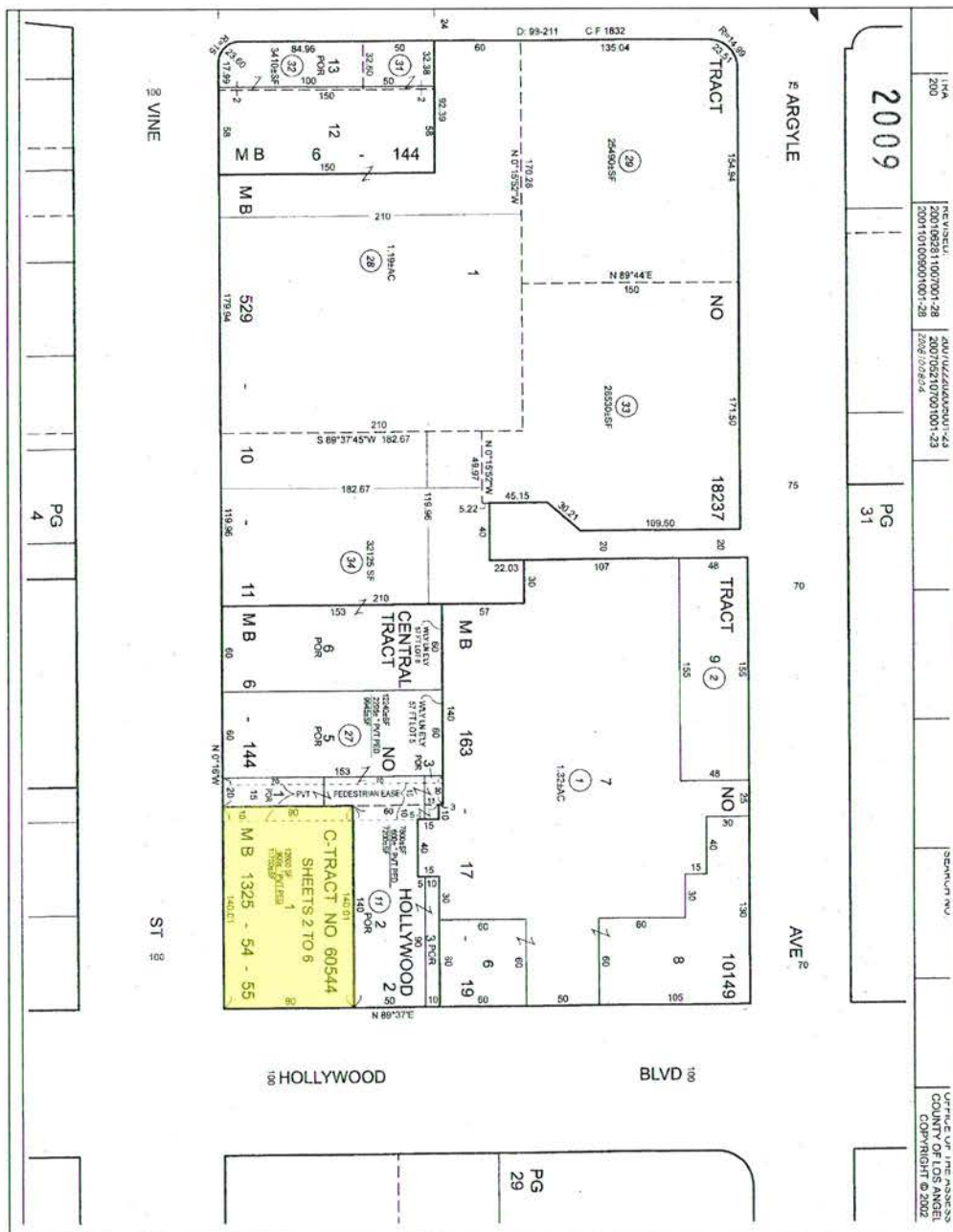


Figure 1: 2009 Los Angeles County Assessor map with subject property identified in yellow

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT A: MAPS AND PERMITS

All Applications Must be Filled Out by Applicant

Bldg. Form 1 PLANS AND SPECIFICATIONS
and other data must also be filed

1 BUILDING DIVISION

DEPARTMENT OF BUILDING AND SAFETY

Application for the Erection of Buildings

CLASS "A" - ~~REPAIRS~~ *Rein. Concrete*

To the Board of Building and Safety Commissioners of the City of Los Angeles:
Application is hereby made to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Superintendent of Buildings, for a building permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit:
First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.
Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Los Angeles.
Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in said permit.

TAKE TO ROOM No. 8 REAR OF NORTH KE ANNEK IN ROOM No. 248 CITY (Bank & COOR) PLEASE VERIFY

TAKE TO FIRST FLOOR No. 80 BROOKLYN No. 1708-1710 VINE ST (ENGINEER PLEASE VERIFY)

Lot No. 1 and 2 Block _____
(Description of Property)
Central Hollywood Tract No. 2
District No. 37 M. B. Page 16 F. B. Page _____
No. M. E. Corner Hollywood Blvd. & Vine Street
1708-1710 VINE ST
6259-6261-6263 Hollywood Blvd
(USE INK OR INDELIBLE PENCIL)

1. Purpose of Building Stores & Offices No. of Rooms _____ No. of Families _____
2. Owner's name Hollywood Central Building Corporation Phone _____
3. Owner's address 8331 Hollywood Boulevard
4. Architect's name Alcock Curlett Phone Tr. 8536
5. Contractor's name _____ Phone _____
6. Contractor's address _____
7. TOTAL VALUATION OF BUILDING (Including all Material, Labor, Material, Equipment and Appliances in completed Building) \$ 250,000.00
8. Any other building or permit for a building on lot at present? No How used? _____
9. Size of proposed building 90'-0" x 140'-0" Size of lot 90'-0" x 140'-0" feet
10. Number of stories in height 12 Height to highest point 127'-0"
11. Material of foundation Rein. Concrete Character of soil Firm gravel
12. Material of exterior walls Reinforced Concrete - Terra cotta lower stories
13. Material of interior construction Clay tile & gypsum board lath & plaster - see plans
14. Material of floors Concrete with cement finish
15. Material of roof Composition roof - (flat portion) and copper (penthouses) over concrete
16. Will all lathing and plastering comply with Ordinance? Yes
17. What zone is property in? Zone 0 - Fire District 1

I have carefully examined and read the above application and know the same is true and correct, and hereby certify and agree, if a permit is issued, that all of the provisions of the Building Ordinances will be complied with, whether herein specified or not; also certify that plans and specifications herewith filed conform to all of the provisions of the Building Ordinances and State Laws.

OVER 8/12/28 (Sign Here) ALCOCK CURLETT ARCHT (Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY

PERMIT NO. 25986	Plans and Specifications checked and found to conform to Ord. <u>Charles H. H. H.</u> Plan Examiner	Application checked and found O. K. <u>W. H. H.</u> Chief	Stamp here when permit is issued ISSUED SEP 18 1928 DEPT. OF BLDG. & SAFETY
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PLANS
SPRINKLER - REQUIRED
VALUATION INCLUDED, Yes

Figure 2: 1928 permit for original construction

ATTACHMENT B
CONTEMPORARY PHOTOS

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 1: Bank of Hollywood / Equitable Building, south and west elevations, view northeast (Chattel 2014)



Photo 2: Bank of Hollywood / Equitable Building, south and west elevations, view northeast (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 3: Bank of Hollywood / Equitable Building, south elevation, view north
(Chattel 2014)



Photo 4: Bank of Hollywood / Equitable Building, south elevation, view north
(Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 5: Bank of Hollywood / Equitable Building, south elevation, storefront detail, view northeast (Chattel 2014)



Photo 6: Bank of Hollywood / Equitable Building, south elevation, entrance detail, view north (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 7: Bank of Hollywood / Equitable Building, west elevation, view east
(Chattel 2014)



Photo 8: Bank of Hollywood / Equitable Building, west elevation, light court
detail, view west (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 9: Bank of Hollywood / Equitable Building, west elevation, storefront detail, view southeast (Chattel 2014)



Photo 10: Bank of Hollywood / Equitable Building, north and west elevations, view southeast (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 11: Bank of Hollywood / Equitable Building, north elevation, view south (Chattel 2014)



Photo 12: Bank of Hollywood / Equitable Building, south and east elevations, view northwest (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 13: Bank of Hollywood / Equitable Building, east elevation, view northwest (Chattel 2014)



Photo 14: Bank of Hollywood / Equitable Building, roof with sign structure and penthouse, view northeast (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS

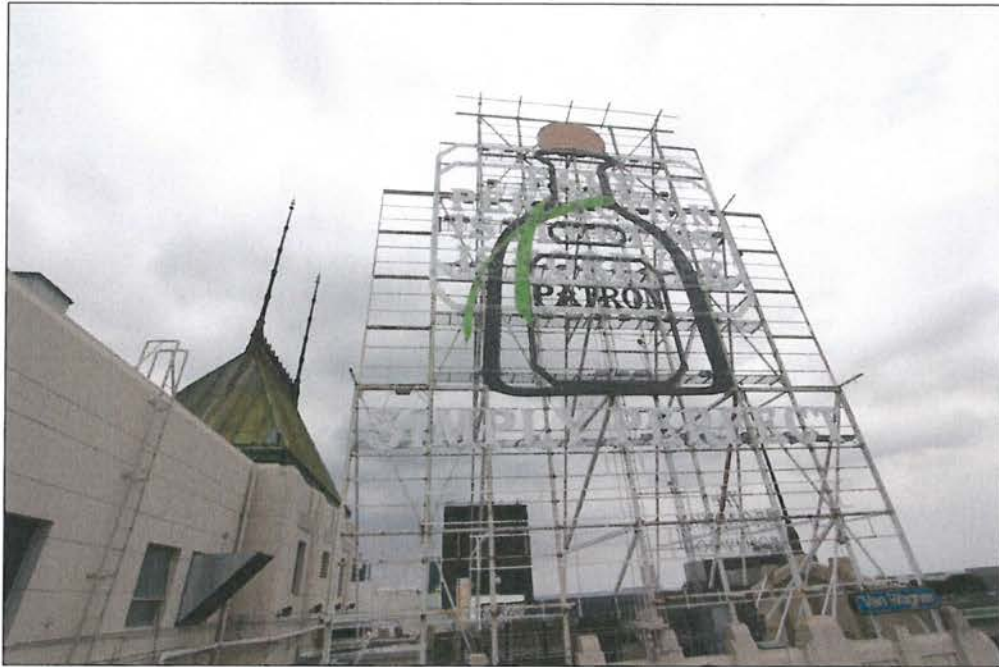


Photo 15: Bank of Hollywood / Equitable Building, roof with sign structure and penthouse, view south (Chattel 2014)



Photo 16: Bank of Hollywood / Equitable Building, main lobby, view north (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 17: Bank of Hollywood / Equitable Building, main lobby, view south (Chattel 2014)



Photo 18: Bank of Hollywood / Equitable Building, main lobby, engaged pilaster detail (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 19: Bank of Hollywood / Equitable Building, main lobby, ceiling detail
(Chattel 2014)



Photo 20: Bank of Hollywood / Equitable Building, main lobby, elevator detail
(Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 21: Bank of Hollywood / Equitable Building, main lobby, mail room detail (Chattel 2014)



Photo 22: Bank of Hollywood / Equitable Building, main lobby corridor to stairwell (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 23: Bank of Hollywood / Equitable Building, retail space (Chattel 2014)



Photo 24: Bank of Hollywood / Equitable Building, retail space (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 25: Bank of Hollywood / Equitable Building, typical upper floor elevator lobby (Chattel 2014)



Photo 26: Bank of Hollywood / Equitable Building, typical upper floor elevator lobby and corridor (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 27: Bank of Hollywood / Equitable Building, typical upper floor staircase (Chattel 2014)



Photo 28: Bank of Hollywood / Equitable Building, typical upper floor corridor (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 29: Bank of Hollywood / Equitable Building, typical upper floor unit
(Chattel 2014)



Photo 30: Bank of Hollywood / Equitable Building, typical upper floor unit
(Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 31: Bank of Hollywood / Equitable Building, typical upper floor unit
(Chattel 2014)



Photo 32: Bank of Hollywood / Equitable Building, typical upper floor unit
(Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 33: Bank of Hollywood / Equitable Building, typical upper floor unit (Chattel 2014)



Photo 34: Bank of Hollywood / Equitable Building, typical upper floor unit (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 35: Bank of Hollywood / Equitable Building, typical upper floor unit
(Chattel 2014)

ATTACHMENT C
HISTORIC IMAGES

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 1: 1928 rendering of south and west elevations, view northeast (Los Angeles Times)

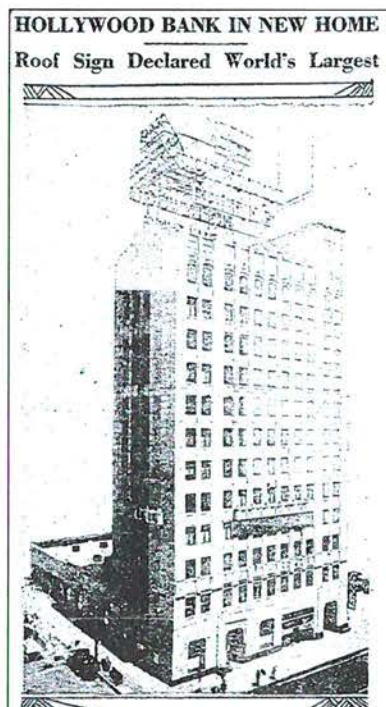


Image 2: 1929 photo of south and west elevations, view northeast, note rooftop sign (Los Angeles Times)

CHATTEL, INC. | HISTORIC PRESERVATION CONSULTANTS



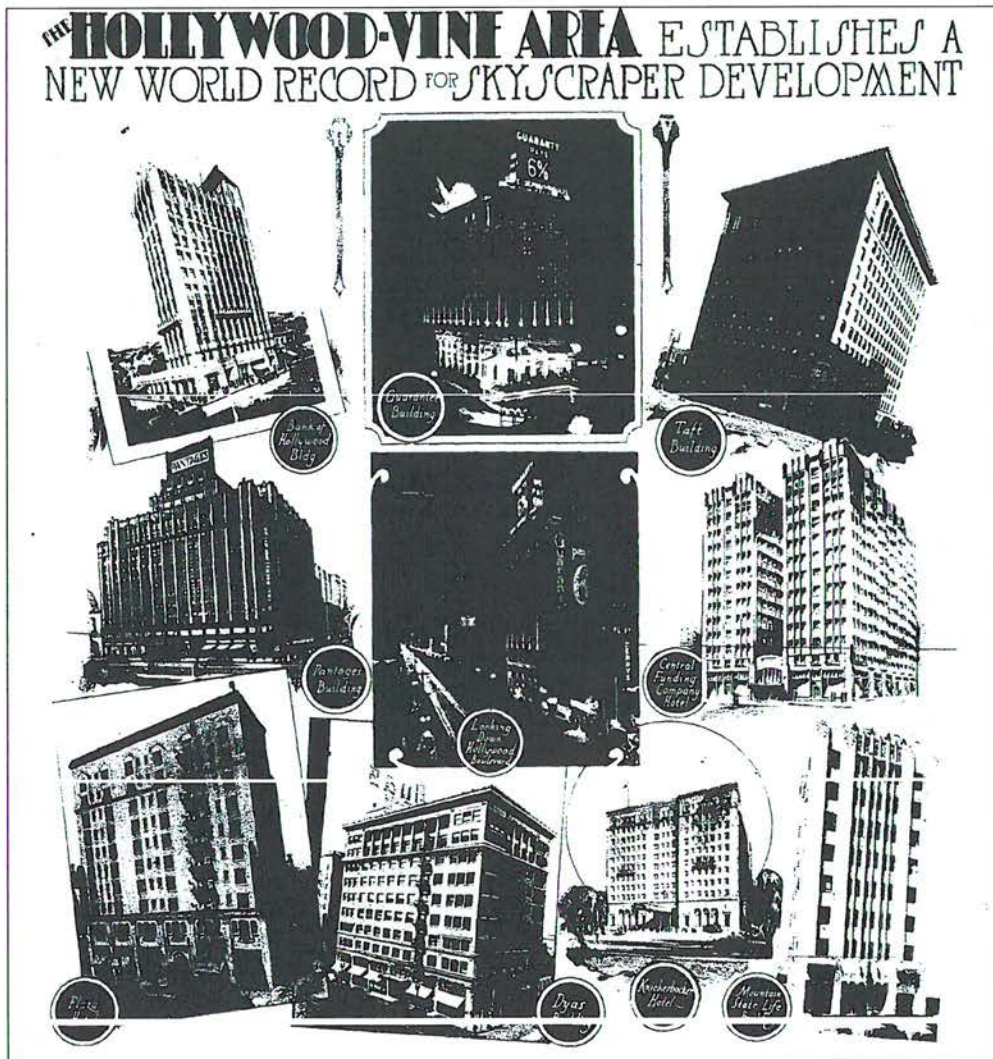


Image 4: 1930 article with photos of new Hollywood buildings, including subject property at upper left corner (Los Angeles Times)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 5: 1930 rendering of south and west elevations, view northeast, note addition behind original tower to create U-shaped building (Los Angeles Times)



Image 6: 1930 rendering of south and west elevations, view northeast, note addition behind original tower to create U-shaped building (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 7: c. 1930 photo of south and west elevations, view northeast (Condopedia)



Image 8: c. 1931 photo of south and west elevations, view northeast (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 9: c. 1931 photo of south and west elevations, view northeast (LAPL)



Image 10: c. 1931 photo of north and west elevations, view east (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 11: c. 1931 photo of north and west elevations, view south (LAPL)



Image 12: c. 1931 detail photo of main entrance at south elevation, view north (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 13: c. 1930s photo of south and west elevations, view north (LAPL)



Image 14: c. 1930s photo of subject property with Vine Street development in foreground, view north (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES

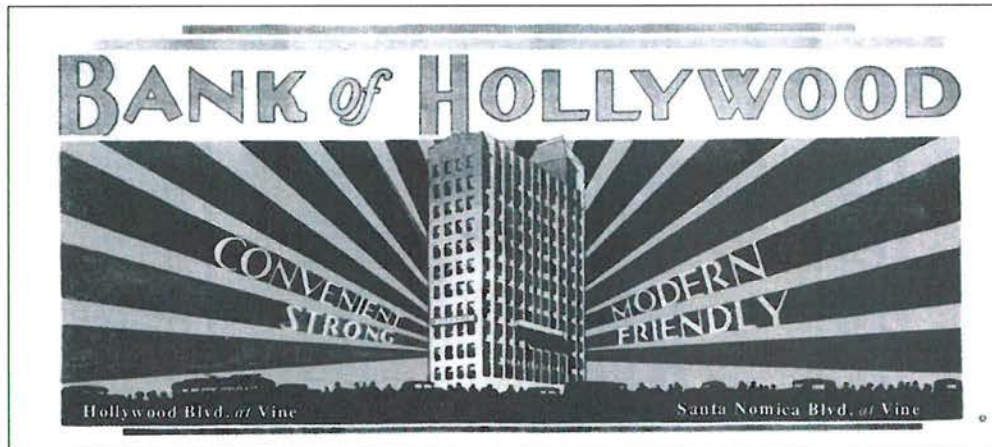


Image 15: c. 1930 Bank of Hollywood ad (Williams, 155)

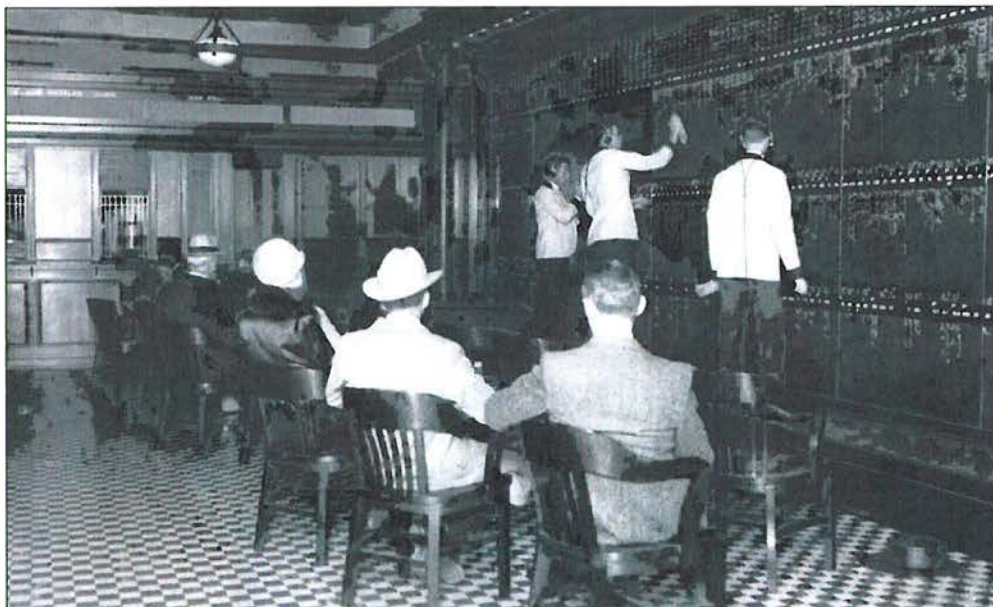


Image 16: c. 1932 interior photo of brokerage room (Williams, 155)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES

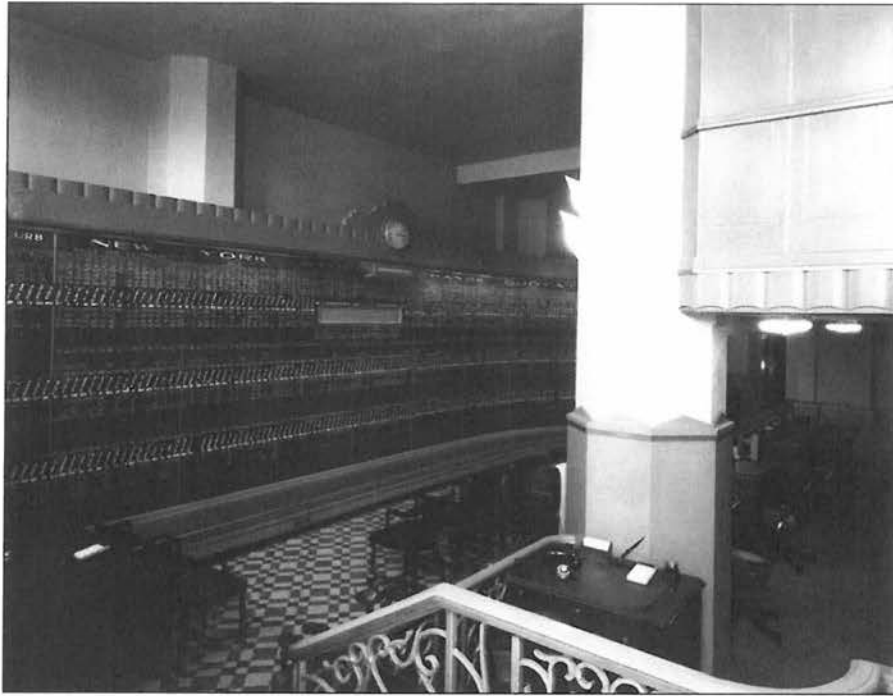


Image 17: 1932 interior photo of brokerage room (LAPL)



Image 18: 1932 interior photo of retail, barber shop space (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 19: c. 1932 interior photo of typical main lobby elevator (LAPL)



Image 20: 1932 interior photo with building staff (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 21: 1936 photo of south and east elevations with Hollywood Boulevard development in foreground, view west (LAPL)



Image 22: 1937 photo of south and east elevations with Hollywood Boulevard development in foreground, view west (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 23: 1938 photo of south and west elevations, view northeast (LAPL)



Image 24: 1947 photo of south elevation, view northeast (LAPL)

Photo - William H. McMillan, Los Angeles



Seaporcel & Co.

Seaporcel...it's practically ageless!

The Seaporcel Restaurant (Hollywood, California) is a new Seaporcel Porcelain Enamel job completed just recently. It's new...it's brilliant...

BUT...look at the "old timers" here depicted...their installations range from 1 year to 11 years in age. They are all sheathed in Seaporcel and...

STILL HAVE THAT "NEW LOOK!"



11 years young
Seaporcel Restaurant, Hollywood, California. Installed by Seaporcel & Co.



10 years young
Seaporcel Restaurant, Hollywood, California. Installed by Seaporcel & Co.



7 years young
Seaporcel Restaurant, Hollywood, California. Installed by Seaporcel & Co.



10 years young
Seaporcel Restaurant, Hollywood, California. Installed by Seaporcel & Co.

Seaporcel® Architectural Porcelain Enamel is porcelain enamel steel...proves under foot and stands up to weather.

Write today for catalog showing applications and prices.

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Formerly Porcelain Metals, Inc.
1000 Madison Avenue, Long Beach, Calif. 9, N.Y.

Exclusive American Distributors in Long Beach, California and Pomona, Calif.
Also mentioned in the Southern
EQUINOX CORPORATION OF CALIFORNIA
represented by DOUGLAS HURLAND & CO.
1000 Grand Avenue, Long Beach, California
Long Beach 9, Calif. 90801



172

Image 25: 1948 ad for Seaporcel ornamental steel showing recently completed alterations at northernmost storefront at west elevation (top of ad, Amazon.com)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 26: 1954 photo of south and west elevations, view northeast (LAPL)



Image 27: 1954 photo of south and west elevations, view north (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 28: 1958 photo of south and west elevations, view north (LAPL)



Image 29: 1978 photo of west elevation, view north (LAPL)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 30: c. 2000 photo of south and west elevations following rehabilitation, view north (M2A)



Image 31: c. 2000 detail photo of west elevation storefronts following rehabilitation, view north (M2A)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 32: c. 2000 detail photo of south elevation storefronts following rehabilitation, view northwest, note new blade sign (M2A)



Image 33: c. 2000 photo of main lobby following rehabilitation, view north (M2A)

SELECTED PRIMARY DOCUMENTS

HOLLYWOOD SKYSCRAPER WILL GROW

*Twelve-Story Addition to
Bank Structure Will be
Started on May 28*

Construction work will begin May 28 on the erection of a twelve-story addition to the Bank of Hollywood Building, northeast corner of Hollywood Boulevard and Vine street. It was announced yesterday by the Hollywood Central Building Corporation, which is owned by G. R. Dexter and Samuel Kress. The addition will cover an area 90 by 98 feet and will cost approximately \$500,000.

The annex will be L-shaped and when completed will make the Bank of Hollywood Building U-shaped, fronting on Vine street. Construction work will begin on the first anniversary of the opening of the present twelve-story unit.

Aleck Curlett is the architect. He is completing working plans. Exterior facing will be of terra cotta and cast stone with construction of the reinforced concrete steel type.

M'Cormicks Buy Beach Property

The McCormick family of International Harvester fame, yesterday purchased six acres of residential property at Huntington Palisades, fronting on Santa Monica Bay, for a consideration reported as \$173,000, according to P. W. Ralrden, vice-president of the Santa Monica Land and Water Company, developers.

The family has expended approximately \$500,000 for property in this section and \$1,000,000 for a palatial residence, landscaping and recreational features.

Twelve-Story Addition Will Rise



Construction Scheduled

May 28 has been set as the date for work to start on a second unit of the limit-height Bank of Hollywood Building, Hollywood Boulevard and Vine street. The completed structure will contain 320 rooms which are expected to be ready by December 28.

BANK ANNEX WORK DATE ANNOUNCED BUILDING'S NAME WILL BE CHANGED

Construction to be Started
on Hollywood Institution's
First Anniversary

E. K. Fleming Company
Takes Over Structure for
Fifteen Years

Construction of a twelve-story unit addition to the limit-height Bank of Hollywood Building, Hollywood Boulevard and Vine street, as announced by Hollywood Central Building Corporation, owned by G. R. Dexter and Sam Kress, will start on May 28, which is the first anniversary of the opening of the present twelve-story unit and of the installation of the Bank of Hollywood in its new quarters. Dexter declared yesterday. Completion date is set for December 28, he stated.

The completed structure will contain 320 rooms. Reaching a height of 464 feet above sea level, the annex will measure 214 feet from the ground to the top of its finials. It will be ultramodern in its equipment.

Opened less than a year ago the Bank of Hollywood Building is now 97 per cent occupied. It adjoins the \$1,250,000 Pantages Theater, which will be opened in May. Plans are underway for the construction of a twelve-story hotel by Hollywood Business Properties, Inc., on Vine street, adjoining the Bank of Hollywood Building to the north. The entire group of seven limit-height buildings in the Bank of Hollywood area has been constructed during the last six years.

The assessed valuation of the site of the Bank of Hollywood Building has increased 2427 per cent during the last ten years, or 247.7 per cent annually, according to records of the Title Guarantee and Trust Company.

NEW STORE FOR ROSCOE

ROSCOE, April 12. (Exclusive)—A. Ratner is building a brick building on San Fernando Road at Sunland avenue, with Fred Roberts as contractor. The new structure will contain space for three stores. Ratner is the owner of several business stores here. He also has erected a number of residence dwellings within the last two years.

Calling for an aggregate rental of approximately \$500,000, the five-story Class A building at 115 West



EARLE K. FLEMING

Seventh street, known as Los Angeles' thinnest office building, has just been leased for fifteen years by Earle K. Fleming, head of E. K. Fleming & Co., stock brokers, according to announcement yesterday.

The building, which has a frontage of twenty-five feet on Seventh street, adjoining the Board of Trade Building, and a depth of fifty feet, is owned by Metcalf & Ryan, realtors. George Dunlop, pioneer local resident, is the owner of the ground. The structure will be known as the Fleming Building, hereafter.

Architect Harold Johnson designed the structure, which was opened ten months ago. There is a total floor area of 6250 square feet, all of which will be occupied by E. K. Fleming & Co. Associated concerns, including the Continental Air Express, soon will open executive offices in the structure also, it was stated.

CONTRACT AWARDED

In addition to the structural steel contract, the contract for the elevators in the new Sun Realty Building, 729 South Hill street, has been awarded to Consolidated Steel Corporation, Los Angeles. The equipment will consist of three high-speed gearless traction type passenger units, with automatic door opening.

HOLLYWOOD BANK SUSPENDS

Early Reopening With Full Payment to All Depositors Promised by President

The Bank of Hollywood, a small independent bank located at Hollywood Boulevard and Vine street, suspended operations yesterday for lack of ready cash with which to meet the claims of depositors. Its president, G. R. Dexter, promises an early reopening under a reorganization plan providing a cash surplus of more than \$1,000,000 and dollar-for-dollar payment to every depositor demanding it. The institution has 6891 depositors, of which 3363 accounts are commercial and 3528 savings.

An examination of the institution's affairs is being made by Will C. Wood, State Superintendent of Banks, who took charge for the time being yesterday. Following his preliminary survey Mr. Wood issued the following statement:

WOOD'S STATEMENT

"The inability of the Bank of Hollywood to pay checks drawn upon it made it incumbent upon me as Superintendent of Banks to take possession of the bank today. I shall hold possession until a plan for reorganization and reopening, acceptable to the Superintendent of Banks, is presented or, if no such plan is presented within a week, the bank will be placed in liquidation.

"The assets of the Bank of Hollywood represent less than a quarter of 1 per cent of the total assets of the Los Angeles community, the closed institution being one of the smaller banks.

"The Los Angeles banking situation is fundamentally sound. Most of the banks carry larger cash resources than ever before in their history. The closing of the Bank of Hollywood was due to special conditions which, so far as I am aware, do not reflect on the integrity of anyone connected with the bank.

"The bank is not affiliated in any way with any other bank.

"At the time of closing Saturday the books showed assets amounting to \$2,086,641.18 in commercial department and \$1,697,688.85 in the savings department, making a total of \$3,784,330.03. The bank had capital amounting to \$325,000, of which \$235,000 was in the commercial department and \$90,000 in the savings department. The deposits amounted to \$3,133,877.99 divided as follows: Commercial, \$1,528,353.88; savings, \$1,605,524.11."

QUICK ASSETS TIED UP

The "special conditions" mentioned by Supt. Wood are said to refer to a considerable amount of bank assets tied up in paper which, while good, could not be converted into cash rapidly enough to meet the sudden demand.

The officers of the bank include President Dexter, Samuel Kress, vice-president; Charles Lumpkin, vice-president; K. J. Koebig, vice-president; W. A. Tickle, cashier

and secretary; Clifford Gillespie, vice-president, and R. E. Horton, assistant cashier, together with Gilbert H. Beesmyer, chairman of the board, and directors, John R. Avery, O. L. Bishop, C. B. Edington, Orville L. Routt, E. R. Smith, H. J. Strathearn and R. N. Stevenson. These officers spent the greater part of yesterday planning the proposed reorganization.

In a statement issued late yesterday afternoon President Dexter said:

"We expect to reopen the bank within a few days and I don't believe that any investor in the institution will lose a dollar.

REOPENING PLANS LAID

"A plan for reorganization is already under way; in fact, two weeks ago we filed articles of incorporation of a new holding company and have assurances of accumulating \$1,000,000 cash surplus. These plans may now be altered slightly but I believe that the main program will go through.

"We would have needed \$900,000 cash to have met the situation today and so we asked the State banking authorities to take charge until the situation was adjusted. Of course if it is impossible to effect a reorganization then we will have to place the bank in liquidation."

At least three to four days, according to Wood, will be necessary for his organization to determine just what the situation is.

GUARANTY NOT INVOLVED

Fear was expressed in some quarters lest the Guaranty Building and Loan Association, some of the officers of which are also officers of the suspended bank, might also be involved. This was flatly denied by Gilbert H. Beesmyer, secretary-manager of the Guaranty, and chairman of the board of the Bank of Hollywood.

As a matter of precaution, however, he said the association has temporarily put into effect the legal thirty-day notice of withdrawals, in line with conservative building-loan procedure for the protection of such funds.

He emphasized the statement that the Guaranty, which has paid about \$2,000,000 in interest to its 25,000 clients, is in an absolutely sound condition.

THE HOLLYWOOD-VINE AREA ESTABLISHES A NEW WORLD RECORD FOR SKYSCRAPER DEVELOPMENT



Skyscraper construction at the Hollywood Boulevard-Vine Street intersection and immediately adjacent thereto, during the last five years, has exceeded that of any similar area in Los Angeles and has surpassed the limit-height building record of any district of its size in the United States, according to available data assembled by Gilbert H. Beesemyer, secretary of the Guaranty Building and Loan Association, who built Hollywood's first limit-height structure. The Guaranty and affiliated associations start 1930 with resources exceeding \$35,000,000. Mr. Beesemyer is president of the United States Guaranty Corporation, Chairman of the Board, Bank of Hollywood, and a director in a score of major Southern California corporations.

With the limit-height Bank of Hollywood, Knickerbocker Hotel and Mountain States Life buildings recently opened; the Guaranty, Taft, Dyas and Plaza Hotel structures in operation; the \$1,250,000 Pantages theatre and office building under way, and the limit-height \$1,000,000 Central Funding Company's hotel ready to start construction, 1930 will see the nest of skyscrapers in the Hollywood-Vine area increased to nine towering structures representing a building and ground valuation of approximately \$20,000,000.

"The construction of this notable nest of skyscrapers in a hitherto undeveloped district during a five-year period, and the tremendous, rapid building expansion in the area surrounding it, furnish a story with a background of such vastness as to possess almost an epic quality. It establishes a new all-time record for communities located outside of downtown metropolitan areas," Mr. Beesemyer declared.

The Bank of Hollywood, Mountain States Life and Knickerbocker Hotel buildings were opened in 1929; Plaza Hotel in 1925; Dyas building in 1928; Guaranty and Taft buildings in 1924. Construction of the Pantages building is under way, with completion set for early in 1930. The first unit of this immense structure calls for two stories, with provisions made for future additions bringing it up to limit height. Central Funding Company's limit-height hotel will be ready for occupancy by June, 1930.

The story of the gains in property values at the corners on Hollywood Boulevard and on Vine Street furnishes one of the most amazing chapters in the history of American real estate. The thirty-six corners on Hollywood Boulevard between Vine Street and Highland Avenue have registered individual increases in assessed valuation ranging as high as 27,139 per cent during the last ten years, the average individual increase for the corners being 3,319 per cent, or 311.9 per cent annually. The sixty-eight corners on Vine Street between Hollywood Boulevard and Melrose Avenue showed individual increases up to 4,509 per cent for the ten-year period, averaging 2,545.2 per cent, or 254.5 per cent annually.

NEW HOTELS MAY HOUSE GAME FOLK

Completion of Projects for Olympics Expected to Relieve Congestion

Hollywood's hotel construction program providing for the building of four major hotels which will involve the expenditure of more than \$5,000,000 will be completed in time for the Olympic Games, if announced plans are carried through, it was declared last week.

More than 500,000 persons from practically all countries on the globe will visit Los Angeles during the Olympic Games, and Los Angeles' present hotel facilities are entirely inadequate to accommodate the unprecedented influx of visitors, according to G. R. Dexter, president of the Bank of Hollywood, who has made a survey of the situation.

"The average Angeleno does not realize just what the Olympic Games mean to Los Angeles. All nations will send their entries accompanied by regiments of friends. Every State in the nation will send thousands. These foreign visitors see the name of Hollywood on motion-picture screens every day in the week. The screen capital with its added equipment of four great hotels expects to be ready to welcome and play host to its foreign friends," Dexter said.

Under the president schedule, construction of the Central Funding Company's Vine-street hotel; Hollywood Business Properties hotel on Hudson and the Aristocrat Club Hotel on Hollywood Boulevard, will start within ninety days, while the \$2,000,000 hostelry at the head of Vine is expected to be underway next year. According to plans all will be in operation when the Olympic Games are held.

HOLLYWOOD TO RESOUND IN ACTIVITY

*Construction Planned for
Sixty Days to Approximate
\$2,250,000 in Cost*

Major construction involving a total expenditure of \$2,250,000 and immediately adjoining the Bank of Hollywood Building to the north and south, will be under way within sixty days, G. R. Dexter, president of the Bank of Hollywood, announced yesterday.

Plans call for the construction of Central Funding Company's \$1,000,000 hotel on Vine in the rear of the Bank of Hollywood Building, to start in November. This structure includes an arcade running into the Vine-street entrance to the Pantages Theater Building, which adjoins the Bank of Hollywood Building to the east. Already the Pantages Building is 25 per cent completed. Construction of the first unit provides for a two-story theater of 3500 seating capacity with provisions made for carrying the construction to limit height later on.

With the Pantages Theater completed the Bank of Hollywood Building will be flanked by both the Vine-street and Hollywood Boulevard entrances to the amusement palace, with a limit-height 800-room hotel adjoining it on Vine street. Already 30,000 automobiles pass the Hollywood-Vine intersection every eight hours and with the Pantages Theater and Central Funding Company's hotel in operation Dexter predicts that traffic will soon pass the 40,000 mark.

BUILDING TO OPEN

Bank of Hollywood to Have New Quarters by May 28

Bank of Hollywood will be in its new home, new limit-height Bank of Hollywood Building, Hollywood Boulevard and Vine street, on May 28, according to President Gilbert H. Beesemyer.

An innovation in modern bank equipment to be featured by Bank of Hollywood is a safe built in the wall on the Vine-street side of the bank with a slot and chute by which depositors may make late deposits from the street after banking hours.

RADIO CONCERN IN NEW MERGER PLAN

SPRINGFIELD, April 21. (Exclusive)—Buckeye Incubator Company has approved plans for a consolidation with the United Reproducers' Corporation subject to approval by stockholders. Arthur Hill, president of Buckeye, declared here Saturday. United Reproducers is a recent combination of United Radio Company of Rochester, N. Y., New-Combe-Hawley Company of St. Louis and Precision Products Company of Ann Arbor, Mich. Buckeye has facilities for manufacturing radio cabinets.

MARMON MOTOR NET INCREASES SHARPLY

NEW YORK, April 21. (Exclusive)—Marmon Motor Car Company has announced consolidated net income for the year closed February 28, last, of \$1,271,885 after all charges. The previous report was for the year closed June 30, last, which showed net profits of \$283,367. The fiscal year was changed to end February 28.

MONTANA POWER TO SPLIT UP CAPITAL

NEW YORK, April 21. (Exclusive) Montana Power Company proposes to split each \$100 par value share of common stock into five no par shares and has notified the New York Stock Exchange of a change in the authorized capital stock so that there will be 152,154 shares of no par preferred and 3,750,000 shares of no par common.

Eastern Firm Opens West Coast Branch

Los Angeles Times (1923-Current File); Nov 2, 1969;

ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. M7

EXPANSIONS AND REMODELING

Eastern Firm Opens West Coast Branch

Boorum & Pease Co., Brooklyn-based manufacturer of products for storage and retrieval of information, has opened a West Coast manufacturing and warehouse facility at 924 E. 2nd St.

The 100,000-square-foot plant, built in 1913 as a warehouse for the Spreckles Sugar Co., was renovated and decorated inside and out at an approximate cost of more than \$200,000. Clark Horan is manager of the branch plant.

The company and its subsidiaries manufacture more than 10,000 products. Affiliated firms are Macmillan Book Co. of Syracuse, N.Y.; Trussell Mfg. Co. of Poughkeepsie, N.Y., and Amberg File & Index Co. of Kankakee, Ill.

★

The Equitable Building, a Hollywood landmark at Hollywood Blvd. and Vine St., recently underwent a \$1 million remodeling program and is now the location of Capitol Re-

cords' accounting, credit and computer divisions.

Under the lease agreement, Capitol occupies 40,000 square feet of the structure, including the third through seventh floors and 4,500 square feet on the eighth floor, according to the Ben Hecht Co., managing and leasing agents.

Remodeling included a new front entrance, lobby, public facilities, automatic elevators, central air conditioning and a modern electrical system.

A \$1.5 million addition to the Holiday Inn chain has been completed at 1401 Main St. in Santa Maria. The four-story, 125-unit facility, owned by Samhi Corp. of Santa Maria, was built by the Maino Construction Co. of San Luis Obispo. The architect was Robert Bachelor of San Francisco.

Permanent financing was arranged through the Charles B. Norris Co. of Brentwood. ★

Vogue Business Gifts,

sales promotion and industrial gift distributor, has doubled its capacity with purchase of a 6,000-square-foot building at 16320 S. Figueroa St., Gardena.

Milton Cooper and Mike Quagletti, industrial brokers, cooperated in the transaction.

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STATE REALTY MARKET LURES N.Y. INVESTORS

Los Angeles Times (1923-Current File); Oct 2, 1955;

ProQuest Historical Newspapers: Los Angeles Times (1881-1990)

pg. F6

STATE REALTY MARKET LURES N.Y. INVESTORS

NEW YORK, Oct. 1—Larger profits and less severe competition in the California real estate market will lure a greatly increased number of big realty investors beyond New York City to that State during the next 12 months, according to Louis J. Glickman, national real estate investor.

Glickman, who recently purchased \$13,000,000 worth of property in California,

Holdings Told

"The large New York realtor's traditional objection to investing in properties in California and other distant States where they cannot constantly oversee their holdings is diminishing. This is due in large measure to

excellent communication facilities."

Among Glickman's Los Angeles holdings are the 13-story Security Title Insurance Building at W 6th St. and Grand Ave., the 13-story Bartlett Building at 7th and Spring Sts.; the 12-story Architects Building at 5th and Figueroa Sts.; the 12-story Harris-Newmark Building at 9th and Los Angeles Sts., and the 10-story Bendix Building at Maple Ave. and E. 12th St. He also owns the 12-story Hollywood-Equitable Building at Hollywood Blvd. and Vine St. in Hollywood.

6 OFFICE BUILDINGS SOLD FOR 13 MILLION

**Five Downtown Sites and One in Hollywood
Bought by New York Realty Investor**

Purchase of five downtown office buildings and one in Hollywood for more than \$13,000,000 was announced yesterday by Louis J. Glickman of New York, nationally known realty investor.

The transaction was described as one of the largest group sales of office buildings in the city's history.

Included in the sale were the 13-story Security Title Insurance Building on the southeast corner of W 6th and Grand Sts., involving approximately \$3,000,000, and the 12-story Hollywood-Equitable Building on the northeast corner of Hollywood Blvd. and Vine St.

Shortage Cited

Other buildings included in the transaction are:

The 13-story Bartlett Building on the northwest corner of 7th and Spring Sts.; the 12-story Architects Building on the southeast corner of 5th and Figueroa Sts.; the 12-story Harris Newmark Building on the northwest corner of 9th and Los Angeles Sts., and the 10-story Bendix Building on the southeast corner of Maple Ave. and E 12th St.

"Because there has been relatively minor new office-building construction in major cities throughout the country, and a consequent continuing shortage of space," Glickman said, "I regard the older office building as an excellent investment."

At the same time, the New York investor announced the acquisition of a 20-story office building at 121 S Broad St. in Philadelphia and the 15-story Madison Building in Memphis, Tenn.

Bought From Syndicate

Purchase of the Hollywood-Equitable Building, it was pointed out, makes Glickman the owner of the only two office buildings at the famed Hollywood and Vine intersection. Two months ago he acquired the 12-story Hollywood-Raft Building on the southeast corner.

An associate explained that

Turn to Page 2, Column 4

OFFICE BUILDINGS

Continued from First Page

the six buildings here were purchased from a syndicate composed of individual Chicago investors and institutions.

The acquisition of several other major downtown buildings is being contemplated by Glickman, who last week opened offices at 530 W 6th St., the associate said.

Second Large Deal

Glickman was represented in the six-building sale by Attys. Leo Margolin and David Feldman of New York. Robert J. Felixson of Los Angeles represented the selling group.

Howeth T. Ford, vice-president of the Charles F. Noyes Co. of New York and Henry N. Bargar and Henry K. Hyde of Henry N. Bargar & Co. of Los Angeles served as brokers in the transaction.

The purchase marked the second large group transaction involving the New York inves-

tor in Los Angeles in the past two years. In 1952, he participated in the acquisition of three downtown office buildings, two downtown parking lots, 1450 acres of land in the southwest part of the city and \$3,500,000 in cash and negotiable securities from the O. T. and A. P. Johnson interests. The transaction totaled \$11,000,000.

VANTAGE PRESS

Publishing Firm Opens Office Here

Vantage Press, New York publishing firm, has opened a West Coast office in the Equitable Building, Hollywood Blvd. at Vine St., in Hollywood. The company, which publishes fiction, nonfiction and poetry, caters particularly to the new writer with what they term a "co-operative publishing plan."

Despite the tremendous number of established and potential writers who make their homes here in California, the State has been ignored by all but a few of the larger publishing houses. It is not surprising that Laura Saunders, in charge of the local Vantage Press office, says she feels a little like a pioneer.

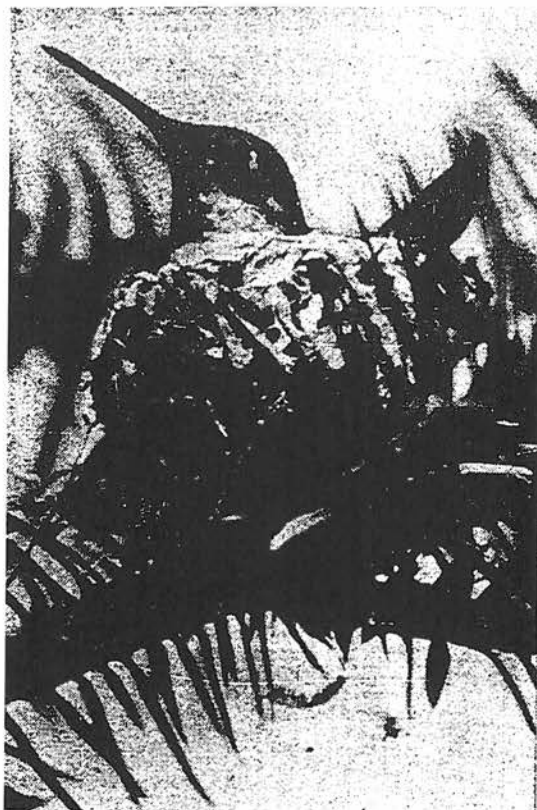
Miss Saunders will welcome inquiries from West Coast writers who are seeking a publisher.

Practical Hair Styling

**BE YOUR OWN HAIR STYLIST. By
Victor Vito. Homecrafts: \$1.**

With Vito's guidance.

LIFE HUMS ABOUT THIS BIRD



A humming-bird in its nest at bottom of light well in Hollywood office building amid the noise of city life.

Times photo

OFFICE BUILDING BIRD TENANTS RETURN TO RAISE NEW FAMILY

Lightning may not strike twice in the same place, but hummingbirds do.

History is repeating itself at the corner of Hollywood Boulevard and Vine street, where last spring a pair of hummingbirds nested and raised a family in a tree of a roof garden.

OFFICE WORKERS HELP

Natural history in the making was watched daily by dozens of office workers in the Hollywood Equitable Building, skyscraper at Hollywood's busiest corner. Sympathetic tenants provided honey and flowers for the little family.

That was last year. Now, again it is spring, and the miracle has come to pass. In the same tree, a forlorn monkey puzzle, stunted by city air, there is a new nest.

TWO EGGS IN NEST

Two speckled eggs are carefully brooded by a patient tiny hummer. Tenants are solicitously watching. The center of activities is a little roof garden at the bottom of a light well on the second floor. Everyone is sure it is the same pair of birds.

The scream of ambulance sirens, the clang and grind of street cars, the humming whirl of ventilating fans—all the noises of downtown city life do not disturb the birds who are awaiting the hatching of their tiny family. They have chosen the film capital with its publicity and lack of privacy as the best of all places for being perfectly natural.

Tourists

Los Angeles Times (1923-Current File); Oct 3, 1937;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. 16



NEVER SATISFIED, HE WANTS
TO MEET GARBO NOW

WE PROTEST! We're definitely tired of the endless chore of showing the town to these gay vacationers. These swarms of incoming tourists (no doubt the answer to the Chamber of Commerce prayers,) are giving us a pain in the neck and furthermore souring our tempers.

Those enterprising souls among us, who have hung out shingles along Sunset Boulevard strip and who collect shekels for their efforts in pointing out the movie stars' homes, are pioneers. A miniature fortune awaits the local citizenry who are willing to renounce their bleak careers as office workers, automobile salesmen, storekeepers, to explain to the hordes of rubbernecks that—on his left is a fabulous estate which a millionaire willed to his cook, while on his right is the world-famous Trocadero, where, if you can afford it, you cannot only see everybody but you can see everybody.

We're really glad that there are as many points of interest in this Mecca for Gapers, but the overworked routine of taking the tourists to see places is fast becoming deadly.

There is a time or two, while still an amateur town-shower, that you welcome the opportunity to take your brother from Michigan, or your childhood pal from Oklahoma on a gay whisk through Southern California. They return home, and here's the rub. They gasp to the assembled citizenry that they had a marvelous time, that you have the most perfect connections in Hollywood, and must be called just as soon as their friends reach California. Which they do.

Comes a phone call from an eager-voiced individual who explains that he plays golf with your cousin Charlie back East every Sunday morning, and Charlie insisted that he call you the minute he got to town. He's down at the Central Station now, sitting on his luggage and rarin' to go. And he traps you with "I'm dying to see the town and I understand you're just the girl who can show it to me."

In spite of the fact that your bank roll is protesting wistfully, the next morning finds your unbidden guest on your doorstep, ready to start.

This friend is a man of humble habits,

doesn't want you to go into a great deal of trouble for him. But he would like to get into a couple of motion picture studios.

I don't know how a person living in Wilmington handles a situation like this. Maybe, if they announce pointblank that it's impossible to get visitors inside a studio, they're believed.

But if you have even the most tenuous connection with the industry (say, for instance, your sister married a man who is a press agent for an aviation concern on whose planes film personalities cross the country,) then you are indeed a per-

fidious wretch and your guest accuses you of having gone Hollywood in the worst sense, and forgotten the folks back home. Why, they know someone from the county seat who came out and lunched at the M.G.M. commissary and saw both Robert Taylor and Joan Crawford in full costume and make-up!

If, by some miraculous hocus-pocus you get him inside to see how movies are made, he emerges blithely and says, "Okeh, now let's get going and see some of the other lots in town."

Second only to the avid fan is the visitor who is superior to the whole set-up. Movies? They don't mean a thing to him. The truth is, he doesn't see more than a half dozen pictures during the year. Why, if Greta Garbo walked by his window, he couldn't be bothered to look.

But just take your haughty friend down Hollywood Boulevard. And just suppose Joel McCrea innocently emerges from the Equitable Building minding his own business and thinking of nothing except the conference he's just had with his agent. Behold. It is your contemptuous guest, who is trampling over old ladies and babes in arms in order to get

Joel to autograph a corner of the newspaper he is carrying.

These out-of-towners are getting wise. You can't put a thing over on them. They don't want any run-of-the-mill tourist attractions paraded before them. You will, for instance, suggest hopefully that of course he'd like to see the Chinese Theater—you know, the world-famous . . . of course you've read about it even in your home-town paper . . . footprints in the forecourt, wax figures, etc. A cagey look films your guest's eyes. "The Chinese? It's just a movie, isn't it? Can't I see movies every day of my life back home?" You're stopped.

A PREMIERE, of course, is a different matter. He's read all about the lights and galaxy of stars and gilded gardenias given as favors. It all sounds pretty cozy to him and he wouldn't mind taking in a premiere or two while he's here.

However, there might not be a glamour-laden premiere during his visit and you humbly try to substitute a preview. You give the event an elegant build-up. "Really, those premieres are staged mainly to amuse sidewalk gawkers. But a preview—now, that's the real thing. Only those on the inside get in—in fact, no one even knows about a preview unless he's connected with pictures. And you're simply surrounded by stars—in their delightfully informal moments."

All this sales talk elicits is a whine—"Yeah, but it's just another West Point picture. I saw one of those just before I left home."

If you succeed in throttling his resistance, and he goes to the preview, his annoyance knows no bounds. Can't see what all the applause is about when the assistant costume designer's name is flashed on the screen. And into the very ear of the producer, who sits just ahead of you, he announces that the pictures smells . . . badly.

Once you've washed your hands of the motion picture

Continued on Page Fourteen

Tourists



Of course, the fact that Aunt Minnie's forty-second cousin comes recommended from Oskosh is nice; but really, he's quite a problem! The All-Year Club might not think so—but some of us know it!

CARTOONS BY ALEX PEREZ



EVEN
OFFICE
HOURS
MUST BE
VIOLATED

EAT? THEY
NEVER
SEEM TO
GET
ENOUGH

TOURISTS

Continued from Page Six

situation, your troubles are by no means over. The swing of radio activities westward may make a lot of people happy, but it only strikes new terror in the heart of the professional town-shower, which, by the way, includes nearly all of the local citizenry.

Your guest has set his little heart on watching Eddie Bergen with Charlie McCarthy, and the Jack Benny broadcasts, and Bing Crosby, too, if you don't mind. You check around and find that Crosby never admits guests, and that the Benny tickets have been distributed until a year from yesterday.

But you've managed, through your "connections," and a bit of legerdemain which makes you liable for criminal procedure, to produce a pair of passes to another equally important broadcast. The visiting lip curls at the sight of the cardboard squares. "But, look," you coax him, "all these names are on the same program" . . . figuring that if it's good enough for their sponsors it ought to be good enough for someone who plays golf with your cousin Charlie.

Finally, the pleasant fellow grudgingly takes the tickets. Since you haven't planned anything better for the evening, he'll go to the broadcast.

Or, you take him to a nationally famous restaurant in Hollywood. With somewhat forced enthusiasm, you rave how many stars eat there regularly. Why it's just the same as going through a studio. You lead him through a maze of booths and sit down. He casts one contemptuous glance about him. "Oh, yeah," retorts our guest, "nothing but a bunch of hick tourists!" And convicted

Continued on Page Twenty-one

TIME OUT FOR TOURISTS

Continued from Page Fourteen

of trying to perpetrate a gross deception on such a fine fellow, you slink out in his indignant wake.

And speaking of food, what phenomenal appetites these out-of-towners develop! They're equal to three copious meals a day . . . plus trays full of hors d'oeuvres at cocktail time and a hearty midnight snack . . . and each meal must be eaten at a different place. They want to go places and see things. "Little, quaint, out-of-the-way places," they implore you.

Los Angeles has many spots for the unusual in food. So you start with that infallible set-up . . . dinner at Chinatown followed by a tour of Olvera street.

Perhaps your friend has gastronomic stamina, and having survived fried shrimps and enchiladas, he cries for more. For the first time since he came to town, you brighten. There's a lot of fun in touring the foreign restaurants. You take him to a Russian place in Hollywood, and an Armenian place on Wilshire and the Swedish place on Ivar. You also know a place beyond Pasadena that has miraculous game and a little room on North Broadway where the Italian food is beyond compare. This finished, you've mortgaged your salary for weeks in advance, but at least you feel self-righteous!

You've done nobly by Cousin Charlie's friend. Yet do you detect a shadow over

his countenance? An unrest in his eye? The truth comes out. All he had ever wanted in the first place was to lunch at the Vendome!

If Cousin Charlie's friend turns out to be a girl in the first place, you have a double mission. You must serve not only as a tourist's guide, but as a matrimonial agent. Hordes of disenchanted near-spinsters come to California to get men. And even though at first glance you concede that her spinsterhood is justifiable—and you tell her as tactfully as possible that the town is overrun with irresistible women, she ingenuously believes that for the duration of her visit, she will be rushed to a nub by your unattached male friends.

And just getting her a date isn't enough. Not nearly. The poor victim, who has been saving for months to get a radio for his car, finds his savings snatched from him by an avid and tireless wench who wants to do the Grove, the Troc, and at least one of the Hawaiian places in a single night, chortling all the while, "It's a short life but a merry one!"

It isn't that Cousin Charlie knows a particularly poisonous class of people. In their own habitat they're polite and kind and good providers and their friends love them. Something happens to them when they cross the California boundary. Something happens to us, too—but not more often than we can help it.

Security House Extends Field

Opening of a Hollywood office in the Equitable Building, was announced yesterday by Bateman, Elchler & Co. Charles H. Medcraft has been appointed manager, it was stated.

Mr. Medcraft has had fifteen years of investment banking experience in New York and on the Pacific Coast. He is well known in Hollywood, where for the last five years he represented the California Securities Company, investment affiliate of the California Bank, which ceased operations June 1, 1934.

Boost in Wheat Quota Planned

BUENOS AIRES, July 18. (P)—Argentina's Ministry of Agriculture proposed today the nation's wheat export quota be raised at next month's international wheat conference to 150,000,000 bushels. The nation's quota now is 110,000,000 bushels.

A communique by the Agricultural Ministry stated the abundance of the last crop necessitates a larger export quota to overcome surpluses.

Loss Reported by Steel Unit

CLEVELAND, July 18. Corigan, McKinney Steel Company and subsidiaries for the year ended April 30, last, today reported net loss of \$1,403,817 after interest, depreciation, depletion, etc., excluding net loss of the Newton Steel Company of \$123,420.

The report states no dividends have been paid on the 6 per cent second preferred of the N.&C. Taylor Company and no provisions have been made.

Parmelee Stage Line Cuts Loss

NEW YORK, July 18.—Parmelee Transportation Company and subsidiaries for the six months ended June 30, last, today reported net loss of \$151,864 after interest, depreciation, etc., against net loss of \$576,354 in the first 1933 half.

June quarter net loss was \$57,549 after the above charges, against net loss of \$94,315 in the preceding quarter and net loss of \$275,491 in the June quarter of 1933.

DOLLAR RULES STRONGER ON GOLD CURRENCY BASIS

(BY THE ASSOCIATED PRESS)

Foreign exchanges were steady to slightly lower in New York yesterday, with gold currencies showing an easier tendency.

The pond sterling was unchanged at its closing price of \$5.04, whereas the dollar gained 3-16 of a cent in London at 5.03 13-16 to the pound.

French francs dipped .00 1/2 of a cent at 6.60 cents, and the dollar gained a centime in Paris at the equivalent of the same figure.

German marks rose .14 of a cent in New York to 38.50 cents.

The price of gold in London gained a penny at 138 shillings a fine ounce (equivalent to \$34.78,) and bars valued at about \$776,352 changed hands.

At the closing New York price for French francs the dollar was valued at a premium of .51 of a cent over par, compared with .43 of a cent on Tuesday and .39 of a cent a month ago.

Office Space Demand Seen

Los Angeles Times (1923-Current File); Aug 9, 1931;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. D2

Office Space Demand Seen

Increased demand for office space at the Hollywood-Vine intersection has followed the coming of the California Bank and the Bank of America into the area, William M. Davey, owner of the Equitable Building, declared yesterday.

Branches of downtown business institutions and bond houses which are being established in the new banking center are rapidly converting the area into a notable financial center, Davey said. On Vine street extending from Yucca to Melrose there are only eight business vacancies, the unoccupied stores being for the most part structures which have not been remodeled, Davey's survey shows. Office rentals in the Equitable Building have shown a 50 per cent improvement since April, Davey declared.

Sixth Street Site Leased

Coldwell, Cornwall & Banker announce the leasing of the southwest corner of Sixth street and Grand avenue to Jerrems, Inc., who will operate one of their custom tailor stores. The term of the lease is four years.

Jerrems have taken this corner store as a new location to substitute for their present store at 529 West Sixth street, and plan to move into the new and larger quarters on September 1.

The lease was made for the account of Pacific States Savings and Loan Company.

Coldwell, Cornwall & Banker also leased for the account of United Stores Realty Corporation a store-room in Burbank at 139 West San Fernando Boulevard. This store was leased for a period of five years to P. H. Cushman, who will operate a shoe store in the premises.

SOLICITING ON STREETS DEALT BLOW

*Realty Board Will Ask
Ordinance Enforcement
by Police*

The recommendation made last week by the subdividers' division of the Los Angeles Realty Board, relative to removing real estate solicitors from the streets of the city, was incited by the board's directorate at its meeting on Tuesday.

As a result of this action, the board will immediately ask that the police department enforce the ordinance which prohibits this form of solicitation, and will ask that there be no passing out of cards, tickets and all other advertising matter from stands or automobiles on the streets.

One feature of the step that the board is making to eliminate this distasteful practice, is that a number of subdividers who were unable to be present at the meeting when the proposition was discussed, have communicated with President G. D. Robertson, expressing themselves as being heartily in sympathy with the movement, and stating that they will co-operate in every way to see that the ordinance is rigidly enforced.

ROAD WORK CONTRACT AWARDED

*Private Scenic Highway
to Be Constructed Along
Crest of Hills*

REDONDO BEACH, April 25. (Exclusive)—Preparations for the construction of eleven miles of scenic highway on the crest of the Palos Verdes Hills, at a cost of approximately \$200,000, have been announced by the Palos Verdes Corporation, of which Frank A. Vanderlip, New York financier, is president. Contract for the road has been awarded the Owl Trucking Company of Los Angeles and Compton, the project to be a private enterprise.

The road will leave the present coast highway at a point about a mile and a half south of the Palos Verdes Estates nursery, traversing the peak of the hills over what are now for the most part farm roads, and entering San Pedro near Miraflores. About one year's time will be consumed in the construction, it is estimated.

The project is outside the holdings of the Palos Verdes Estate Company, the corporation being a separate holding.

Brokers Cite Recent Deals in Residences

Numerous realty transfers are reported by the brokerage office of C. H. O'Connor & Son as negotiated during recent weeks. Sales listed follow:

A home on Sepulveda Boulevard, near Beverly, adjacent to the Bel-Air section, to George Bancroft and his wife, Octavia Bancroft; a 100-foot business lot at the northwest corner of Fifth and Main streets was sold to R. A. Gibbs. Harry Mayer was the buyer of a large residence at 243 South Bedford Drive, Beverly Hills; a six-room home at 1145 East Palmer avenue, Glendale, was sold to George Berger; a double bungalow at 2629-2631 Twelfth avenue was bought by George Bernstein; a bungalow at 3354 Imperial Highway, Lynwood, was purchased by Mrs. Peterson, and a five-room home at 3368 Imperial Highway, Lynwood, was sold to Madge Traverser. C. D. Ives of 1841 South Wilton Place was the highest bidder at the auction of a four-family flat dwelling, 2333-2339 Third avenue, Los Angeles.

Course Advises on Managing of Small Holding

The importance to the real-estate broker of managing small as well as large properties is pointed out by R. H. Drake in the real estate correspondence course provided by the Correspondence Study Department of the University of Southern California, 1306 Transportation Building.

Drake emphasizes the importance of developing a management department through which investors in lower priced income property are able to obtain expert management for their properties and indicates this as a means of increasing the number of such investors. He also outlines methods of procedure in handling a large number of such properties from a single office and the opportunity this affords for contacts that may lead to new business in the sales department of the real-estate office.

CONTINUED EXPANSION REPORTED

*Local Building-Material
Company Fills Industrial
Orders for Product*

Continued growth and expansion is reported by the Coast Insulating Company at Torrance, manufacturers of "Allite Mineral Wool." Large quantities of the material are reported to have been used by the Ford Motor Company in its plant at Long Beach.

Properties of the material are such, according to the manufacturers, that they deaden sound and retain heat. The Ford Motor Company's use for the product is said to be in enameling ovens. Through the use of the "Allite Mineral Wool," ovens retain from 86 to 98 per cent of the heat, whereas under ordinary circumstances only about 50 per cent is retained, it is declared.

Extensive use also is being made of the product in Hollywood motion-picture studios where it is used for sound-deadening purposes. It is also used for industrial event furnaces, smoke breechings, ships, gas heaters, oil refineries and packing for refrigerator boxes. Sewed into building felts, it is used in all types of construction work for noise deadening under floors and in partitions, and for heat and cold insulation of the outside walls and the roof.

Specialty Shop Space Taken in Office Building

Office building rentals in Hollywood are registering weekly increases with many applications from downtown Los Angeles business houses which plan to establish specialty shops in upstairs locations, according to William M. Davey, owner of the Equitable Building of Hollywood.

That a movement is definitely under way for the establishment of specialty shop centers in office buildings in Hollywood is indicated by leases taken in the Equitable Building, one renter having expended \$25,000 in improvements on his skyscraper location Davey said.

School Offers Design Course

Rounding out its activities for its first year's work, the Los Angeles College of Architecture and Engineering is offering a short, general course in architectural design, which will include history, theory and practical design.

The lecture will be delivered by Richard J. Nourse, A.I.A., who has recently returned to Los Angeles from an international architectural tour. The course will be conducted on Monday and Friday evenings.

COMPANY ANNOUNCES APPROVALS OF LOANS

At the last regular weekly meeting of the loan committee of the Mortgage Guaranty Company, 307 loans were approved for a total of \$1,117,242.51. The large number of loans now being approved indicates an increasing interest in conservative mortgage financing, in the opinion of company officials.

HOME PLANS COMPLETE
Architect Manfred De Alina has completed plans for a \$10,300 residence which Howard B. Davis will build at 1708 Angelo Drive, Beverly Hills.

THREE LEASES REPORTED

New Business Enterprises Announced for Hollywood by Owner of Equitable Building

Long-time leases which were closed yesterday by William M. Davey, owner of the Equitable Building, will bring three new business enterprises to Hollywood, he reports.

Under leasing arrangements Butler Health Institute will occupy the entire roof and part of the twelfth story of the Equitable Building. Tiled steam rooms, showers, private toilet facilities, separate treatment rooms, exercising rooms and apparatus will be installed. The entire roof will be converted into a solarium for sun-bath treatments, a squash court and other outdoor innovations being featured. Kenneth F. Butler, who is associated with Anthony P. O'Dea, of Beverly Hills, in the enterprise, was formerly manager of a San Francisco health institute.

Quarters have been leased by Davey to Log Cabin Lodge, Ltd. This company will engage in the business of building motor lodges which will be constructed of log sidings but with modern interiors. These lodges will be built on major highways from San Diego to Vancouver. B. C. Contracts already have been let for the first cabin, which will be located at San Fernando Road and Lankershim Boulevard. L. M. Mills, secretary of the corporation, announced. Maj. Edward Steller, for ten years with Barker Brothers, will be associated with Mills.

The main headquarters of Beauty Arts Institute, of which Marian Nixon, film player, is president, will be opened in the Equitable under leases signed by Edward Hillman, Jr., of Chicago, husband of Miss Nixon. A general merchandising plan dealing in beauty preparations which will cover the United States will be conducted. Hillman, who is prominent in Chicago business and social circles, is a nephew of Ben Straus, vice-president of the May Company of Los Angeles.

Office Unit Has Garden

Los Angeles Times (1923-Current File); Dec 6, 1931;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. D4

Ralphs Plan to Build New Unit

Plans for another store for Ralphs Grocery Company, Inc., are being prepared for a site just purchased on Vermont avenue, through Wright & Becker, realty brokers. Russell Collins, architect, is preparing the plans. The store will make the third built this year and the nineteenth to be operated by the company, according to the realty brokers. The property will be at the northwest corner of Seventy-eighth Place when this street is cut through.

The site for the new establishment fronts 200 feet on Vermont and 300 feet on the proposed Seventy-eighth Place and it is reported the new branch when completed will give employment to approximately 100 persons.

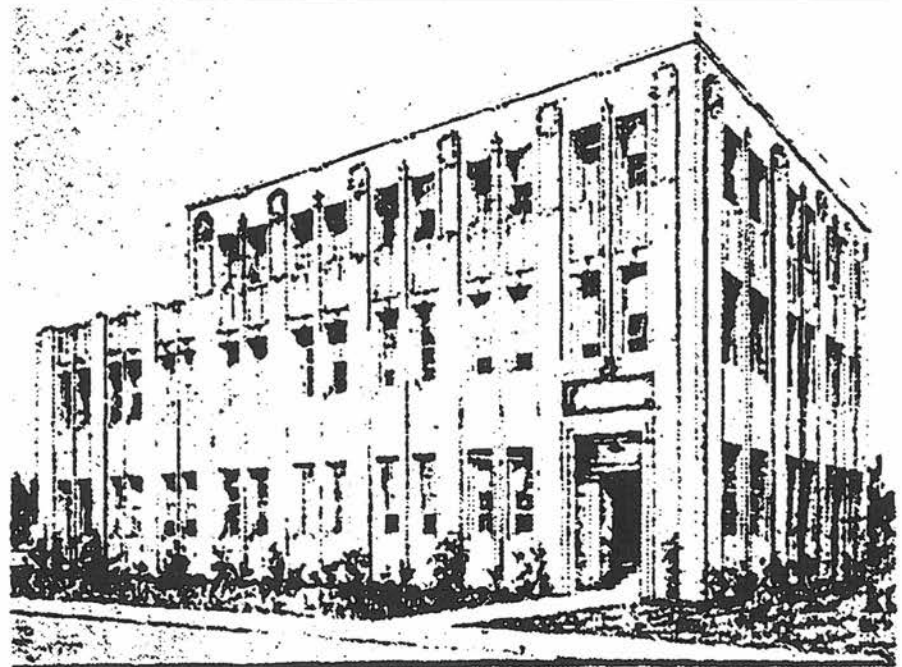
Wright & Becker also report a cash sale of a lemon grove at San Dimas to Charles Taylor. The grove formerly was owned by L. Wilson.

Office Unit Has Garden

Tenants in the limit-height Equitable Building, Vine and Hollywood, now look down on a flower garden.

Landscape artists directed by William M. Davey, owner of the Equitable, yesterday completed a garden on the roof of the two-story section of the structure which connects the wings. Not only has the garden been equipped with rare flowers and shrubbery, but soil has been spread, Kentucky blue-grass seed planted and the garden will have real sod. The garden may be seen from every office in the wings. It fronts on the Vine-street side and is the first Los Angeles skyscraper garden carpeted with blue grass.

Telephone Company Plans New Unit



BUILDING TO HOUSE ANGELUS EXCHANGE

Announcement was made during the past week of plans for a new central office unit for the Southern California Telephone Company, construction work to begin after January 1. It will house dial system equipment and is part of a \$1,100,000 project adding facilities to serve more than 18,000 telephones, according to M. L. Stannard, general manager. The office will be located at 3434 East Fourth street and will house the Angelus exchange.

'EQUITABLE' NEW NAME OF BUILDING

*Bank of Hollywood Unit
Rechristened by Owner
After Purchase*

The Bank of Hollywood Building hereafter will be known as the Equitable Building, according to announcement by William M. Davey who recently purchased the structure. It is one of twelve limit-height buildings in Hollywood and is located at Hollywood Boulevard and Vine street.

Extensive exterior and interior improvements will be made to the Equitable Building, Davey stated. Contracts have been let for bronze decorations for the front of the building which will include the use of the new name.

M. Reingold, Los Angeles jeweler, who has leased large quarters in the structure will spend approximately \$25,000 in alteration work, the announcement states.

Low Vacancy Seen as Aid to Home Building

The favorable low-vacancy situation in single family dwellings and apartments is causing increased interest among property owners in planning proposed improvements, according to B. E. Werminghaus, president of the Tri-Guaranty Building Company, who anticipates a substantial volume of spring activity.

"With the passing of the tax assessment period, many persons who have been holding back for that reason will get busy," Werminghaus points out. "Building costs still remain at a low level, but expected raises will undoubtedly stir shrewd builders to action. There is no shortage of mortgage money for legitimate purposes. Appearances indicate a continued uptrend in construction work."

ORANGE GROVE ACQUIRED

REDLANDS, March 14. (Exclusive)—William Kingsbury has just purchased from C. W. Brashears his ten acres of oranges on West Lugonia avenue, paying for the property about \$30,000, it is reported.

CORNER LOT SOLD

Los Angeles Times (1923-Current File); Apr 12, 1931;

ProQuest Historical Newspapers: Los Angeles Times (1881-1990)

pg. D5

Leases Closed in Hollywood

Jassby Drug Company has taken a long-term lease on the ground floor of the Equitable Building of Hollywood, William M. Davey, owner, announced yesterday. Extensive alterations are now under way. Negotiations by which the General Electric Corporation has acquired a lease on the Argyle corner of the Pantages Theater Building also have been completed.

BURNED CLUBHOUSE WILL BE REPLACED

REDLANDS, April 11. (Exclusive) N. E. Whittemore and S. F. Johnson are making plans to rebuild the Arrowhead Highland Clubhouse, which was burned a few days ago. A clubhouse of rustic design which will cost not less than \$20,000 is to be erected.

CORNER LOT SOLD

HUNTINGTON PARK, April 11. (Exclusive) — W. C. Chinn, president of the Southeast Realty Board, has sold to a Hollywood investor a lot at the corner of Broadway and State streets for \$4500 cash. The lot has a frontage of 40 feet on State and is 95 feet in depth.

POLICEMAN BUILDS HOME

NORTH HOLLYWOOD, April 11. (Exclusive)—Patrolman J. H. Prichard of the San Fernando Valley division of police is building a Spanish-type bungalow on Westpark Drive in Vista de la Plaza. L. D. Oliver is the contractor. The dwelling will cost \$4000.

Inquiries for Purchases and Rentals Grow

More inquiries for Vine street and Sunset Boulevard store and office leases, and from prospective purchasers of property in the Sunset-Vine-Five-Finger area, are being received by Hollywood real estate men and property owners than during any period of the last three years, William M. Davey, owner of the Equitable Building of Hollywood, declared yesterday. Davey's statement was concurred in by A. Z. Taft, president of the Vine Street Development Association; Walter Muller, of the Sunset Boulevard Development Association; Carl Bush, secretary of the Hollywood Chamber of Commerce, and Thomas D. Barnett.

ACREAGES EXCHANGED

REDLANDS, March 28. (Exclusive)—Purchase by Ben Ronzone of eighteen acres on Lugonia avenue formerly owned by Sherman Hart was reported during the week. Hart took twelve acres owned by Ronzone in the deal. The properties were valued at a total of \$60,000.

GOLDEN OPENS NEW OFFICE

Los Angeles Times (1923-Current File); Jul 15, 1931;

ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. A7

GOLDEN OPENS NEW OFFICE

Assemblyman Milton M. Golden of the law firm of Golden & Kaufman yesterday announced the opening of a Hollywood office in the Equitable Building at Hollywood Boulevard and Vine street. Assemblyman Golden will divide his time between the Hollywood office and the downtown office in the Union Bank Building.

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BANK MOVES AID AREA AT VINE STREET

*Formal Opening of Two
 Hollywood Branches to
 Boost Business Section*

Formal opening of the head Hol-
 lywood branches of the California
 Bank in the Equitable Building and
 of the Bank of America in the
 Guaranty Building will convert the
 Vine-street area into one of the
 greatest sectional business centers
 in America, the combined resources
 of the banks at the Hollywood-Vine
 intersection and immediately ad-
 jacent thereto reaching a total of
 \$1,832,470,710, Vine Street Develop-
 ment Association announced yes-
 terday. Further increasing the
 strength of the financial structure
 of the area is the Pacific States Life
 Insurance Company with total in-
 surance in force of \$45,000,000,
 which recently completed its \$500,-
 000 home at Vine and Yucca, the
 survey states.

Following the closing of long-time
 leases for permanent main head-
 quarters in the Vine area by the
 two banks, plans are being formu-
 lated for a systematic development
 of the district. These plans, which
 are sponsored by the Vine Street
 Development Association, call for
 establishing Vine street as a great
 shopping and theatrical center
 through distinctive construction,
 Peacock Alley being the initial step
 of the development. Ivar, between
 Hollywood Boulevard and Selma
 street, recently opened by the "five-
 finger" project, will be converted
 into a bond house and securities
 area under the plans. Owners of
 frontage on Ivar already are nego-
 tiating with bond houses. It was an-
 nounced. Buildings to suit tenants
 will be constructed.

The Vine Street Development As-
 sociation survey shows the re-
 sources of the banks having their
 main Hollywood headquarters in
 the Vine-street area to be as fol-
 low:

Bank of America	\$1,130,000,000
Security First National	505,500,000
California Bank	116,970,710
Total	\$1,832,470,710

BUILDING IN HOLLYWOOD PURCHASED

*Bank Building Reported to
Have Brought \$1,500,000;
William M. Davey, Buyer*

The Bank of Hollywood Building, northeast corner of Hollywood Boulevard and Vine street, Hollywood's newest limit-height structure, was sold yesterday to William M. Davey of Hollywood by Hollywood Central Building Corporation, according to an announcement made by Sam Kress, president. While no price was named it is understood that the transaction involved more than \$1,500,000. Thorval Lake and Clarence D. Hutson, with offices in the Bank of Hollywood Building, conducted all negotiations for the sale of the property.

Mr. Davey is a heavy investor in Los Angeles and Hollywood properties and will move his offices into the Bank of Hollywood Building which will be the center of operations for his activities.

The building is a two-unit Class-A structure of limit-height comprising 321 offices, giving it the largest office capacity of any business structure in Hollywood. The edifice has ninety feet frontage on Hollywood Boulevard with a Vine street depth of 140 feet running to the Vine street entrance to the Pantages Theater.

Group Formed to Assist Poor

Retired ministers and other church workers are the nucleus of a new organization to do relief work among the poor, known as the Bethany Association of California, the formation of which was announced yesterday. The organization has temporary headquarters at 1110 North Avenue 54.

Rev. J. W. Taylor of Pasadena, a pensioned Methodist preacher, is president. The other organizers are Rev. Ed Gauthrie Crawford, a former minister of the Christian church, his wife, Mrs. San Jewel Crawford, Alice Gordon, a former missionary worker in Mexico, and Mrs. Frank E. Baker.

The organization intends to gather junk, paper, clothing, merchandise and money, all to be used for the relief of the poor.

AFFILIATION ANNOUNCED BY COMPANY

*Oregonian Buys Interest
in Los Angeles Brokerage
Business*

Coincident with the completion of and removal to its new Wilshire Boulevard Building, Burton & Co.



A. M. BEAVER

real estate brokers, announce the affiliation of A. M. Beaver with that company. The organization to be known as Beaver - Burton & Co. Ltd.

Beaver, formerly of the Moores - Beaver Company of Portland, Or., was identified with the brokerage and property management business in that city for many years, and was a resident of Portland for twenty-three years.

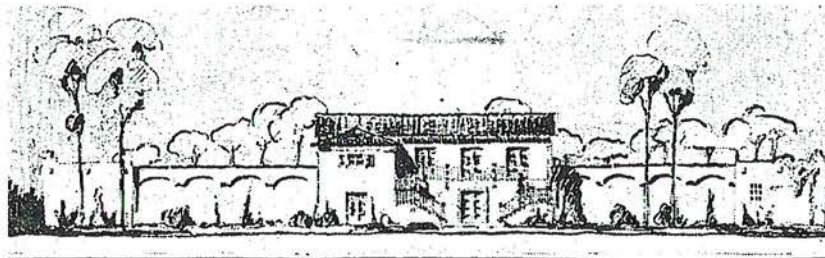
Beaver now has located his home in Beverly Hills and purchased an interest in Burton & Co.

The policy of Beaver-Burton & Co. Ltd., will be to conduct a general brokerage business, specializing in property management, business properties, leases and insurance.

Building Adds Tallest Sign

Hollywood's illuminated skyline was given new color yesterday when what is declared to be the tallest perpendicular sign in the screen city was erected on the two-unit eight-limit Equitable Building, Hollywood Boulevard and Vine street, by William M. Davey, owner. The sign is seventy-six feet in height and extends seven stories. It is illuminated and faces on both Hollywood and Vine.

Typical Recreation Unit of Program Pictured



Construction Cost Estimated at \$35,000

A community clubhouse and bath-house structure typical of those to be built by the city playground and recreation department at the Sawtelle, El Sereno and Reseda Playgrounds under terms of the unemployment bond issue, is pictured above. At Sawtelle and El Sereno, plunges will be a part of the project. Six plunges and three bath-houses will be built in all as a part of the bond issue program.

VETERANS' HALL WILL BE ERECTED

City Auditorium to Be Remodeled, Two-Story Unit Added

HUNTINGTON BEACH, Jan. 10. (Exclusive)—A memorial hall to be dedicated to veterans men and women of all wars is to be constructed here in the near future. Plans and specifications have been completed by Schilling & Schilling, Long Beach architects.

The present City Auditorium will be remodeled and a two-story structure added, involving a total cost of \$40,000. The building will be used as a convention hall and for theatricals and banquets, in addition to use as American Legion headquarters.

A lobby with a second floor will be added to the front entrance, which will be changed from Fifth to Sixth streets.

Quarters on the second floor will be reserved exclusively for the members of Joseph Rodman Post, No. 132, of the American Legion, for a time as long as the organization is in existence.

The Legionnaires will furnish their own quarters, which will consist of lounging, reading and dining-rooms and kitchen.

Plans call for the construction of two consultation rooms, and two rest rooms off the lobby on the first floor of the annex. According to plans and specifications, the main auditorium will be enlarged, acoustical system improved, the stage enlarged and extensive improvements made in the main kitchen on the first floor.

MUNICIPAL AUDITORIUM UNDER WAY

Permit for Pasadena City Structure Largest Ever Issued There

PASADENA, Jan. 10. (Exclusive)—Ground for this city's municipal auditorium was broken this week, when a steam shovel bit the first maul of earth from the site at the south end of Garfield avenue, facing Green street.

The building permit, amounting to \$1,040,000 and issued to William C. Crowell, general contractor, is the largest single permit ever taken out in this city. Although the total cost of the auditorium will be only about half that of the City Hall, the permit, for erection of the City Hall, were taken out in several, none amounting to more than \$500,000.

No formal ceremony marked the ground breaking for the structure, which will comprise Pasadena's Civic Center group, now consisting of the public library, City Hall, Chamber of Commerce, Post Office, Hall of Justice and Los Angeles Gas and Electric Company structure.

The total cost of the auditorium, including furniture and other accessories, is estimated at \$1,200,000, not including the site, which is valued at more than \$100,000. The building will consist of ten convention units, a first floor auditorium for political conventions, and a theater or concert hall for smaller gatherings.

LEASES OF PAST WEEK ANNOUNCED

Three Eastern Companies Rent Warehouse, Factory Space Here

Three leases at rentals aggregating \$50,000 have been signed during the past week by eastern companies operating in Los Angeles, according to D. Arch Thompson of the J. W. Lewis Company, wholesale and manufacturing property brokers.

The American Plywood Corporation of New London, Conn., leased the entire ground floor of the brick warehouse building at 851-871 South Alameda street, comprising an area of 8000 square feet of floor space served by four tracks.

The Crow Chatham Heating Company of Chicago leased the one-story brick, warehouse building at 710-722 East Fourth place, extending through to Alameda street, embracing an area of approximately 30,000 square feet, with spur track facilities.

Pfaffman-Zettler, Inc., manufacturers of ornamental iron products, leased the one-story brick factory building at 620-626 South Anderson street, with a floor area of approximately 12,000 square feet.

DUPLEX CONTRACT LET
Castroville, Construction Company has been given the contract to erect a fourteen-room duplex on Orange Drive near Oakwood avenue, for C. Phillips.

OPENING OF SKYSCRAPER ANNOUNCED

Second Limit-Height Unit of Bank Building Ready for Occupancy

Hollywood's latest skyscraper structure, the limit-height second unit of the Bank of Hollywood Building, Hollywood Boulevard and Vine street, was formally opened yesterday.

With the fact limit-height unit of the building 100 per cent occupied, since its completion a little more than a year ago, many leases already have been signed for the new unit and a full occupancy factor within the next ninety days seems assured, according to Sam Kross, president of Hollywood Central Building Corporation, owner of the building.

Completion of the "five-story" street-facing project, which centers in the Hollywood-Vine area is expected to make the Hollywood-Vine intersection one of the nation's great traffic centers. Many specialty stores and branches of downtown financial houses are moving into the new unit of the Bank of Hollywood Building, indicating that office space in modern buildings in Hollywood is in strong demand, Kross said.

MAGNITUDE OF MARKET VISUALIZED

Analysis of County Filings Shows 1926-30 Period Most Active for Realty

Los Angeles' steadily increasing real estate transactions and the magnitude of its property market may be visualized from the fact that 6,487,759 instruments were filed with the County Recorder for the twenty-year period running from 1911 to 1930, according to the Title Guaranty and Trust Company.

An analysis of filings recorded in Los Angeles county during the four five-year periods since 1911 shows that the 1926-30 period registered the greatest real estate activity in the history of the county.

The total of instruments filed by five-year periods and the yearly average follow:

Year	Total	Yearly Average
1911-15	1,244,444	248,888
1916-20	2,244,444	448,888
1921-25	3,244,444	648,888
1926-30	6,487,759	1,297,551

DRIVE ON TAXES LAUNCHED

San Fernando Valley Property Owners Expected to Support Campaign Against Excessive Burden

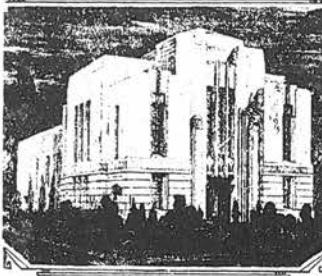
VAN NUYS, Jan. 10. (Exclusive)—The Van Nuys Real Estate Board, which is composed of members from all parts of San Fernando Valley, has begun an active drive against excessive land taxation, and will carry on the campaign through the present year. Next Thursday, more than 200 realtors and property owners are expected to attend the annual banquet of the board to be held in the Van Nuys Woman's Clubhouse.

Leslie Taylor, chairman of the affair, declared the matter of excessive taxation will be the principal topic before this meeting and that it will be discussed thoroughly and from all angles.

Before the dinner and business part of property owners in San Fernando Valley during the next twelve months, in the campaign to reduce taxes on real estate, reducing many of the burdens which realtors declare do not belong on the land.

Members of the board who say at the head of committees and direct-

Legion Headquarters to Be Provided



City Council Approves Plans

The City Council of Huntington Beach has approved plans and specifications for a Memorial Hall designed by Schilling & Schilling, Long Beach architects, and bids will be taken until February 2. The present City Auditorium is to be remodeled and a two-story structure added. Post No. 132 of the American Legion will occupy the second floor.

HOLLYWOOD ESTABLISHES SKYSCRAPER RECORD: AREA IN GREAT BUILDING SPURT ...

Los Angeles Times (1923-Current File); Aug 11, 1929;

ProQuest Historical Newspapers: Los Angeles Times (1881-1990)

pg. D1

HOLLYWOOD ESTABLISHES SKYSCRAPER RECORD

AREA IN GREAT BUILDING SPURT

Boulevard Intersection Sees Tall Structures Rise

Two Skyscrapers Planned for Near Future

Property Values Traced From Early Period

Skyscraper construction at the Hollywood Boulevard-Vine street intersection and immediately adjacent thereto, during the last five years, has exceeded that of any similar area in Los Angeles and has surpassed the limit-height building record of any district of its size outside of metropolitan area, in the United States, according to data assembled by Gilbert H. Rosenmyer, secretary of the Guaranty Building and Loan Association.

BUILDINGS LISTED
With the limit-height Bank of Hollywood, Knickerbocker Hotel and Mountain States Life Building recently opened; the Guaranty, Taft, Dyas and Plaza Hotel structures in operation; the \$1,250,000 Pantages theater and office building under way, and the limit-height \$1,000,000 Central Funding Company's hotel to start construction in October the dawn of 1930 will see the rise of skyscrapers in the Hollywood-Vine area increased to nine structures, representing a building and ground valuation of approximately \$18,000,000.

The Bank of Hollywood Building was built by Hollywood Central Building Corporation and opened in June, 1928; Mountain States Life Building by Mountain States Life Insurance Company and opened in July, 1928; Knickerbocker Hotel by Mortimer Security Company and opened by Hollywood-Knickerbocker, Inc., in July, 1928; Plaza Hotel by Vine-street Hotel and Investment Company and opened in October, 1928; Dyas Building by Hollywood-Vine Building Company and opened in March, 1929; Guaranty Building by Guaranty Building Syndicate and opened in October, 1924, and Taft Building by Taft Realty Corporation and opened August, 1924.

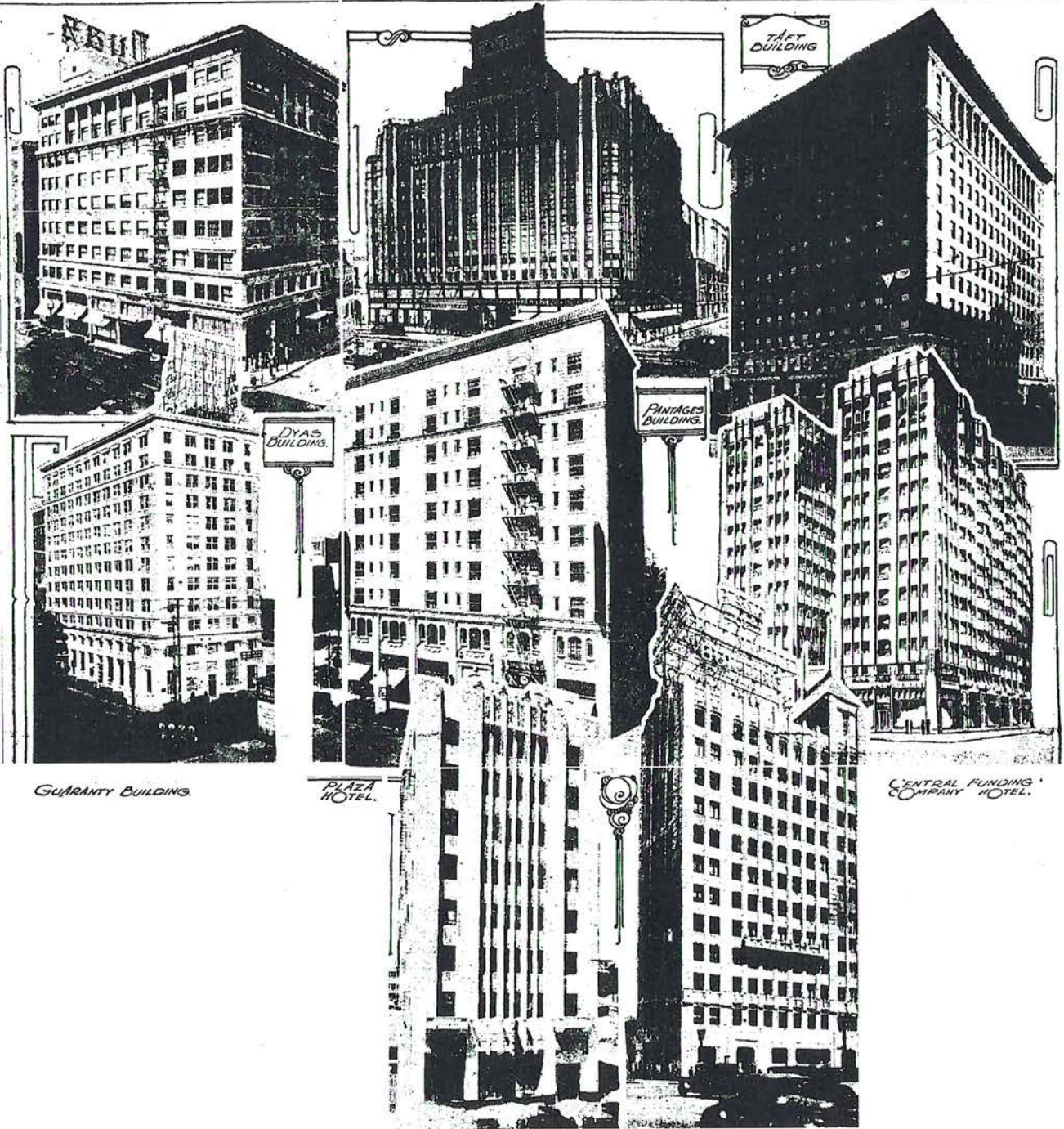
Construction of the Pantages building is under way with completion set for early in 1930. The first unit of this structure calls for two stories with provisions made for future additions bringing it up to limit-height. Building of the Central Funding Company's limit-height hotel will begin in October and it will be ready for occupancy by June, 1930.

History of increases in property values in the Hollywood-Vine skyscraper district is reflected by the story of the Guaranty Building site. In 1920 J. W. Glidden bought the entire block fronting on Hollywood Boulevard and running from Vine to Ivar streets, for \$1000 per acre. Later he sold the property to George W. Hoover at a price which was never made public.

VALUES TRACED
Hoover, in 1910, transferred the 75 by 150-foot lot at the corner of Hollywood Boulevard and Ivar street, where the Guaranty Building now stands, to Olaf Johnson for \$7000. Johnson then sold the lot to the First Methodist Church of Hollywood for \$8500. This occurred in 1913.

In 1923 the Guaranty Building and Loan Association paid the Methodist Church \$150,000 for the

(Continued on Page 2, Column 3)



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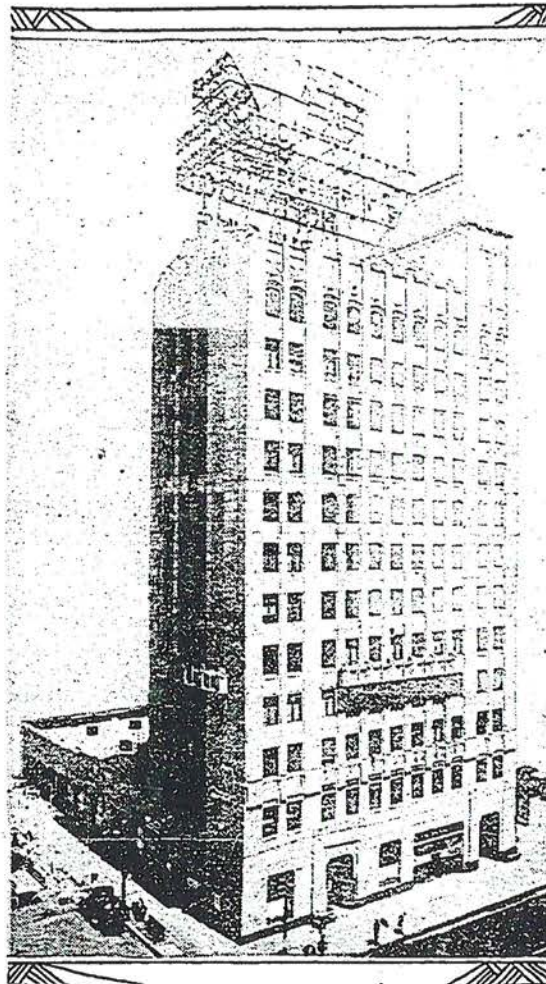
AREA IN GREAT BUILDING SPURT

(Continued from First Page)

lot and in 1924 the property was resold to the Guaranty Building Syndicate for \$300,000. The present appraised value is \$6000 per front foot, or \$450,000. The Hoover estate in 1925 sold the corner of Hollywood Boulevard and Vine street, which is part of the original block owned by Glidden, to Carl Laemmle for \$325,000. Laemmle recently refused an offer of \$1,000,000 for the property which in 1912 was offered for sale for \$15,000.

HOLLYWOOD BANK IN NEW HOME

Roof Sign Declared World's Largest



Improvement at Busy Intersection

The Bank of Hollywood Building, new home of the Bank of Hollywood, of which G. R. Dexter is president, was formally opened yesterday. The building, located at Hollywood Boulevard and Vine street, is owned by the Hollywood Central Building Corporation, which is composed of Dexter, who also is president of the Guaranty Building and Loan Association, and Sam Kress.

The largest individual Neon sign in the world has been erected on the top of the building, creating a landmark which may be seen at night for miles in all directions. The sign is 50x143 feet, with sixty-nine letters running from six feet to twenty-nine feet in height. Twenty-five transformers are used in illuminating it. There are 2359 square feet of letters, the sign being supported by seven and a half tons of steel in the roof construction.

Another Los Angeles record declared held by the Bank of Hollywood Building lies in the fact that since 1919 the assessed valuation of its site has increased 27,964 per cent, as compared with an average increase in fifty diversified Los Angeles corners of 1759 per cent, the second record corner representing an advance of 7968 per cent.

The Bank of Hollywood Building increases the nest of skyscrapers in the Hollywood Boulevard-Vine-Var area to seven limit-height structures. It is next door to the \$1,000,000 Pantages Theater and the projected limit-height hotel of the Central Funding Company of Hollywood, of which N. F. Wilson is president. Surrounding it are the limit-height Guaranty, Taft, Dyns, Knickerbocker Hotel, Plaza Hotel and Mountain State Life buildings. The Hollywood-Vine corner ranks as the second most heavily motor-traveled intersection in Los Angeles.

FIVE-FINGER PAYMENTS TO BE MADE

*More Than Four Millions
to be Received by Owners
of Condemned Land*

Awards totaling \$4,044,961.05 will be paid to owners of property ordered condemned in connection with the Hollywood "five-finger" project within thirty days, it was announced yesterday by officials of the City Assessment Bureau. This is the most extensive public improvement ever attempted in one district in Los Angeles.

City Treasurer N. P. Powell pointed out that as a result of the sale of more than \$2,000,000 of "five-finger" assessment bonds, the total amount needed to pay the awards is on hand and will be paid to property owners on warrants issued by the assessment bureau, which is now preparing to send out the warrants.

The "five-finger" plan provides for the widening of Cahuenga, Ivar, Hudson, Cole and Wilcox streets and is designed to metropolitanize Hollywood. It connects with the vast network of boulevards radiating from Studio City. Seven limit-height buildings, the Bank of Hollywood, Dyas, Guaranty, Taft, Plaza Hotel, Knickerbocker Hotel and Mountain States Life Buildings, are in the center of the area.

Construction of the widening development is expected to inaugurate a \$20,000,000 building campaign. The \$1,000,000, Pantages Theater already is under rush construction, the Mountain States Life Building is ready for occupancy and work will soon start on a height-limit hotel to be built on Vine street adjoining the Bank of Hollywood Building by Central Funding Company of Hollywood. Two other height-limit structures are planned by the same company.

Plans for Ivar street call for the construction of seven artistic store buildings immediately following the opening of the street south from Hollywood Boulevard.

BANKING EXPANSION TOLD

Growth in Resources and Extension of Activities at Hollywood Institutions Listed

Steady expansion of banking, building-loan and insurance institutions has featured the business growth of Los Angeles during 1929, G. R. Dexter, president of the Bank of Hollywood, announced yesterday in citing concrete examples of the tremendous growth in resources and the extension of activities of companies in these lines.

Bank of Hollywood during the first three months of its occupancy of its new limit-height home, Hollywood and Vine, increased its assets 38 per cent. Mountain States Life Insurance Company, which recently moved into its skyscraper home, Vine and Yucca, have absorbed five national insurance companies since moving to Hollywood from Denver, and closes 1929 with \$18,000,000 of life insurance in force, as compared with \$15,833,495 in 1928. Its assets advanced to \$2,000,000 in 1929 as compared to \$1,290,721 in 1928.

Guaranty Building and Loan Association opened new headquarters during 1929 in Pasadena, Glendale, Santa Monica and Beverly Hills, and increased its number of savers from 8015 in 1928 to 16,672 in 1929. Its resources advanced from \$7,979,877 in 1928 to \$10,322,677 in 1929.

Mutual Building and Loan Association increased its resources from \$1,209,523 in 1928 to \$1,881,393 in 1929, and its 1929 roster of investors numbers 1934 as against 1509 in 1928. Mutual recently opened Wilshire headquarters at Wilshire and La Brea.

United States Building and Loan Association during 1929 opened headquarters in San Francisco, Fresno, Bakersfield, Oakland, Pasadena, Spring street, Los Angeles, and San Diego. Resources of the Los Angeles United States increased in 1929 to \$3,527,070 from \$2,384,282 in 1928, and its number of savers in 1929 is 5042 as compared with 2264 in 1928. Guaranty and affiliated associations under the direction of Gilbert H. Beesmyer have 1929 resources of \$34,139,959 as against \$26,797,083 in 1928.

Expansion and gains in resources of these three types of outstanding institutions indicate that 1929 was not such a bad year, President Dexter said.

VINE STREET GROWTH FAST

Active Building Campaign Due to Make Artery Leading Cross-Town Thoroughfare

Vine street will be to Hollywood Boulevard what West Seventh street is to Broadway, is the prediction made by Thomas D. Barnett, Hollywood realtor, to a representative of the Hollywood Branch, Los Angeles Realty Board.

In support of this prophecy, Barnett enumerated recent developments on this traffic artery:

The Bank of Hollywood's new twelve-story building, which will soon be erected on the northeast corner of Vine and Hollywood Boulevard. According to a recent announcement the 140 feet adjoining the bank site on Vine street was leased a short time ago for ninety-nine years at a total rental of \$1,916,000.

Just south of the Taft Building N. B. Herman has completed a handsome Spanish-type building, lot and building costing approximately \$200,000.

Roos Brothers, clothiers of San Francisco, will establish a branch store on Hollywood Boulevard, just west of Vine street, it is announced. Otto K. Olesen recently opened his handsome new store at the southeast corner of Selma and Vine street. Larry Wood's real-estate organization occupying the second floor.

The greatly increased traffic in the vicinity of the Dyer Department Store caused the Pig'n Whistle to open a branch cafe in the Hollywood Plaza Hotel.

Vine street near Santa Monica Boulevard has also been very active. Thomas J. Dunnigan and Curt A. Prollus, Hollywood realtors, have reported the sales of five choice lots on Vine street to A. P. Dublin, representing a syndicate of Detroit capitalists, for a total of \$871,000. George E. Rea, Inc., also has announced the sale of four lots on Vine street, near Willoughby avenue, for a total of more than \$500,000.

The Bank of Hollywood moved into its new building on the northwest corner of Vine and Santa Monica Boulevard a short time ago and the Hollywood branch of the Automobile Club of Southern California is now established in its new home at the southwest corner of Vine and Lexington.

BUILDING AT HIGH PEAK FOR WEEK

Westwood Hills Permits Run Three Times Those of Year Ago

The record-breaking summer building campaign at Westwood Hills this year has established another high mark this month.

Building permits for the area for the first week in August totaled \$150,248. This is three times the total for the same period of 1927. The pace set for the month so far indicates that the high monthly total for the year may be shattered. This was established during the month of May with a total of nearly \$500,000, the Janss Investment Company statistical department reports.

Janss officials are not only elated with the active building condition and high totals, but also with the high type of construction included. A typical example is offered in the residence of A. Harold Wilkins, now under construction in Strathmore Drive.

The structure is one of appealing Spanish influence, dominating a knoll overlooking new Holmby Park. It is arranged to include a vista of the north course of the Los Angeles Country Club as well as a panorama of the Santa Monica foothill area and the new University of California campus. The east wing includes an unusual balcony effect serving the master bedrooms while the south wing is marked by graceful arches, typical of old Spain

RAILROAD IMPROVES TERMINALS

Texas and Pacific Completes Program for Facilitating Traffic Handling

The Texas and Pacific Railroad has recently completed its program for increasing terminal facilities at New Orleans, Shreveport, Alexandria, Texarkana, Dallas and Fort Worth, \$5,000,000 having been expended in the latter city alone, which with its sixty-five miles of tracks is said to have one of the most efficient terminals in the world.

On the western division, mile-long passing tracks have been built every five miles, which, with the improved terminals, greatly facilitates the movement of heavy traffic.

As a result of these improvements a reduction was recently made of three hours in the running time of the through-passenger train, the Texan, between Los Angeles and St. Louis and through-freight schedules have been reduced a whole day, materially benefiting shippers. One of the latest Texas and Pacific engines known as the Texas type, designed by the mechanical superintendent of that line, was placed on display at the recent annual convention of the American Railroad Association at Atlantic City, where it attracted much attention.

The Los Angeles office of the Texas and Pacific reports unusually heavy summer tourist travel to California.

The Texas and Pacific Railway, among the first of the lines that was built to handle transcontinental traffic, was originally chartered more than half a century ago, to extend from Louisiana and Texas to San Diego. Meeting with financial reverses in the early stages of its construction, El Paso was made the western terminus of the railroad, which point it reached in the early '80s and ever since has been a big factor in the handling of California traffic.

Extensive improvements have been made to the property in recent years, which has placed this line in the front ranks of Southwestern carriers. This road has practically been rebuilt, the entire main line relaid with heavy steel and ballast, embankments widened, grades reduced and block signals installed.

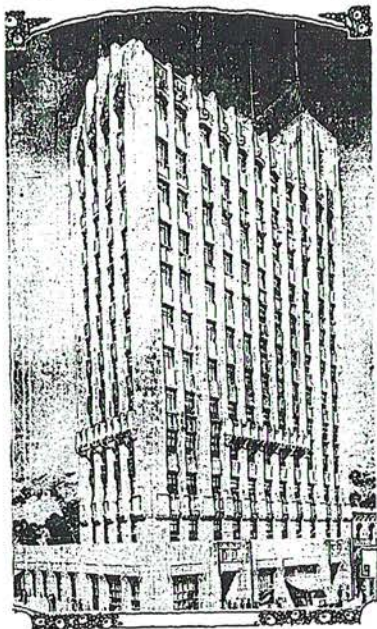
State Realty Men to Meet at Long Beach

The board of directors of the California Real Estate Association, representing ninety-six local real estate boards in the State, who are to meet in Long Beach Saturday, the 25th inst., will be guests of the Long Beach Realty Board at the Pacific Southwest Exposition, now being held in that city. In honor of the visitors, the day will be designated realtors' day, and there will be special features provided for them.

The directors' meet will be preceded by an all-day conference of the salesmen's division of the association on Friday, the 24th inst., and a dinner meeting of the executive council that night. The salesmen, too, will visit the exposition.

All sessions will be held in the Breakers' Hotel.

Skyscraper for Boulevard Corner



Investment of \$1,000,000 Involved
Involving a total investment of \$1,000,000, the height-limit structure shown above was announced yesterday for immediate construction on the northeast corner of Hollywood Boulevard and Vine street. It will be known as the Bank of Hollywood Building.

STRUCTURE TO RISE AT ONCE

Third Height-Limit Unit Announced for Hollywood and Vine

Bank of Hollywood Building, a height limit structure, will be immediately erected on the northeast corner of Hollywood Boulevard and Vine street. It was announced yesterday by Samuel Kress, president, and O. K. Dexter, secretary of Hollywood Central Building Corporation, which holds a ninety-nine-year lease on the site and will sponsor the improvement. The property fronts 50 feet on Hollywood Boulevard and 140 feet on Vine street.

Hollywood's new project will give the Hollywood Boulevard and Vine street intersection three skyscrapers, as the location is directly across the boulevard from the Taft Building and diagonally opposite the Dyas Building. It is in the immediate vicinity of the Guaranty Building, the Security Apartments and the Plaza Hotel. All of these structures are of the limit height type.

With the completion of the Bank of Hollywood Building the next of skyscrapers centered at Hollywood Boulevard, Vine, and Vlar streets will be increased to six huge structures, representing a total building and ground value of \$2,500,000. From a traffic standpoint Hollywood and Vine ranks next to Wilshire and Western as Los Angeles' most heavily traveled intersection.

Contracts for the improvement have been awarded to the Scofield-Twala Company, with Aleck Curlett as supervising architect. Active construction already is under way. S. W. Strauss & Co. financed the building operations.

The artistic new building, which will cost \$500,000 and together with the leasehold will represent an investment of \$1,000,000, will be a twelve-story and part basement, reinforced concrete, fireproof structure, to contain approximately 21,800 square feet of office space above the ground floor; on the latter a banking room occupying the immediate street corner; an interior store, elevator stand and stores fronting 22 feet on Hollywood Boulevard and 49 feet on Vine street. The Bank of Hollywood, which now has temporary quarters on Vine street, will occupy the third-floor corner banking room on a twenty-year lease.

The new building is in the \$2,000,000 "five finger" improvement district, the completion of which is expected to be followed by a \$5,000,000 building program.

OLD RANCHO BOUGHT FOR SUBDIVISION

McCoy Property in Simi Valley Sold for \$500,000 to Syndicate

A group of Los Angeles business men and capitalists has acquired the historic McCoy ranch in the Simi Valley, thirty-eight miles from the heart of Hollywood, and will subdivide the property. The ranch includes 6100 acres of fertile soil and the purchase price is said to have been approximately \$500,000.

The syndicate being organized to control the property has offices at 712 South Spring street. It is headed by Robert L. McCourt.

On adjoining ranches oranges, Kodota figs, walnuts, grapes and tomatoes are grown.

Oil has also been discovered on the property. In prospecting for water, seepage oil was struck at a depth of about 200 feet. The well is now yielding twenty barrels a day under light pumping.

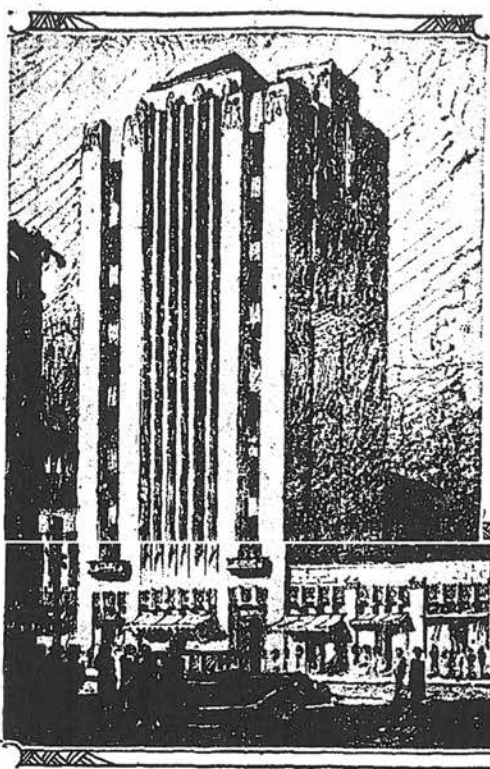
BROADWAY THEATER IN LEASE DEAL

Million-Dollar Rental Obtained for Downtown House

Involving a total rental of approximately \$1,000,000, the Broadway Palace Theater on the east side of Broadway between Sixth and Seventh streets has been leased by the Orpheum company to the Broadway Palace Theater Company. The latter company is headed by Harry Brers, George Brers, G. A. Metzger and other theatrical men. Both parties to the transaction were represented by the Joe Topitzky Company.

GROUND BROKEN FOR INSURANCE UNIT

Office Building to Go Up at Vine and Yucca Streets



Mountain States Life Structure

CONSTRUCTION of the Mountain States Life Building, an eight-story office structure to be built on the northwest corner of Vine and Yucca streets, Hollywood, was started yesterday.

Ground-breaking ceremonies were attended by a distinguished group of Hollywood financiers and civic leaders, including Gilbert H. Beesmyer, G. O. Greenwood, G. R. Dexter, Sam Kress, A. Z. Taft, H. L. Cogerty, architect for the building; Clarence Jones, S. H. Allen, Carl Bush, J. B. Irsfeld, R. N. Stevenson, Harry E. Jones, William L. Vernon, F. W. Beck and J. W. Miller.

The Mountain States Life corner is 110 by 75 feet. Fifty feet of the frontage will be occupied by the eight-story building and one-story store buildings will be erected on the remaining sixty feet. The structure will be of reinforced concrete with two elevators and a steam-heating unit. It will be especially equipped for doctors and professional men.

The building is in the heart of the \$3,000,000 "five-finger plan" improvement, Yucca street, on which it faces, being one of the Hollywood thoroughfares which will be converted into broad boulevards under the widening program. With the completion of the Mountain States

Life and Bank of Hollywood buildings, the seven huge structures centered around Hollywood Boulevard and Vine street will represent a building and ground investment of approximately \$9,300,000. Height-limit buildings forming a nest of skyscrapers in the area include the Guaranty Building, the Security Apartments, the Bank of Hollywood, Taft and Dyas buildings and the Plaza Hotel.

Officers of Mountain States Life Insurance Company include: William L. Vernon, president; R. N. Stevenson, vice-president; T. D. Collins, secretary-treasurer; Gilbert H. Beesmyer, George L. Eastman, James Irsfeld, S. H. Allen, William A. Otis, James Ady, Jr., R. N. Stevenson and L. D. Collins, directors.

The Mountain States Life Building is the second big office structure to be started following announcement that immediate construction of the "five-finger plan" improvement is assured.

Record-Sized Refrigeration Plant Built

What is declared to be the largest single multiple refrigeration plant in the world was placed in operation by the American Ice Machine Company early last week in the eighty-five-unit Dalton apartment hotel just completed at the southeast corner of Western and Beverly boulevards.

This plant is of the direct-refrigeration type. One compressor is used, each refrigerator being equipped with an evaporator designed to manufacture ice cubes and frozen desserts.

The apartments are operated by the Dalton Investment Company, of which R. A. Dalton is the head.

Mayor Cryer is the owner of the property on which the structure is located. The building was erected by C. L. Peck, Inc. Postle & Postle were the architects.

BROKER GETS AIR LICENSE

Roy W. Peacock, flying broker of Laguna Beach and State director in the California Real Estate Association, is licensed air pilot No. 3823, having received his certificate from Washington, D. C. He enjoys the distinction of being the only broker in California and the first citizen of Laguna Beach to be so licensed.

HOLLYWOOD DEALS GROW: Chicago Furniture Magnate Leases Frontage and ...
Los Angeles Times (1923-Current File); Aug 30, 1928;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. A1

HOLLYWOOD DEALS GROW

Chicago Furniture Magnate Leases Frontage and Other Boulevard Property Changes Hands

Involving a total rental of \$3,184,374, property with a frontage of 106 feet on Hollywood Boulevard has been leased for ninety-nine years by Max Straus, head of the Hartman-Straus Company, Chicago, furniture company, according to announcement yesterday by Bernard Rosenthal and associates, who represented Mr. Straus in the transaction. Herman Sims represented the lessor, L. D. Owens.

What the new lessee intends to do with the property could not be learned. It is on the south side of Hollywood Boulevard between Hudson and Cherokee avenues, running from 6554 to 6566, inclusive.

STORES ON PROPERTY

Improvements on the property at present consist of the Hollywood Studio Building, a two-story Class B building with foundations to support four stories. It is of steel-and-concrete construction. Six stores are on the ground floor and the second story contains twelve studio shops.

Recent shops opened in this build-

ing are Milnor's, Inc., and the National Shirt Shops. In this block between Hudson and Cherokee are located more chain-store branches than on any other block on the boulevard. One of the most recent additions is the F. & W. Grand Stores, a national institution.

GOES IN DEALS

The San Francisco firm of Roos Brothers has negotiated a lease for part of the W. P. Fuller Building, Hollywood Boulevard. Gore Brothers, who recently sold out their interest in the West Coast Theaters,

(Continued on Page 2, Column 6)

REALTY ACTIVE IN HOLLYWOOD

(Continued from First Page)

Inc., have shown their faith in Hollywood Boulevard by the recent acquiring of two properties, one a ninety-four-year leasehold and the other in fee.

G. R. Dexter and Sam Kress now are in the midst of erecting a twelve-story limit-height building on the northeast corner of Vine street and Hollywood Boulevard, which will house as its main tenant the Bank of Hollywood.

BAKERS GET LOCATIONS FOR NEW BRANCHES

Van de Kamp's Holland-Dutch Bakers, Inc., announced yesterday the purchase of fourteen lots on Orange Drive and Sycamore avenue, between Willoughby and Romaine streets, on which will be built a large Hollywood branch. S. C. Leppelman, real estate broker at 5315 Wilshire Boulevard, consummated the deal.

The site is just south of the large tract recently acquired by the Victor Talking Machine Company. The new bakery plant will not be completed perhaps for a year. It will cover most of the site purchased, will give employment to from 200 to 300 persons and supply the bakeries in the entire northern and western territory.

Building permit figures, compiled by the Hollywood branch of the Los Angeles Realty Board, show that since the first of the year permits have been granted for commercial and industrial buildings on and adjacent to Santa Monica Boulevard, west of Western avenue, totaling nearly \$1,000,000.

BANK NAME CHANGED AT HOLLYWOOD

Central Commercial and Savings Also Augments Board of Directors

An increase in the personnel of the board of directors of the Central Commercial and Savings Bank of Los Angeles and a change in the name of the bank to the Bank of Hollywood was announced yesterday by John Camphouse, president, following a meeting of the board. The membership of the board was increased from eight to twenty-five and includes some of the best-known business and professional men of the community.

Including the original members, the board is now made up of the following: John Camphouse, president; Gilbert Beesmyer, president Guaranty Building and Loan Association; George R. Dexter, attorney-at-law; E. R. Smith, capitalist; Orville Route, general manager Pioneer Lumber Company; Jacob Muller, capitalist; John R. Avery, capitalist; J. Stuart Blackton, motion-picture producer; C. C. Craig, president Community Laundry; G. S. S. Croft of Alvin H. Frank & Co.; C. B. Edington, Edington Gasoline Company; Clifford Gillespie of Dickinson & Gillespie; Clifford Gordon, capitalist; H. J. Hefron of Hefron, St. John & McCray; Jean Hersholt, motion-picture star and financier; Samuel Kress, druggist and capitalist; B. N. Moss, capitalist; R. N. Stevenson, insurance; H. J. Strathearn, M.D.; B. Y. Taft, Taft Realty Company; Gene Tilden, Tilden Furniture Company; Robert S. Weaver, Weaver-Mason Company; Charles Hammel, vice-president; D. H. Bennett, cashier, and Charles Lumpkin, capitalist.

Authority has been given the bank by the State Banking Commission for the change of name. The bank will have a new home next year with the completion of the new height-limit Two Thirty Three Club Building on the present site of the institution. The bank will occupy the entire ground floor.

Fat Shorthorn Calves Bring Record Price

KANSAS CITY, Nov. 18. (AP)—Fifteen shorthorn calves were sold here today for the highest price ever paid in the Kansas City market, \$26 a hundred. The lot was bought by the Joseph Baum Packing Co., for Fred Wolfertman, Kansas City, from a Sm-A-Bar farms, Grain Valley, Missouri. The sale was at the public auction at the American Royal Live-stock Show.

HALE BROTHERS WILL CUT CASH MELON

An extra dividend of 50 cents a share has been declared by the board of directors of Hale Bros. Inc., San Francisco, on its common stock, in addition to the regular quarterly dividend of 50 cents a share, according to word received yesterday by Dean Witter & Co. The dividends are payable December 1 to stockholders of record the 20th inst.

UTILITY CONCERN ADDS DIRECTORS

NEW YORK, Nov. 18. (AP)—Dr. Arthur T. Hadley, president emeritus of Yale University, with Beckman Winthrop and Andrew Fletcher, today were elected directors of Engineers' Public Service Company, filling the vacancy caused by death of C. Chauncey Stillman and increasing the board's membership from thirteen to fifteen.

ZIMAS PARCEL REPORT



City of Los Angeles Department of City Planning

11/5/2014

PARCEL PROFILE REPORT

PROPERTY ADDRESSES

6263 W HOLLYWOOD BLVD
6253 W HOLLYWOOD BLVD
1708 N VINE ST
1704 N VINE ST

ZIP CODES

90028

RECENT ACTIVITY

ENV-2009-3424-EAF
ENV-2009-193
ENV-2009-429
ENV-2009-419

CASE NUMBERS

CPC-2014-669-CPU
CPC-2007-5866-SN
CPC-2005-6082-CPU
CPC-2003-2115-CRA
CPC-2002-4173-SUD
CPC-1999-324-ICO
CPC-1999-2293-ICO
CPC-1997-43-CPU
CPC-1986-835-GPC
ORD-182960
ORD-182173-SA4:3
ORD-181340
ORD-176172
ORD-173562
ORD-165659-SA180
ORD-129944
DIR-2012-300-SPP
ZA-2009-3423-CUB
ZA-2009-1494-CUB
ZA-2004-7000-CUB
ZA-2000-2806-CUB
ZA-1983-54
ZA-1980-115-B
TT-60544
ENV-2014-670-SE
ENV-2012-301-CE
ENV-2009-3424-MND
ENV-2009-1495-MND
ENV-2005-2158-EIR
ENV-2004-7001-ND
ENV-2003-8688-CE

Address/Legal Information

PIN Number 148-5A189 343
Lot/Parcel Area (Calculated) 12,599.9 (sq ft)
Thomas Brothers Grid PAGE 593 - GRID F4
Assessor Parcel No. (APN) 5546030BRK
Tract TR 060544-C
Map Reference M B 1325-54/55
Block None
Lot LT 1
Arb (Lot Cut Reference) None
Map Sheet 148-5A189

Jurisdictional Information

Community Plan Area Hollywood
Area Planning Commission Central
Neighborhood Council Hollywood United
Council District CD 13 - Mitch O'Farrell
Census Tract # 1910.00
LADBS District Office Los Angeles Metro

Planning and Zoning Information

Special Notes None
Zoning C4-2D-SN
Zoning Information (ZI) ZI-2277 Hollywood Redevelopment Project
ZI-1812
ZI-1352 Hollywood Redevelopment Project
ZI-2374 LOS ANGELES STATE ENTERPRISE ZONE
ZI-2331 Hollywood (CRA Area)
ZI-2433 Revised Hollywood Injunction
ZI-2436 Preliminary Hollywood Fault Study Area
ZI-2427 Freeway Adjacent Advisory Notice for Sensitive Uses
ZI-1117 MTA Project
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 None
NSO - Neighborhood Stabilization Overlay No
Streetscape No

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(*) - APN Area is provided "as is" from the Los Angeles County's Public Works, Flood Control, Benefit Assessment.

ENV-2003-1377-MND
 ENV-2000-2805-MND
 PRIOR-06/01/1946

Sign District	Hollywood (CRA Area)
Adaptive Reuse Incentive Area	Adaptive Reuse Incentive Areas
CRA - Community Redevelopment Agency	Hollywood Redevelopment Project
Central City Parking	No
Downtown Parking	No
Building Line	None
500 Ft School Zone	No
500 Ft Park Zone	No

Assessor Information

Assessor Parcel No. (APN)	5546030036
APN Area (Co. Public Works)*	0.027 (ac)
Use Code	Not Available
Assessed Land Val.	\$2,132,050
Assessed Improvement Val.	\$3,304,679
Last Owner Change	08/31/10
Last Sale Amount	\$5,100,051
Tax Rate Area	200
Deed Ref No. (City Clerk)	3-10
	1770016

Building 1

Year Built	1929
Building Class	BX
Number of Units	1
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	7,700.0 (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

Assessor Information

Assessor Parcel No. (APN)	5546030037
APN Area (Co. Public Works)*	0.027 (ac)
Use Code	Not Available
Assessed Land Val.	\$1,066,025
Assessed Improvement Val.	\$1,183,287
Last Owner Change	08/31/10
Last Sale Amount	\$2,110,021
Tax Rate Area	200
Deed Ref No. (City Clerk)	3-10
	1770016

Building 1

Year Built	1929
Building Class	BX
Number of Units	1
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	4,260.0 (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

Assessor Information

Assessor Parcel No. (APN)	5546030038
APN Area (Co. Public Works)*	0.027 (ac)

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Methane Hazard Site	None
High Wind Velocity Areas	No
Special Grading Area (BOE Basic Grid Map A-13372)	Yes
Oil Wells	None

Seismic Hazards

Active Fault Near-Source Zone	
Nearest Fault (Distance in km)	0.6815328
Nearest Fault (Name)	Hollywood Fault
Region	Transverse Ranges and Los Angeles Basin
Fault Type	B
Slip Rate (mm/year)	1.00000000
Slip Geometry	Left Lateral - Reverse - Oblique
Slip Type	Poorly Constrained
Down Dip Width (km)	14.00000000
Rupture Top	0.00000000
Rupture Bottom	13.00000000
Dip Angle (degrees)	70.00000000
Maximum Magnitude	6.40000000
Alquist-Priolo Fault Zone	No
Landslide	No
Liquefaction	No
Tsunami Inundation Zone	No

Economic Development Areas

Business Improvement District	HOLLYWOOD ENTERTAINMENT DISTRICT
Renewal Community	No
Revitalization Zone	Central City
State Enterprise Zone	LOS ANGELES STATE ENTERPRISE ZONE
State Enterprise Zone Adjacency	No
Targeted Neighborhood Initiative	None

Public Safety

Police Information	
Bureau	West
Division / Station	Hollywood
Reporting District	637
Fire Information	
Division	3
Batallion	5
District / Fire Station	82
Red Flag Restricted Parking	No

CASE SUMMARIES

Note: Information for case summaries is retrieved from the Planning Department's Plan Case Tracking System (PCTS) database.

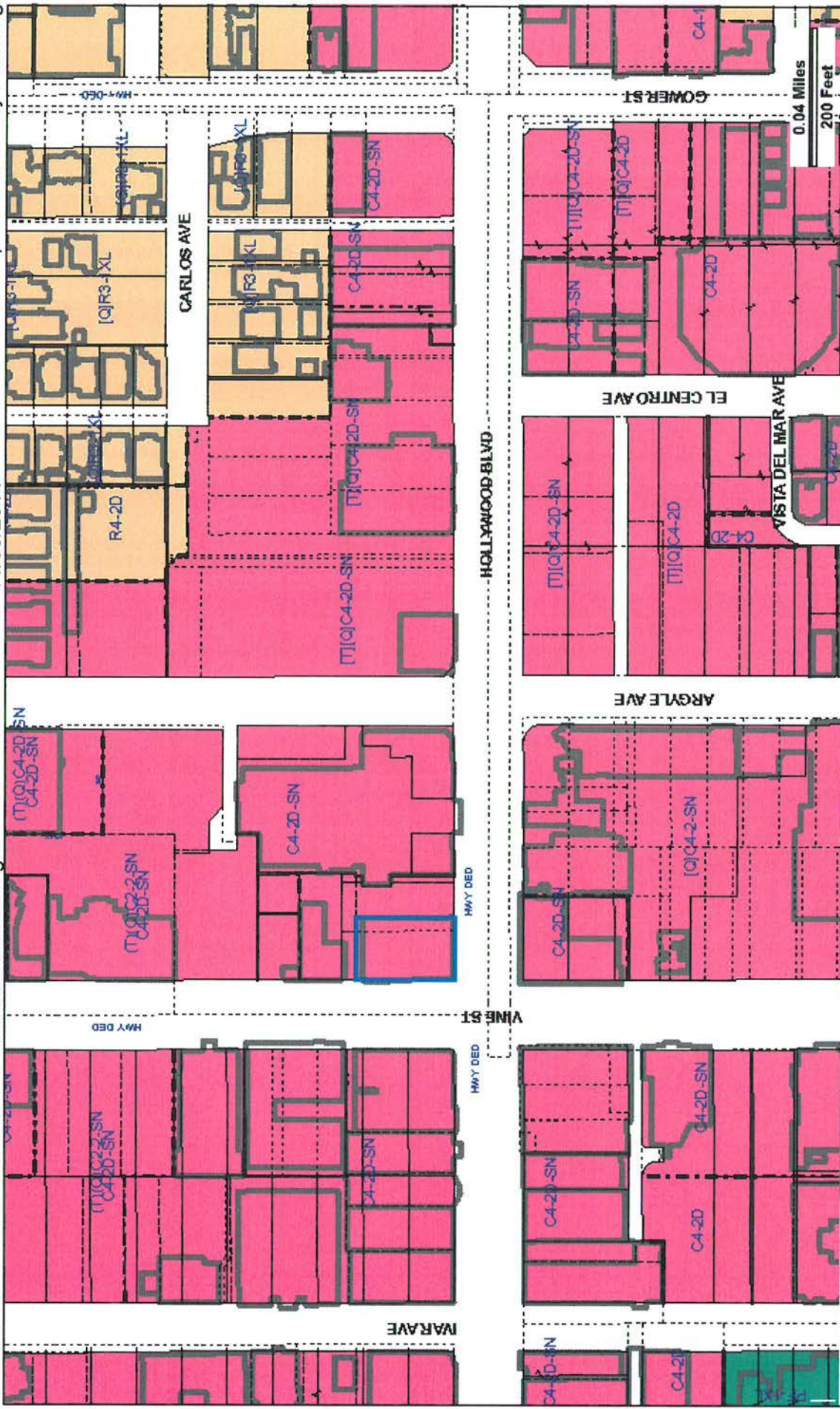
Case Number:	CPC-2014-669-CPU
Required Action(s):	CPU-COMMUNITY PLAN UPDATE
Project Descriptions(s):	COMMUNITY PLAN UPDATE/GENERAL PLAN AMENDMENT
Case Number:	CPC-2007-5866-SN
Required Action(s):	SN-SIGN DISTRICT
Project Descriptions(s):	HOLLYWOOD SIGN SUD AMENDMENT
Case Number:	CPC-2005-6082-CPU
Required Action(s):	CPU-COMMUNITY PLAN UPDATE
Project Descriptions(s):	Data Not Available
Case Number:	CPC-2003-2115-CRA
Required Action(s):	CRA-COMMUNITY REDEVELOPMENT AGENCY
Project Descriptions(s):	First Amendment to the Hollywood Redevelopment Plan
Case Number:	CPC-2002-4173-SUD
Required Action(s):	SUD-SUPPLEMENTAL USE DISTRICT ("K" DIST., "O" DISTRICT, ETC.)
Project Descriptions(s):	Data Not Available
Case Number:	CPC-1999-324-ICO
Required Action(s):	ICO-INTERIM CONTROL ORDINANCE
Project Descriptions(s):	
Case Number:	CPC-1999-2293-ICO
Required Action(s):	ICO-INTERIM CONTROL ORDINANCE
Project Descriptions(s):	INTERIM CONTROL ORDINANCE.
Case Number:	CPC-1997-43-CPU
Required Action(s):	CPU-COMMUNITY PLAN UPDATE
Project Descriptions(s):	COMMUNITY PLAN UPDATE FOR HOLLYWOOD WHICH IDENTIFIES AND REDEFINES OUTDATED LAND USE ISSUES AND INCONSISTENT ZONING, REVIEWS POLICIES AND PROGRAMS, AS WELL AS REVISING AND UPDATING THE PLAN MAP AND TEXT
Case Number:	CPC-1986-835-GPC
Required Action(s):	GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)
Project Descriptions(s):	PLAN AMENDMENTS AND ZONE CHANGES FOR THE HOLLYWOOD COMMUNITY PLAN REVISION/ZONING CONSISTENCY PROGRAM
Case Number:	DIR-2012-300-SPP
Required Action(s):	SPP-SPECIFIC PLAN PROJECT PERMIT COMPLIANCE
Project Descriptions(s):	A PROJECT PERMIT COMPLIANCE REVIEW, PURSUANT TO SECTION 11.5.7-C OF THE LAMC, FOR THE PROPOSED ADDITION OF A THIRD COPY TO THE EXISTING TWO-COPY-OPEN PANEL ROOF SIGN THAT WAS AUTHORIZED UNDER DIR-2007-955-SPP.
Case Number:	ZA-2009-3423-CUB
Required Action(s):	CUB-Conditional Use Beverage-Alcohol
Project Descriptions(s):	CONDITIONAL USE FOR ON-SITE FULL LINE OF ALCOHOL AT A PROPOSED RESTAURANT IN THE C4-2D-SN ZONE.
Case Number:	ZA-2009-1494-CUB
Required Action(s):	CUB-Conditional Use Beverage-Alcohol
Project Descriptions(s):	A CONDITIONAL USE FOR SALE OF A FULL LINE OF ALCOHOL FOR ON-SITE CONSUMPTION IN A NEW RESTAURANT, CONSISTING OF 8,015 SF. AND HAVING 302 TOTAL SEATS. THE PROPOSED HOURS OF OPERATION ARE FROM 11 A.M. TO 2 A.M., DAILY.
Case Number:	ZA-2004-7000-CUB
Required Action(s):	CUB-Conditional Use Beverage-Alcohol
Project Descriptions(s):	PLAN APPROVAL TO AN EXISTING CUB IN THE C4-2D-SN ZONE DUE TO CHANGE OF OWNERSHIP AS REQUIRED BY THE CONDITION NO. 31 OF ZA-2004-7000-CUB.
Case Number:	ZA-2000-2806-CUB
Required Action(s):	CUB-Conditional Use Beverage-Alcohol
Project Descriptions(s):	TO PERMIT DANCING, LIVE ENTERTAINMENT AND ON-SITE SALES OF A FULL LINE OF ALCOHOLIC BEVERAGES IN CONJUNCTION WITH THE OPERATION OF A NEW NIGHTCLUB.
Case Number:	ZA-1983-54
Required Action(s):	Data Not Available
Project Descriptions(s):	
Case Number:	ZA-1980-115-B

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Required Action(s):	B-PRIVATE STREET MODIFICATIONS (2ND REQUEST)
Project Descriptions(s):	Data Not Available
Case Number:	TT-60544
Required Action(s):	Data Not Available
Project Descriptions(s):	TENTATIVE TRACT - ADAPTIVE RE-USE FOR 60-UNIT RESIDENTIAL CONDOMINIUM & 8-UNIT COMMERCIAL CONDO.
Case Number:	ENV-2014-670-SE
Required Action(s):	SE-STATUTORY EXEMPTIONS
Project Descriptions(s):	COMMUNITY PLAN UPDATE/GENERAL PLAN AMENDMENT
Case Number:	ENV-2012-301-CE
Required Action(s):	CE-CATEGORICAL EXEMPTION
Project Descriptions(s):	A PROJECT PERMIT COMPLIANCE REVIEW, PURSUANT TO SECTION 11.5.7-C OF THE LAMC, FOR THE PROPOSED ADDITION OF A THIRD COPY TO THE EXISTING TWO-COPY-OPEN PANEL ROOF SIGN THAT WAS AUTHORIZED UNDER DIR-2007-955-SPP.
Case Number:	ENV-2009-3424-MND
Required Action(s):	MND-MITIGATED NEGATIVE DECLARATION
Project Descriptions(s):	CONDITIONAL USE FOR ON-SITE FULL LINE OF ALCOHOL AT A PROPOSED RESTAURANT IN THE C4-2D-SN ZONE.
Case Number:	ENV-2009-1495-MND
Required Action(s):	MND-MITIGATED NEGATIVE DECLARATION
Project Descriptions(s):	A CONDITIONAL USE FOR SALE OF A FULL LINE OF ALCOHOL FOR ON-SITE CONSUMPTION IN A NEW RESTAURANT, CONSISTING OF 8,015 SF. AND HAVING 302 TOTAL SEATS. THE PROPOSED HOURS OF OPERATION ARE FROM 11 A.M. TO 2 A.M., DAILY.
Case Number:	ENV-2005-2158-EIR
Required Action(s):	EIR-ENVIRONMENTAL IMPACT REPORT
Project Descriptions(s):	COMMUNITY PLAN UPDATE FOR HOLLYWOOD WHICH IDENTIFIES AND REDEFINES OUTDATED LAND USE ISSUES AND INCONSISTENT ZONING, REVIEWS POLICIES AND PROGRAMS, AS WELL AS REVISING AND UPDATING THE PLAN MAP AND TEXT
Case Number:	ENV-2004-7001-ND
Required Action(s):	ND-NEGATIVE DECLARATION
Project Descriptions(s):	PLAN APPROVAL TO AN EXISTING CUB IN THE C4-2D-SN ZONE DUE TO CHANGE OF OWNERSHIP AS REQUIRED BY THE CONDITION NO. 31 OF ZA-2004-7000-CUB.
Case Number:	ENV-2003-8688-CE
Required Action(s):	CE-CATEGORICAL EXEMPTION
Project Descriptions(s):	TENTATIVE TRACT - ADAPTIVE RE-USE FOR 60-UNIT RESIDENTIAL CONDOMINIUM & 8-UNIT COMMERCIAL CONDO.
Case Number:	ENV-2003-1377-MND
Required Action(s):	MND-MITIGATED NEGATIVE DECLARATION
Project Descriptions(s):	Approval of a proposed Sign Supplemental Use District pursuant to Section 13.11 of the LAMC for the Hollywood Redevelopment Project Area
Case Number:	ENV-2000-2805-MND
Required Action(s):	MND-MITIGATED NEGATIVE DECLARATION
Project Descriptions(s):	Data Not Available

DATA NOT AVAILABLE

ORD-182960
 ORD-182173-SA4:3
 ORD-181340
 ORD-176172
 ORD-173562
 ORD-165659-SA180
 ORD-129944
 PRIOR-06/01/1946



Address: 6263 W HOLLYWOOD BLVD
 APN: 5546030BRK
 PIN #: 148-5A189 343

Tract: TR 060544-C
 Block: None
 Lot: LT 1
 Arb: None

Zoning: C4-2D-SN
 General Plan: Regional Center Commercial