

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

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

**HEARING DATE:** March 19, 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. **Declare the subject property** a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.7.
2. **Adopt** the staff report and findings.

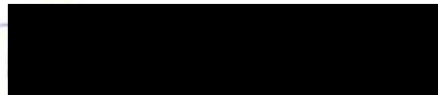
MICHAEL J. LOGRANDE  
Director of Planning



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

## **FINDINGS**

- The property embodies "the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction" as an example of the Late Gothic Revival and Art Deco styles.

## **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.

## **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.

## **DISCUSSION**

The Bank of Hollywood/Equitable Building successfully meets the specified Historic-Cultural Monument criterion: "embodies "the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction." The subject property is significant because of its many character defining features of the Late Gothic Revival style.

## **CALIFORNIA ENVIRONMENTAL QUALITY ACT ("CEQA") FINDINGS**

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 *"consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment."*

State of California CEQA Guidelines Article 19, Section 15331, Class 31 *"consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings."*

The designation of the Bank Of Hollywood/Equitable Building as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code ("LAAC") will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior's Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior's

Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.

**BACKGROUND**

On February 5<sup>th</sup>, 2015 the Cultural Heritage Commission took the property under consideration with a Commission-Initiated Motion. On February 19<sup>th</sup>, the Commission consisting of all five members toured the property accompanied by a staff person from the Office of Historic Resources.

CITY OF LOS ANGELES  
Office of Historic Resources/Cultural Heritage Commission  
**HISTORIC-CULTURAL MONUMENT  
NOMINATION FORM**



**1. PROPERTY IDENTIFICATION**

|  |   |                                       |                              |
|--|---|---------------------------------------|------------------------------|
| Proposed Monument Name: <b>Bank of Hollywood / Equitable Building</b>  |   | Former name of property               |                              |
| Other Associated Names: <b>The Lofts at Hollywood and Vine</b>   |   |                                       |                              |
| Street Address: <b>6253 W. Hollywood Boulevard</b>   |   | Zip: <b>90028</b>                     | Council District: <b>13</b>  |
| Range of Addresses on Property: <b>6253-6263 W. Hollywood Boulevard;</b>                                     |   | Community Name: <b>Hollywood</b>      |                              |
| Assessor Parcel Number: <b>5546030BRK</b>  | Tract: <b>TR 060544-C</b>                 | Block: <b>None</b>                    | Lot: <b>LT 1</b>             |
| Identification cont'd: <b>N/A</b>  |   |                                       |                              |
| 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: <b>N/A</b> |   |                                       |                              |

**2. CONSTRUCTION HISTORY & CURRENT STATUS**

|  |  |  |  |
|--|--|--|--|
| Year built: <b>1929-1931</b>                   | <input checked="" type="radio"/> Factual | <input type="radio"/> Estimated                        | Threatened? <b>None</b>                              |
| Architect/Designer: <b>Aleck Curlett</b>       |  | Contractor: <b>Seafeld-Twaits Engr. Co.</b>            |  |
| Original Use: <b>Commercial</b>                |  | Present Use: <b>Mixed (commercial and residential)</b> |  |
| 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: <b>Gothic Revival</b> |                                      | Stories: <b>12</b>      | Plan Shape: <b>Rectangular</b> |
|--|--------------------------------------|-------------------------|--------------------------------|
| FEATURE                                    | PRIMARY                              | SECONDARY               |                                |
| CONSTRUCTION                               | Type: <b>Concrete poured/precast</b> | Type: <b>Select</b>     |                                |
| CLADDING                                   | Material: <b>Terra cotta</b>         | Material: <b>Select</b> |                                |
| ROOF                                       | Type: <b>Flat</b>                    | Type: <b>Select</b>     |                                |
|  | Material: <b>Rolled asphalt</b>      | Material: <b>Select</b> |                                |
| WINDOWS                                    | Type: <b>Casement</b>                | Type: <b>Select</b>     |                                |
|  | Material: <b>Steel</b>               | Material: <b>Select</b> |                                |
| ENTRY                                      | Style: <b>Recessed</b>               | Style: <b>Select</b>    |                                |
| DOOR                                       | Type: <b>Double</b>                  | Type: <b>Select</b>     |                                |



# 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                                    |           |

## **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

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### 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



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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



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

rectangular mass.<sup>1</sup> 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 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).

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

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

## HISTORIC-CULTURAL MONUMENT NOMINATION FORM

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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.<sup>7</sup> A banking hall at the southwest corner was occupied by Bank of Hollywood, and the building was, thus, named the Bank of Hollywood Building.<sup>8</sup>

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

<sup>8</sup> "Hollywood Deals Grow," *Los Angeles Times*, August 30, 1928, A1.

## HISTORIC-CULTURAL MONUMENT NOMINATION FORM

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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.<sup>17</sup>

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.<sup>18</sup> Increased demand for office space led to construction of the subject property's second, 1931 phase,<sup>19</sup> more than doubling its size to assume the status of Hollywood's largest office building at the time.<sup>20</sup>

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.<sup>21</sup> Along with Bank of Hollywood, Jassby Drug Company occupied a retail space at the first floor.<sup>22</sup> Law firm Golden & Kaufman opened an upper floor office<sup>23</sup> and represented a trend of downtown Los Angeles based firms opening Hollywood branches.<sup>24</sup> 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.<sup>25</sup> 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.<sup>26</sup> 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.<sup>27</sup> The bank also included a brokerage room that maintained regular communication with Wall Street brokers in New York City (Images 15-17).<sup>28</sup> While initial performance of Bank of Hollywood was strong,<sup>29</sup> the company ran into monetary trouble, reorganized, and ultimately closed in 1931.<sup>30</sup> California Bank, which was operating a branch and offices at 6544 Hollywood Boulevard,<sup>31</sup> as well as locations in downtown Los Angeles, Beverly Hills, and San Pedro,<sup>32</sup> 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

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

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

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

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

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

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

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

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

<sup>25</sup> "Three Leases Reported," *Los Angeles Times*, October 4, 1931, D3.

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

<sup>27</sup> "Building to Open," *Los Angeles Times*, April 22, 1929, 17.

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

<sup>29</sup> "Banking Expansion Told," *Los Angeles Times*, December 29, 1929, E4.

<sup>30</sup> "Hollywood Bank Suspends," *Los Angeles Times*, December 9, 1930, A2.

<sup>31</sup> "Honor Luncheon Planned," *Los Angeles Times*, July 26, 1931, D2.

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

## HISTORIC-CULTURAL MONUMENT NOMINATION FORM

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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.<sup>48</sup>

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.<sup>49</sup> 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.<sup>50</sup> 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.<sup>51</sup>

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.<sup>52</sup> 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.<sup>53</sup>

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.<sup>54</sup> 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.<sup>55</sup> Selznick's success resulted in construction of larger facilities for his firm at the

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<sup>48</sup> "Expansions and Remodeling," *Los Angeles Times*, November 2, 1969, M7.

<sup>49</sup> Williams, 382.

<sup>50</sup> "Peeling Back History," *Los Angeles Business Journal*, October 8, 2001.

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

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

<sup>53</sup> Williams, 190.

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

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

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Curlett, a distinguished architect, and Celia Eisen.<sup>58</sup> 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.<sup>59</sup> 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:

| 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 <sup>60</sup> |
| 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                                   |

<sup>58</sup> Pacific Coast Architecture Database.

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

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

## HISTORIC-CULTURAL MONUMENT NOMINATION FORM

BANK OF HOLLYWOOD / EQUITABLE BUILDING

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**ATTACHMENT A  
MAPS AND PERMITS**

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

**All Applications Must be Filled Out by Applicant**

PLANS AND SPECIFICATIONS and other data must also be filed

BUILDING DIVISION  
**DEPARTMENT OF BUILDING AND SAFETY**

**Application for the Erection of Buildings**  
**CLASS "A" - ~~REPAIRS~~ *Reinforced 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 Building, for a building permit to construct 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 complete entering into the terms 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. 1 REAR OF NORTHWEST ANNEK ROOM No. 245 CITY (Check ROOM) PLEASE VERIFY

Lot No. 1 and 2 Block \_\_\_\_\_ (Description of Property)  
Central Hollywood Tract No. 2

District No. 32 M. B. Page 16 P. B. Page \_\_\_\_\_

TAKE TO FIRST FLOOR FOR ENGINEER'S SIGNATURE (ENGINEER PLEASE VERIFY)

No. N. E. Corner Hollywood Blvd. & Vine Street  
FORM 208-1710 VINES (Location of Job)  
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 Alack Gurlatt Phone Tx. 8536  
5. Contractor's name \_\_\_\_\_ Phone \_\_\_\_\_  
6. Contractor's address \_\_\_\_\_  
7. TOTAL VALUATION OF BUILDING (including all Material, Labor, Finish, Equipment and Appliances in Completed Building) \$50,000.00 *2000*  
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 18 Height to highest point 187'-0"  
11. Material of foundation Rain 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 *plaster*  
14. Material of floors Concrete with cement finish  
15. Material of roof Composition roof - (flat portion) and copper (penthouse) *over concrete*  
16. Will all lathing and plastering comply with Ordinance? Yes  
17. What zone is property in? Zone D - 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** *8/17/28* (Sign Here) ALACK GURLETT ARCHT (Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY

|                            |   |  |   |
|----------------------------|---|--|---|
| PERMIT NO.<br><b>25986</b> | Plans and Specifications checked and found to conform to Ord. and State Laws<br><i>Charles J. [Signature]</i> | Application checked and found O. K.<br><i>20 [Signature]</i> | Stamp here when permit is issued<br><b>ISSUED<br/>SEP 18 1928</b> |
|----------------------------|---|--|---|

**PLANS SPRINKLER REQUIRED**  
VALUATION INCLUDED, \$50,000

Figure 2: 1928 permit for original construction



**ATTACHMENT B**  
**CONTEMPORARY PHOTOS**

**BANK OF HOLLYWOOD / EQUITABLE BUILDING**  
**ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS**

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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**

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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**

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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**

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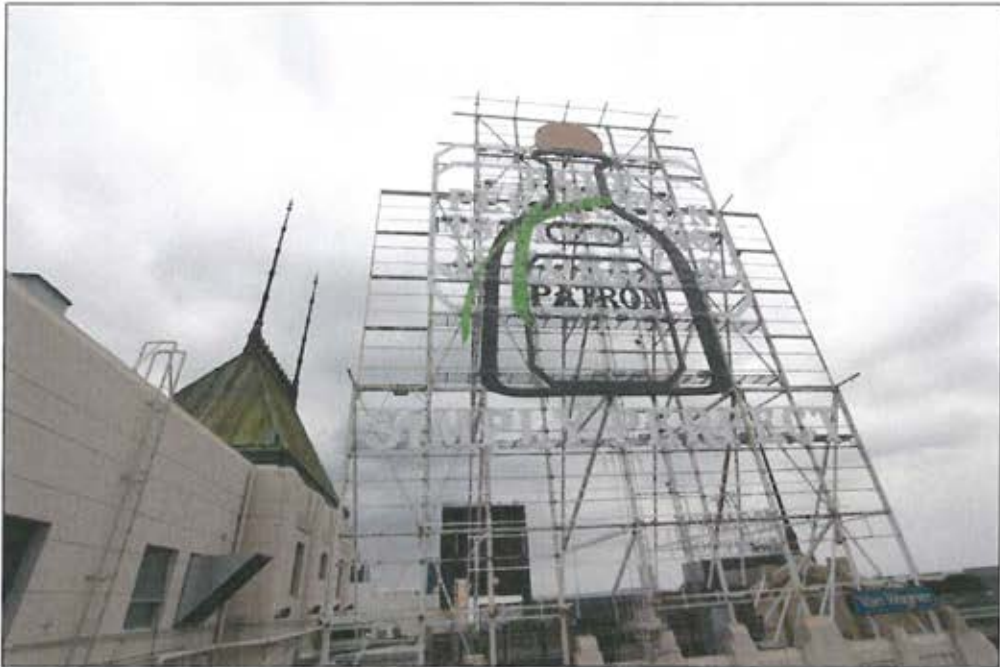


Photo 15: Bank of Hollywood / Equitable Building, roof with sign structure and penthouse, view south (Chattel 2014)



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

**BANK OF HOLLYWOOD / EQUITABLE BUILDING**  
**ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS**

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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**

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

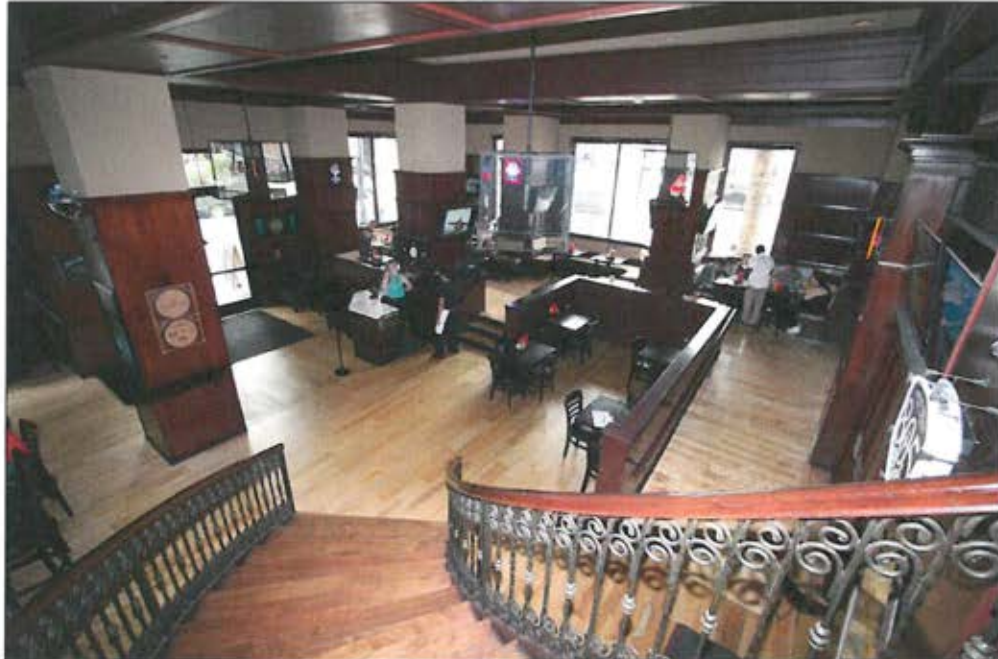


Photo 24: Bank of Hollywood / Equitable Building, retail space (Chattel 2014)

**BANK OF HOLLYWOOD / EQUITABLE BUILDING**  
**ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS**

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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**

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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**

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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 3: 1929 article with photos of new Hollywood buildings, including subject property at lower right corner (Los Angeles Times)

**BANK OF HOLLYWOOD / EQUITABLE BUILDING**  
**ATTACHMENT C: HISTORIC IMAGES**

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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**

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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**

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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**

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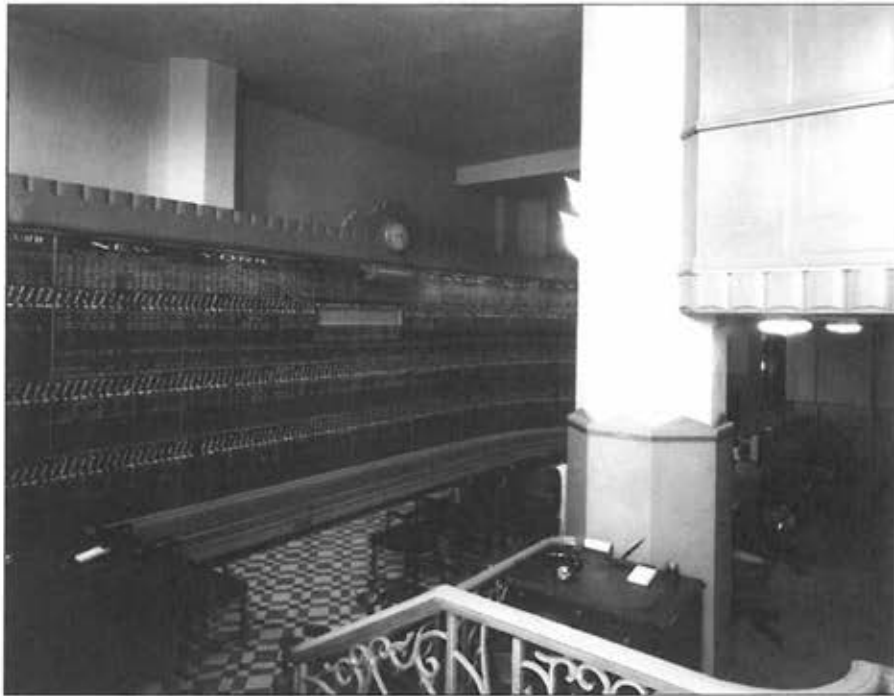


Image 17: 1932 interior photo of brokerage room (LAPL)



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



**BANK OF HOLLYWOOD / EQUITABLE BUILDING**  
**ATTACHMENT C: HISTORIC IMAGES**

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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)

JAMES W. WATSON, JR. ARCHITECT, LOS ANGELES



Hollywood, California

## Seaporcel...it's practically ageless!

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

**BUT...** back at the "old timers" have expired... these installations range from 1 year to 15 years in age. They are all classified as Seaporcel and...

**STILL HAVE THAT "NEW LOOK!"**



10 years old...  
 The Seaport Hotel, Hollywood, California.  
 10 years old...  
 Still looks like new!



15 years old...  
 The Seaport Hotel, Hollywood, California.  
 15 years old...  
 Still looks like new!



7 years old...  
 The Seaport Hotel, Hollywood, California.  
 7 years old...  
 Still looks like new!



12 years old...  
 The Seaport Hotel, Hollywood, California.  
 12 years old...  
 Still looks like new!

**Seaporcel® Architectural Porcelain Enamel is porcelain enamel... proved color fast and durable regardless of time or weather.**

Write today for writing showing representative installations and...

**SEAPORCEL PORCELAIN METALS, INC.**  
*Formerly Porcelain Metals, Inc.*  
 1000 Broadway Avenue, Long Beach, Calif. 90801, U.S.A.

Complete literature, Bulletin 22, Sales Manual, Pricebook and Productivity Chart.

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 SEAPORCEL COMPAGNIE DE FRANCE  
 registered by: DOUGLAS HUBBARD & CO.  
 1004 Canal Street, Long Beach, California  
 90801, U.S.A.





Seaporcel  
 The color... Porcelain Enamel... Metals, Inc.

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**

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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**

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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. Rairden, 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.

# 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. Beesemyer, 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. Beesemyer, 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.

# 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.



## 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 \$1,271,666 after all charges. The previous report was for the year closed June 30, last, which showed net profits of \$288,367. 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.

## 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,

made his prediction during a talk he delivered to the real estate division of the American Legion here.

### 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.

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# 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.

## 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

*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*

## Security House Extends Field

Opening of a Hollywood office in the Equitable Building, was announced yesterday by Bateman, Eichler & 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. (AP)—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. Corrigan, 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.&G. 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 \$576,254 in the first 1933 half.

June quarter net loss was \$37,549 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 6.00 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.

## 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 endorsed 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 hearty 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 Palms Verdes Hills, at a cost of approximately \$200,000, have been announced by the Palms 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 Palms 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 Palms 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 Fifteenth and Main streets was sold to R. A. O'Brien; 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 2525-2621 Twelfth avenue was bought by George Bernstein; a bungalow at 2334 Imperial Highway, Lynwood, was purchased by Nils Pederson, and a five-room home at 3208 Imperial Highway, Lynwood, was sold to Madge Traverso. C. D. Ives of 1841 South Wilson Place was the highest bidder at the auction of a four-family flat dwelling, 2343-2359 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. E. 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 "Alittle 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 "Alittle Mineral Wool," ovens retain from 85 to 88 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 ovens, furnaces, smoke breechings, abtigs, gas heaters, oil refiners and packing for refrigerator boxes. Sewed into building joints, 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

Sounding 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 lectures will be delivered by Richard J. Neutra, 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 Abona has completed plans for a \$15,300 residence which Howard H. Davis will build at 1708 Angelo Drive, Beverly Hills.

## 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.

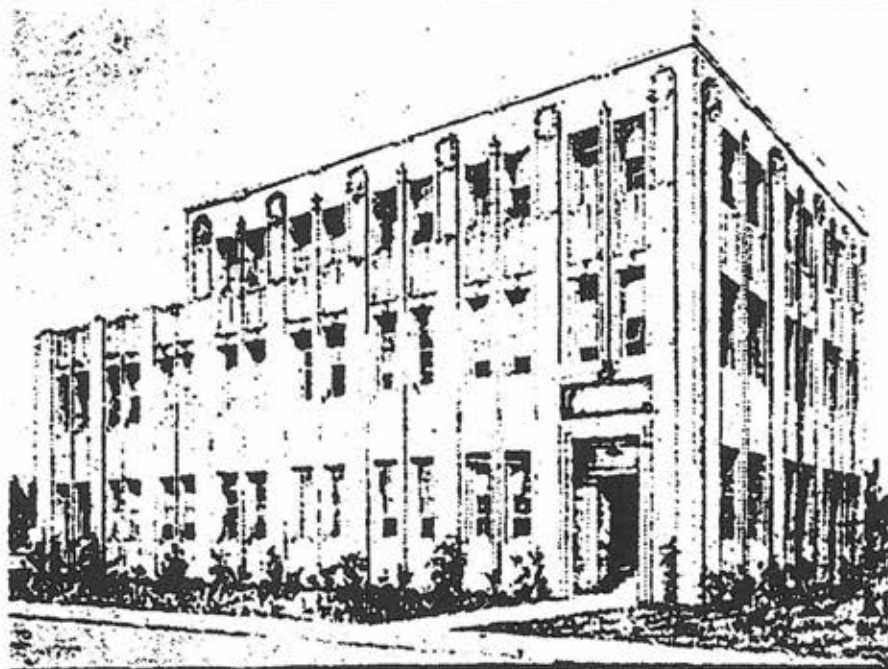
Wright & Becker also report a cash sale of a lemon grove at San Dimas to Charles Taylor. The grove formerly was owned by L. Wilson.

## Telephone Company Plans New Unit

## 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.



**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.



## 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 Pantage 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.

## **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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## 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. Thorvald 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.

## VETERANS' HALL WILL BE ERECTED

City Auditorium to Be Remodeled, Two-Story Unit Added

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

The present City Auditorium will be remodeled and a two-story structure added, occupying a total area of 16,000 sq. ft. The building will be used as a convention hall and for theatricals and banquets, in addition to use as an American Legion headquarters.

A lobby with a second floor will be added to the main entrance, which will be changed from Park to South streets.

Quarters on the second floor will be reserved exclusively for the members of Joseph Robert Post, No. 121, of the American Legion, for a time as long as the organization is in existence.

The Legionnaires will furnish their own tables, which will consist of lounge, reading and dining-room 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 another 7,000 sq. ft., 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. (Continued)—Ground for this city's municipal auditorium was broken this week, when a stream flared in the first month of earth from the site at the south end of Garfield street, facing Green street.

The building permit, amounting to \$2,800,000 and issued to Wilson C. Conroy, 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 certain of the City Hall, was never taken out, because some contracts to more than \$200,000.

No formal ceremony marked the ground breaking for the structure, which will comprise Pasadena's Civic Center annex, was remaining at the site. City Hall, Charles of Commerce, Post Office, Hall of Justice and Los Angeles Gas and Electric Company, structure.

The total cost of the auditorium, including building and other improvements is estimated at \$2,200,000, including the site, which is valued at more than \$100,000. The building will consist of two construction units, a full floor auditorium for public entertainments, and a two-story concert hall for smaller entertainments.

## LEASES OF PAST WEEK ANNOUNCED

Three Eastern Companies Rent Warehouse, Factory Space Here

THREE LEASES of considerable magnitude have been announced during the past week by eastern companies operating in Los Angeles, according to D. Arch Thomson, of the J. W. Lewis Company, wholesale and manufacturing property brokers.

The American Phosphate Corporation of New London, Wyo., leased the entire ground floor of the brick warehouse building at 811-817 South Alameda street, comprising an area of 800 square feet at 500 square feet per year.

The Cow Control Raising Company of Chicago leased the one-story brick warehouse building at 710-712 East Fourth street, comprising an area of approximately 1,500 square feet, with one truck facilities.

Proctor-Zeller, Inc., manufacturers of ornamental iron grates, leased the one-story brick factory building at 616-618 South Alameda street, with a floor area of approximately 12,000 square feet.

## DRIVE ON TAXES LAUNCHED

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

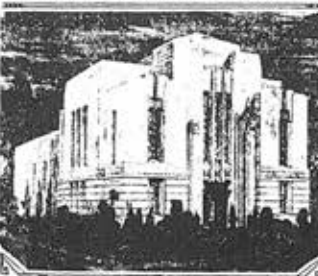
SAN FERNANDO, Jan. 10. (Continued)—The Van Nuys Real Estate Board, which is composed of members from all parts of San Fernando Valley, has begun an active drive against excessive land taxation, and will carry on the campaign through the present year. Next Thursday, more than 200 realtors and property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

Leslie Taylor, chairman of the drive, 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 had of property owners in San Fernando Valley during the next few months, in the campaign to reduce taxes on real estate, including cases of the burden which realtors declare do not belong on the land.

Members of the board who are at the head of committees and divisions are: Charles B. Culler, Glendale; Mrs. R. D. Prosser, Tarzana; and R. H. Dixon, Van Nuys. Any realtor who would like to speak at the banquet, the board would be glad to hear from him.

## 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 Bridding & Bridding, Long Beach architects, and bids will be taken next February 2. The present City Auditorium is to be remodeled and a two-story structure added. Post No. 121 of the American Legion will occupy the second floor.

## OPENING OF SKYSCRAPER ANNOUNCED

Second Limit-Height Unit of Bank Building Ready for Occupancy

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

With the first limit-height unit of the building 200 feet and occupied, since its completion a little more than a year ago, many plans already have been signed for the new unit and a full necessary factor within the next weeks days needs secured, according to Mrs. Kline, president of Hollywood Central Building Corporation, owner of the building.

Completion of the "top-story" structure, which includes the new unit in the Hollywood-Vine area is expected to make the Hollywood-Vine intersection one of the busiest street traffic centers. Many service shops and branches of downtown financial houses are moving into the new unit of the Bank of Hollywood Building, indicating that office space in downtown Hollywood is in strong demand, Kline said.

## MAGNITUDE OF MARKET VISUALIZED

Analysis of County Filings Shows 1926-28 Period Most Active for Realty

LOS ANGELES' steadily increasing real estate transactions and the magnitude of its property market was visualized from the fact that 8,467,796 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 ten-property periods since 1911 shows that the 1926-28 period represented the greatest and most active in the history of the county.

The total of instruments filed by Recorder records and the yearly average follows:

| Year    | Total     | Yearly Average |
|---------|-----------|----------------|
| 1911-20 | 2,000,000 | 200,000        |
| 1921-30 | 8,467,796 | 846,779.6      |

## DRIVE ON TAXES LAUNCHED

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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.

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# FIVE-FINGER PAYMENTS TO BE MADE

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

Awards totaling \$4,044,861.05 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.

## 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 \$300,000.

Root 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 Dyas 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. Proilus, Hollywood realtors, have reported the sales of five choice lots on Vine street to A. P. Dubin, 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 Janus Investment Company statistical department reports.

Janus 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 ex-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

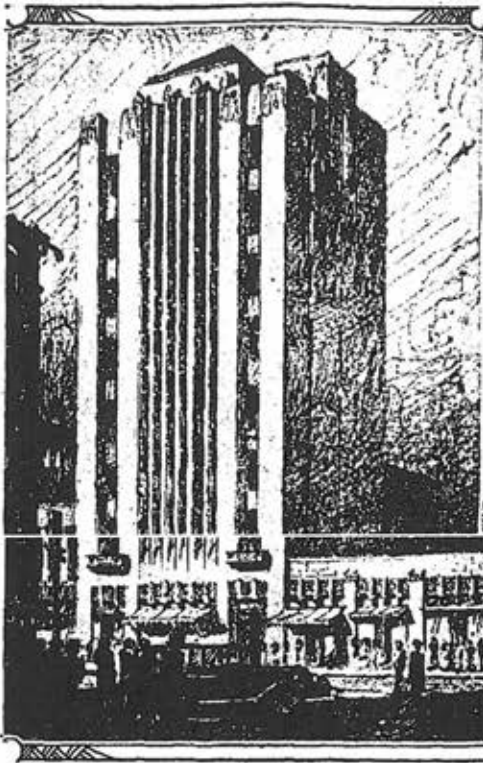
The board of directors of the California Real Estate Association, representing ninety-six local real estate boards in the State, who are to meet in Long Beach Saturday, the 25th inst., will be guests of the Long Beach Realty Board at the Pacific Southwest Exposition, now being held in that city. In honor 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.

## GROUND BROKEN FOR INSURANCE UNIT

### Office Building to Go Up at Vine and Yucca Streets



Mountain States Life Structure

**C**ONSTRUCTION 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. Bessemyer, G. C. Greenwood, G. R. Dexter, Sam Kress, A. E. Tait, H. L. Gogerty, architect for the building; Clarence Jones, S. H. Allen, Carl Bush, J. B. Irfield, 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. Bessemyer, George L. Eastman, James Irfield, S. H. Allen, William A. Ode, James A. Jr., H. 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. 3623, 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.



# 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.

**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

This report is subject to the terms and conditions as set forth on the website. For more details, please refer to the terms and conditions at [zimas.lacity.org](http://zimas.lacity.org)  
(\* ) - APN Area is provided "as is" from the Los Angeles County's Public Works, Flood Control, Benefit Assessment.

|   |      |
|---|------|
| 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        |

|                          |  |
|--------------------------|--|
| 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