

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



1. PROPERTY IDENTIFICATION

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

2. CONSTRUCTION HISTORY & CURRENT STATUS

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

3. STYLE & MATERIALS

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



HISTORIC-CULTURAL MONUMENT NOMINATION FORM

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

7. WRITTEN STATEMENTS

A. PROPOSED MONUMENT DESCRIPTION

Setting

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

Exterior



South and west elevations, view northeast (Chattel 2014)

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

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

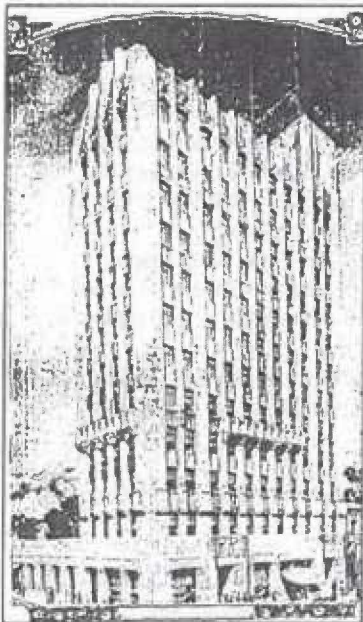
HISTORIC-CULTURAL MONUMENT NOMINATION FORM

BANK OF HOLLYWOOD / EQUITABLE BUILDING

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

The 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,

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Myron Selznick

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

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

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

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

⁴⁹ Williams, 382.

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

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

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

⁵³ Williams, 190.

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

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

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

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

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

⁵⁸ Pacific Coast Architecture Database.

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

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

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- "Bank Building Office Rental Deals Closed." *Los Angeles Times*. March 8, 1931. D4.
- "Bank Moves Aid Area at Vine Street." *Los Angeles Times*. August 2, 1931. D3.
- "Bank Name Changed at Hollywood," *Los Angeles Times*, November 19, 1926, 12.
- "Banking Expansion Told," *Los Angeles Times*, December 29, 1929, E4.
- "Building Adds Tallest Sign," *Los Angeles Times*, April 19, 1931, D4.
- "Building Completed." *Los Angeles Times*. August 6, 1939. E4.
- "Building in Hollywood Purchased," *Los Angeles Times*, January 31, 1931, A2.
- "Building to Open," *Los Angeles Times*, April 22, 1929, 17.
- City of Los Angeles. Department of Building and Safety. Building Permits.
- "Davey Honored at Skyscraper Club Meeting." *Los Angeles Times*. February 22, 1931. D3.
- "'Equitable' New Name of Building," *Los Angeles Times*, March 15, 1931, D3.
- "Expansions and Remodeling," *Los Angeles Times*, November 2, 1969, M7.
- "Five-Finger Payments to be Made," *Los Angeles Times*, June 9, 1929, E6.
- "Golden Opens New Office," *Los Angeles Times*, July 15, 1931, A7.
- "Ground Broken for Insurance Unit," *Los Angeles Times*, October 28, 1928, E3.
- Historic Resources Group. "HCM Application for Union Bank & Trust Company Building."
(Pasadena, CA: Historic Resources Group, 2012).
- "Hollywood Bank Suspends." *Los Angeles Times*. December 9, 1930. A2.
- "Hollywood Deals Grow," *Los Angeles Times*, August 30, 1928, A1.
- "Hollywood Establishes Skyscraper Record," *Los Angeles Times*, August 11, 1929, D1.
- "Hollywood Skyscraper Will Grow," *Los Angeles Times*, April 9, 1930, A1.
- "Hollywood to Resound in Activity," *Los Angeles Times*, September 1, 1929, D3.
- "Honor Luncheon Planned." *Los Angeles Times*. July 26, 1931. D2.
- "Inquiries for Purchases and Rentals Grow." *Los Angeles Times*. March 29, 1931. D2.
- "Leases Closed in Hollywood" *Los Angeles Times*, April 12, 1931, D5.

**ATTACHMENT A
MAPS AND PERMITS**

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

All Applications Must be Filled Out by Applicant

BUILDING DIVISION
DEPARTMENT OF BUILDING AND SAFETY

Application for the Erection of Buildings
CLASS "A" - ~~RENEWED~~ *New Const.*

To the State of Building and Safety Commissioners of the City of Los Angeles:
I, the undersigned, hereby apply to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Department of Building and Safety, for a building permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions precedent to the granting 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 public thoroughfare.
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 subject or prejudice the status of this lot, or legal of premises in, the property described in said permit.

1 2598 Form 1 **PLANS AND SPECIFICATIONS**
and other data must also be filed

Let No. 1 and 8 Block _____
(Description of Property)
Central Hollywood Tract No. 8
REAR OF NORTH SIDE
ANNEX
SECTION No. 249
CITY (SHEET NO.)
PLEASE VERIFY
District No. 35 N. B. Page 16 S. B. Page _____
No. 11 E. Corner Hollywood Blvd. & Vine Street
6259-6261-6263 Hollywood Blvd
(USE INK OR INDELIBLE PENCIL)

1. Purpose of Building Sixes & 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 Alfred Gurlatt Phone TX. 8536
5. Contractor's name _____ Phone _____
6. Contractor's address _____
7. TOTAL VALUATION OF BUILDING (Including all Material, Labor, Water, Gas, Electrical and Appliances in Completed Building) \$50,000.00 N.C.V.
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, one
14. Material of floors Concrete with asphalt finish
15. Material of roof Composition roof - (flat portion) and gopher (penthouse)
16. Will all lathing and plastering comply with Ordinance? Yes over concrete
17. What zone is property in? Zone 5 - 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 Alfred Gurlatt (Sign Here) Alfred Gurlatt Architect
(Owner or Authorized Agent)

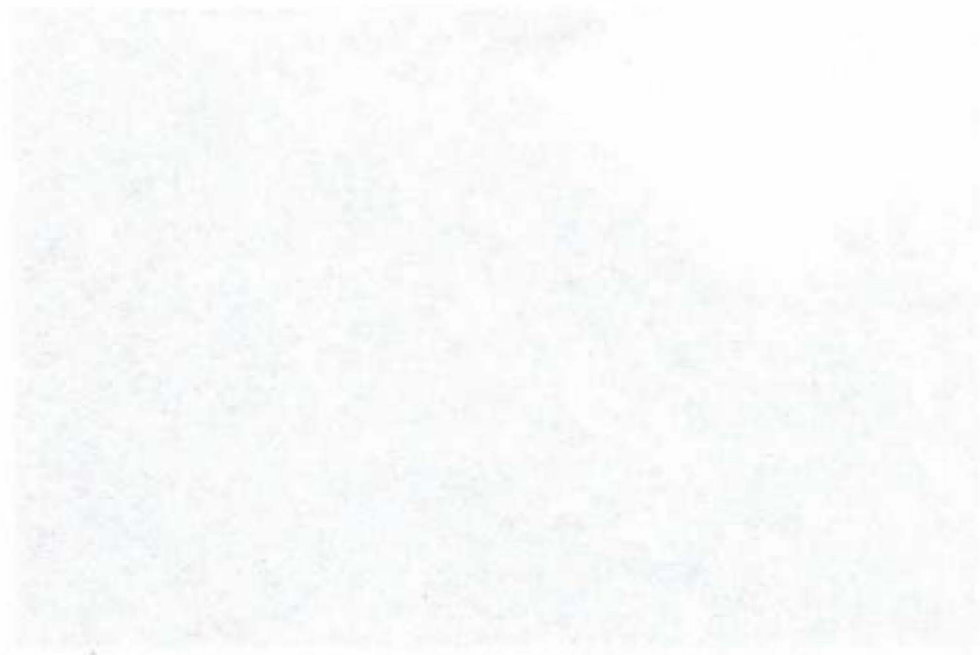
FOR DEPARTMENT USE ONLY

PERMIT NO. 25986	Plans and Specifications checked <u>Charles [Signature]</u>	Application checked and approved <u>[Signature]</u>	Issue here when permit is issued SEP 18 1928
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PLANS SPRINKLER
VALUATION REQUIRED, etc.

Figure 2: 1928 permit for original construction

**ATTACHMENT B
CONTEMPORARY PHOTOS**



BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



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

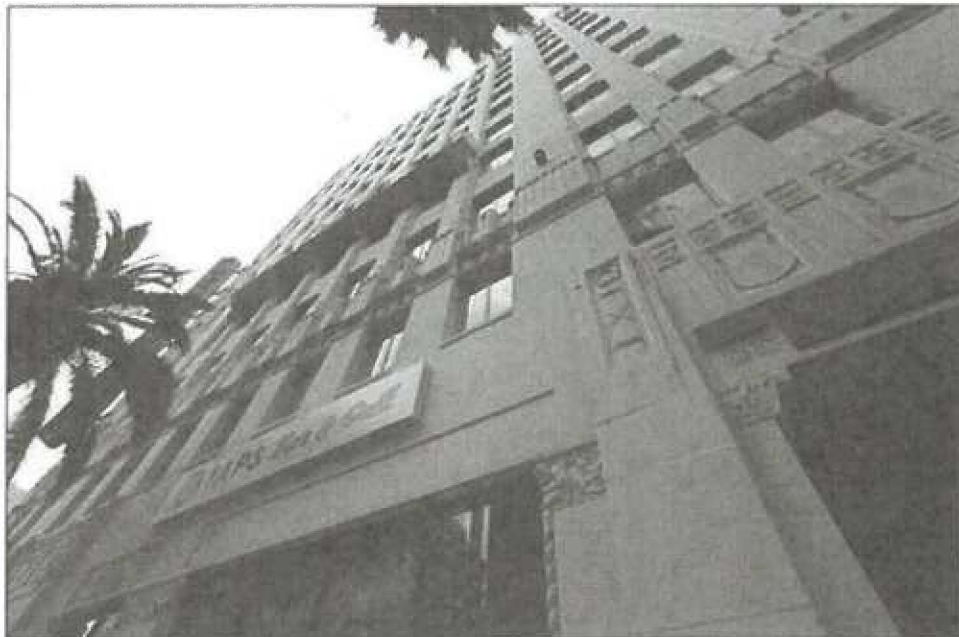


Photo 4: Bank of Hollywood / Equitable Building, south elevation, view north
(Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



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



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

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



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS

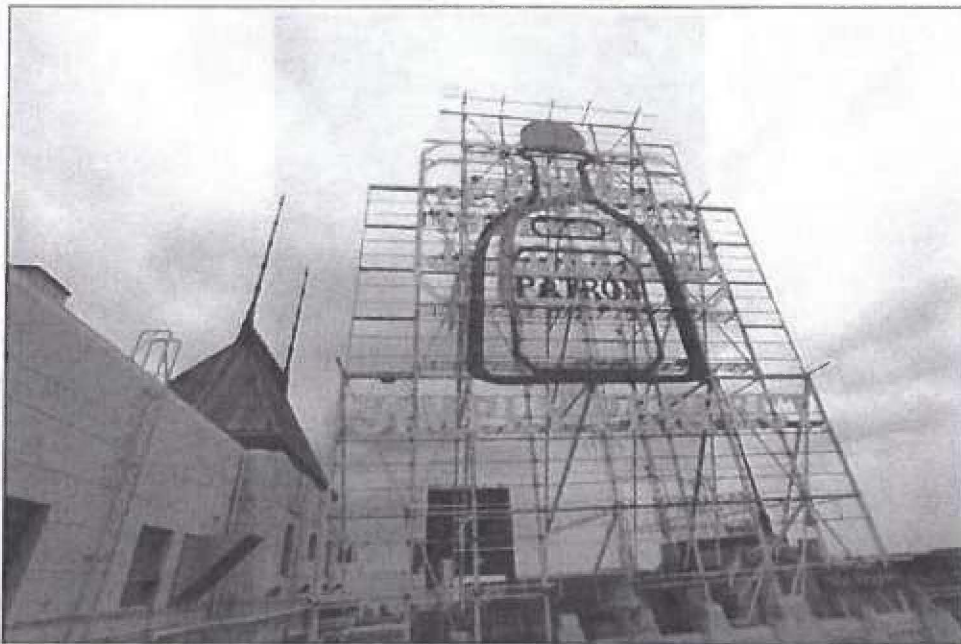


Photo 15: Bank of Hollywood / Equitable Building, roof with sign structure and penthouse, view south (Chattel 2014)



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



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

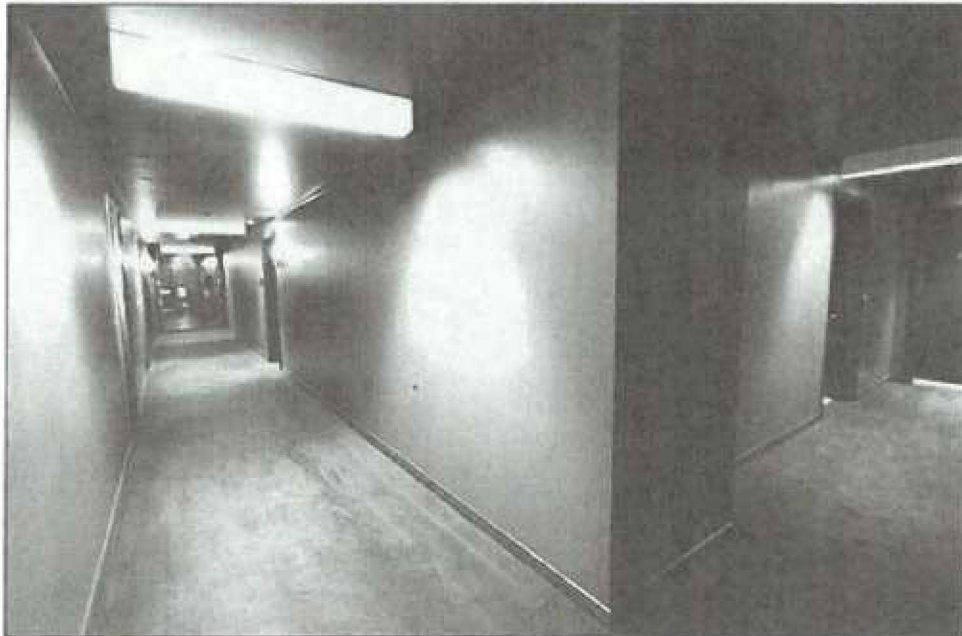


Photo 28: Bank of Hollywood / Equitable Building, typical upper floor corridor (Chattel 2014)

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS

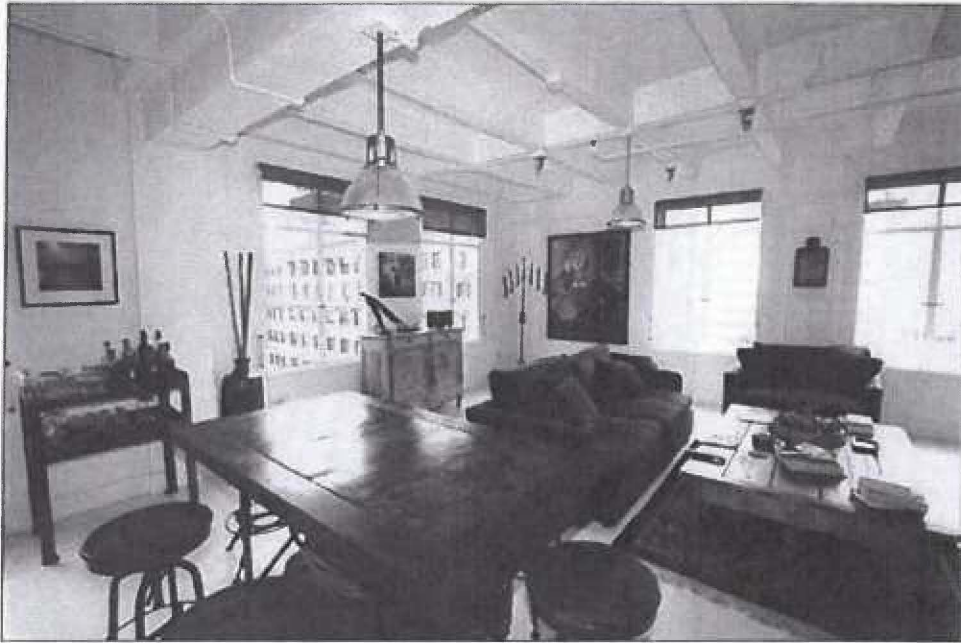


Photo 31: Bank of Hollywood / Equitable Building, typical upper floor unit
(Chattel 2014)



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT B: CONTEMPORARY PHOTOGRAPHS



Photo 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



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 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)

Seaporcel...it's practically ageless!

The Seaporcel Ornamental Steel is a new Seaporcel Porcelain Enamel job completed just recently. It's new... it's brilliant...

BUT... look at the "old houses" here depicted... these installations range from 7 years to 33 years in age. They are all finished in Seaporcel and...

CITY MAPS THAT "NEW LOOK"

1000 Broadway, New York, N.Y.
 1000 Broadway, New York, N.Y.
 1000 Broadway, New York, N.Y.
 1000 Broadway, New York, N.Y.

Seaporcel* Ornamental Porcelain Enamel is porcelain enamel... proved rust fast and durable regardless of type or weather.

SEAPORCEL PORCELAIN METALS, INC.
 Formerly Porcelain Metals, Inc.
 1000 Broadway, New York, N.Y.

SEAPORCEL METALS

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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



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



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

BANK OF HOLLYWOOD / EQUITABLE BUILDING
ATTACHMENT C: HISTORIC IMAGES



Image 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 \$1,271,685 after all charges. The previous report was for the year closed June 30, last, which showed net profits of \$280,367. 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

expanded staffs, air travel and

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, Elebiter & 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 8 per cent second preferred of the N.&C. Taylor Company and no provisions have been made.

Parmelec Stage Line Cuts Loss

NEW YORK, July 18.—Parmelec 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 \$578,354 in the first 1933 half.

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

DOLLAR RULES STRONGER ON GOLD CURRENCY BASIS

(BY THE ASSOCIATED PRESS)

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

The pound 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 600 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 .40 of a cent on Tuesday and 38 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 subdivisions' 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 directors 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, letters, and all other advertising matter from such as automobiles on the streets.

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

ROAD WORK CONTRACT AWARDED

Private Scenic Highway to Be Constructed Along Crest of Hills

REDONDO BEACH, April 25. (Kendall)—Preparations for the construction of eleven miles of scenic highway on the crest of the Palms Verde Hills, at a cost of approximately \$200,000, have been announced by the Palms Verde Corporation, of which Frank A. Vanderlip, New York banker, is president. Contract for the road has been awarded the Civil Trucking Company of Los Angeles and Company, 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 Verde Estate survey, 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 holding of the Palms Verde 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. M. O'Connor & Son as registered during recent weeks. Sales listed follow:

A home on Sepulveda Boulevard, near Beverly, adjacent to the Red Air section, re George Matherd and his wife, Octavia Matherd; a 160-foot business lot at the northwest corner of Fuller and Main streets was sold to R. A. O'Brien; Harry Harvey 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 O'Connor; a double bungalow at 3528-2801 Twelfth avenue was bought by George Bernsteln; a bungalow at 3734 Imperial Highway, Lynwood, was purchased by Nick Peterson, and a five-room home at 2368 Imperial Highway, Lynwood, was sold to Madge Warren, C. D. Tom of 181 South Wilton Place was the highest bidder at the auction of a four-forty bed dwelling, 2815-27th Place, Los Angeles.

Course Advises on Managing of Small Holding

The importance to the real-estate broker of managing small as well as large properties is pointed out by R. H. Drake in the real estate correspondence course provided by the Correspondence Study Department of the University of Southern California, 2308 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 holdings, that 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, manufacturer of "Alkath 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 manufacturer, that they render sound and retain heat. The Ford Motor Company's use for the product is said to be in insulating covers. Through the use of the "Alkath Mineral Wool," covers retain from 85 to 90 per cent of the heat, whereas under ordinary circumstances only about 50 per cent is retained, it is declared.

Expansion was also 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, engine knockings, oil-gas heaters, oil refineries and parking for refrigerated boxes. Sound-insulating felt is used in all types of construction work for noise deadening under floors and in partitions, and for base 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 specialty locations, according to William M. Davey, owner of the Equitable Building of Hollywood.

That a movement is certainly under way for the abandonment of specialty shop centers in office buildings in Hollywood is indicated by leases taken in the Equitable Building, one renter having expended \$35,000 an improvement on his skyscraper location, Davey said.

School Offers Design Course

Soundings 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.A.A., who has recently returned to Los Angeles from his travels in architectural circles. The course will be conducted on Monday and Friday evenings.

COMPANY ANNOUNCES APPROVALS OF LOANS

At the last regular weekly meeting of the four committees of the Mortgage Committee Company, 307 loans were approved for a total of \$1,111,262.51. 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
 Architects Manfred De Abreu has completed plans for a \$18,200 residence which Edward S. Davis will build at 1708 Abasco 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.

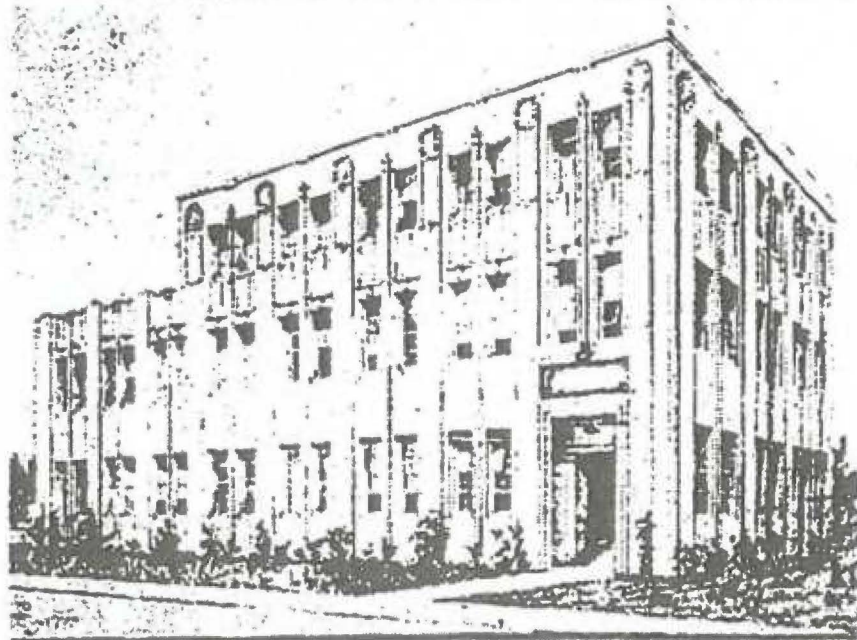
Wright & Becker also report a cash sale of a lemon grove at San Dimas to Charles Taylor. The grove formerly was owned by L. Wilson.

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. Thoral Lake and Clarence D. Hubson, 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.

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 \$4,044,981.05 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 the 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. Olsen 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's Whistle to open a branch east in the Hollywood Plaza Hotel.

Vine street near Santa Monica Boulevard has also been very active. Thomas J. Dummigan and Curt A. Prolus, Hollywood realtors, have reported the sales of five choice lots on Vine street to A. P. Dublin, representing a syndicate of Detroit capitalists, for a total of \$871,000. George E. Rex, 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 Janes Investment Company statistical department reports.

Janes 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 land from Louisiana and Texas to traffic, was originally chartered more than half a century ago, to extend to San Diego. Meeting with financial reverses in the early stages of its construction, El Paso was made the western terminus of the railroad, which point it reached in the early '60s 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

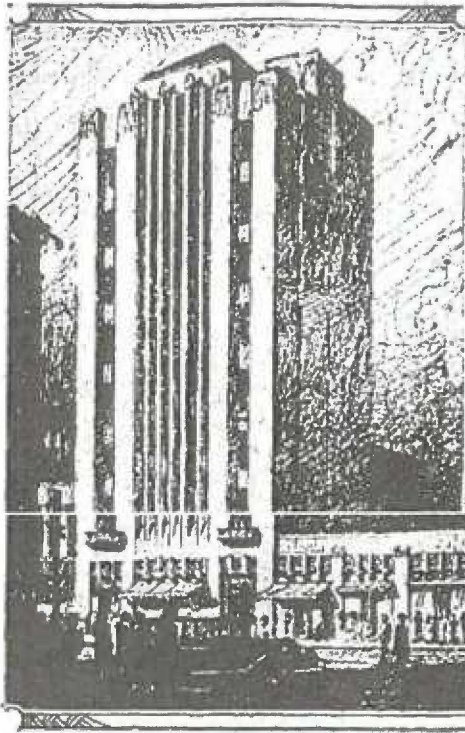
The board of directors of the California Real Estate Association, representing ninety-six local real estate boards in the State, who are to meet in Long Beach Saturday, the 25th inst., will be guests of the Long Beach Realty Board at the Pacific Southwest Exposition, now being held in that city. In honor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

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

Ground-breaking ceremonies were attended by a distinguished group of Hollywood financiers and civic leaders, including Gilbert H. Bessinger, G. O. Greenwood, O. R. Dexter, Sam Kress, A. E. Taft, H. L. Gogerty, architect for the building; Clarence Jones, R. H. Allen, Carl Bush, J. E. Infield, 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 "Eve-Enger" 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 scattered around Hollywood Boulevard and Vine street will represent a building and ground investment of approximately \$3,700,000. Neighboring buildings forming a part of skyscrapers in the area include the Guaranty Building, the Security Apartments, the Bank of Hollywood, Taft and Dyer buildings and the Flann 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. Bessinger, George L. Eastman, James Infield, S. H. Allen, William A. Olin, James A. J. Jr., H. N. Stevenson and I. D. Collins, directors.

The Mountain States Life Building is the second big office structure to be started following announcement that immediate construction of the "Eve-Enger 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 E. A. Dalton is the head.

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

BROKER GETS AIR LICENSE

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

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-1989-324-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
(*) - 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

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