DEPARTMENT OF
CITY PLANNING
200 N. SPRING STREET, ROOM 272
LOS ANGELES, CA 90012-4801

CULTURAL HERITAGE COMMISSION

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CERTIFIED MAILING - RETURN RECEIPT REQUESTED

Mailing Date: JUN 28 2019

Jamil E. Nizam, Master Electronics
1301 Olympic Boulevard
Santa Monica, CA 90404

Ihsan Nizam (et al)
1220 Olympic Boulevard
Santa Monica, CA 90404

Westwood/River, LLC
PO Box 25662
Los Angeles, CA 90025

KELLY MUSIC BUILDING; 1041-1043 WESTWOOD BOULEVARD; CD 5
CHC-2019-3869-HCM; ENV-2019-3870-CE

Pursuant to Section 22.171.10(d)(2) of the Los Angeles Administrative Code (LAAC), on June 28, 2019, the Director of Planning determined that an application for the proposed designation of the above-referenced property as an Historic-Cultural Monument is complete.

You are hereby advised that pursuant to LAAC Section 22.171.12, no permit for demolition, substantial alteration or removal shall be issued; and the site, building or structure regardless of whether a permit exists, shall not be demolished, substantially altered or removed, pending final determination by the Cultural Heritage Commission and City Council on whether the proposed site, building, object or structure shall be designated as an Historic-Cultural Monument (Monument). The Commission will notify the Department of Building and Safety to not issue permits for the demolition, alteration or removal of the building or structure.

Pursuant to LAAC Section 22.171.10(e), the Commission will hold a public meeting on **July 18, 2019 at 10:00 a.m.** to determine whether to take the proposed designation under consideration. The hearing will take place in City Hall, Room 1010, 200 North Spring Street, Los Angeles, CA 90012. If the Commission determines that the proposed designation merits further review, a subcommittee of the Commission along with Department staff will inspect the site, building, or structure, including touring or reviewing photographic or videographic records. The Director or his designee will thereafter prepare a report and recommendation on the proposed designation. The Commission will then hold a second public hearing to determine whether the property conforms with the definition of a Monument as defined in LAAC Section 22.171.7. You will be notified of the date, time and place of all public hearings.
If you have questions, please contact Melissa Jones, Office of Historic Resources at (213) 847-3679 or via email at melissa.jones@lacity.org or Lambert Giessinger, Architect, Office of Historic Resources at (213) 847-3648 or via email at lambert.giessinger@lacity.org.

James K. Williams, Commission Executive Assistant II
Cultural Heritage Commission

Enclosures: Application, Ordinance

c: Aviv Kleinman, Planning Deputy, Fifth Council District
Ken Bernstein, Principal City Planner, Office of Historic Resources
Lambert Giessinger, Architect, Office of Historic Resources
Victor Cuevas, Asst. Bureau Chief, Permit and Engineering Bureau, Dpt. of Building & Safety
Pascal Challita, Chief, Department of Building and Safety, Inspection Bureau
Betty Dong, GIS Chief, Department of City Planning
Heather Goers, John LoCascio, Christine Lazzaretto - Historic Resources Group, Preparers
Adrian Scott Fine, Los Angeles Conservancy, Applicant

CITY OF LOS ANGELES
Office of Historic Resources/Cultural Heritage Commission

HISTORIC-CULTURAL MONUMENT
NOMINATION FORM

1. PROPERTY IDENTIFICATION

Proposed Monument Name: Kelly Music Building			Original historic name	
Other Associated Names: Alice's Restaurant; Tanino's Ristorante				
Street Address: 1043 Westwood Boulevard		Zip: 90024	Council District: 5	
Range of Addresses on Property: 1041-1043 Westwood Boulevard		Community Name: Westwood		
Assessor Parcel Number: 4363018015	Tract: TR 10600	Block: 5	Lot: 2	
Identification cont'd:				
Proposed Monument Property Type: ● Building	○ Structure	○ Object	○ Site/Open Space	○ Natural Feature
Describe any additional resources located on the property to be included in the nomination, here:				

2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built: 1929-1930 ● Factual ○ Estimated	Threatened? Private Development
Architect/Designer: Paul R. Williams	Contractor:
Original Use: Commercial	Present Use: Commercial
Is the Proposed Monument on its Original Site? ● Yes ○ No (explain in section 7) ○ Unknown (explain in section 7)	

3. STYLE & MATERIALS

Architectural Style: Mediterranean Revival		Stories: 2	Plan Shape: Rectangular
FEATURE	*PRIMARY*	*SECONDARY*	
CONSTRUCTION	Type: Brick	Type: Select	
CLADDING	Material: Stucco, smooth	Material: Select	
ROOF	Type: Shed	Type: Select	
	Material: Clay tile, rounded	Material: Select	
WINDOWS	Type: Casement	Type: Select	
	Material: Wood	Material: Select	
ENTRY	Style: Recessed	Style: Select	
DOOR	Type: Double	Type: Select	

CITY OF LOS ANGELES
Office of Historic Resources/Cultural Heritage Commission

HISTORIC-CULTURAL MONUMENT
NOMINATION FORM

4. ALTERATION HISTORY

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

5. EXISTING HISTORIC RESOURCE IDENTIFICATION (if known)

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

6. APPLICABLE HISTORIC-CULTURAL MONUMENT CRITERIA

The proposed monument exemplifies the following Cultural Heritage Ordinance Criteria (Section 22.171.7):	
☑	1. Is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community.
☐	2. Is associated with the lives of historic personages important to national, state, city, or local history.
☑	3. Embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.

HISTORIC-CULTURAL MONUMENT
NOMINATION FORM

7. WRITTEN STATEMENTS

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

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

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

8. CONTACT INFORMATION

Applicant

Name: Los Angeles Conservancy	Company:	
Street Address: 523 W. 6th Street #826	City: Los Angeles	State: CA
Zip: 90014	Phone Number: 213-623-2489	Email: afine@aconservancy.org

Property Owner Is the owner in support of the nomination? ○ Yes ○ No ○ Unknown

Name: Mr. Jamil E. Nizam	Company: Master Electronics	
Street Address: 1301 Olympic Boulevard	City: Santa Monica	State: CA
Zip: 90404	Phone Number: (310) 452-8515	Email:

Nomination Preparer/Applicant's Representative

Name: Heather Goers, John LoCascio, Christine Lazzaretto	Company: Historic Resources Group	
Street Address: 12 S. Fair Oaks Avenue	City: Pasadena	State: CA
Zip: 91105	Phone Number: 626-793-2400 x112	Email: christine@historicresourcesgroup.com

CITY OF LOS ANGELES
Office of Historic Resources/Cultural Heritage Commission

HISTORIC-CULTURAL MONUMENT
NOMINATION FORM

9. SUBMITTAL

When you have completed preparing your nomination, compile all materials in the order specified below. Although the entire packet must not exceed 100 pages, you may send additional material on a CD or flash drive.

APPLICATION CHECKLIST

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

10. RELEASE

Please read each statement and check the corresponding boxes to indicate that you agree with the statement, then sign below in the provided space. Either the applicant or preparer may sign.	
✓	I acknowledge that all documents submitted will become public records under the California Public Records Act, and understand that the documents will be made available upon request to members of the public for inspection and copying.
✓	I acknowledge that all photographs and images submitted as part of this application will become the property of the City of Los Angeles, and understand that permission is granted for use of the photographs and images by the City without any expectation of compensation.
✓	I acknowledge that I have the right to submit or have obtained the appropriate permission to submit all information contained in this application.

Adrian Scott Fine — Name:
6-26-2019 — Date:
Adrian Scott Fine — Signature:

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

Office of Historic Resources
Department of City Planning
221 N. Figueroa St., Ste. 1350
Los Angeles, CA 90012

Phone: 213-874-3679
Website: preservation.lacity.org

4. ALTERATION HISTORY

Date	Permit No.	Owner	Architect	Work
1929-Sept-16	23732	The Kelly Music Co.	Paul R. Williams	Erect new two-story commercial building for 2 stores with 11 rooms. Building is 40′ x 85′ on 40′ x 100′ lot. Exterior walls: Brick; interior construction: frame; flooring: frame; roof material: composition
1929-Oct-8	25996	The Kelly Music Co.	Paul R. Williams	Re-design footings – revised to meet soil conditions.
1943-Aug-19	10927	J. T. Kelly Jr.	Woodworth & Turk (contractor)	Cover flat roof
1958-May-9	00244	Bertha Kelly	Morton Newman (engineer); Paul M. Polishuk	Interior Partition – block 3rd floor & stairway
1960-Aug-1	66700	Mrs. John T. Kelly Jr.	E. W. McCoy Inc. (Contractor)	Parapet correction adjacent to Westwood Blvd. and exitways
1960-Aug-8	673357	Albertos	A. Hoegee & Sons (Contractor)	22 ft awning – use two sections
1967-Sept-8	52732	Pink Derby	Barry L. Baron (engineer); Inter City Signs (contractor)	8 x 24 single face 3 – 3x4 df revolv. 5 x 5 df wall
1967-Sept-10	69482	Image Bldrs., Inc.	Jack Sevilla	Remodel interior for ice cream parlor (new use)
1970-Jul-9	82032	Bertha Kelly	Not listed	Interior remodel for $5000; new use: restaurant
1970-Oct-13	17388	Alice's restaurant	Parker, Zehnder & Assoc	7′ x 4′3″ sign – projecting sign
1983-Apr-8	61578	Bertha Kelly	Baughman, Shreenan & Assoc. (engineer)	Earthquake hazard reduction, full compliance with L. A. City Code Div. 68 (Class II)
1984-Jul-3	91313	Bertha Kelly	Richard Shiotsugu (engineer)	Full compliance per Div. 68 and reclassification to Class III by x-walls

WRITTEN STATEMENTS A & B

Kelly Music Building
Historic-Cultural Monument Nomination

HISTORIC RESOURCES GROUP
12 S. Fair Oaks Avenue, Suite 200, Pasadena, CA 91105-1915
Telephone 626 793 2400, Facsimile 626 793 2401
www.historicresourcesgroup.com

7. WRITTEN STATEMENTS A & B

A. Proposed Monument Description

The Kelly Music Building is located on the west side of Westwood Boulevard, between Weyburn Avenue and Kinross Avenue, in the Westwood Village neighborhood of Los Angeles. The property is bounded on the east by Westwood Boulevard, on the west by a service alley, and on the north and south by adjacent commercial buildings. The building is set flush to the property lines on the north, east, and south. It is designed in the Mediterranean Revival style and is two stories in height, plus mezzanine. It is of brick masonry construction with a rectangular plan and a flat roof with parapet, concealed on the primary façade by a shed roof with open overhanging eaves, shaped rafter tails, and clay barrel tile roofing. There is a plastered exterior chimney at each end of the shed roof. The primary (east) façade is symmetrically composed with five bays at the ground floor and four bays at the second. It is finished in smooth cement plaster, scored at the first story to imitate ashlar masonry. The first story has a recessed arcade of five arches with archivolts and coffered intrados, supported on square piers with dosserets and Composite half-columns. Two flat panels with panel moldings above the arcade provide space for signage. The interior wall of the arcade has three large rectangular windows with transom lights, and two pairs of glazed wood doors with sidelights, two transom lights, and decorative metal surrounds and grilles. A continuous foliated frieze divides the first and second stories. The second story has a continuous cantilevered balconet with a metal balustrade and scalloped metal fascia. Four sets of recessed, divided light, wood sash casement windows, resembling French doors, open onto the balcony. Above them, double stringcourses create a wide frieze under the eaves.

The rear (west) façade is utilitarian in nature and has a balanced, though not strictly symmetrical, composition. It is three stories in height and is of exposed brick masonry construction with continuous concrete lintels at the second and third story windows. Most of the window openings have been filled with concrete masonry units and are covered with louvered wood shutters. The three central windows on the second and third floors open to a metal fire escape.

The ground floor is occupied by two, two-story commercial spaces that open from the arcade and are joined by a tall, round arch cased in wood. The southern space has a tessellated marble floor, walls of scored plaster and exposed brick masonry, a groin-vaulted arcade supported on cast stone Composite columns, corbeled beams, and an elaborate ceiling with floriated panels and a modillion cornice. A paneled wood bar occupies the arcade. A curving marble staircase with an ornate metal railing leads to the mezzanine at the rear. There is a fireplace with a decorative wood mantel and overmantel on the south wall. The northern space has a tessellated marble floor, paneled wood wainscoting, large mirrors framed in fluted wood pilasters, scored plaster walls, and a coffered and stenciled ceiling with a modillion cornice. Both spaces have large decorative metal chandeliers.

Alterations

There have been some minor alterations to the exterior of the Kelly Music Building. The first story glazing has been replaced, and a bay display window in the arcade, visible in archival photographs, has been removed. Scrolled metal knee braces have been removed from the balconet. Painted wood shutters have been removed from the second story windows, and the decorative painted frieze under the eaves has been overpainted. Decorative metal cresting above the two main entrance doors and pendant light fixtures in the front arcade, visible in historic photos, have been removed. Most of the window openings on the rear (east) façade have been filled with concrete masonry units.

There have been interior alterations over time to accommodate changing tenants. The interior finish has been removed from the south wall, leaving exposed the brick masonry construction. A paneled wood bar has been added in the interior arcade, and booth seating has been added in the north commercial space. A wood mantel and overmantel have been added to the fireplace. The mezzanine appears to have been altered to accommodate restaurant dining space.

A summary of select building permits detailing significant alterations is included above in Section 4.

Character-Defining Features

The Kelly Music Building retains significant exterior and interior character-defining features that reflect its original Mediterranean Revival design by architect Paul Revere Williams, and its association with the early development of Westwood Village.

Extant exterior character-defining features include:

- Rectangular plan and simple massing
- Two-story-plus-mezzanine height
- Flat roof with parapet
- Shed roof with open overhanging eaves, shaped rafter tails, clay barrel tile roofing, and plastered chimneys
- Symmetrical composition (primary façade) with five bays at the ground floor and four bays at the second
- Scored and smooth cement plaster veneer on primary (east) façade
- Recessed arcade of five arches with archivolts and coffered intrados, supported on square piers with dosserets and Composite half-columns
- Two flat panels with panel moldings
- Two pairs of glazed wood doors with sidelights, two transom lights, and decorative metal surrounds and grilles
- Continuous foliated frieze dividing the first and second stories
- Continuous cantilevered balconet with a metal balustrade and scalloped metal fascia
- Four recessed, divided-light, wood-sash French casement windows

- Double stringcourses forming a wide frieze under the eaves

Extant interior character-defining features include, but may not be limited to:

- Configuration and spatial relationship of two, two-story commercial spaces with connecting round arch cased in wood
- Tessellated marble floors
- Scored plaster walls
- Paneled wood wainscoting
- Groin-vaulted arcade supported on cast stone Composite columns
- Corbeled beams
- Floriated panel ceiling with modillion cornice
- Coffered and stenciled ceiling with modillion cornice
- Curving marble staircase with ornate metal railing
- Fireplace (mantel is not character-defining)
- Decorative metal chandeliers

Integrity

Historic integrity is the ability of a property to convey its significance and is defined as the "authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's prehistoric or historic period."[1] The National Park Service defines seven aspects of integrity for historic resources. These are location, design, setting, materials, workmanship, feeling, and association. The integrity of the subject property is evaluated below based on these seven aspects.

The Kelly Music Building has undergone some minor alterations since initial construction was completed in 1930. However, despite these changes, a majority of the building's exterior and interior character-defining features remain intact and the property continues to reflect its original design by Paul Revere Williams and its association with the early development of Westwood Village.

- Location: The subject property remains in its original location at 1041-1043 Westwood Boulevard in Westwood. Therefore, the property retains integrity of *location*.
- Design: The subject property retains a majority of the character-defining features of its original Mediterranean Revival design. These include but are not limited to its rectangular plan and simple massing; shed roof with open overhanging eaves, shaped rafter tails, clay barrel tile roofing, and plastered chimneys; symmetrical composition (primary façade) with five bays at the ground floor and four bays at the second; scored and smooth cement plaster veneer on primary (east) façade; recessed arcade;

[1] *National Register Bulletin 16A: How to Complete the National Register Registration Form* (Washington D.C.: National Park Service) 1997, 4.

continuous foliated frieze; cantilevered balconet; recessed, divided-light, wood-sash French casement windows; double stringcourses; tessellated marble flooring; scored plaster interior walls; paneled and coffered ceilings; groin-vaulted interior arcade; and decorative metal chandeliers. Despite some alterations, a majority of the essential physical features reflecting the original design remain intact. Therefore, the property retains integrity of *design*.

- Setting: Although some infill construction has been added over the years, the majority of the original Westwood Village buildings remain intact. Thus, the property retains integrity of *setting*.
- Materials: The building retains a majority of its original materials including clay tile roofing, exposed wood rafter tails, exterior cement plaster walls, cast stone columns, tessellated marble flooring, paneled wood wainscoting, and decorative metal chandeliers. Therefore, the property retains integrity of *materials*.
- Workmanship: As noted above in Design and Materials, the building retains the physical evidence of Mediterranean Revival architecture in 1920s Los Angeles. Therefore, the building retains integrity of *workmanship*.
- Feeling: The property retains integrity of location, design, setting, materials and workmanship, and thus continues to express the aesthetic sense of 1920s Mediterranean Revival commercial architecture, and the historic sense of early Westwood Village. Therefore, the building retains integrity of *feeling*.
- Association: The building retains integrity of *location*, *design*, *setting*, *materials*, *workmanship*, and *feeling*, and thus continues to express its direct link to the early development of Westwood Village. Therefore, the property retains integrity of *association*.

B. Statement of Significance

The Kelly Music Building at 1041-1043 Westwood Boulevard meets the following criteria for designation as a Historic-Cultural Monument:

1. *Is identified with important events of national, state, or local history, ore exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community;*

   Commissioned by proprietor John T. Kelly, the Kelly Music Building is significant for its association with the early development of Westwood Village and as one of the earliest commercial architectural commissions by master architect Paul Revere Williams. Completed in 1930, the Kelly Music Building was part of the initial development phase of Westwood Village, which officially opened in late 1929. The presence of the Kelly Music Company in the Village reflected the Janss Investment Corporation's plan to develop a commercial district with a diverse mix of businesses which could serve the wide variety of customers in the area, which included both students and affluent homeowners. The period of significance for the building under this criterion is 1930-1931; this period commences with the building's completion and concludes with the end of the first wave of development in Westwood Village, after which the Janss Corporation shifted their focus from the sale of property to the development of land.

3. *Embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.*

   The Kelly Music Building was designed by master architect Paul Revere Williams. While Williams is best known for his residential commissions in upscale Southern California neighborhoods such as Beverly Hills, Holmby Hills, and Bel Air, the Kelly Music commission represents one of his earliest forays into commercial design and is the only example of his work in Westwood Village. It is an excellent example of the Mediterranean Revival style and reflects the architectural standards developed by the Janss Investment Corporation to define the character of Westwood Village. The period of significance for the building under this criterion is 1930, the year the building was completed and opened to the public.

The Kelly Music Building was identified in 2015 as part of SurveyLA under Criteria A/1/1 as an excellent example of early commercial development in Westwood Village and for its association with the original development of Westwood by the Janss Corporation; the building was also identified under Criteria C/3/3 as an excellent example of Mediterranean Revival commercial architecture in Westwood Village associated with the original development of Westwood by the Janss Corporation, and as one of the first commercial commissions designed by master architect Paul Revere Williams.

Association with the Development of Westwood

Land Acquisition and Early Development

The land comprising present-day Westwood Village was first developed in the early 1800s as part of a Mexican land grant gifted to retiring Spanish soldier Jose Maximo Alanis by Governor Micheltorena. Alanis was farming the land as early as the 1820s but did not receive formal title to the land, which he called the Rancho San Jose de Buenos Ayres, until 1843.[2] The property encompassed 4,438 acres and was bordered by the foothills of the Santa Monica Mountains to the north, the boundary of the present-day City of Beverly Hills to the east, present-day Pico Boulevard to the south, and present-day Sepulveda Boulevard to the west.

Although Alanis eventually sold the land, it remained a working ranch through several changes in ownership. In 1852 Benjamin D. Wilson purchased half of the ranch for the bargain price of $662.75; growing inflation compelled Wilson to pay $16,000 for the other half of the ranch, which he bought six years later.[3] In 1884 the ranch was purchased by John Wolfskill, a rancher-turned-politician who purchased the property for ten dollars an acre. Three years later, during the height of the land boom, Wolfskill sold Rancho San Jose de Buenos Ayres to the Santa Monica Land and Water Company for one hundred dollars an acre.

In an effort to capitalize on the land boom, the Santa Monica Land and Water Company planned to subdivide the ranch and create a townsite called Sunset, whose boundaries included present-day Westwood Village. Eight hundred lots were platted for the town; planned development included the construction of a railroad line, a hotel at the corner of present-day Wilshire and Beverly Glen Boulevards, and a cemetery. Initially called the Sunset Cemetery, the burial grounds were established in the 1880s and now comprise a portion of the Pierce Brothers Westwood Village Memorial Park; the site stands today as the only extant example of development from the Town of Sunset. The Town of Sunset failed when the Santa Monica Land and Water Company went bankrupt, and in 1891 the Rancho San Jose de Buenos Ayres was returned through foreclosure proceedings to John Wolfskill, who resumed farming the land until his death in 1913.[4] Wolfskill sold off several smaller parcels of the ranch in the years before his death; however, the majority of the land remained intact. Upon his death, John Wolfskill's ranch was the single most valuable property between Beverly Hills and the Pacific Ocean.[5]

The Wolfskill ranch remained undeveloped for several years. Wolfskill's heirs held out against prospective developers, believing that as high-end development pushed further westward their ranch land became more valuable.[6] Finally, in 1919, the Wolfskill family was approached by

[2] Marc Wanamaker, *Images of America: Westwood* (Charleston, SC: Arcadia Publishing, 2010), 7.
[3] Michael Gross, *Unreal Estate* (New York: Broadway Books, 2011), 42. Wilson was a prolific real estate developer who specialized in rancho land; he later went on to play an influential role in establishing the Indiana Colony, forerunner to the City of Pasadena.
[4] Wanamaker, 7.
[5] Jeffrey Hyland, *The Legendary Estates of Beverly Hills* (New York: Rizzoli, 2008), 157.
[6] Hyland, 157.

Arthur Letts. Letts was born in 1862 in Holdenby, Northamptonshire, England. Holdenby had been the Letts family seat for generations, and throughout his life Arthur Letts retained a deep affection for his birthplace. The parish of Holdenby was frequently referred to familiarly as Holmby, a name that would figure prominently in Letts's real estate dealings as he sought to honor his ancestral home.

As the second-eldest son, Arthur Letts knew that he would never inherit the family estate. After working as an apprentice in a dry goods store for three years, Letts departed for Quebec with his younger brother, Frank. With his previous retail experience, Letts found steady work in mercantile establishments, but over time he began to believe that America offered greater opportunities. Following a brief stint in the military, Letts decamped to Seattle after his discharge, where he worked in another store until it burned down in the citywide fire of 1889, "prompting him to pitch a tent nearby and open one of his own."[7] Letts had married Florence Philip in 1886, and the couple went on to have three children: Edna, Gladys, and Arthur, Jr.

In 1895 Arthur Letts relocated to Los Angeles, where his timing proved to be serendipitous. The J. A. Williams dry goods store at Fourth and Broadway had just gone bankrupt, and creditors had asked for a public auction of the store's stock. Letts sensed an opportunity; while at the time the Broadway was not located in the city's main business district, he believed that business activity would eventually expand in that direction.[8] His winning bid at the auction netted him the store's stock for just over half of its estimated value, and he renamed the business the Broadway Department Store.

Letts introduced many innovations with his new retail venture, and he found almost immediate success. The Letts family quickly joined the ranks of Los Angeles society, and both of the Letts daughters made particularly advantageous matches: Edna married Malcolm McNaghten, a Broadway Department Store executive, in 1912, and Gladys married Harold Janss, a real estate developer, in 1911. Within several years, Arthur Letts began to use his newfound wealth to dabble in real estate development. His independent access to his own significant capital gave him the edge over consortiums of real estate developers who relied on shareholders or outside investors. Ultimately, Letts' wealth positioned him as uniquely qualified to acquire the Wolfskill Ranch.

> Over the six years since John Wolfskill's death, many suitors had approached his family, seeking to buy and subdivide what remained of Rancho San Jose de Buenos Ayres. But the Wolfskill heirs were "difficult to approach and hard to please," wrote Letts's biographer. "Besides, they

[7] Gross, 120.
[8] "Arthur M. Letts – Holmby House," A Look Back at Vintage Los Angeles, http://oldhomesoflosangeles.blogspot.com/2012/06/arthur-m-letts-holmby-house.html (accessed April 2014).

> wanted all cash." In 1919, in a lightning raid, Letts secured a deal for the land with a $500,000 certified check and a promise to pay three times that amount on transfer of title.[9]

Newspapers rejoiced in the acquisition, declaring that the "merchant prince" had provided the missing link in the chain of development from downtown Los Angeles to the Pacific Ocean. "The Wolfskill Ranch has long been the key to the city-to-sea development ambitions of Los Angeles," declared the *Los Angeles Times*. "Mr. Letts has never given a more convincing demonstration of his faith in Los Angeles and its future than in the purchase of this land domain standing between Los Angeles and its destiny. Just as he foresaw the vast growth in population of this city and section and built a business house to meet the needs of a city of a million, he has now looked ahead and visioned the progress of Los Angeles to the sea."[10]

Arthur Letts stated that he would immediately set about improving the tract, and made it clear that his plans included a substantial residential development.[11] The *Los Angeles Times* declared that the area was so primed for construction, the neighborhood could almost build itself. "Because of the natural slopes the homesite subdivisions will not interfere with nor detract from each other…Practically every acre of the land acquired by Mr. Letts is of a topographical fitness for residential subdivision."[12] In addition, the tract boasted two existing paved thoroughfares, Wilshire and Santa Monica Boulevards, as well as a third proposed route, Beverly Boulevard. The tract also claimed a Pacific Electric Railway line, an established natural gas main, and electricity and telephone connections. The only utility that remained to be installed was water; in that regard, the new development was seen as a solution to the problem of "aqueduct surplus" from Owens Valley.[13]

Although the *Times* heralded the imminent arrival of Letts's new subdivision, development activity did not begin until 1922. At some point in the interim, Arthur Letts transferred the Wolfskill acreage to the Janss Investment Corporation, which was co-owned by his son-in-law, Harold Janss.[14] The transfer may have been a strategic move on Letts's part, as "the Janss

[9] Gross, 121.
[10] "Momentous Wolfskill Ranch Transaction," *Los Angeles Times*, April 16, 1919.
[11] "Arthur Letts Buys the Wolfskill Ranch for Two Millions Cash," *Los Angeles Times*, April 15, 1919. See also "Momentous Wolfskill Ranch Transaction," *Los Angeles Times*, April 16, 1919, and "Big Deal Stirs Business Men," *Los Angeles Times*, April 16, 1919.
[12] "Arthur Letts Buys the Wolfskill Ranch for Two Millions Cash," *Los Angeles Times*, April 15, 1919.
[13] "Momentous Wolfskill Ranch Transaction," *Los Angeles Times*, April 16, 1919.
[14] Gross, 121. Historian Michael Gross gives the date of the transfer as 1920; although most historical accounts claim that Letts sold all of the Wolfskill property south of Wilshire Boulevard to the Janss interests in 1922 and the remainder of the property soon after, Gross notes that deed records indicate that Letts retained a stake in the land, while letting the Janss family oversee its development. See also Gross, 123. A. H. Wilkins, former sales manager for Janss, later recalled that the brothers purchased the land in parcels from Letts, starting at Pico and working north. See "Down Memory Lane in Westwood: Pioneer A. H. Wilkins Recalls Dynamic History of 'Village'," *West Los Angeles Citizen*, January 10, 1963.

company had been in the subdivision business in and around L.A. for two decades and had experience Letts lacked," notes Michael Gross.[15]

The Janss Investment Company

The Janss Investment Company was originally founded by Peter Janss, a Danish-born doctor who settled in Los Angeles with his family in 1893. Within several years, Peter Janss had begun to invest in real estate, focusing on the sale and subdivision of land.[16] He was soon joined by his brother, Herman Janss, who became a specialist in farmland, a move which allowed the business to expand.[17] The family operated under several business entities, including the Janss Company, the Janss Investment Corporation, and the Janss Investment Corporation.[18] In 1906, Peter Janss asked his son, Edwin – also a doctor – to move to Los Angeles and join the family business. Edwin's success in guiding the company through the economic troubles that resulted from the Panic of 1907 convinced him to give up medicine for business.[19] Edwin's younger brother, Harold, soon quit college to join the family business.

By 1911, the company recorded revenues of $1.5 million dollars.[20] Over time, the firm became perhaps the largest developer of residential real estate in southern California, platting nearly 100,000 acres by 1929.[21] Richard Longstreth credits several factors for the family's success.

> The company's growth stemmed from atypical practices. The tracts purchased were unusually large – Belvedere Heights had 6,000 lots – they were improved by the company in short order, and the selling price was low. Through one of the most aggressive newspaper advertising campaigns in Los Angeles, Janss sold lots fast – 1,000 in Belvedere Gardens in the first ten months. The benefits derived from this economy of scale were targeted to the lower-middle and prosperous working classes, who found the quality of the sites and prospects for quick growth of a full-fledged residential area appealing. Much like those of the Los Angeles Investment Company, Janss's undertakings could reach epic proportions because of capital derived from an army of shareholders (25,000 in 1922).[22]

Further incentives were offered to prospective working-class homebuyers in the form of low down payments, which were accompanied by installment plans costing families as little as five

[15] Gross, 121.
[16] Richard Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950* (Cambridge, MA: MIT Press, 1997), 160.
[17] Gross, 122.
[18] Wanamaker, 17.
[19] Gross, 122.
[20] Gross, 122.
[21] Longstreth, *City Center to Regional Mall*, 160.
[22] Longstreth, *City Center to Regional Mall*, 160.

dollars a month. As a result, by the time the Jansses assumed control of the Letts tract, they had already become well-known for developing some of the region's largest and most significant subdivisions, including Belvedere Gardens (now known as Boyle Heights), Belvedere Heights, Ramona Acres (now known as Monterey Park), Sierra Park, Yorba Linda, and the 47,000-acre Van Nuys-Lankershim ranch.

Development of Westwood

According Longstreth, the Jansses began to develop the Letts tract in much the same way as they had with earlier ventures: making basic improvements to, then feverishly promoting, land subdivisions. "No comprehensive plan was prepared, nor was the final product envisioned as a distinct community … Indeed, there was little cohesiveness to the whole."[23] This may have been due in part to the piecemeal fashion in which the brothers acquired the land from Letts;[24] however, as Longstreth acknowledges, the company's tendency to secrecy makes an analysis of their plans difficult, as "the company seldom revealed its intentions except on a piecemeal basis when the sale of property was about to commence."[25] In October 1922 the *Los Angeles Times* announced the first subdivision of the tract along with the opening of the Westwood unit.[26] The original Westwood unit was bounded by Santa Monica Boulevard to the north, Beverly Glen Boulevard to the east, Pico Boulevard to the south, and Sepulveda Boulevard to the west.[27] "While this is not the largest project, in point of acreage, handled by the Janss Investment Corporation, it will exceed, in retail value, by several millions of dollars any subdivision activity heretofore undertaken," reported the *Times*.[28] Although the subdivision was intended to be largely residential, provisions had also been made for commercial development along Santa Monica and Westwood Boulevards. In an effort to entice motion picture studios to relocate to the area, Janss dubbed the development "the Second Hollywood," where, it was hoped, a business center could be developed "similar in scale and function to the burgeoning one on Hollywood Boulevard."[29] Several commercial buildings were constructed along Santa Monica Boulevard;[30] however, as Longstreth notes, "little came of the effort. Among the problems was the bisection of Santa Monica Boulevard by a Pacific Electric car line, whose more even grade imposed physical as well as psychological

[23] Longstreth, *City Center to Regional Mall*, 160.
[24] See "Down Memory Lane in Westwood: Pioneer A. H. Wilkins Recalls Dynamic History of 'Village'," *West Los Angeles Citizen*, January 10, 1963.
[25] Longstreth, *City Center to Regional Mall*, 162.
[26] See *Los Angeles Times Articles* "Historic Rancho to be Subdivided Soon," October 15, 1922, and "Westwood Is Placed On Market," October 19, 1922.
[27] Wanamaker, 24.
[28] "Historic Rancho to be Subdivided Soon," *Los Angeles Times*, October 15, 1922.
[29] Longstreth, *City Center to Regional Mall*, 162.
[30] "Store Building Being Erected at Westwood," *Los Angeles Times*, September 9, 1923.

barriers to motorists. A decade after the scheme was launched, most of the frontage remained vacant."[31]

Commercial activity in Westwood languished for several years after the opening of the tract, prompting Richard Longstreth to observe that "even with considerable resources at one's command and an attractive general location for business, an outlying center could not be willed into existence."[32] The stimulus for further economic development would not arrive until 1925, when it was announced that the University of California would establish its new Southern Branch campus in Westwood.[33] The University's commitment to build in Westwood was a hard-won success for the Janss brothers, who had campaigned vigorously along with sixteen other communities including Burbank, Fullerton, Palos Verdes, and Pasadena.[34] At the time, "the university was seen as a major stimulus to surrounding development," writes Richard Longstreth, "attracting not just faculty but many persons of means who believed proximity to an institution of higher learning enhanced land values."[35] Harold and Edwin Janss saw things more plainly: "There was no reason to move there," a Janss descendant later recalled, "so [their] concept was that the university would create jobs and be the basis for a community."[36]

Recognizing the value that the presence of the university would add to their development plans for Westwood, Harold and Edwin Janss told university officials that they would work with them "in every way to promote the development of a University campus and any territory around it so that any and all objectionable features would be eliminated."[37] As a further incentive, the Janss Investment Corporation offered to sell the Westwood land comprising the proposed site of the campus to the University at a price which was substantially below market value. Although the Janss brothers' loss on the sale of the land numbered in the millions of dollars, their gamble paid off.

> At 3 o'clock in the afternoon of March 21, 1925, Robert Sproul, then vice-president and comptroller for the University, announced at Berkeley the choice was Westwood…By five o'clock that same afternoon L.A. papers had extras out, and the next day thousands of Angelenos came

[31] Longstreth, *City Center to Regional Mall*, 162.
[32] Longstreth, *City Center to Regional Mall*, 162.
[33] For a detailed discussion of the selection process and the choice of Westwood as the site of the Southern Branch campus, see Marina Dundjerski's *UCLA: The First Century* (Los Angeles: Third Millennium Publishing Limited, 2011), 34-42. See also Gross, 123-124.
[34] Dundjerski, 37.
[35] Longstreth, *City Center to Regional Mall*, 162-163.
[36] Gross, 123.
[37] Dundjerski, 38.

> out to see what was this "Westwood." [Janss executives] were ready for them with picnics.[38]

The Janss Investment Corporation sold more than $600,000 in homesites in the first twenty-four hours following the announcement. The company immediately opened a second unit of the subdivision up for sale south of Wilshire Boulevard; it sold out within forty-eight hours. Within four days of the announcement, Janss had sold roughly 275 lots totaling $1,000,000 – what the company had previously been making per month for the last year.[39]

Development of Westwood Village

Edwin and Harold Janss realized that the assured expansion of the surrounding suburbs along with the projected enrollment of the University – 6,000 students – would necessitate a more developed commercial district than the efforts previously attempted in Westwood. This time, the Janss brothers envisioned a business district – dubbed Westwood Village - that would be accessible to students while simultaneously creating the destination shopping center and "Second Hollywood" of which they had dreamed. Indeed, "the target audience comprised residents not only of surrounding tracts created by the same developer, but also of communities further afield."[40] However, as Richard Longstreth writes, "The Santa Monica Boulevard fiasco no doubt contributed to taking an entirely different approach: the second attempt to rival Hollywood was carefully planned."[41] Therefore, before construction commenced on Westwood Village, the Janss Investment Corporation spent the next three years conducting a detailed survey of newly-constructed commercial centers "that were considered premier examples of their kind in other parts of the country."[42] Although the methodology for their survey and research is unclear, "in all likelihood it included early examples of integrated complexes and perhaps other cases where an individual or firm played the dominant role in advancing development."[43]

Several key factors were emphasized in the Janss Investment Corporation's strategic pre-development planning of the Westwood Village site: siting, circulation, and accessibility; design and architecture; and commercial and business development. The Jansses hired noted urban planner Harland Bartholomew, as well as Bartholomew's former employee L. Deming Tilton, to assist them in the planning of Westwood Village. Bartholomew became the nation's first full-time city planner in 1914, when he went to work for the City of Newark.[44] He became

[38] O. W. Van Petten, "Westwood: The Case of the Bartered Bride," *Los Angeles Times*, October 26, 1969.
[39] "Investment Reserve of City Proved: Westwood Lot Sales Are $1,000,000 After Site for University is Chosen," *Los Angeles Times*, March 25, 1925.
[40] Longstreth, *City Center to Regional Mall*, 159-160.
[41] Longstreth, *City Center to Regional Mall*, 163.
[42] Longstreth, *City Center to Regional Mall*, 163. Much of the following discussion of the planning of Westwood Village has been adapted from Richard Longstreth's detailed description and analysis in *City Center to Regional Mall*, 159-175. Large portions of the text have been directly excerpted and summarized for use in this context where germane to the physical planning and development of Westwood Village.
[43] Longstreth, *City Center to Regional Mall*, 409.
[44] Joan Cook, "Harland Bartholomew, 100, Dean of City Planners," *New York Times*, December 7, 1989, http://www.nytimes.com/1989/12/07/obituaries/harland-bartholomew-100-dean-of-city-planners.html (accessed April 2014).

well-known for introducing the concept of comprehensive planning, which focused on transportation and circulation in response to the population's growing dependence on and enthusiasm for the automobile. Over the course of his career, he prepared comprehensive plans for more than 500 cities and counties and also developed zoning ordinances for cities, counties, and states. Tilton, who relocated to Santa Barbara after working at Harland Bartholomew & Associates, was named Santa Barbara County's first planning director; he was active in the reconstruction of the Santa Barbara town center following the 1925 earthquake.

Bartholomew and Tilton worked in partnership with Gordon Whitnall, director of the Los Angeles City Planning Department, to develop the plan for Westwood Village. The site selected for the development was bounded by the University entrance at Le Conte Avenue to the north and Wilshire Boulevard to the south. Wilshire Boulevard was already a well-established thoroughfare connecting nearby Beverly Hills to Los Angeles; as a result, from the start accessibility was deemed of paramount importance to the site.[45] In order to avoid further traffic congestion, commercial development was excluded from the properties fronting Wilshire Boulevard. The area was bisected by Westwood Boulevard, the principal north-south route connecting Wilshire Boulevard to Le Conte Avenue. Since Westwood Boulevard terminated at Le Conte Avenue, the arrangement limited through traffic. Within the Village, Bartholomew and Tilton adopted a unique layout which addressed traffic issues as well as real estate concerns.

> Vehicular circulation would be diffuse because Westwood Boulevard was one of an irregular grouping of streets laid out to facilitate flow in a more or less equal measure. Westwood Village stood in sharp contrast to Hollywood or the Miracle Mile in having a minimal hierarchy of streets, but it was equally dissimilar to Palos Verdes, Tyrone, or Market Square in having no clearly identified center – no plaza, no green, no singular focal point of any kind. Beyond enhancing the movement of automobiles, this arrangement maximized property values throughout the complex by having all frontage seem desirable to merchants and customers alike.[46]

Frontage was one of the few characteristics indicated on the tract map filed in December 1927 for Tract No. 9768, which would comprise Westwood Village. In an effort to maintain flexibility and appeal, no lots were platted in the original layout; instead, Janss worked with commercial clients individually to determine the lot size and configuration best suited to their particular needs. At the time, a prospective entrepreneur had two options: one could purchase the land and assume responsibility for construction according to Janss design guidelines, or one

[45] Longstreth, *City Center to Regional Mall*, 163.
[46] Longstreth, *City Center to Regional Mall*, 165.

could contract with Janss to have the company develop their chosen property to their requirements, after which it would be leased to them. This was likely the preferred option, as Edwin Janss later stated, "We felt that the usual speculative buyers would not carry out the plans the company had envisioned for Westwood Village."[47]

In order to safeguard against overly rapid growth, Janss implemented the development plan for Westwood Village incrementally. Rather than develop the entire commercial district at once, buildings were constructed several units at a time, "at a pace that must have seemed snaillike compared to conventional speculative practice," remarks Richard Longstreth.[48] However, because it was based on a site plan and guidelines for growth, not on a design per se, this approach also made it easier to respond to changes in market conditions over time.[49]

Market conditions played a significant role in determining the initial mix of businesses included in Westwood Village, which was as significant – if not more so – than its design. A variety of operations were made possible – and, indeed, desirable – due to the diversity of the surrounding market. Thousands of students and others with relatively modest disposable incomes lived nearby, as did more prosperous contingents in the Janss Investment Corporation's own tracts; the surrounding upscale communities of Brentwood, Pacific Palisades, Santa Monica, Beverly Hills, and West Hollywood were also among the target demographic.[50] Janss took a long view towards the overall development of the Village, however, and strategized accordingly. Paralleling the policy to develop the complex at a gradual, more or less even pace was one that kept leading stores at a modest initial scale so that trade would hinge on an assemblage of well-known outlets, rather than on a single, enormous one.[51] It was this mix that set Westwood Village apart from other commercial developments.

> In contrast to other shopping centers developed during the interwar decades, Westwood Village was conceived from the start as a home for numerous branches of leading downtown stores…Yet other stores catered to routine needs… [and] finally, there was a broad spectrum of independent specialty stores, some relocated from the precinct near the university's previous campus on Vermont Avenue, others newly established. The array of retail establishments was matched by few outlying centers prior to World War II, and made Westwood Village competitive locally with Hollywood and the Miracle Mile. But unlike the latter development, which was mainly a focus for retail and personal

[47] O.W. Van Petten, "Westwood: The Case of the Bartered Bride," *Los Angeles Times*, October 26, 1969.
[48] Longstreth, *City Center to Regional Mall*, 165.
[49] Longstreth, *City Center to Regional Mall*, 165.
[50] Longstreth, *City Center to Regional Mall*, 168.
[51] Longstreth, *City Center to Regional Mall*, 168.

services, Westwood Village addressed a wider range of consumer needs.[52]

Although the goal was to eventually house several hundred businesses, Janss announced that only two or three dozen establishments would be included in the initial group. Moreover, only one establishment purveying a given type of goods or service would be allowed to operate at first.[53] Competing stores would be added according to market demand – a determination that would be made only through careful study. While new businesses were allowed, the relocation of existing businesses – already familiar to students at the university's Vermont Avenue campus – was also encouraged. The Janss brothers recognized the advantage of an already-established economy and offered free rent in Westwood Village to encourage campus retailers to relocate.[54]

Janss announced the development of Westwood Village in December 1927, and planning continued through 1928. True to form, the company continued to publicize additional details in a piecemeal fashion to heighten anticipation. "Store locations will be restricted to one and in a few instances two merchants in each line of business for the first school semester at least in order that a complete service may be given shoppers from the outset," teased the *Los Angeles Times* in May 1928. "Sales Director A. Harold Wilkins said that requests for shop locations have been already received from many of the largest and most successful merchandisers on the Coast with several from concerns which have operated exclusively in the San Francisco area."[55] The *Times* may have understated the matter in this instance: the limitations served to fuel demand by prospective retailers, as did the knowledge of the ready-made customer base that awaited them upon the opening of the University. The Janss Investment Corporation reportedly received so many offers from prospective businesses the entire complex could have been built in a single campaign had Janss so chosen.[56]

The public received its first glimpse of the company's vision for the business district in July 1928, when the Janss Investment Corporation hosted a "Magic City Exposition."[57] The exhibition featured a number of model homes, which were available for inspection, as well as a miniature village which depicted the future plan for Westwood Village and "the unique features planned." The exhibition remained open throughout the summer, and the model Westwood Village was updated accordingly as plans progressed, adding miniature versions of the first two buildings to be erected. By the time the showcase closed in September, the *Los*

[52] Longstreth, *City Center to Regional Mall*, 167-168.
[53] Longstreth, *City Center to Regional Mall*, 165.
[54] Banach, Natalie. "[Orientation Issue] News: The changing face of Westwood," *Daily Bruin*, June 25, 2005. http://dailybruin.com/2005/06/25/orientation-issue-news-the-cha/ (accessed April 2014).
[55] "Business Village Planned," *Los Angeles Times*, May 6, 1928.
[56] Longstreth, *City Center to Regional Mall*, 165.
[57] "Magic City Exposition Will Open: Transition of University Area to Be Shown in Display Next Week," *Los Angeles Times*, July 8, 1928.

Angeles Times noted that "one of the features of the exhibit which has proven unusually interesting to visitors is the first complete plan of the new university business village. The village, planned to be one of the most beautiful and complete community business centers in America, has been attracting wide attention in city planning centers."[58]

Once the initial mix of tenants had been established, a second tract map was filed in March 1929 for Tract No. 10600 detailing the first subdivision of the Village into parcels for individual buildings. The company had exercised tremendous leverage in the commercial composition of the site, selecting not only the merchants that would be included in the initial development, but their location as well. Businesses were initially placed along Westwood Boulevard in order to achieve a critical mass along the Village's main thoroughfare, but some parcels were left vacant for "complementary" establishments to be added later.[59] Around this time, the Janss Investment Company announced the establishment of its Business Research Department, which was billed as "an added service to prospective investors and store owners" that "engaged in preparing data relative to the commercial prospects of the various types of business needed in the Village area."[60] The department, however, also benefitted Janss: its study of growth, demand, and market conditions assisted the company in its strategic implementation of the plan for Westwood Village.

In order to set the tone for the design of Westwood Village, the first two units to be constructed – the buildings which had been memorialized in the model village – were developed by the Janss Investment Corporation itself.[61] Both buildings occupied prominent locations with significant frontage along Westwood Boulevard; situated at strategic intersections, they marked the unofficial boundaries of the initial phase of development. Construction commenced first on the Janss Building, designed by campus architects Allison & Rible, which occupied a triangular parcel in the heart of the Village at the intersection of Westwood Boulevard and Broxton and Kinross Avenues and served as both the physical and operational nexus of the Village. The second unit to be developed by Janss was the Holmby Building, which was designed by Gordon B. Kaufmann.

Several months after construction began in Westwood Village, the University of California's Southern Branch campus (now known as the University of California, Los Angeles) officially opened in September 1929. Although Janss officials had estimated that construction of the initial development within the Village would be finished by that time, most Village businesses were not yet open and buildings had not yet been completed. However, the Janss Investment Corporation made sure the Village was open to visitors in order to drive interest; the company

[58] "Homes Represent Huge Sum: Twelve Dwellings Added to Magic City Exhibition in Westwood," *Los Angeles Times*, September 9, 1928.
[59] Longstreth, *City Center to Regional Mall*, 165.
[60] "Westwood Village to Open Soon," *Los Angeles Times*, March 24, 1929.
[61] Longstreth, *City Center to Regional Mall*, 166. See also "Business Village Planned," *Los Angeles Times*, May 6, 1928.

reported that nearly 10,000 people visited the site in the month of August, in advance of the opening of the campus.[62] Several smaller businesses did open in September; however, the grand openings for larger operations took place in November 1929. Among the first businesses to launch then were the Ralphs grocery store – also one of the first commercial lots to be sold – the Janss Building, and the Safeway market.[63] Once construction was completed, the turnaround was swift, and over twenty businesses were opened by the end of November.[64] That same month, Janss also announced the construction of the Village's first department store, Desmond's, and declared that with its opening "Westwood Village will have obtained the basic shopping requirements of a complete merchandising center."[65] Smaller retail operations, like the Kelly Music Building, continued to launch throughout the following year.

Although Westwood Village opened on the eve of the stock market crash of 1929, its development remained largely unaffected by the ensuing economic downfall. Indeed, a *Los Angeles Times* writer asserted years later that the Depression "turned out to be the best thing ever for the Village," as it eliminated the prospect of speculative developers.[66] While construction may have slowed, it did not halt; within five months of opening, Westwood Village had grown to include more than fifty businesses, with at times as many as nine stores opening per week.[67] As development progressed, Janss continued to emphasize the principles of planning and incremental growth which had characterized the initial design of the Village. Care was taken to situate larger department stores, which were more likely to require additional space in the future, next to adjacent vacant parcels so the stores could expand as market conditions warranted.[68] Gas stations were strategically located to serve the motoring public as well as function as landmarks for the Village. Indeed, a promotional brochure for the Village published around 1940 declared, "It's a relatively short drive from anywhere. Just watch for the towers."[69] Service stations were placed at intersections along Westwood Boulevard and marked with towers emblazoned with the logo of each station, which served as a visual guide to orient shoppers within the precinct.[70]

Around 1930, the Westwood Village Business Association was formed to sponsor group advertising, coordinate merchandising events, and stage street festivals – all to enhance customer draw.[71] The response was such that in 1931 the Janss Investment Corporation relocated its main office from the company's former downtown site to its headquarters in

[62] "Many Inspect Business Area at Westwood," *Los Angeles Times*, September 1, 1929.
[63] "Business Units Will Be Opened," *Los Angeles Times*, November 17, 1929.
[64] "New Desmond Store Planned: Firm Will Build in Westwood Village," *Los Angeles Times*, November 24, 1929.
[65] "New Desmond Store Planned: Firm Will Build in Westwood Village," *Los Angeles Times*, November 24, 1929.
[66] O.W. Van Petten, "Westwood: The Case of the Bartered Bride," *Los Angeles Times*, October 26, 1969.
[67] "Nine Shops Open Doors This Week," *Los Angeles Times*, March 16, 1930.
[68] Longstreth, *City Center to Regional Mall*, 169-170. Janss's predictions were correct: Sears, Desmond's and Bullock's would all go on to expand their stores between 1935 and 1940.
[69] "Westwood Hills," compiled and published by the Westwood Hills News-Press (Los Angeles: n.d.).
[70] Longstreth, *City Center to Regional Mall*, 167.
[71] Longstreth, *City Center to Regional Mall*, 170.

Westwood Village. Most operations now focused on the development of land rather than the sale of property – a complete reversal in practice from only three years previous.[72] By 1934, there were 172 businesses in the Village; a number which continued to grow as the United States emerged from the Depression: just two years later, 225 businesses were counted.[73]

Perhaps the most significant indicator of the growth of Westwood Village comes in a comparison of its statistics in the first ten years of operation. Although the commercial district was launched in 1929 with just 34 establishments, by 1939 the Village included 452 offices and stores – an increase of over thirteen hundred percent, which was achieved during the nation's greatest economic depression to date.[74] Over 1,700 people were employed in the Village, and the total improvement in the area to date was estimated to be $72,000,000.[75]

By 1945, Westwood Village was "pretty much sold out," Janss director A. H. Wilkins recalled in later years.[76] Initial development in the Village had been primarily concentrated in those blocks along Westwood Boulevard and Le Conte and Weyburn Avenues closest to the adjacent campus. However, in subsequent years construction activity expanded south along Westwood Boulevard and then eastward and westward to the surrounding streets as the Village began to gain in popularity as a commercial district independent of campus life.

The Janss Investment Company continued to retain control of the development of Westwood Village in the years following World War II. By the mid-1950s, however, the Edwin and Harold Janss – who had worked side by side in the operation of the Janss Investment Corporation for nearly fifty years – wanted to go their separate ways. Harold Janss decided to leave the company, and the two brothers divided their remaining company assets in half, with Harold assuming control of Westwood Village and Edwin keeping the family ranch in the Coachella Valley.[77] Both men retired from the Janss Investment Corporation.

Harold Janss subsequently began to divest himself of his interests in Westwood Village; in 1954 the Janss Investment Company headquarters, which had long been known as simply "The Dome," were sold to the Bank of America for nearly one million dollars.[78] That same year he transferred the remaining Westwood Village properties to George Gregson, a Janss Investment Corporation executive who had married Edwin Janss's daughter, Patricia. In 1955, George Gregson sold the Westwood Village holdings to hotelier and real estate developer Arnold Kirkeby for $6,500,000. The purchase, which was noted by the *Los Angeles Times* as

[72] Longstreth, *City Center to Regional Mall*, 170.
[73] Longstreth, *City Center to Regional Mall*, 170.
[74] Longstreth, *City Center to Regional Mall*, 170.
[75] "Transformed Barley Field Attests City's Development," *Los Angeles Times*, April 30, 1939.
[76] Gerald Faris, "Down Memory Lane in Westwood: Pioneer A. H. Wilkins Recalls Dynamic History of 'Village,'" *West Los Angeles Citizen*, January 10, 1963.
[77] Gross, 164.
[78] "Bank Buys Westwood Landmark," *Los Angeles Times*, December 29, 1954.

"one of the largest real estate deals in Los Angeles in some time," included twenty buildings with fifty stores, an office structure, a garage, and fourteen parking lots. A filling station was the sole property retained by Gregson.[79] The twenty buildings now belonging to Kirkeby represented some of the Village's most prominent commercial operations, with tenants including Sears, Fedway Department Stores, Desmond's, A&P, Safeway, J. J. Newberry, J. C. Penney, and Barker Brothers.

Architecture in Westwood Village

While the development process within the Village may have been somewhat flexible, the design guidelines were decidedly less so. Adopted by the Janss Investment Corporation to ensure some measure of control over land in which they did not retain ownership, the design guidelines for Westwood Village ensured that the identity of the Village was one of a cohesive, unified complex. Oversight was provided by a company-appointed Board of Architectural Supervisors, which was charged with approving all building proposals. The guidelines were comprehensive in nature and included recommendations for all aspects of planning and construction.

> Building fronts had to be at least seventeen feet high, but no more than two or three stories – probably to avoid overconcentration of business in any one part as well as to avoid discordant streetscapes. At the same time, some buildings situated at strategic points in the complex could incorporate towers…Strict control was exercised over details, including signs. Oversight did not stop when construction was completed; all alter external changes to buildings came under the same scrutiny.[80]

Other guidelines established for building exteriors allowed architects to work with a "loosely defined spectrum of historical sources associated with Mediterranean Europe"[81] which would complement the Italian and Romanesque architecture of the adjacent university campus. These styles were popularized during the 1920s, when "just as everything grew in the Southern California garden, so too did every architectural tradition take hold as well," historian Kevin Starr observed.[82] As the focus on regional expression through architecture evolved, Mediterranean Revival and Spanish Colonial Revival examples prevailed; "here were two styles supported by the regional myth of California as the Mediterranean shores of America and even, in the case of Spanish Revival, supported by a slight degree of historical justification."[83] By the mid-1920s, the Spanish Colonial Revival style had become the style considered to be most representative of Southern California.[84] The historical architecture of

[79] "Westwood Area Sold at $6,500,000," *Los Angeles Times*, July 12, 1955.
[80] Longstreth, *City Center to Regional Mall*, 167.
[81] Longstreth, *City Center to Regional Mall*, 166.
[82] Kevin Starr, *Material Dreams: Southern California Through the 1920s* (New York: Oxford University Press, 1990), 187.
[83] Starr, *Material Dreams,* 191.
[84] Starr, *Material Dreams*, 204.

the Mediterranean region also lent itself to able translation across a wide variety of building types, and its popularity was due in part to the fact that historical examples could easily be adopted for any need.

> Traveling through Andalusia, aspiring architects such as Austin Whittlesey…noted with delight the rich courtyard types and structures – the urban patio house, the fortified urban palace or *alcazar* (many of them later recycled as apartment dwellings), the snug courtyard inns… the open marketplaces and monastery cloisters, the farmhouses combining living quarters and workspaces around a central courtyard…As Santa Barbara and San Clemente showed, many of these forms were directly applicable to Southern California, albeit the courtyard format was now being used for city halls and courthouses, public high schools, hotels, restaurants, and…bungalow courts.[85]

Architects of the period were well-versed in these historicist styles, and Westwood Village stood out for its association with several leading practitioners. Virtually all shopping centers conceived during the 1920s were the product of a single team of collaborating designers. Janss, on the other hand, appears to have sought the involvement of numerous prominent architects and architectural firms for Westwood Village; participating architects included Allison & Allison; Gordon Kaufmann; Morgan, Walls & Clements; Parkinson and Parkinson; S. Charles Lee; and Paul Revere Williams.[86] "Variety in form, detail, and character was encouraged," writes Richard Longstreth. The result, he observes, was "a showcase of stylish, historicizing commercial architecture, rivaled in its extent by few places nationwide."[87] The overall effect was intended to suggest a "village" rather than a city; the area would be cohesive and meet an unusually high architectural standard.[88] Early units were designed to resemble a series of smaller buildings constructed at different times.[89] The Village's character would resemble that of the natural, incremental development of a Mediterranean village over many years.

Kelly Music Company

By the late 1920s John T. Kelly, Jr., proprietor of the Kelly Music Company, already operated two music stores in Los Angeles: one on Hollywood Boulevard, and one on South Vermont Avenue near the original Los Angeles campus for the University of California. It is likely that

[85] Starr, *Material Dreams*, 216.
[86] Longstreth, *City Center to Regional Mall*, 166.
[87] Longstreth, *City Center to Regional Mall*, 166.
[88] Longstreth, *City Center to Regional Mall*, 166.
[89] Richard Longstreth notes that this treatment was likely directed by L. Deming Tilton, who had overseen a similar building campaign in Santa Barbara, where the city also adopted design guidelines on appearance. See Longstreth, *City Center to Regional Mall*, 166.

Kelly chose to follow his customers to Westwood, as the Janss Investment Corporation encouraged so many existing business owners to do; indeed, the company frequently offered incentives for retailers to move their operations to the new commercial district in Westwood. Kelly's specialty was the sale of musical instruments, phonograph records, and printed sheet music, as well as the publication of original music scores.[90] In keeping with the Janss plan for a diverse mix of businesses, with only one or two retailers operating in any given specialty, the Kelly Music Company was the only music store included in the initial development of Westwood Village.

For the new Westwood Village store, Kelly commissioned architect Paul Revere Williams to design a two-story, Mediterranean Revival-style building which would adhere to the architectural guidelines for Westwood Village. A building permit was filed in September 1929 for construction of the building, which was valued at $28,000 and included two storefronts composed of eleven rooms.

The store's opening in March 1930 was detailed in the *Los Angeles Times*:

> Fitted with wrought-iron stairways, hand-carved furniture and Turkish rugs, the new Westwood Village store of the Kelly Music Company will be opened for business next Saturday…Formal opening of the music store will be preceded tomorrow evening with a radio program over KFWB, beginning at 7 o'clock. Motion picture stars will speak and song writers will broadcast their compositions as part of the program arranged by John Kelly, proprietor and operator of two other stores in the city.[91]

Kelly's business consisted of two complementary operations, which may have initially occupied both of the storefronts that comprised the building. In addition to the sale of sheet music and phonograph records, Kelly also sold and repaired musical instruments and radios. Kelly Music was frequently listed in city directories as a radio repair business, and a Sanborn Map Company fire insurance map dating from 1932 indicates that the rear portion of the building was devoted to a woodworking and paint shop which was likely used for instrument repair. Within several years, however, the two storefronts within the building appear to have been separated for individual use; Kelly had utilized the 1043 Westwood Boulevard address for the Kelly Music Company, a practice which continued with subsequent tenants occupying a majority of the space, while the 1041 Westwood address was given over to a variety of commercial tenants with more modest operations.

[90] "Kelly Music Company, Los Angeles, CA," Paul R. Williams Project, http://www.paulrwilliamsproject.org/gallery/kelly-music-company-los-angeles-ca/ (accessed July 2015).
[91] "New Music Shop Opens Saturday," *Los Angeles Times*, March 13, 1930.

The Kelly Music Company was an enduring presence in Westwood; the store continued to operate at the same location until John T. Kelly, Jr.'s death in 1954. After his death, the contents of the business were sold at auction,[92] but building permit records on file with the City of Los Angeles Department of Building and Safety appear to indicate that the building remained in the hands of the Kelly family – first passing to his wife, Bertha, and subsequently to his daughter, also named Bertha – until at least the 1980s, and other businesses operating in the building during that time were likely leaseholders.

For a short time after Kelly's death in 1954, the building continued to operate as a music store under the supervision of concert pianist Maurice Zam. However, Zam's business closed in 1956, after which the building's operations shifted toward other uses. Over the next thirteen years, the Kelly Building housed a number of short-lived establishments – which were predominantly eateries – including Alberto's Adventures in Coffee & Food, the House of Pies, and the Pink Derby. In 1969, after several unsuccessful eateries had already failed, Alice's Restaurant opened in the Kelly Music Building. The restaurant, named after the Arlo Guthrie song of the same name, quickly became a local favorite and continued to operate for over twenty years. Alice's Restaurant closed in 1994, and was followed by another short-lived dining venture. In 1998, the Kelly Music Building reopened as an Italian restaurant called Tanino, which remained in operation until June 2019.

Mediterranean Revival Architecture

The Kelly Music Building is an excellent example of Mediterranean Revival commercial architecture. The Mediterranean Revival style is distinguished by its eclectic mix of architectural elements from several regions around the Mediterranean Sea, including Spain, Italy, southern France, and North Africa. Much of the American architecture of the late 19th and early 20th centuries can be broadly classified as ultimately Mediterranean in origin, including the Beaux Arts, Mission Revival, Spanish Colonial Revival, and Italian Renaissance Revival styles. By the 1920s, the lines between these individual styles were frequently blurred and their distinguishing characteristics blended by architects who drew inspiration from throughout the Mediterranean region. These imaginative combinations of details from varied architectural traditions resulted in the emergence of a distinct Mediterranean Revival style.

In contrast to the more academic and more literal interpretations such as the Andalusian-influenced Spanish Colonial Revival style or the restrained, dignified Italian Renaissance Revival style, the broader Mediterranean Revival frequently incorporated elements of Italian and Spanish Renaissance, Provençal, Venetian Gothic, and Moorish architecture into otherwise Spanish Colonial Revival designs. The Mediterranean Revival style is sometimes more formal and usually more elaborately composed and ornamented than the simpler, more rustic Spanish Colonial Revival style, and often more flamboyant than the sober Italian Renaissance Revival style. Typical features of the Mediterranean Revival style include arched entrance

[92] "Display Ad 18," *Los Angeles Times*, August 8, 1954.

doorways with richly detailed surrounds; arcades and loggias; stairways and terraces with cast stone balustrades; and Classical decorative elements in cast stone or plaster, including architraves, stringcourses, cornices, pilasters, columns, and quoins.

Character-defining features of the Mediterranean Revival style include:

- Frequently symmetrical façade
- Rectangular plan and two-story height
- Hipped roof with clay barrel tiles and wide boxed or bracketed eaves, or eave cornice
- Exterior walls veneered in smooth plaster
- Wood-sash casement windows, typically with divided lights; sometimes double-hung windows; Palladian windows or other accent windows
- Arched door or window openings
- Elaborate door surrounds
- Arcades, colonnades, or loggias
- Terraces and stairs with cast stone balustrades
- Cast stone or plaster decorative elements including architraves, stringcourses, cornices, pilasters, columns, and quoins
- Decorative grilles of wood, wrought iron, or plaster
- Balconies, patios or towers
- Decorative terra cotta or glazed ceramic tile work

Association with Paul Revere Williams

Paul Revere Williams had a long and prolific career, spanning from about 1915 until his retirement in 1974. Williams was born in Los Angeles in 1894, after his parents had migrated west from Tennessee. Orphaned at the age of four, Williams was raised by a foster mother. Williams studied at the Polytechnic High School and enrolled in the architecture course. He was advised by one of his teachers to rethink his choice of career, as white clients would not consider working with an African-American architect. Williams later referred to this as the "black discouragement," but in his case it strengthened his resolve. As architectural historian David Gebhard wrote, "No longer was architecture an assumed profession born of a love of drawing, it became a well-thought-out commitment."[93]

Williams went on to study at the Los Angeles School of Art and Design, the Los Angeles branch of the New York Beaux Arts Institute of Design, and the University of Southern California, where he studied architectural engineering for three years (1916-1919).[94] However, before Williams began his formal study of architecture, he began working in the field. From

[93] David Gebhard, "A Gentle Man with a Dream," preface to Karen E. Hudson *Paul R. Williams, Architect: A Legacy of Style* (New York: Rizzoli, 1993), 11-12.
[94] Williams received USC's alumni merit award in 1966.

1914-1917, Williams worked for noted Pasadena architect Reginald Johnson, and from 1917-1921 he worked for Hollywood architect Arthur Kelly.[95] In 1915, he registered as a building designer and began executing designs for speculative developers. Williams received his architecture license in 1921, becoming the only licensed African-American architect west of the Mississippi. After receiving his license, Williams worked for John C. Austin from 1921 until 1924, where he became the Chief Draftsman.

Throughout his career, Williams entered architectural competitions. In 1914, he won first prize for his design of a civic center for Pasadena. In 1915, he was awarded first honorable mention at the Chicago Emancipation Celebration, and in 1916 he placed third for the Sperling Prize, a nationwide competition held in New York. In the early 1920s, he won three consecutive competitions for the design of small homes. His specialty in this area of design became the foundation for his own practice, which he began in 1922 while still working for Austin. His first commission as a sole practitioner was a residence for former USC classmate Louis Cass. During this early period he designed numerous residences for Flintridge, developer Frank P. Flint's new residential subdivision in the Pasadena foothills. Williams' first substantial commission (with a construction cost of approximately $400,000) was the 1931 E.L. Cord mansion in Beverly Hills, which was completed in 1931. The Cord mansion led to numerous other large-scale residential commissions for Williams in the early 1930s. His work was particularly popular with the Hollywood celebrities and wealthy socialites who were relocating to the western suburbs of Bel-Air, Beverly Hills, and Brentwood during the 1920s and 1930s. Williams' client list included such luminaries as Jay Paley, Otto Preminger, Lon Chaney, and Bill "Bojangles" Robinson. In later years as the scope and geography of his work began to expand, Williams designed other residences for Lucille Ball, Frank Sinatra, Walter Winchell, and Zsa Gabor. Early clients often returned to Williams as their success grew to commission larger homes or commercial buildings.[96]

Williams became well-known for his modern interpretations of the period revival styles that were popular at the time, including examples of the Tudor Revival, Colonial Revival, Spanish Colonial Revival, and French Country styles. Although he had gained prominence as an architect for wealthy clients with unlimited budgets, throughout his career Williams designed homes for people of all backgrounds and economic means. He was known for his perfectionism and attention to detail that did not waiver regardless of the size of the commission. Architect Ralph A. Vaughn, who worked for Williams in the mid-1930s, noted that by that time owning a Paul Williams home was a sign of prestige. When a Williams home was put on the market it was advertised as a "Paul Williams original." Details such as window trim were designed specifically for each home and were not repeated in other commissions.[97]

[95] Wesley Howard Henderson, *Two Case Studies of African-American Architects' Careers in Los Angeles, 1890-1945: Paul R. Williams, FAIA and James H. Garrott, AIA* (Dissertation: University of California, Los Angeles, 1992), 84.
[96] Gebhard in *Paul R. Williams, Architect: A Legacy of Style*, 14.
[97] Stanley O. Williford, "Paul Williams: A Life by Design," *Travel & Art*, August/September, 1978, 12.

By the 1940s Williams had garnered widespread acclaim for his upscale residential work and other, more diverse commissions became available. While he continued to design expansive private residences, in the middle years of his career Williams turned his attention to other housing types, publishing two books on "the Small House" in the mid-1940s. In developing these more modest residential designs, Williams incorporated Modern elements, such as open floor plans, connection to the outdoors through integrated patio spaces and large windows, and simplified ornamentation, into traditional building forms. He argued in favor of one-story houses, both for the practicality of eliminating stair climbing and for the benefit of having rooms that opened directly onto terraces and gardens; and promoted exteriors with "simpler lines depending more upon good proportion and pleasing color schemes rather than upon ornamentation and intricate detail…Many things can be done, too, with the exterior facing of the walls, roof materials and color combinations."[98] A trademark of Williams was situating the primary living spaces at the rear of the house facing the garden. The Hunt Residence exhibited many of the design concepts that would become the foundation for Williams' small house designs in the 1940s.

Residential design remained the focus of his practice through the 1930s. By this time, Williams was well-regarded and able to be selective about his commissions. Beginning in the 1930s, he received numerous commissions for prominent commercial and institutional work. Some examples of his work include the Angelus Funeral Home (1934), the Saks Fifth Avenue building in Beverly Hills (1939), the Arrowhead Springs Hotel (1940), and the Pearl Harbor Memorial in Honolulu (1953). In the late 1930s, Williams was hired by a group of South American businessmen to do a multi-million dollar project in Colombia. Williams designed a hotel, office buildings, a club, and numerous homes in the city of Medellin. He also worked as an architect for the United States Navy during World War II and served on multiple municipal and state commissions. Williams co-designed the first federally-funded public housing project of the postwar era, Langston Terrace in Washington, D. C., with fellow African-American architect Hilyard Robinson. Williams later went on to design the Pueblo del Rio housing project in southeast Los Angeles in the early 1940s. Throughout his career, despite traveling to distant locations and working on numerous large-scale commissions, Williams retained the attention to detail and client-based focus that defined his earlier work.[99]

Williams' architectural success led to other influential posts. He served on national commissions under Presidents Coolidge, Roosevelt, and Eisenhower. He campaigned with presidential candidate Nelson Rockefeller in the 1960s, speaking on architecture and civil rights across the country. In California, he served on statewide commissions for Governors Earl Warren and Goodwin Knight, and was president of the Los Angeles Municipal Art Commission for 11 years. Williams was an influential member of the African-American community in Los Angeles. He designed the First AME Church, and the headquarters for

[98] Williams, *New Homes For Today*, 7.
[99] Historic Resources Group interview with Karen Hudson, December 16, 2013.

Golden State Mutual Life, the largest African-American-owned insurance company in the western United States, and the 28th Street YMCA in South Los Angeles.

In 1952, the American Institute of Architects established the College of Fellows, an honor awarded to members who have made significant contributions to the profession. The Fellowship program was developed to elevate those architects who have made a significant contribution to architecture and society and who have achieved a standard of excellence in the profession. In 1957, Williams became the first African-American member of the College of Fellows. Williams retired in 1974 and filed for emeritus status with the AIA. He died in Los Angeles in 1980 at the age of 85.

Conclusion

The Kelly Music Buildings has a rich and distinctive history, representing important cultural associations and architectural achievement in Los Angeles. The building is significant for its association with the initial development of Westwood and Westwood Village; as an excellent example of Mediterranean Revival commercial architecture in Los Angeles; and as an early commercial commission of master architect Paul Revere Williams. Although Williams had already garnered widespread attention throughout Southern California for his residential work by the late 1920s, his reputation for commercial commissions did not flourish until the second half of the 1930s; as such the Kelly Music Building represents a relatively rare and highly intact example of Williams' commercial work dating from an early period of his professional development.

In addition to fulfilling the above criteria for significance, the building has retained integrity of *location*, *design*, *setting*, *materials*, *workmanship*, *feeling*, and *association*. The building continues to exhibit a number of character-defining features, finishes, and materials on the exterior and interior dating from the period of significance and as a result continues to convey its original historic identity and significance. For these reasons, the property is eligible for designation as a Los Angeles Historic-Cultural Monument.

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A Look Back at Vintage Los Angeles

Tuesday, June 5, 2012

Arthur M. Letts -- Holmby House

Born in Holdenby, England, Arthur Letts (1862-1923) was one of ten children (four boys, six girls) born on the Letts estate, which dated back 400 years. At 16, Arthur was sent to apprentice at a dry goods store for three years, a trade which he no doubt learned very well. During his work he and younger brother Frank became enamored of opportunities they'd heard of in America. As the second son, he would not inherit the estate, so in July, 1883, two years after serving his apprenticeship, he and Frank embarked for Quebec, only notifying parents Richard and Caroline AFTER they'd boarded the steamer.

His first work in Canada was on a farm near Toronto, but Arthur was not cut out for manual labor. He moved on to Toronto proper, working in a large mercantile store, and volunteered for the Queen's Own Rifles, fighting in the Battle of Cut Knife Creek. In 1886, he married Florence Philp (1868-1944), with law-student friend George Ira Cochran serving as Best Man. Arthur advanced steadily at John Kay Co. in Toronto, but after six years in Canada, believed his best opportunity would be in the U.S. He then set out for Seattle, arriving just a few days prior to the city-wide fire in June, 1889. Having little success, he then headed for L.A. in 1895 (based mostly on enthusiastic letters from Cochran, who had moved there when Arthur went to Seattle). With just $500 in his pocket--according to biographies, it wasn't much so far, but his fortunes were about to change.



Arthur Letts, at the time of his wedding

As he arrived in L.A., The Broadway Dept. Store, J.A. Williams & Co., Proprietors, had just gone bankrupt. While not in the main business district, Arthur believed in time that the business center would move that direction. Creditors asked for a public auction for the store's stock, estimated value $15,000. Arthur bid $8,167, winning the bid by $80. He needed $5,000 cash, with the balance due in 30 days. The Los Angeles National Bank loaned him $5,000, based on the loan's co-signer's good credit. That would be his old friend and Best Man, George Cochran. The rest of what was owed would be paid back from the sale of excess stock.

The next day a quarter-page ad went into the L.A. Herald, advertising "the greatest bargains ever seen".

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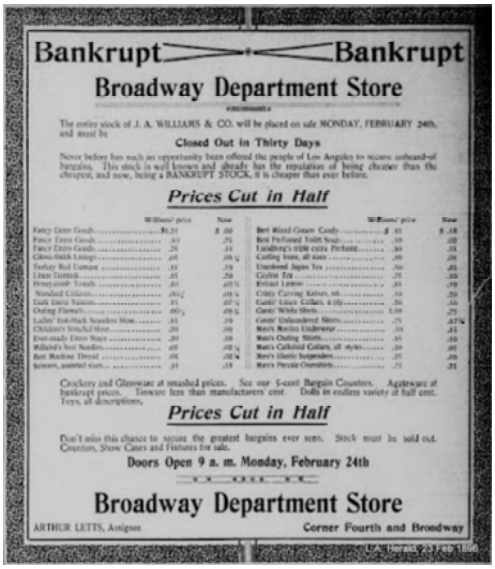
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Broadway Department Store

The entire stock of J. A. WILLIAMS & CO. will be placed on sale MONDAY, FEBRUARY 24th, and must be

Closed Out in Thirty Days

Never before has such an opportunity been offered the people of Los Angeles to secure unheard-of bargains. This stock is well known and already has the reputation of being cheaper than the cheapest, and now, being a BANKRUPT STOCK, it is cheaper than ever before.

Prices Cut in Half

Crockery and Glassware at smashed prices. See our 5-cent Bargain Counters. Agateware at bankrupt prices. Tinware less than manufacturers' cost. Dolls in endless variety at half cost. Toys, all descriptions.

Prices Cut in Half

Don't miss this chance to secure the greatest bargains ever seen. Stock must be sold out. Counters, Show Cases and Fixtures for sale.

Doors Open 9 a. m. Monday, February 24th

Broadway Department Store

ARTHUR LETTS, Assignee Corner Fourth and Broadway

L.A. Herald, 23 Feb 1896

The first ad for Letts' Broadway Store

Arthur knew this was his big break. As his biographer stated "He began work regularly at 6 in the morning and continued frequently until after midnight. Literally, he did not quit until every task was done for the day." While this tenacity was to provide unbelievable success in business, it probably created personal issues with his family.

He made money from the start, and his fortune grew quickly. By 1907, he had purchased 100 acres of land with a small knoll in the far-out Los Feliz area of Hollywood, and here he had built his mansion of success, calling it Holmby House in honor of his native homeland.



Holmby House and Gardens ca. 1910

Living in the house in 1910 according to the census were Arthur and Florence, daughters Edna (1887-1966), Gladys (b.1889), son Arthur Jr. (1891-1959), along with three maids, a chauffeur, a cook, and a gardener.

Shopping in a "department store" back when Arthur started in Los Angeles was very different from today. Imagine all transactions rounded to the nearest nickel--one of Broadway's "firsts" was to provide exact change for each transaction. He was first in Los Angeles to use marked, fixed pricing--prior to that each item was a negotiation between you and the clerk. Another first in L.A. was the Broadway's offer of store credits for returns. Before that if you bought it, you owned it. At Christmas, as biographer Kilner wrote, "he was right there with an ad inviting the children to come to The Broadway and see a 'real live Santa Claus.' Santa was to be loaded with presents, and would give a bag of candy free to every little boy and girl who came to see him".

Changes were also introduced on the employee side. Beginning in the Spanish-American War, full salary was given to all employees who volunteered and were called up for service, and Arthur agreed to provide pensions to any employee's family who lost his life during the war, to the full amount of the salary the employee was receiving when he enlisted. At a time when children had to work to support their family, he worked with the Board of

Hollywood Residence House Extant

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West Adams Westlake

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Thanks for the compliment. It was an enjoyable pee...

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Arthur M. Letts -- Holmby House

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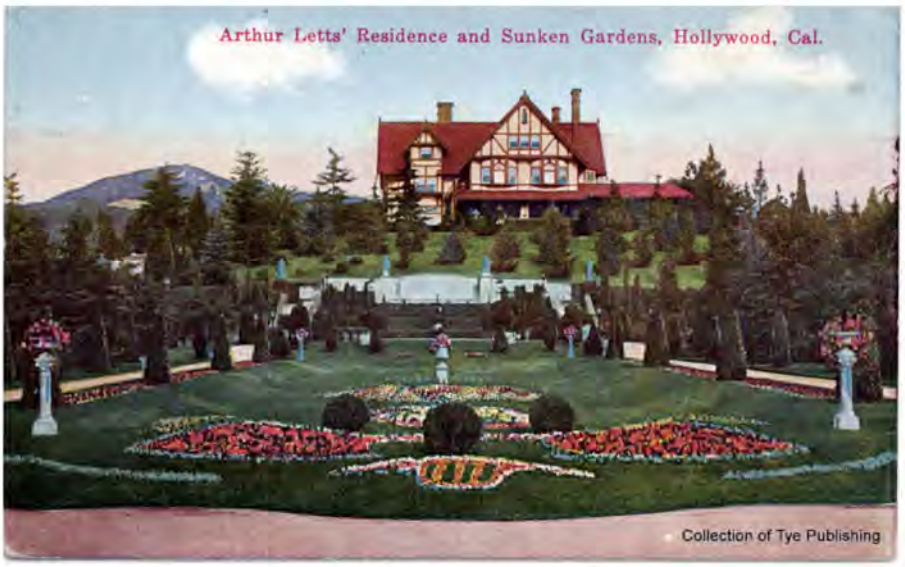
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Pasadena Homes of 1903

Education to use one of their teachers to open a school in the store for child workers. Each morning employees under eighteen were allowed to attend the 1 1/2 hour class, which included arithmetic, grammar, composition, history and other topics. He provided half-day holidays each week during July and August, and shortened daily working hours for employees, closing at 5:30 p.m., a full hour earlier than usual.



Postcard of the Residence and Gardens, ca. 1910

Arthur had many interests outside work. Besides his love for horticulture (creating the gardens you see above), he also bred Collies on the property, bringing over from England a championship winner Ravenswood to start a line of Collies in California. The kennel grew to become too large for the estate, and so he set to find good homes for the dogs, and turned more attention to his flowers.

In 1909, the estate was a stop on the Points of Interest for Hollywood tour, which also included Paul De Longpre's residence about a mile away. The Herald write-up in their Sunday magazine:

Arthur Letts' Mansion and Grounds

Immense country place. Large sunken gardens. A full acre of every known variety of cacti. Flowers in profusion. The largest coca plumosa drive in Southern California. Grounds open to visitors Thursdays.

In 1905 Arthur accepted the office of Vice-President of the L.A. Y.M.C.A. The directorate had been recently reorganized, with Frederick Rindge taking on the President position. But Rindge died before most action could be taken, and Arthur as president, drove a subscription drive for a new Y.M.C.A. building downtown, and by 1908 the new building was completed. This service was augmented by his volunteering for the Boy Scouts of America, serving as a National Vice-President in 1917. He donated ten acres for use as a camp site in Nichols Canyon. It was used until the 1950's, when it was sold by the Boy Scouts for development, with the exception of a small 1/4 acre strip, which contains a memorial to J.B. Lankershim, who also donated camp land.



Camp Arthur Letts in the 1920's
(today's address for the tents would be 7551 Kimdale Lane)

John G. Bullock was new in Los Angeles in 1896, searching for a job. Arthur hired him as part of the bankruptcy sale on the first day of The Broadway's existence. By 1906, Bullock had progressed to buyer for Men's Furnishings, but assisted throughout the store. That same year, the Broadway lease was about to expire, and in a protective move, Arthur took on a second lease in a partially-completed new building at 7th and Broadway. Bullock was chosen to organize a company and save the location in the event it would be needed for The Broadway, which

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was rapidly outgrowing its current location. "Bullock's" was opened in March, 1907, with a large lighted sign on the roof, attracting curious crowds from around the city. Within a month, it was noticed that the better merchandise was moving well, but not so the usual goods. Buyers were ordered to focus future purchases with this new upscale clientele in mind. Bullock's was such a success, Arthur decided to keep both stores, empowering Bullock to organize the business. He took P. G. Winnett (Vice-President) and one other executive from The Broadway with him to Bullock's. Everyone else in the organization had not been associated with The Broadway. Upon Letts' passing the business of Bullock's, which had been started with $250,000 in capital, was valued at $7,000,000.



Janss Real Estate map
(courtesy of raremaps.com)

Arthur knew real estate was great for investment in fast-growing Los Angeles. And with his significant access to capital, it was just a matter of time before he made one of his most significant purchases. In 1919 heirs to the Wolfskill Ranch (Rancho San Jose de Buenos Aires) were ready to sell, but they wanted cash. The former ranch consisted of over 3,200 acres, with an approximate border of Pico Blvd. on the south, L.A. Country Club on the east, Sunset Blvd. on the north, and I-405 on the west. Purchased for $2 Million, Arthur turned over development to his son-in-law Harold Janss' company, Janss Investment Co. The area south of Wilshire contained land reserved for movie studios. The townsite of Westwood was laid out, which by 1927 contained 4,000 people. In 1923 Arthur discussed with UCLA Regent Edward Dickson the idea of a new campus in Westwood. Janss Investment followed up after Arthur's death by offering land to the state and city at a price significantly under market value. And so construction started on the new campus--the first building being the Dickson Court Bridge connecting the main quad to the admin building. (The small valley it crossed has long since been filled.) Another part of the original Westwood Campus? Janss Steps (see below left)



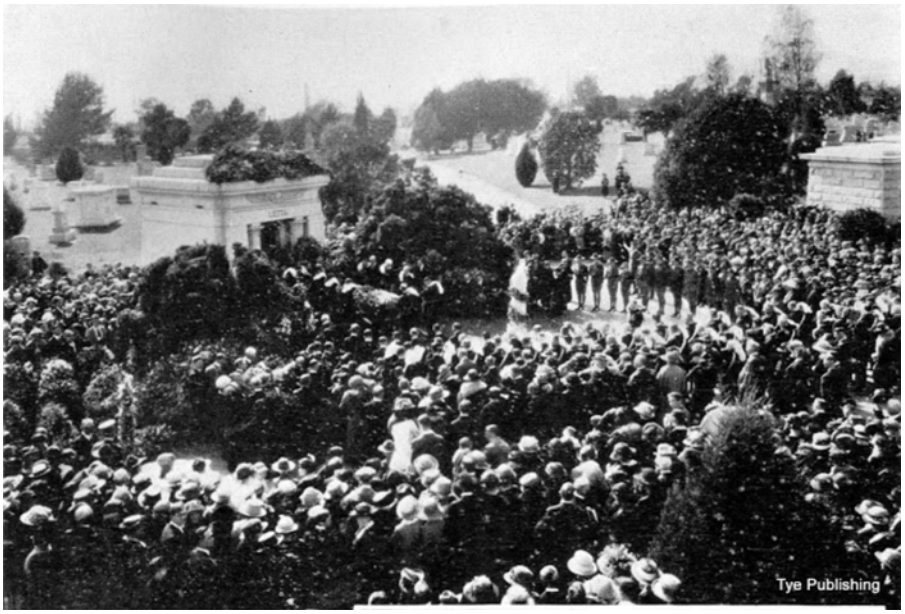
Looking down Janss Steps, 1977

Janss Investment continued with the development of the rancho creating estate lots from 3/4 acre and up, and planning an ultra high-end neighborhood, named Holmby Hills. Many of the Janss and Letts families would end up owning houses there (six, in fact).

1923 was not the best year for Arthur. According to *Unreal Estate*, a recent book focused on the owners of Holmby Hills and Beverly Hills residences through the years, Arthur went to Florence and asked for a divorce, citing desertion for the prior year. But soon after, Arthur suffered a nervous breakdown, and per the New York Times, was dead of double pneumonia within a month. Did he ask for a divorce? It is known that upon Arthur's death she immediately left the house, going to San Francisco where a Charles Quinn lived. From there she applied for a passport stating intentions to travel to Europe. Her return in June, 1924 through the port of New York was as Florence Quinn, wife of Charles. Together with Charles, she was to move to Holmby Hills in the early 1930's just down the street from two of her children, remaining at 141 South Carolwood until her death in 1944.



Holmby House in Happier Times
(courtesy of USC Digital Collections)



At the Funeral Service

Thousands attended the funeral for Arthur. The eulogy was given by the Rt. Rev. Horsfall Johnson of the Episcopal church. Burial was in the family crypt at today's Hollywood Forever Cemetery.



With Arthur's passing The Broadway was sold to a group of investors led by son-in-law Malcolm McNaghten (married to daughter Edna), who had been a Vice President of Finance at The Broadway. John G. Bullock led the buyout for his namesake department store. Son Arthur Jr. who had become

The Family Mausoleum Today

President of The Broadway upon his father's death, focused his efforts on the real estate side of the family business after the department stores were sold. And besides the breakup of business, Arthur Jr. divorced in 1930, while daughter Gladys divorced in 1932.

Holmby House and the gardens itself were first finished about 1907. On the property in 1923 were Arthur and Florence in the main house, and daughter Gladys and husband Harold Janss lived in a grand house on a portion of the northeast corner of the land. But what was to happen to the main house and gardens with Arthur's death? It had been Arthur's stated wish to keep the gardens, to the extent he had provided money in his will for maintenance. Neither Florence nor Edna nor Gladys nor Arthur Jr. would try to live up to Arthur's wish. Harold the developer led the creation of "Franklin Avenue Square", razing the house completely. Some of the exotic plants were moved to Arthur Jr.'s new house in Holmby Hills, and Henry Huntington procured many of the exotic cacti for use in his cactus garden in San Marino. In less than 30 short years, the house had been built, then torn down. Nothing remains today.



An Aerial Composite of today and yesterday

Additional Info:

Photos of the Gardens and House Interior

Gladys's 1933 "toy" after her divorce

It was a family business

Posted by Bradford Caslon

Reactions:

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Labels: Hollywood Residence, Real Estate, Retail, YMCA President

6 comments:



Maureen August 6, 2012 at 12:31 PM

Fascinating reading! My husband is related to the Philps from Ontario, so this was very interesting to see how

The New York Times

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December 7, 1989

Harland Bartholomew, 100, Dean of City Planners

By JOAN COOK

Harland Bartholomew, the dean of comprehensive city planning in the United States, died Saturday at his home in Clayton, Mo., a suburb of St. Louis. He was 100 years old.

Mr. Bartholomew, a consulting engineer, was appointed to Federal planning committees by three Presidents, Herbert Hoover, Franklin D. Roosevelt and Dwight D. Eisenhower.

In 1941 President Roosevelt appointed Mr. Bartholomew to a committee to recommend a limited system of national highways. He also helped plan the Metro subway system in Washington, and he represented the Rockefeller interests in the restoration of historic Williamsburg, Va.

President Eisenhower appointed Mr. Bartholomew chairman of the National Capital Planning Commission a position he held for seven years, A City Planner in Newark Mr. Bartholomew became the nation's first full-time city planner in 1914, when he went to work for the city of Newark. Two years later he went to St. Louis as a city engineer, and he later opened a consulting firm, Harland Bartholomew & Associates, which now has its headquarters in Memphis. He retired in 1965. His firm prepared comprehensive plans for more than 500 cities and counties, including Bal Horbour, Fla., St. Croix, V.I., and Grand Bahama Island in the Bahamas. Mr. Bartholomew also prepared plans for the reconstruction of the resort community of Bar Harbor, Me., after two-thirds of it was destroyed by a forest fire in 1947.

His firm also assisted in the preparation of many zoning ordinances. including a statewide ordinance for Hawaii.

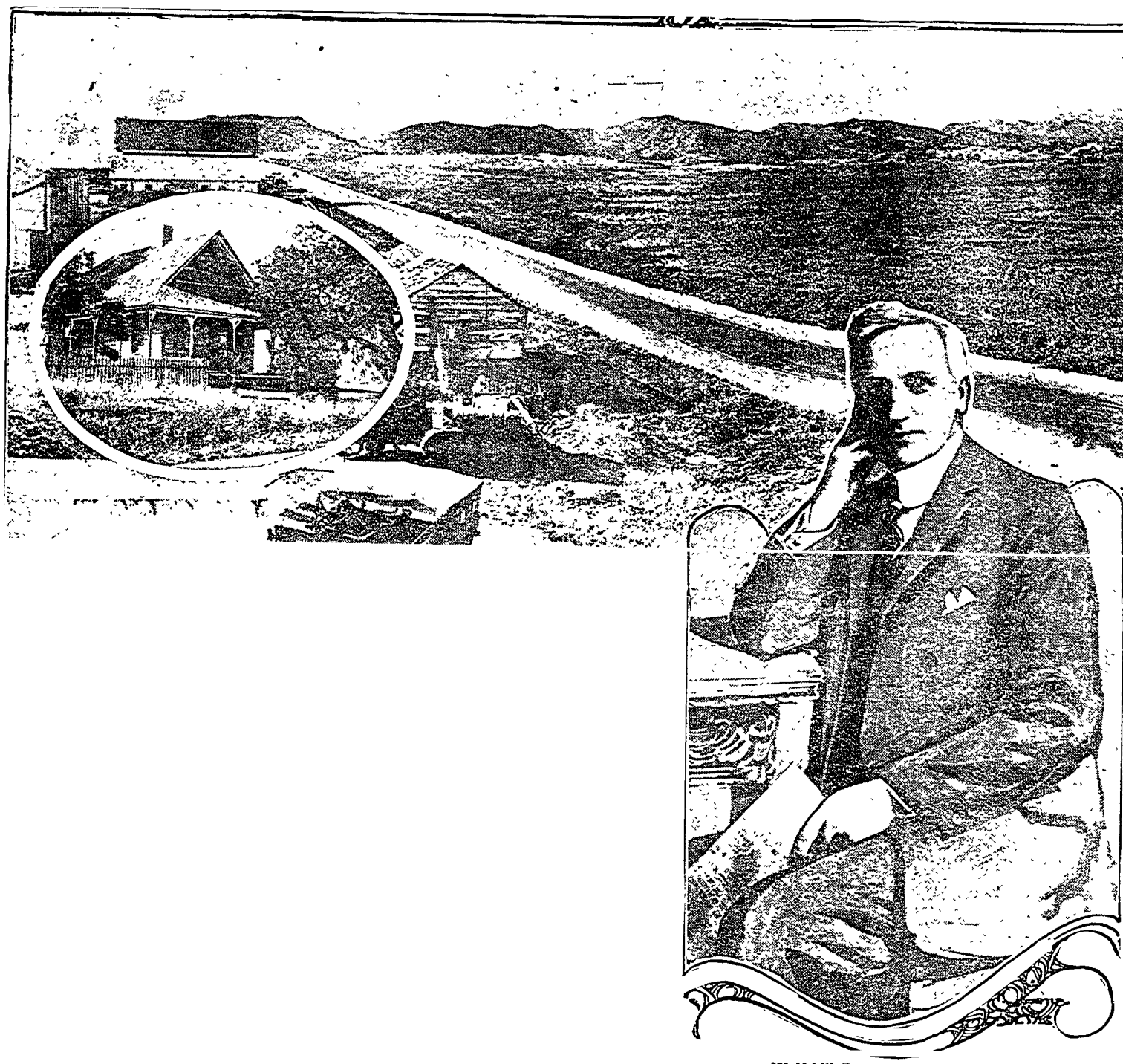
He was an early advocate of slum clearance and city planning, and served on the national Slum Clearance Advisory Committee. His ideas helped shape the Housing Act of 1937 and the Housing Act of 1949.

Mr. Bartholomew was born in Stoneham, Mass., and received his civil engineering training at Rutgers University. He taught civic design at the University of Illinois from 1918 to 1956.

Mr. Bartholomew, who was widowed three times, is survived by five stepchildren: George Ball of Travers City, Mich., Barbara Cosden of Manhattan, Dorothy Friestedt of Washington and Georganne Pollnow and R. F. Funston Jr., both of St. Louis. He is also survived by three grandchildren and seven great-grandchildren.

ARTHUR LETTS BUYS THE WOLFSKILL RANCH FOR TWO MILLIONS CASH.: ...
Los Angeles Times (1886-1922); Apr 15, 1919;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. II1

ARTHUR LETTS BUYS THE WOLFSKILL RANCH FOR TWO MILLIONS CASH.



Wolfskill Ranch and Its Purchaser.

The large panorama was taken from the roof of the old ranch-house (also shown at left, inset) at the corner of Wilshire boulevard and Beverly Glen drive, the road shown in the picture. Below is Arthur Letts, the buyer, and, at the right (inset), is Charles G. Andrews, who handled the deal for the Wright-Callender-Andrews Company.

MONUMENTAL REAL ESTATE DEAL.

Thirty-three Hundred Acres Between Los Angeles and West Beaches Sold to Merchant Prince for Record Cash Price; to be Fine Residence Tract.

Long coveted by many moneyed investors, prize of prizes in the local land market and the despair of a generation of subdivisionists, the great Wolfskill ranch of 3296 acres, one of the last of the undivided land domains between Los Angeles and the west beaches, passed yesterday into the hands of Arthur Letts, merchant prince, property owner and far-visioning business man and capitalist of this city. Mr. Letts last night announced his intention of converting it into a fine residential district. Development work will begin at once.

Two million dollars cash was the consideration for which the Wolfskill family finally parted with the property, which has so long beckoned the suburban developers of the Southwest metropolis. The sellers were Matt Ashby Wolfskill, who resides on the ranch; Ney Wolfskill, who is in business in Fresno, and their invalid sister, Edith Irene Wolfskill, a resident of Pasadena. The Wright-Callender-Andrews Company handled the transaction, Charles G. Andrews of that firm, personally acting in the negotiations.

Aside from its magnitude and epochal importance, the deal had a dramatic interest, not to be found in the ordinary large real estate transaction. From an extended series of negotiations, which had looked dubious of fulfillment for many days, the deal finally developed at a rate and under circumstances that made it a "thriller."

The Wright-Callender-Andrews Company secured control of the property under a ninety-day option in January, something of a feat in itself as the owners had always refused to entertain offers of any kind up to that time. The uncertainty of financial conditions operated to prevent the company's securing purchasers willing to go into so large a venture, and up until yesterday it seemed that the option would have to be allowed to expire unexercised. It is understood, in fact, that another Los Angeles capitalist, in the expectation that the deal would fall through, had entered into negotiations to buy a large part of the property directly from the owners.

AT ELEVENTH HOUR.

Then the proposition was put up to Mr. Letts. Yesterday afternoon at 5 o'clock, a bare seven hours before the time of expiration of the Wright-Callender-Andrews option, Henry W. O'Melveny, of the law firm of O'Melveny, Milliken & Tuller, Mr. Letts's attorneys, tendered to William Egbert Mitchell, of Hunsaker, Britt & Edwards, attorneys for the Wolfskills, a certified check for $2,000,000 to clinch the bargain for the new owner. The eleventh-hour tender was a complete surprise to the givers of the option when they heard of it from their attorney several hours later.

The great holding which Mr. Letts has added to his many other valuable properties, was known of old as the Rancho San Jose de Buenos Aires, and is still so marked on maps of record. Through its long association with the Wolfskill family, it long since came to be known under that name.

The ranch skirts Pico boulevard on the south for about two miles, extending northward to the foothills three miles away. It lies to the west of the Los Angeles Country Club property and the lands of the Rodeo Land and Water Company, bordering both, and has for its western boundary the Soldiers' Home grounds and a part of the town of Sawtelle.

A third of the land is level and of this portion approximately 800 acres, mostly in the southwest corner of the holding, along Pico boulevard, is ideal bean land. On the mesa north of Wilshire boulevard the ranch is a sea of green barley fields. South of Wilshire boulevard and adjoining the west line of the property is an old walnut grove, ninety acres in extent. The annual cultivation of these crops has constituted the ranching operations of the holding for a generation. The improvements consist of the main ranch-house, built a number of years ago near the site of an older structure that was destroyed by fire, together with a number of houses for tenants and help on different parts of the property.

MR. LETTS'S PLANS.

Mr. Letts plans to convert the big tract into one of the most beautiful and attractive residential districts in the United States. He said last night that his confidence in the city of Los Angeles and its future is so strong that he has no doubt whatever that the purchase will not only be profitable to him but will bring tens of thousands of well-to-do people here.

(Continued on Eighth Page.)

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WOLFSKILL RANCH SOLD.

Arthur Letts Buys Great Close-in Tract for Two Millions, Cash.

(Continued from First Page.)

The chief reason for investing such a great sum of money in Los Angeles real estate, he said, is that he has full confidence in the continued growth and prosperity of the city where he has built up a big business and achieved business success such as few other men have attained.

Recognized as one of the greatest connoisseurs of plants and landscape architecture in America Mr. Letts' supervision of the subdivision of the tract into homesites will be an important factor in creating a district of beautiful homes. His first step will be to employ a landscape architect to work out the details of the subdivision. Mr. Letts has already determined in a general way improvements to be made

The topography of the land is such that it lends itself remarkably well to subdivision Because of the natural slopes the homesite subdivisions will not interfere with nor detract from each other

One feature of the improvements that will be undertaken soon will be the building of a number of winding boulevards with decorative parkways. While he has not yet decided on all the details of subdivision, Mr. Letts intimated last night that he intends to expend a large sum of money in improving the property.

LONG SOUGHT FOR.

The availability of the holding for immediate subdivision and development, due to its situation immediately between the western suburbs of Los Angeles, including Beverly Hills and the built-up region extending back from the beaches, has led one large realty concern after another in the past decade to make flattering, but unavailing, offers looking to the marketing of the land. Two parcels only have been detached from the property—one the 300 acres transferred ten years ago to the Country Club Holding Company as a site for the present Los Angeles Country Club, and the other a piece comprising 468 acres of foothill land sold six months ago to J M. Danziger and now included in the latter's large foothill estate to the northwest of Beverly Hills. Practically every acre of the land acquired by Mr Letts is of a topographical fitness for residential subdivision.

Besides Pico boulevard, which forms the southern boundary of the property, two other city-to-sea paved highways make the ranch lands readily accessible to Los Angeles Both Wilshire and Santa Monica boulevards pass through the tract, the latter carrying the Pacific Electric Railway's line to Santa Monica by way of Sawtelle The proposed new Beverly boulevard, to be formed by the extension of the new West First-street boulevard out Temple street west of Vermont avenue and westward from the city proper through Beverly Hills to Santa Monica, will pass directly through the property practically on the line between the present ranch and the foothill purchase of Mr. Danziger.

In addition to the existing paved highways and the prospective boulevard, the tract has as a beginning toward residential development the advantage of a natural-gas main bisecting the property, together with electricity and telephone connections As all but a narrow strip of the holding along Pico boulevard is included in the Westgate Annex to the city of Los Angeles, Owens River aqueduct water is assured as rapidly as the property can be developed and the pipe mains put in. All that portion of the land lying on the mesa above Wilshire boulevard, several hundred acres in all, is frostless and adapted by soil and elevation to the culture of lemons, the rest of the acreage being suitable to a diversity of plantings.

WOLFSKILL HISTORY.

John Wolfskill forty-niner, former State Senator and one of the most enterprising and picturesque men of the rugged pioneer days, was essentially a land developer and, from the time he first set foot in the State believed implicitly in the greatness of its future. From the day he acquired his first land in 1836, when he purchased the original Escondido grant of 13,000 acres from Judge O S Witherby of San Diego, he remained a large land owner up to the day of his death, in December, 1912.

Mr. Wolkskill, before he became interested in the development of Los Angeles, was identified with the early history of the Escondido Valley. He bought the original Escondido grant for $8000, the deal including 500 head of cattle, which he sold for $5000 This made the immense ranch cost him $3000 cash. He continued to hold that property until 1883, when he sold it to northern capitalists for $128,000 The following year the ranch was sold for $178,000.

Mr. Wolfskill died at his home, 222 Arroyo terrace, Pasadena, on December 16, 1913, leaving no will He was 77 years old Five heirs survived him—his wife, Mrs Susanne B. Wolfskill, also a pioneer and a native of Independence, Mo; Ney W. Wolfskill, a son, Matt Wolfskill of Venice, and Miss Irene B Wolfskill of Pasadena. His estate was appraised at that time as being worth $1,550,000 in real estate and $50,000 in personal property. The land holdings comprised principally the property west of Beverly Hills, just acquired by Mr Letts. Mr. Wolfskill acquired this property about 1884 from the original grantees for a sum approximately $10 an acre. His idea was to hold it intact and develop it as a ranch, and with this intention built a large house into which the Wolfskill family was preparing to move at the time of Mr. Wolfskill's death. Mrs. Wolfskill, who was Miss Susanne B. Moore, died in January, 1916

MR. LETTS.

Arthur Letts, counted among the most progressive and successful merchants in America, has been identified with the business and social life of Los Angeles since 1896, when he came here following the disastrous Seattle fire, which wiped out the business of the firm by which he was employed. He was born in England in 1862, and when a young man crossed the ocean for the opportunities of the new world, for a time settling in Toronto, Can

Mr. Letts's first business venture in Los Angeles was to acquire the dry goods business of J. A Williams & Co., at Fourth and Broadway which had become bankrupt. The location of the store was considered too far south of the then center of the business district to promise success, and Mr Letts's friends sought to dissuade him in the venture which to them, seemed risky. He gave the business the name it bears today—The Broadway Department Store—and from the first, despite early handicaps and discouragements, he made it successful.

The growth that followed Mr. Letts's venture is part of the history of the phenomenal development of Broadway. By 1899 the Broadway occupied the entire ground floor of the Pirtle and Hallet Building. In 1910 the adjoining Hellman Building was purchased, in 1905 the upper floors of the Pirtle and Hallet Building were acquired, and in the next year the Slauson Building, adjoining the Hellman. Mr Letts built his present fine building in 1914

Besides his large interest in the property and business development of Los Angeles, Mr. Letts has always been interested in education and juvenile welfare His home, Holmby House, at the head of Kenmore avenue, Hollywood, is surrounded by a magnificent park of thirty acres, filled with rare and beautiful trees and flowers. His two hobbies are horticulture and the collection of rare marbles, of which his house and garden are filled with many brought from various parts of the world.

Among the popular movements in which Mr Letts has been a tower of strength is that of the Boy Scouts Practically from the inception of this organization he has taken a large and active interest in its affairs and has given considerable sums of money in cash, prizes and other forms to promote its welfare in Southern California and generally.

Mr Letts is a member of the California Club, Los Angeles Country Club, Automobile Club of Southern California, Los Angeles Realty Board, Municipal League, Hollywood Board of Trade, and the Bohemian Club of San Francisco. He was formerly president of the Y.M.C.A., president of the Retail Dry Goods Association, and is a trustee of the State Normal School here, a member of the Hollywood Lodge F. and A. M., and a Knight Templar

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BIG DEAL STIRS BUSINESS MEN.: Wolfskill Ranch Sale Means Great ...
Los Angeles Times (1886-1922); Apr 16, 1919;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. II5

BIG DEAL STIRS BUSINESS MEN.

Wolfskill Ranch Sale Means Great Activities.

Plans for Subdividing Great Ranch Take Form.

Purchaser will Develop it on Elaborate Scale.

The announcement in yesterday morning's Times of the purchase by Arthur Letts of the great Wolfskill ranch for $2,000,000 was the chief topic of conversation among business men yesterday, especially in realty circles where there is a strong conviction that sales and development of real estate have by it received a tremendous impetus.

Mr. Letts received many applications yesterday from landscape architects, engineers and contractors. He will start on the big job of subdivision as soon as he has fully developed his general plan and has retained a landscape architect.

In arrangement and ornamentation with trees, plants and shrubs the big tract will be one of the most distinctively-beautiful communities in the world. Mr. Letts has an enormous collection of rare trees and shrubs gathered in all the countries of the world. He has the vision to design the work and he knows what trees would be most effective and where to get them. He said yesterday that he is prepared to spend a very large sum of money in developing the property.

That one of the first home sites to be improved will be one selected by Mr. Letts for a country home for himself that will be one of the famous show places of California is very probable.

W. M. Garland, president of the National Real Estate Association declared yesterday that the deal will have a big influence on the growth of Southern California and will strengthen confidence of investors, big and little, in the solidity of the value of real estate here.

"It is one of the best indications," he said, "of the immediate and future prosperity of Southern California that we have had. The purchase of the Wolfskill ranch and the announcement that it will be subdivided into beautiful homesites, coupled with the purchase of Catalina Island by William Wrigley, Jr., are having an influence on every line of business, and a wonderful bearing on the development of Southern California.

"The property has been purchased by a farseeing investor who realized what a wonderful opportunity exists for creating a high-grade community. Its distinctively beautiful setting has attracted the attention of many prospective investors, but it remained for Mr. Letts to make the venture.

"Mr. Letts will not only profit by his investment, but he will add greatly to the wealth of Los Angeles and its artistic values."

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MOMENTOUS WOLFSKILL RANCH TRANSACTION.
Los Angeles Times (1886-1922); Apr 16, 1919;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. II4

MOMENTOUS WOLFSKILL RANCH TRANSACTION.

Prominent among the epochal land transactions affecting the development and progress of Los Angeles must be recorded the purchase by Arthur Letts on Monday of the great Wolfskill ranch lying between Beverly Hills and Sawtelle. As a direct result of this monumental deal the decade-long dream of a suburban development stretching from West Los Angeles and Hollywood to the sea becomes an assured realization of the immediate future.

Rival cities of the Pacific Coast States have been wont to talk in terms of amusement and even derision of the aspirations of the inland city of Los Angeles to reach out to salt water. They have witnessed, not without a barely concealed admiration, the tremendous feat of this West Coast metropolis in creating a great artificial harbor from the mud flats of San Pedro and Wilmington, contenting themselves with poking fun at the Shoestring Strip devised to link the city with its water front. The deal just concluded by the great merchant of Broadway and the plans with which he expects to follow it up give Los Angeles the laugh on these other cities that have thought it could never get to tide water.

The Wolfskill ranch has long been the key to the city-to-sea development ambitions of Los Angeles, at least so far as the nearer west beaches are concerned. The southward advance of the city along the great highways running to the harbor is gradually taking care of the oceanward progress of Los Angeles in that direction. The westward expansion can be accomplished almost at a bound now that the old Rancho San Jose de Buenos Aires has been purchased for subdivision.

Northwest Los Angeles has crept westward along the foothills until its residents look down into Sherman from their high mesa sites and farther south the city proper is reaching ever seaward along Wilshire, Santa Monica, Pico and Washington boulevards.

Beyond Sherman, and already linked to it by a scattering residential development, lies the beautiful suburb of Beverly Hills, already grown into an important community. Between Beverly Hills and Sawtelle and separating the westward residential extensions of Los Angeles from the eastward expanding beach communities lies the 3300-acre land holding which has just been acquired by the far-visioned business man and capitalist who had already contributed so much to the upbuilding of this southwest metropolis. Once this broad expanse of land has been cut up into homesites and parcelled among homeseekers and builders the gaps between Los Angeles proper and its future ocean front will be filled in in a hurry

Mr. Letts has never given a more convincing demonstration of his faith in Los Angeles and its future than in the purchase of this land domain standing between Los Angeles and its destiny. Just as he foresaw the vast growth in population of this city and section and built a business house to meet the needs of a city of a million, he has now looked ahead and visioned the progress of Los Angeles to the sea. His investment, including the enormous sum he will spend in the laying out and improvement of his purchase, will run into several millions; but he knows that the inevitable advance of the city along its predestined line of development will bring him back his money with ample interest. And it may be well believed that back of the financial consideration and even transcending it in the mind of the projector of this splendid undertaking is the personal satisfaction he feels in being in a position to do the thing that will bring Los Angeles so much nearer to the realization of one of its great ambitions.

The most immediate advantage that will accrue to the city of Los Angeles through the subdivision of the Wolfskill ranch will be the opening thereby of a new and important market for the aqueduct surplus. With the exception of a narrow strip of land along Pico boulevard, all of the property is included within the limits of the Westgate annex and is hence in reality a portion of the city. With three fine paved boulevards traversing the holding and with natural gas, electricity and telephones already available in the district, the ranch domain lacks only a modern and ample water system to be ready for division into homesites. It therefore becomes to the advantage of both the city and Mr. Letts to complete arrangements for the distribution of the aqueduct water at the earliest possible moment. And Mr. Letts has announced that he does not expect to lose any time in perfecting his comprehensive subdivision plans

With the addition of Mr Letts's great holding to the residential suburbs of Los Angeles there will no longer be any excuse for Santa Monica staying out of the municipal fold and foregoing the benefits of the aqueduct water service. Sawtelle is already in the city, as is the Westgate district and an area north of Santa Monica Canyon reaching to the sea and having an extensive beach front. As long as the Wolfskill property lies as a great open region between the north beach community and the westward reaching suburbs of Los Angeles, Santa Monica is bound to feel a certain isolated individuality. Soon, however, thanks to Mr. Letts, Santa Monica will be side by side with a developing portion of residential Los Angeles and to all intents and purposes a part of its larger neighbor. For the city by the sea to decline to participate in the benefits offered by the city which built and owns the aqueduct under conditions such as these would be for both cities to lose much of mutual value with no benefit whatever as compensation for either. Santa Monica will vote for annexation soon.

The confidence shown by Mr. Letts in entering upon so large a real estate enterprise is bound to have an uplifting influence on realty, business and financial conditions in Los Angeles, and this is something that is needed even yet. The purchase of the Wolfskill ranch is in many ways the most notable of the series of great transactions which began but a few months ago with the purchase of Santa Catalina Island by William Wrigley. Last week saw the epochal transfer of the 880-acre Dodson ranch adjoining San Pedro, a transaction insuring the early addition to Los Angeles of a brand new residential area in its harbor district. Such deals by men of means point the way to investors generally and are certain soon to lead to a wave of activity that will restore Los Angeles at a bound to its normal condition of prosperity.

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HISTORIC RANCHO TO BE SUBDIVIDED SOON: Wolfskill Property, Acquired ...
Los Angeles Times (1886-1922); Oct 15, 1922;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. V9

HISTORIC RANCHO TO BE SUBDIVIDED SOON

Wolfskill Property, Acquired by Arthur Letts Two Years Ago, Will Go on Market

The famous Wolfskill ranch, one of the largest pieces of undeveloped property between Los Angeles and the ocean, a tract—part of an old Spanish land grant—comprising 3300 acres, has been taken over by the Janss Investment Company and will be subdivided into homesites. The consideration involved in the purchase of the property, formerly owned by Arthur Letts, will be in excess of $7,000,000, according to officials of the Janss company.

The company's engineering department is now engaged in preparing plans for the subdivision and improvement of the first unit of the big tract, located in the southwest section of the ranch, and it will be opened as soon as these plans can de compeleted.

The development program, tentatively prepared by the Janss Investment Company in conjunction with the City Planning Commission, contemplates the construction of many miles of streets; it is the intention of the subdividers, according to Harold Janss, secretary of the conmpany, to develop a street system which will be in advance of the immediate requirements.

Outstanding in the street construction program will be the establishment of an entirely new boulevard, paralelleling Santa Monica Boulevard, and extending through the entire tract. This boulevard will be on the eastern side of the Pacific Electric tracks, and will have the effect of doubling Santa Monica Boulevard in width.

The company is also prepared to assist in the Wilshire Baulevard project, which contemplates the widening of the Boulevard, and its beautification with ornamental plantinfi and works of art. Sufficient land along the portion of Wilshire Boulvard that extends through the property will be deeded to the city to insure its revelopment along the lines indicated in the plants prepared for the project, according to Mr Jones. In this stretch, according to present plans, Wilshire Baulevard will be widened from 100 to 232 feet.

An abundance of water, Janss company officials say, will be afforded the entire tract from the new Stone Canyon reservoir, which will supply water to the district between Beverly Hills and the ocean.

About one-third of the ranch is comprised of level land. North of Wilshire Boulevard are a series of high knolls, and the extreme northern end extends well into the higher mountain ranges. Beverly Boulevard, when built, will extend along the base of the higher lands.

Th eeastern boundary of the Wolfskill ranch adjoins the property of the Los Angeles Country Club. From that point, the ranch extends westward for a distance of about two miles to the Soldiers' Home at Sawtelle. Pico Boulevard forms the extreme southern line, the property extending from that point northward to the Danziger Estate, which it surrounds on three sides.

For many years the ranch has been used for general farming purposes; although south of Wilshire Boulevard there is a fine walnut grove of ninety acres. Beans and barley have been the principal crops for the past thirty years. With the exception of the residence erected by the late John Wolfskill a number of years ago, improvements are nominal, consisting of farm buildings and ranch houses for employees.

The ranch came into the hands of Mr. Letts in April, 1919, when a certified check for $500,000 was delivered to the Wolfskill heirs by Mr. Letts, who has been working session of the ranch. The deal session of the ranch. The deal was at that time involved a record price for Los Angeles realty.

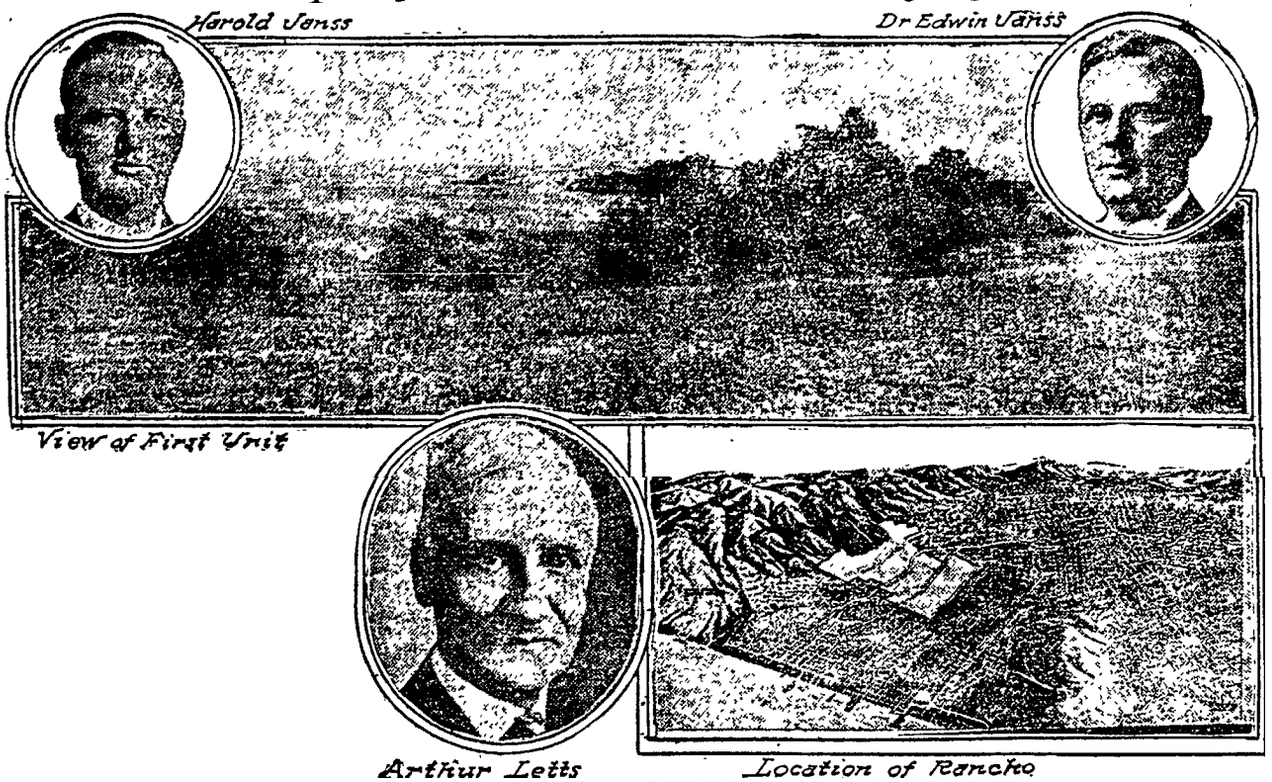
The Wolfskill ranch, indicated on official maps as the Rancho San Jose de Buenos Aires, is one of the historic land grants of Southern California. It was acquired about 1884 by John Wolfskill, a pioneer in the development of Southern California. A man of great enterprise, Mr. Wolfskill, who believed implicitly in the future of Southern California, devoted himself principally to land development. When he acquired the tract, for which he paid about $10 an acre, he planned to keep it intact, and to develop it into a ranch. With this in mind, the present residence was built, but owing to the death of Mr. Wolfskill in 1913, at the age of 77, the house was never occupied by the family.

Mr. Wolfskill was survived by five heirs, Mrs. Susanne B. Wolfskill, his wife, New W. Wolfskill, a son, Matt Wolfskill of Venice and Miss Irene B. Wolfskill of Pasadent. His estate, at that time, was valued at $1,580,000, and consisted principally of real estate, of which the Wolfskill ranch formed the major portion.

Mr. Wolfskill's first venture in California real estate consisted of the purchase of the Escondido grant of 13,000 acres from Judge O. S. Witherby of San Diego. For the Escondido property he paid $8000, the deal including 500 head of cattle, which he later sold for $5000. He owned the Escondido ranch until 1883, when he sold it to northern capitalists for $128,000. Shortly afterward he acquired the vast acreage soon to be divided into residential sites.

While this is not the largest project, in point of acreage, handled by the Janss Investment Company, it will exceed, in retail value, by several millions of dollars any subdivision activity heretofore undertaken. The company has subdivided and marketed a 8500-acre tract at Yorba Linda, and it also subdivided 47,000 acres of Van Nuys-Lankershim lands into little farms. More recent enterprises of the company include Los Feliz Square, in Hollywood, and Belvedere Gardens in the eastern section of the city.

Vast Property to Become Community of Homes



Views of Wolfskill Ranch and Its Subdividers

This ranch of 3300 acres, west of Beverly Hills, is to be put on the market by the Janss Investment Company. Arthur Letts, the owner, purchased the property about two years ago from the heirs of the Wolfskill estate.

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WESTWOOD IS PLACED ON MARKET: First Part of Walfskill Ranch is Opened by Janss In
Los Angeles Times (1886-1922); Oct 29, 1922;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. V9

WESTWOOD IS PLACED ON MARKET

First Part of Walfskill Ranch is Opened by Janss Investment Company

Westwood, the subdivision of the Wolfskill ranch, 3300 acres of scenic territory between the city and Santa Monica, is to be opened to homeseekers and investors today by the Janss Investment Company. The tract comprises approximately 1000 residential and business lots, situated west of the Los Angeles Country Club on Santa Monica Boulevard and the Rancho Country Club on Pico Boulevard.

"Hundreds of requests from homeseekers in Westwood have already been received," said Harold Janss, of the Janss Investment Company, yesterday. "The continual turnover of property on Western avenue during the past three years will, we believe, be duplicated again in Westwood.

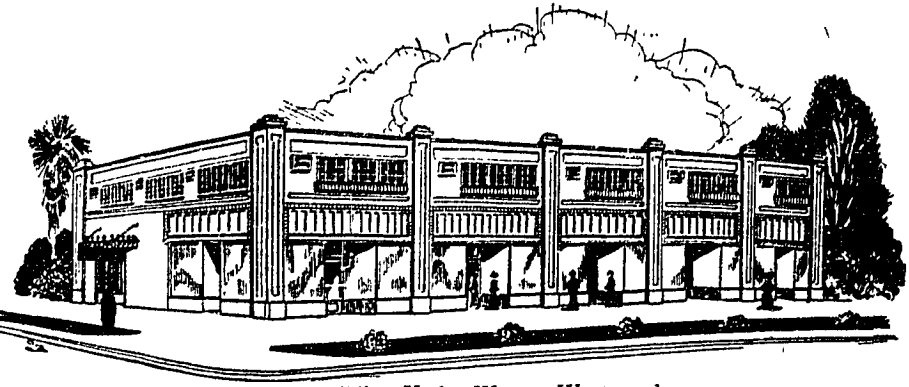
"Our predictions for the success of Westwood are based upon our past performances. In the brief space of one generation the Janss Investment Company has successfully marketed forty-nine subdivisions in Los Angeles, its suburbs and near-by farming sections. We have provided homesites for more than 100 000 persons and have transacted an aggregate volume of business running into tens of millions.

"Westwood is fortunate in its close proximity to the churches of eight denominations. There are two grammar schools and the new $85,000 Woodrow Wilson Junior High School in the vicinity. The for a high school to cost approximately $200,000 has already been selected close by. A plan of civic beautification is being evolved by our engineers, in co-operation with the City Planning Commission."

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Store Building Being Erected at Westwood: Suburban Improvement Nearing Completion
Los Angeles Times (1923-Current File); Sep 9, 1923;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. V6

Suburban Improvement Nearing Completion



Store Building Under Way at Westwood

Store Building Being Erected at Westwood

Being erected at a cost of $35,000, a brick and terra-cotta construction store building will soon be completed at the corner of Santa Monica Boulevard and Veteran avenue, Westwood. The structure contains five storerooms facing on Santa Monica and ten apartments ovhead entered on the Veteran-avenue side.

The owners of the new business and apartment-house are the Investment Associates, Inc., composed of officials and executives of the Pacific Mutual Life Insurance Company.

Alfred G. Hann is president of the association and Roy Hoagland secretary. Another store building for Westwood is being erected at the corner of Mississippi avenue and Westwood Boulevard at a cost of $15,000.

A Merry Widow

An English, woman recently wrote to a newspaper that she began life as A. Mann (Alice Mann.) She married a Mr. Husband and so became A. Husband. He died and she married again, this time a Mr Malden. Becoming a widow for the second time, she concludes that though born A. Mann, she will die A. Maiden.—[Boston Transcript.

Kadletz Now in Business for Himself

A new firm, which will be known as F. W. Kadletz and Company, has been organized for the purpose of specializing in the selling and leasing of downtown properties. Their new business home is located on the eighth floor of the Pacific Mutual Building. The senior member of the firm, Mr. F. W. Kadletz, has been actively engaged in the real estate business and associated with W. I. Hollingsworth and Company for the past twelve years. With him as junior member is his son, F. S. Kadletz, who is a graduate of the College of Law, University of Southern California, and since his graduation has been associated with the same firm.

Both members of the new organization are active in the affairs of the Los Angeles Realty Board, Mr. F. W. Kadletz having joined the Board in 1911.

During Mr. F. W. Kadletz's association with W. I. Hollingsworth and Company he handled some of the largest transactions in the close-in business district.

Starting at Home

One effective way of lightening the work of the President, in which the politicians wish to appear to be much concerned, would be to stop pestering him about jobs —[Chicago News.

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INVESTMENT RESERVE OF CITY PROVED: WESTWOOD LOT SALES ARE $1,000,000 A
Los Angeles Times (1923-1995); Mar 25, 1925; ProQuest Historical Newspapers: Los Angeles Times
pg. A11

INVESTMENT RESERVE OF CITY PROVED

Westwood Lot Sales Are $1,000,000 After Site for University is Chosen

Proof that thousands of dollars are available for investment in Los Angeles residential properties is demonstrated in the sale of more than $1,000,000 in homesites in the Westwood district during the last four days by the Janss Investment Company. Since the announcement of the Board of Regents that the University of California, Southern Branch, is to be located at Westwood, there has been a consistent demand for residence property in the area.

According to Harold Janss, head of the investment company, more than $600,000 in homesites were sold within twenty-four hours after the decision had been made by the university officials. On Monday approximately $256,000 in lots were purchased, while yesterday the books showed sales aggregating $255,000. The total sales for these four days amounted to more than $1,000,000, or approximately 275 lots.

Officials of the company placed a new unit on the market Saturday and it was sold out within forty-eight hours. All property transactions represented sales of sites south of Wilshire Boulevard and included resales and new sales. Mr. Janss said yesterday his company had been averaging at least $1,000,000 in sales each month for the last year.

It was estimated that more than 150,000 persons viewed the site of the university at Westwood last Sunday.

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BUSINESS VILLAGE PLANNED: Commercial Development Near University Campus to be Un
Los Angeles Times (1923-Current File); May 6, 1928;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. E5

BUSINESS VILLAGE PLANNED

Commercial Development Near University Campus to be Unique Exploitation Project

Ground plans for the new Westwood Hills University business village were virtually completed this week. Located at the southern entrance to the university campus, the site of the village extends north from Wilshire Boulevard 1400 feet to the university grounds and about midway between the fraternity and sorority "rows." Westwood Boulevard will be the principal artery.

Unique to a point probably never before approached by any similar business district in America, the present plans are the result of more than eighteen months research and planning by the Janss Investment Company, developers of the area.

Uniform type of architecture of Spanish-Mediterranean design has been chosen and all building plans will be subject to the approval of a board of architectural supervisors. The style of architecture has been chosen to blend with the general improvement of the campus and the buildings now under construction which are expected to be completed this year. Grading and leveling of the site has been under way for the past ninety days and the laying of curbs, streets and sidewalks is expected to start within the next two weeks. The first building to be erected in the village will be built by the Janss Investment Company as a pattern for future construction.

Plans for this structure are now virtually completed and involve an investment of $250,000 exclusive of the site.

Store locations will be restricted to one and in a few instances two merchants in each line of business for the first school semester at least in order that a complete service may be given shoppers from the outset. Sales Director A. Harold Wilkins said that requests for shop locations have been already received from many of the largest and most successful merchandisers on the Coast with several from concerns which have operated exclusively in the San Francisco area.

ARCHITECTS TO AUGMENT WORK HERE

Employment Bureau Will be Conducted Free for Draftsmen

Los Angeles Architectural Club has recently embarked on a program to make itself a factor of definite usefulness in the building development of the community, it was stated yesterday. Heretofore its activities have been largely devoted to the social and educational interests of members.

To make the program effective the club has opened a new office in Room 510 Architects' Building, with Miss Virginia Smith in charge as executive secretary.

The new plans include the formation of an employment bureau and a small house plan service and are intended to aid not only members and architects, but the public as well.

The employment bureau has been created to help place, without any fee, all unemployed draftsmen who will register with the club.

With the active co-operation of all the architects interested in the development of California's small housing, the small house plan service of the Architectural Club wants to be of definite benefit to the builders of small homes, it is declared. To encourage artistic building the small house plan service will sell stock plans designed by capable architects at a nominal price.

WILLIAM M. GARLAND DELEGATE TO G.O.P.

Col. William May Garland, director-at-large of the California Real Estate Association, delegate for Coolidge four years ago at the National Republican convention, is a delegate this year on behalf of Herbert Hoover, and will attend the Kansas City convention in June, and the following week will be present at the Louisville convention where the realty men will select a national president. Col. Garland was president of the national association during the World War, and served two years. Following these conventions he will attend the Olympiad in Europe.

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INDUSTRIAL MART ACTIVE: Manufacturing Property Brokers Disclose Deals ...
Los Angeles Times (1923-Current File); Jul 8, 1928;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. E5

INDUSTRIAL MART ACTIVE

Manufacturing Property Brokers Disclose Deals Consummated Recently Totaling $400,000

The expansion of local wholesale and manufacturing firms, as well as increased interest in the purchase of properties by investors, is indicated by a report of the J. W. Lewis Company, wholesale and manufacturing property brokers. According to Max Eisner, the head of the company, sales aggregating approximately $400,000 have been recently consummated, the majority being cash transactions.

The southeast corner of Sixth and San Pedro streets has been sold for the Francisca W. Shepherd estate to a local investor; it has a frontage of 200 feet on San Pedro street, 143 feet on Sixth street, and 12.5 feet on Crocker street. No immediate improvements are contemplated, as the lease on the present buildings occupying the property has several years to run.

Newmark Brothers, wholesalers of coffees, teas and spices, have acquired the triangular parcel at the southeast corner of First and San Pedro, streets, which adjoins their present plant, giving this firm a combined frontage of approximately 107 feet on First street and 160 feet on San Pedro street.

The property at 1623-1629 South San Pedro street was sold for A. E. Nicholls to a local concern, which will improve it at some future time for its own use; the holding comprises 52,641 square feet, and has a frontage of 143 feet by a depth of 364 feet.

The Davis Upholstering and Furniture Company has purchased the northeast corner of Maple avenue and Thirty-third street from the Shepherd estate and has also acquired the existing lease covering the property. The site fronts 192 feet on Maple avenue and 104 feet on Thirty-third street, and has trackage at the rear; it will be improved in due course with a modern building several stories in height for the company's own use.

The United Tent and Awing Company will occupy the brick building at 759-761 North Spring street for factory and warehouse purposes, as soon as extensive alterations have been completed. The building is 48 feet wide by 171 feet deep, and is three stories in height on the Spring-street front, and two stories in height on the New High street front; it was purchased from R. McD. Taylor. The general offices and display rooms of the company will be maintained at its present South Los Angeles-street location.

The Mason Manufacturing Company, manufacturers of lamp shades, candlesticks and wrought-iron specialties, has acquired from the Austin Securities Company a parcel of ground at 858 East Sixtieth street, 120x223 feet in size, with trackage. Construction of a modern one-story and mezzanine brick factory building costing $50,000 already has been started and is being rushed to completion for occupancy by the company.

Apartment for Wilshire Area Costs $750,000

Construction of a $750,000 five-story apartment hotel in the heart of the Wilshire district is rapidly gaining headway, according to Alfred T. Pelton, president of the Interstate Mortgage and Investment Company. The new building, which last week reached the third-story stage, is at 720 South Normandie avenue.

The plans, drawn by Milton M. Friedman, architect, call for an imposing structure of French renaissance in design. It will be known as the Chalfonte, and upon completion it is to be under the direction of L. C. Cordean, managing director for all apartment-houses and hotels owned and operated by the Interstate company. The Chalfonte, it is understood, will contain 100 up-to-date apartments.

According to Mr. Pelton, no definite date for completion of his company's new acquisition in this exclusive district has been set. It was indicated, however, that the building should be ready for occupancy by December 1, next.

FAIR-SIZED AWARDS IN STEEL MART

Consumers Purchase Only for Present Demands With Trading Moderate

BY DON PRETRIDGE
Associate Editor, Iron Trade Review

In commenting on the condition of the Pacific Coast iron and steel markets this week, Iron Trade Review will say: "Trading was not heavy and present indications point to lessened demand during the next month or two. Little third-quarter buying is being indulged in, consumers being content to purchase only for their immediate requirements.

"Concrete bar awards totaled 1114 tons, bringing the aggregate for the year to 48,759 tons as compared with 25,150 tons for the corresponding period in 1927. The largest letting involved 485 tons for a power house, penstock and dam at Eugene, Or. The Pacific Coast Steel Company took 175 tons for an apartment on Spring street, Seattle. Bids open on July 16 for 2300 tons for Drainage Improvement District No. 26 at Los Angeles.

"Little new business is before plate fabricators for figures and awards totaled less than 600 tons. The Moore Drydock Company obtained 575 tons for a carfloat for the Santa Fe at San Francisco. Awards so far this year total 16,341 tons as compared with 45,072 tons for the same period last year. Sacramento will open bids next week on 100 tons of three-sixteenth material for a riveted pipe line. Prices are weak and 2.25 to 2.30 cents c.i.f. represents the range.

"Several fair-sized structural awards were placed this week and included 1700 tons for the Spokane Medico-Dental Building, booked by the Hofius Steel and Equipment Company; 1125 tons for the Kettle Falls bridge in Washington, placer with the United States Steel Products Company; 900 tons for a factory for the Illinois-Pacific Glass Company at Vernon, taken by Llewellyn Iron Works, and 470 tons for an apartment in Los Angeles, awarded to the Baker Iron Works. To date this year 77,597 tons have been booked as compared with 79,328 tons for the corresponding period in 1927. New inquiries include 450 tons for a clinker storage building at Seattle for the Pacific Coast Cement Company. Prices are firm at 2.35 cents c.i.f.

"The only cast iron pipe award of importance involved 1260 tons of twenty-inch Class B and 884 tons of six to twelve-inch Class 250 for Los Angeles, placed with Grinnell Company and the American Cast Iron Pipe Company, respectively. To date 43,565 tons have been booked, compared with 47,462 tons for the same period last year."

REAL ESTATE BOARDS ASK BRANCH OFFICES

A number of local realty boards throughout the State have passed resolutions urging establishment of more branch offices and resident deputies by the State Real Estate Department in order to increase the efficiency of its jurisdiction in communities now served by the adjacent metropolitan area. Among the boards which have passed such resolutions are Long Beach, Pasadena, Riverside, San Jose, Santa Ana, Santa Barbara and Van Nuys, according to an announcement from the California Real Estate Association headquarters.

Realty Shows Large Profits to Investors

"Land is the foundation of all wealth," a well-known truth and to Los Angeles in particular is this aphorism applicable.

A striking example of the profits that have been derived from investments in real estate syndicates is incorporated in a financial statement of Hugh Evans & Co., which shows the percentage of returns on a number of their subdivisions activities: Wilshire-Fairfax, 285 per cent; Westgate Acres, 410 per cent; Lower Tiger Tail, 245 per cent; Hollywood Scenic, 300 per cent; Hollywood-Beverly, 280 per cent; Hollywood Vista, 300 per cent; Colima Park, 300 per cent; Western avenue industry, 350 per cent, and Hollywood Crescent, 1050.

MAGIC CITY EXPOSITION WILL OPEN

Transition of University Area to Be Shown in Display Next Week

The Magic City Exposition at Westwood Hills will be opened next week, the Janss Investment Company announced yesterday.

The exposition is housed in a miniature oasis, especially created by a noted landscape architect. With the Aladdin lamp idea as a motif, the exhibit will deal with the transition of Westwood Hills from a grain field to a city of 2000 homes during the short time since it was opened. The location is on Loring avenue, adjacent to the new University of California campus.

The purpose of the exhibit is to illustrate the great changes which have taken place in Westwood Hills since development was started by the company. It will also offer plans for future development including the new business village adjacent to the university campus. It is pointed out that while partial plans for the village project have been disclosed from time to time, the exposition will offer visitors their first practical glimpse of many of the unique features planned.

AUTO COMPANY TO ENLARGE QUARTERS

HUNTINGTON PARK, July 7. (Exclusive)—The Howard Automobile Company has started the construction of a two-story brick addition to its present building on Pacific Boulevard, which, when completed, will cost approximately $20,000. W. C. Payne, local contractor, has been awarded the contract.

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HOMES REPRESENT HUGE SUM: Twelve Dwellings Added to Magic City Exhibition in West
Los Angeles Times (1923-Current File); Sep 9, 1928;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. E5

HOMES REPRESENT HUGE SUM

Twelve Dwellings Added to Magic City Exhibition in Westwood

Los Angeles may now boast its first million-dollar home exhibit, with the addition this week of twelve new homes to the Westwood Hills magic city home exposition, announced this week by the Janss Investment Company.

With a value of $120,000, the homes bring the total investment in the exhibit to $920,000, according to an estimate by A. Harold Wilkins, sales director of the Janss organization. This includes the cost of the unique exhibits included at the magic city headquarters.

A total of sixty-eight new homes are now open for inspection as a part of the exhibit, which has proven the most successful in the history of the event. The homes range in value from $6500 to $60,000 and in size from five to ten rooms. Visitors are welcome both daily and Sunday from 9 a.m. until 6 p.m. Locations are furnished by attendants at the magic city headquarters, located in the tent near the intersection of Beverly and Beverly Glen boulevards.

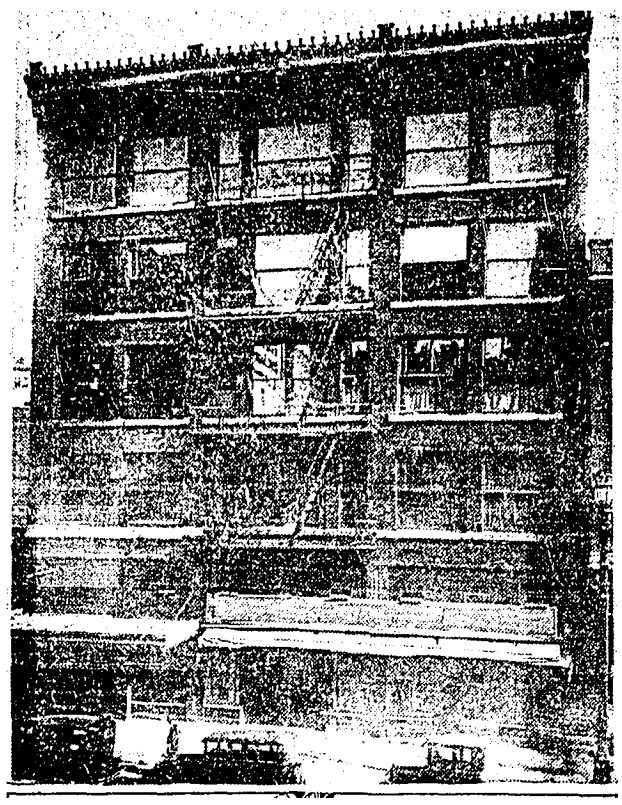
One of the features of the exhibit which has proven unusually interesting to visitors is the first complete plan of the new university business village. The village, planned to be one of the most beautiful and complete community business centers in America, has been attracting wide attention in city planning centers. This week for the first time two miniature models of the first buildings to be erected in the village have been added to the display.

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TOWN CLUB TO HAVE NEW HOME: Organization Will Remodel Building
Los Angeles Times (1923-Current File); Mar 24, 1929;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. E16

TOWN CLUB TO HAVE NEW HOME

Organization Will Remodel Building



Future Location of Social Group

LOS ANGELES TOWN CLUB, whose membership is made up largely of city officials, last week leased for twenty years the five-story Hosfield Building at 240 South Broadway. Harry Grossman, real estate broker, who handled the deal, announced the rental, together with improvements, to be made to be in excess of $500,000.

The structure, which has a sixty-foot frontage on Broadway and a depth of 160 feet, will be entirely renovated for athletic and social club purposes.

The board of governors of the organization includes Harry E. Insley, Police Commissioner; Mayor Cryer; Clarence J. Morley, former Governor of Colorado; Dailey S. Stafford and Leonard Wilson, judges of the Municipal Court; Dr. E. J. Lickley, ex-City Prosecutor; Chief of Police James E. Davis; Fire Chief R. J. Scott; Frank L. Johnston of the People's National Bank; L. V. McCardle, secretary of the city Pension Commission; W. H. Antram, building safety commissioner; A. Robert Kallmeyer, captain of police; Dana Hoxan of the Pan American Petroleum Company; John McKeon of the Richfield Oil Company; John R. Quinn of the Seaboard National Bank; M. L. Stern of the May Company; Dr. W. C. Lucas; Albert O. Pegg of the Union Oil Company; Munro Montgomery of Montgomery Brothers; E. Manchester Boddy of the Illustrated Daily News; Thomas L. Gavett for the United States Veterans' Bureau; Harry M. Sugarman and Maj. J. M. Loughborough, both of West Coast Theaters, Inc.; W. A. Knost of the Pacific Mutual Life Insurance Company; Lewis E. Whitehead, assistant City Attorney; F. W. Paget, W. P. Troth and M. A. McDonnell.

Paving Work on Short Cut Has Started

Work started last week on the paving of the first unit of the proposed Pasadena-San Fernando Valley short-cut through La Tuna Canyon, according to the Los Angeles City Engineering Department.

Starting from Clyburne avenue in Roscoe, both Radford and Penrose avenues will be paved, connecting with La Tuna Canyon Boulevard at Wheatland avenue. A twenty-foot concrete strip with five-foot shoulders will be carried up to within a short distance of Belmont Country Club in the first part of the program. This paving, according to Roy Hambaugh of Phillips & Hambaugh, developing Belmont Country Club, will furnish motorists with a scenic drive near Los Angeles.

Councilman Charles Randall of this district declared that a petition is on file for the completion of the paving over the pass in La Tuna Canyon, connecting with Honolulu avenue in Sunland, thus bringing Pasadena and San Fernando Valley points fifteen to twenty minutes closer. This part of the work is expected to come later this year, he indicated, as city engineers are now plotting the route at the Van Nuys offices.

SOUTH GATE LOTS SOLD

SOUTH GATE, March 23. (Exclusive) — Twenty-one lots belonging to Thomas Watkins, bond and investment broker of Chicago, have been sold to M. M. Pearson, an eastern investor, according to McGrayne & Silvester, real estate men. It is stated that the new owner will build on the newly acquired property.

AIRPLANE BRINGS SCHOOL PUPIL

First Student to Use This Method of Travel Enrolled at University College

University College has registered its first student to come to school by airplane.

F. M. Nicholls of San Diego flew up to Los Angeles last Monday night, when the spring quarter of the downtown division of the University of Southern California opened, and enrolled in a class in building and property management which is headed by Rollin H. Drake, superintendent of buildings, Santa Ana schools.

Nicholls is superintendent of the new California Building in San Diego, and plans to attend the class in building management at the Trojan night school, which is scheduled to meet on Mondays from 7 p.m. to 9.20 p.m., for the next twelve weeks.

WESTWOOD VILLAGE TO OPEN SOON

Location Requests Being Received from Business Concerns Here

Preparations for the opening of the Westwood Hills Business Village area are being completed according to the Janss Investment Corporation.

In declaring the tentative opening date for the Village as the first week in April, Edwin Janss announced that an added service to prospective investors and store owners has been provided by the forming of a business research department.

This department is engaged in preparing data relative to the commercial prospects of the various types of business needed in the Village area.

"As the date set for the opening nears," Mr. Janss said, "we are finding the interest of investors and store operators mounting, due to the limited amount of business frontage which will be available. As the protective restrictions on the adjoining properties make any enlargement impossible, it must be realized that the business frontage opened at the beginning must suffice for years even in face of predicted customer growth.

"While the student population of the new Westwood Hills campus of the University of California will undoubtedly provide considerable revenue for merchants who locate in the Village which directly adjoins the campus at the southern entrance, expert advisers point out that the central location fronting on Wilshire Boulevard will insure a clientele not only from Westwood Hills, but from the entire surrounding area which comprises the fastest developing section of the city.

"Our files already hold location requests from many of the leading downtown merchants of this city and San Francisco. The initial building program, which is expected to get under way about April 1, calls for two Mediterranean type structures costing approximately $400,000 exclusive of land value."

Many Listen to Lecture on Boulder Dam

East Side residents to the numbers of 750 gathered at the Beverly Boulevard Assembly Hall of the J. B. Ransom Corporation Monday evening to hear Willis E. Stone speak on "The Boulder Dam Project and What it Means to Southern California."

The gathering was arranged by President Ransom to accommodate people who were unable to hear Stone when he first delivered his lecture to members of the sales organization, in conjunction with the educational program which the Ransom Corporation is sponsoring for its salespeople.

The official Los Angeles Bureau of Power and Light motion picture, "Taming of the Giant" was also shown.

Master Plan for Redlands Higher Sections Sought

REDLANDS, March 20.—A master plan to which all future development on the heights section of this city, especially along Sunset Drive, will conform is to be presented by the Planning Commission to the City Council and property owners. It is the largest plan of the kind ever proposed here. The properties affected lie east of Smiley Heights and include the country club area and tracts lying on both sides of Sunset Drive.

In this area, according to discussion at a meeting of the Planning Commission last night, lies one of the most vital developments for Redlands. If controlled and properly developed it will mean millions for the community, but if allowed to continue without proper planning it will be a hodge podge of unattractive hill settlements, the commissioners declared.

DEMAND IN FOOTHILLS INCREASING

Many Lots Purchased Near Site of San Gabriel Dam for New Homes

Lots are in increasing demand by prospective builders in the foothill district near the site of the San Gabriel Canyon dam, according to Penn Phillips, Los Angeles real estate dealer. Phillips declared that he had just sold thirty building sites at Azusa to persons who are planning to erect homes on all of them.

Plans for houses for five of the thirty lots have already been drawn. Construction of these is to be started at once.

"The old law of supply and demand is causing a building activity at Azusa and near-by places that has never been realized there before," said Phillips. "This activity is following the commencement of construction of the $25,000,000 flood control dam in the San Gabriel Canyon.

"When builders buy lots in quantity in any district, it is certain that a construction boom is at hand. But Azusa and the San Gabriel dam district in general are not alone in this promising activity, for I am sure that the whole of Southern California is now entering an unusual era of prosperity, which will aid the real estate market.

"Unless my deductions are wrong, we will soon be enjoying a very much improved real estate market. This will be promoted by the large amount of money that will be put into circulation here during the construction of the Boulder dam and other large civic projects, including the aqueduct for the Metropolitan Water District.

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Many Inspect Business Area at Westwood
Los Angeles Times (1923-Current File); Sep 1, 1929;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. D12

Many Inspect Business Area at Westwood

Nearly 10,000 persons inspected the site of new Westwood Village, the model business area adjoining the University of California campus, during the past thirty days according to estimates from the Janss Investment Corporation offices.

A number of stately palms, each more than fifty feet in height, have been placed in the central parking through Westwood Boulevard and this improvement, together with a semitropical landscaping of the property at the entrance, is proving an added incentive to motorists to drive through the village and thence north along sorority row and the university campus to Beverly Boulevard.

Janss organization officials expect that the village construction now under way will be completed by the middle of September in time for occupancy when the campus opens on the 20th inst.

Beaches Will Greet Visitors Over Holidays

Hundreds of thousands of persons are expected to visit the beaches today and tomorrow for the final holiday of the vacation period. Mandalay Beach with a three-day program planned, is preparing for thousands, according to Elmer C. Phipps, general sales director.

Free dressing rooms and showers for bathers, dancing, punch, balloons for kiddies and a guessing contest are among the attractions planned for Mandalay over this week-end, Mr. Phipps declared. The new administration building, constructed along East Indian style of architecture, is practically completed and will be used for dancing, Mr. Phipps said.

Increasing numbers are flocking to this beach each week, according to reports from Homar Jukes, tract manager. The improvement program includes landscaping, piers, yacht harbor, and the development of 700 acres of land immediately adjoining the beach for airport, golf course and polo field.

Glass Concern Delays Start of New Plant

SANTA ANA, Aug. 31. (Exclusive)—The Pittsburgh Plate Glass Company, which purchased a large tract of land for a big factory in Santa Ana, may not start actual construction of its plant for several months, it was intimated today by William C. Jerome, president of the local Chamber of Commerce.

When the bean crop of the former owners of the site on Bristol street is harvested, probably late in September, the glass company will undertake boring operations in connection with the plant's foundation. These borings may require several months.

Secretary George Raymer of the Chamber of Commerce is expected to return from the East in a month with full information concerning the company's plans, Jerome said.

JEWISH COMMUNITY CENTER TO BE BUILT

HUNTINGTON PARK, Aug. 31. The B'nai Yehuda congregation of this city has purchased the property at 6008 Middleton street, and the seven-room house on this site is to be remodeled as a Jewish community center. It is expected that the work will be completed by the 15th inst., so that the building can be dedicated on that date. This building, however, will be used only temporarily. Louis Jaffe is chairman of the building committee.

BELL REALTY BOARD TO RESUME SESSIONS

BELL, Aug. 31. (Exclusive)—Members of the Bell Realty Board who have been holding sessions only once a month during the summer months, will resume their weekly sessions Wednesday night when they will meet in the offices of the Chamber of Commerce.

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BUSINESS UNITS WILL BE OPENED: Three Westwood Village Concerns Plan Events for Co
Los Angeles Times (1923-Current File); Nov 17, 1929;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. D6

BUSINESS UNITS WILL BE OPENED

Three Westwood Village Concerns Plan Events for Coming Week

Three business houses openings in Westwood Village are scheduled for this week with the announcement of Ralphs Grocery Company that its new store facing Westwood Boulevard north of Wilshire Boulevard will be formally dedicated the 21st inst., with opening events extending over Friday and Saturday.

The Safeway Stores plan the formal opening of their new establishment at Westwood Village this week. The store adjoins that of Ralphs.

The new Ralphs store marks the advent of the organization into the Westwood Hills-Santa Monica area. The establishment is declared one of the most beautiful exclusive grocery marts in the West. It is of Spanish-Mediterannean design and incorporates several new architectual departures.

The other opening scheduled for this week is that of the $250,000 Janss Investment Corporation office in Westwood Village at the intersection of Westwood Boulevard and Broxton avenue.

The new quarters will serve as a general realty headquarters and rental office for all of Westwood Hills as well as administration headquarters for Westwood Village.

Included in the departments having headquarters in this new office will be general sales, rental, architectural, financing, building and insurance departments, the latter four being operated by the Westwood Mortgage and Investment Company, an allied organization of the Janss Investment Corporation.

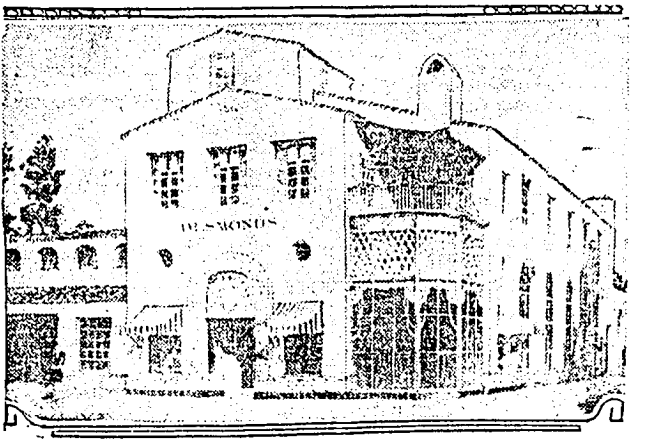
Because of the large number of visitors expected to attend the double opening, additional parking space has been provided throughout the village.

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NEW DESMOND STORE PLANNED: Firm Will Build in Westwood Village
Los Angeles Times (1923-Current File); Nov 24, 1929;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. D2

NEW DESMOND STORE PLANNED

Firm Will Build in Westwood Village



Mercantile Establishment Pictured

FOLLOWING closely the disclosing of expansion plans for Desmond's Wilshire Boulevard store, comes an announcement from Ralph R. Huesman, president of Desmond's, that ground is about to be broken for a fifth Desmond store to cost approximately $200,000. This new store will be known as Desmond's Westwood and will be located at the southwest corner of Westwood Boulevard and Weyburn avenue in Westwood Village, adjacent to the new campus of the University of California at Los Angeles.

The building will be of Mediterranean design conforming with the architecture of Westwood Village. It will occupy an area of 40x100 feet and will have two floors and a basement. The interior will carry a Spanish-colonial motif. Much emphasis will be placed on "atmosphere," and many new and novel ideas in store design will be incorporated in the structure. In place of the usual arrangement of store space, the floor plan will consist of several large rooms, opening into each other.

The new unit while intended primarily for university men and women, will be designed and merchandised so as to permit its serving Bel-Air, Brentwood, Westwood Hills, Holmby Hills, Culver City and the Santa Monica Bay district.

Plans call for the completion of Desmond's Westwood early next spring. The architects are John and Donald Parkinson and the property deal was handled through the offices of the Janss Investment Corporation.

Desmond's four present stores are located on Broadway near Sixth, on Wilshire Boulevard, near La Brea, in the Spring-street Arcade, and on West Seventh street near Flower.

In confirming the transaction this week the Janss Investment Corporation announced that with the Desmond development and other deals now pending the Westwood Village area will have obtained the basic shopping requirements of a complete merchandising center. More than twenty of the Westwood Village stores already have been opened to the public and are now in service.

This week marked the opening of three new houses with Ralphs Grocery store, a Safeway store and the new Janss Investment Corporation offices. These three structures it was stated represent an investment of $500,000. An estimate of 100,000 people was placed on the number of visitors to Westwood Village this week for the opening of the three houses.

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RED HAIR PERMITTED TO GROW: Actress Says She'll Let It Get Longer
Los Angeles Times (1923-Current File); Mar 13, 1930;
ProQuest Historical Newspapers: Los Angeles Times
pg. A8

RED HAIR PERMITTED TO GROW

Actress Says She'll Let It Get Longer



Clara Bow

CLARA BOW'S red hair is one of her principal attractions, so it became an important matter yesterday when it was discovered she is permitting it to grow. The tresses now are more than shoulder length and Miss Bow is determined, right at the present, anyway, that the growth shall be allowed to continue.

For a long time Miss Bow has worn a short bob, but during her recent illness and her vacation trip to New York she permitted it to grow and this is the result. She is soon to start her next picture at Paramount studio.

New Music Shop Opens Saturday

Fitted with wrought-iron stairways, hand-carved furniture and Turkish rugs, the new Westwood Village store of the Kelly Music Company will be opened for business next Saturday. It is one of nine concerns scheduled to make their bow over the week-end, opening of the Weaver Jackson Company's new shop being planned for tomorrow.

Formal opening of the music store will be preceded tomorrow evening with a radio program over KFWB, beginning at 7 o'clock. Motion-picture stars will speak and song writers will broadcast their compositions as part of the program arranged by John Kelly, proprietor and operator of two other stores in the city.

Studio to Close for Brief Period

On the completion of its current program in the next three weeks the Universal Pictures Corporation will close its studio at Universal City for a month or more, it was learned yesterday. Five pictures were in production yesterday, two of which made their final scenes last evening.

The other three companies will finish within the next three weeks, when the shut-down will occur.

Just as soon as the last pictures are taken Carl Laemmle, Jr., production chief, will leave for New York to confer with executives on the coming year's program.

Last year the studio shut down in November and December.

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PROJECT AT LIDO ISLE TO BE HURRIED: Development Near Balboa Being Hastened by More Th
Los Angeles Times (1923-Current File); Mar 16, 1930;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. D4

NINE SHOPS OPEN DOORS THIS WEEK

Fifty Stores Operating in Westwood Village Mercantile Area

Nine new shops formally open their doors for business in Westwood Village this week—bringing the total number in operation in this area to more than fifty.

Among the merchants to bring their services to the village is Desmond's Westwood, the fifth of the Desmond's chain shops. It occupies its own building at the corner of Westwood Boulevard and Weyburn avenue, one block from the university campus and two blocks from Wilshire Boulevard.

The building is of typical Mediterranean architecture. An extensive program inaugurated the opening yesterday and today.

Last night a fashion show was offered on the second floor. The program for this afternoon and evening includes a series of entertainment for boys, pie-eating contest, circus acts and a glider exhibit. Tomorrow evening, Desmond's will offer "University Night," an affair for girls.

Music lovers are anticipating the opening this week-end of the new Kelly Music Building. It is located one-half block south of Desmond's and provides a number of special opening features to which the public is invited.

This week-end will also see the opening of the Weaver-Jackson Beauty Salon in Westwood Village. The Potter Hardware Company, the "Huddle," the Village Fruit Market, the Village Awning Company and the recently enlarged Newland's Steak House.

Westwood Village was founded less than a year ago by the Janss Investment Corporation.

PROJECT AT LIDO ISLE TO BE HURRIED

Development Near Balboa Being Hastened by More Than Fifty Workmen

NEWPORT BEACH, March 15. (Exclusive)—The Griffith Company is speeding up the preliminary work on Lido Isle, which will transform the vacant island in Newport Bay into a residential area.

A thirty-five-foot road has been built from Newport Boulevard to the island and a temporary road encircling the island has been finished. The sewer on the mainland part of the property is almost completed and material is being distributed for the sewer system on the island itself.

Oldberg Brothers, subcontractors, have fifty men working on a bridge from the mainland to the west end of the island. In addition to the bridge the $1,170,000 job includes connections for water, sewers, lights, phones and gas—all except the ornamental light standards being underground; also streets, curbs and walks.

Water and sewer connections have been completed on the Fink tract of Balboa peninsula, and work is about to start on the curbs and paving. Ornamental lights will follow. This improvement is costing $38,000.

Rock will be dumped now for groin No. 2 at the harbor entrance, the temporary railway track having been laid from the end of the Pacific Electric tracks in Balboa. The Standard Dredging Company is preparing for dredging the entrance channel to a depth of fifteen feet at low tide, and a width of 250 feet.

Work has begun on the Beck tideland project on the mainland north of Balboa Island. Dredging in connection with this job is among several private dredging projects planned for the bay this spring. Others are around Bay Island, west of Lido Isle.

Two Sessions for Salesmen Due This Week

The class for brokers and salesmen who desire to take the examination for real estate license will meet Tuesday in Room 817, R.K.O. Building, Eighth and Hill streets. Classes begin at 7 p.m. and continue for eight periods of two hours each. The class will be in charge of Ivan A. Thorson. While of special interest to those who have to take the examination, it is also declared of general interest to any property owner or real estate operator.

The advanced class, open to those who have finished the foregoing course, meets on Friday, at the same hour and is in charge of [illegible]

Distributors Soon to Finish New Building

Ryan & Mosher, Ltd., distributors for India tires, are completing a building at 1335 South Flower street which will house the activities of the organization. It is 50x150 feet in dimensions and contains 10,000 square feet of floor space. Black and white modernistic tile is being used as exterior trimming.

The company acquired the property on a ten-year lease, involving a total rental of $51,000, from W. A. Brown. The Jack C. Henderson Company, realty brokers, handled the transaction.

Citrus Groves at Redlands in Reported Sale

REDLANDS, March 15. (Exclusive)—Robert D. Stitt, orange grower of Redlands, has sold his sixty-acre grove in the Highgrove district for $130,000. T. H. Peppers of the Western Fruit Growers, Inc., is the purchaser.

Fred Arth has sold eight acres of navels and grapefruit in the Greenspot district to Harold Wolverton, who owned acreage adjoining. This property was sold for $25,000, it is reported.

Rodney L. Cranmer has just purchased for $60,000 a twenty-acre orange grove from L. E. Johnson on East San Bernardino avenue. Mr. Johnson owns about 100 acres in the West Highland district.

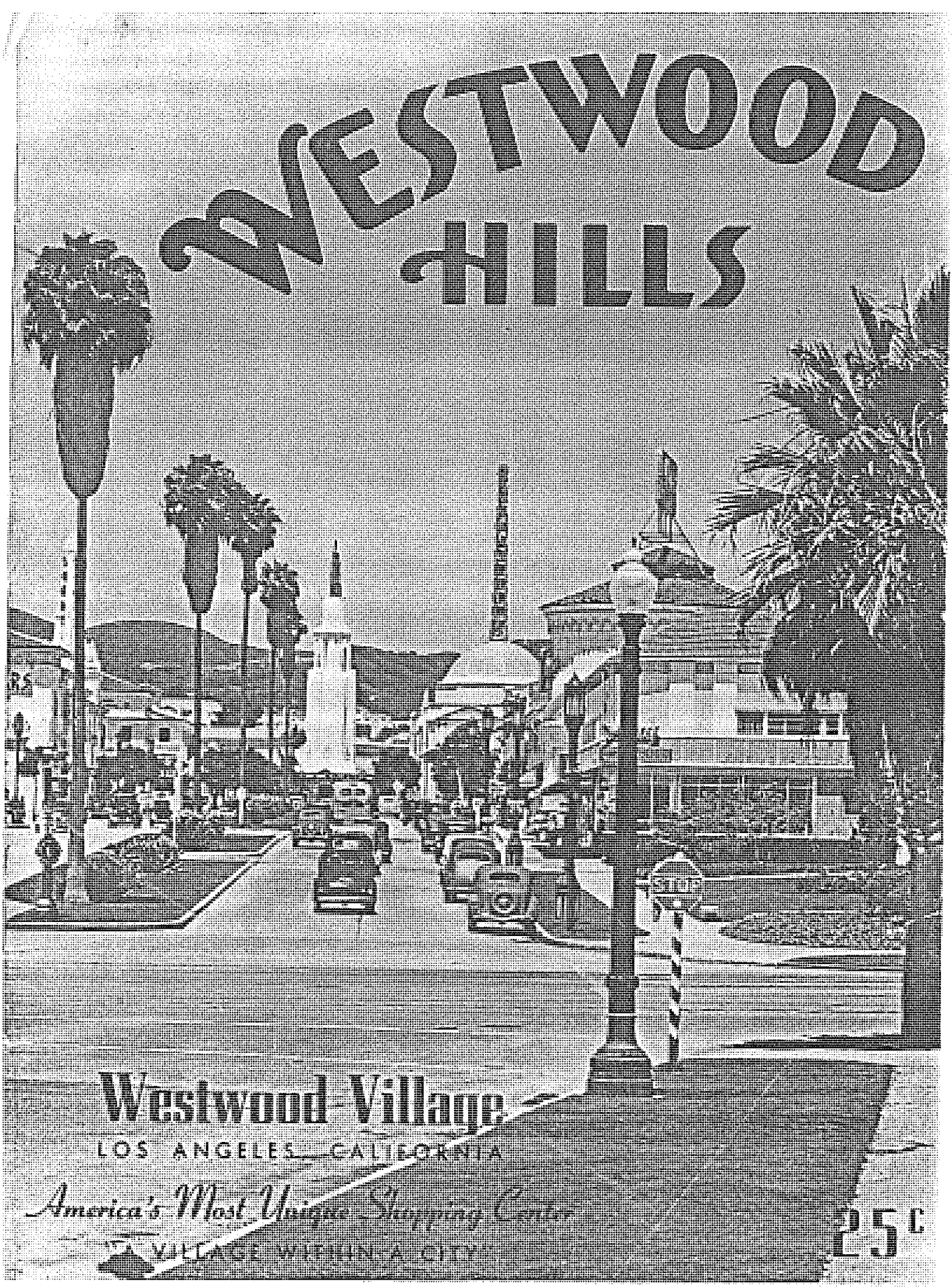
The sale includes rights in the Judson Mutual Water Company and its wells, orchard heaters and ranch equipment. The crop goes with the grove. The acreage was formerly owned by Frank W. and Lawrence L. Moore of the Sunset Orange Company.

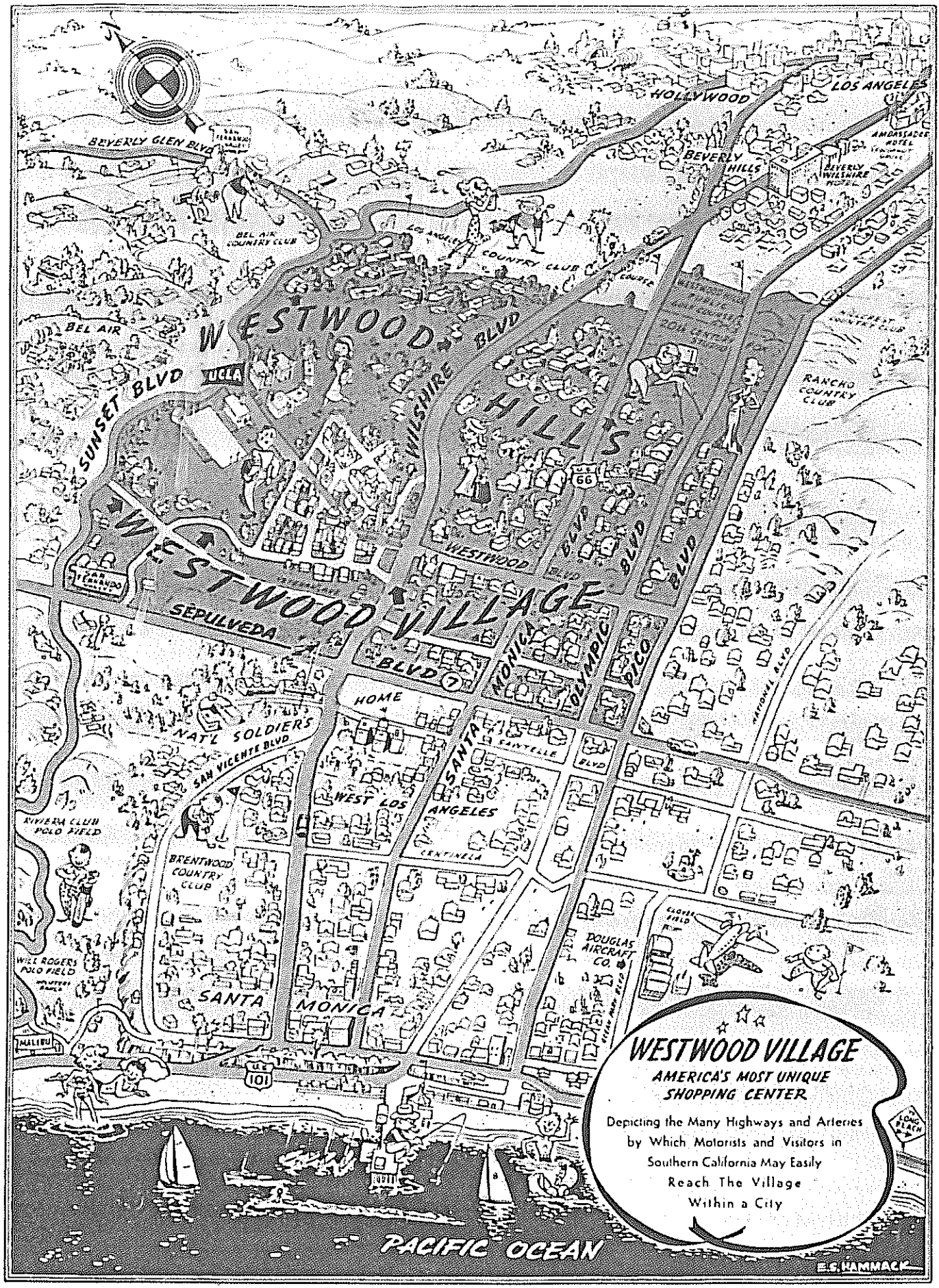
Pasadena Bank Plans Addition

PASADENA, March 15. (Exclusive)—Architects Bennett and Haskell are preparing preliminary plans for a $50,000 addition to the First Trust Building at the corner of Colorado street and Madison avenue, for the First Holding Company. The addition will adjoin the present structure on the east.

The building is to have store rooms on the ground floor and the entire upper floor is to be occupied by a group of physicians. It is to be of reinforced concrete construction, 52x90 feet in area and will be of the same type of architecture as

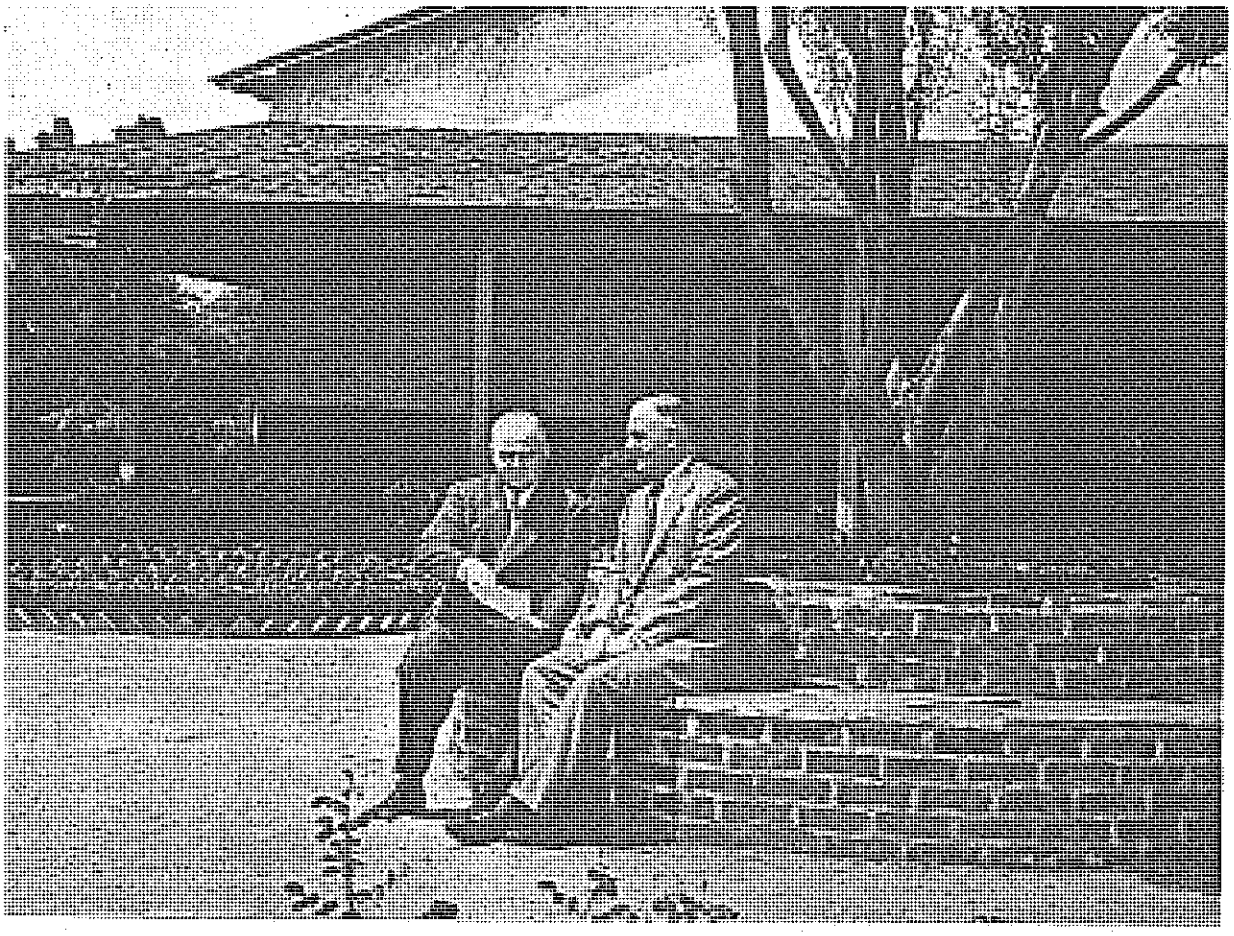
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Tribute

TO the Westwood Village Business Association, whose president, Thomas J. Dixon (left above), sits in front of the Community Clubhouse, one of the most important buildings in the Village. Here 110,000 men and women of nearly 100 civic, social, patriotic and religious organizations meet annually.

And to the Village business men and women represented in this booklet. Leaders in community life, they have helped to make a picture-story of Westwood Hills and the Village, long a dream of the Association's president, a reality.

And to Dr. Edwin Janss (right above), Harold Janss and A. H. Wilkins, the founders of a community which for all-around living — business, social, recreation, education, entertainment — is second to none in the country.

Compiled and published by the Westwood Hills News-Press, 1055 Gayley Avenue, Westwood Village, Los Angeles, Calif. Copies of "Westwood Hills" obtainable at the News-Press, at your Westwood book store or news dealer.

Westwood Village

Eleven Short Years

NEW ORLEANS' Old French Quarter and New Mexico's Taos, ancient and famed American centers, have for years drawn travelers from the four corners.

Today, to the same travelers, out to see their country, Westwood Village (within Los Angeles) belongs in that charmed category of places on the must list. Yet just eleven years ago the Village was only a part of a sloping stretch of wheat and bean fields.

And while many a visitor, caught by the charm of living in Westwood Hills, has returned to acquire a home and spend his years here, a peek into history discloses that Westwood has always been a place of rich, fine living.

Unquestionably the Indians, back beyond history as we know it, lived a pleasant life here, with food easy to grow, animals easy to hunt. In 1769 Captain Gaspar de Portola and Father Crespi led a little band of Spanish explorers through the canyon that now is Sepulveda Boulevard's route. From then on through the years of Maximo Alanis and his Rancho San Jose de Buenos Ayres the area has enjoyed a life that is leisurely, comfortable, satisfying. Always there have been flowers and feasts, dancing and games, music, love and laughter.

Señor Alanis aptly named his ranch St. Joseph of the Pleasant Breezes. The pleasant breezes still blow. The pleasant life still goes on.

35 Cents Per Acre

First Anglo-Saxons to acquire the rancho were Dr. Wilson W. Jones and William T. B. Sanford. Soon part of it was sold for 35 cents per acre. Through various hands the acreage passed, and for many years it was owned by John Wolfskill, who obtained it in 1884 for $40,000, all 4,000 acres at $10 each. It was to soar in value to the point of being fabulous.

Arthur Letts, founder of one of Los Angeles' largest department stores, purchased the ranch in 1919 for $2,000,000. From Nebraska had come Dr. Peter Janss, a gentleman of vision, and the father of two of the Village's founders. In 1922 the Janss Investment Corporation took over the job of developing Westwood. Scattered homes came first, then in 1929 the Village had its first business building. In that year, too, came the fast-growing University of California at Los Angeles, to Westwood.

Today the Village and its community represent an investment of $100,000,000. The Spaniards who found gold in the Santa Monica Mountains and packed it down Sepulveda Canyon to the sea had no more amazing experience than those who have watched the magic of Westwood's growth in eleven short years.

Beautiful Bel-Air, Holmby Hills and Brentwood have kept the pace. It was down from their hills the Spaniards came with hides and tallows, wines and grains. Today down from these same hills roll limousines and station wagons, roadsters and coupes, carrying ladies to market in the Village's picturesque streets and patios.

Today, the Village is the sort of place where - - -

Shops and buildings done in the manner of the Mediterranean and Southern Spain bring architects and civic planners from everywhere to study and absorb ideas.

Photographers for national advertisers come for natural color street and shop backgrounds, and amateurs are forever shooting both "still" and moving pictures. (Whether you knew it or not, Westwood Village has probably stared up at you from pages of magazines.)

Business men from Massachusetts and Iowa, from Texas and Tennessee, come to visit, then remain to attempt to wangle the purchase of a shop, a store or a plant so that they may return to live in Westwood.

Perfume from Java, frocks fresh from the designer, sprouts from Latvia, Royal Copenhagen china, and other of the world's treasures may be found in the shops.

Men and women linger over luncheon in open sky-roofed patios and deck tea rooms and cafes.

Golf courses galore, polo fields, bridle paths, tennis courts, even bowling greens, and the ocean with its miles of public and private beaches, are all only a few minutes by motor car.

On the back cover is a map showing the easy ways to reach the Village from the Metropolitan Los Angeles area. It's a relatively short drive from anywhere. Just watch for the towers.

Transformed Barley Field Attests City's Development: Westwood Hills ...
Crist, Kenneth
Los Angeles Times (1923-Current File); Apr 30, 1939;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. E2

Transformed Barley Field Attests City's Development

Westwood Hills Area Typical of Southland's Great Progress

By Kenneth Crist

Twelve years ago today's Westwood Hills site was a sprawling barley field amidst barley fields. It was the 3300-acre Rancho San Jose de Buenos Aires. Now it's a thriving community of schools,



Harold Janss

colleges, commerce and people—some 25,000 persons.

Laced to Los Angeles by major high-speed boulevards, it's simply another step in the city's march to the sea.

That's exactly what Harold Janss will tell you about it. When he and his brother, Dr. Edwin Janss, developers of that area, first saw it they knew only that it rested in the path of an expanding metropolis and that some day Los Angeles would reach out in all directions to become the great city of the West.

FAITH JUSTIFIED

"Los Angeles is still doing that," Janss will tell you. "There is nothing to hamper the city. For industry it offers cheap power, and plenty of it. For its population it guarantees an abundance of water at reasonable rates. For its future it can look toward all four directions; toward the East for more business, toward a developing Mexico and South America, toward a prosperous north country and out beyond the Pacific's horizon where new customers will be asking for products.

"It seems to me," Janss will continue, "that the experience of Westwood Hills is bound to be repeated elsewhere as a growing demand for Greater Los Angeles properties continues to exert its force."

INDEX TO FUTURE

Harold Janss is definitely convinced that money made in Los Angeles real estate in the past is but an index of the wealth to be gleaned from it in the days to come.

"Westwood Hills," he'll insist, "was virtually born in the depression. They called the real estate business throughout the United States 'dead' at that time. It wasn't dead. In Southern California it moved ahead in spite of untoward influences elsewhere. Let's look at some statistics:

"In 1929 there were 34 offices and stores in Westwood Village. This year there are more than 452 employing 1700 people. The estimated total improvement to date involves about $72,000,000. That figure, of course, embraces work done in the entire Westwood Hills area.

REALTY ATTRACTIVE

"The experience of the Janss Investment Corp. here has proved that Southland people are interested in real estate even when other business is 'off,'" Janss will add. "Right now Westwood is seeing its two largest commercial expansion programs."

Dr. Janss has been in the real estate business for 40 years. Harold Janss has been active in it for 28. These men have watched Belvedere Heights grow, Yorba Linda develop, the San Fernando Valley expand, and Hollywood reach up toward a new high. They have been definitely concerned in all these areas.

"That's why I can predict that all Los Angeles will move ahead," Harold Janss will point out.

WISE INVESTORS

"The wise investor will buy real estate now. Many people have made money in the business. Land, instead of becoming a burden, is increasing constantly in both potential and real values.

"The Southland of tomorrow will be different than it is today. It will be a greater country, with greater possibilities. There is no way that you can escape that fact!"

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Bank Buys Westwood Landmark
Los Angeles Times (1923-Current File); Dec 29, 1954;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. A3

Bank Buys Westwood Landmark

A Moorish-domed Westwood Village landmark has been acquired by the Bank of America for a price "just under $1,000,000," the bank announced yesterday.

Jesse W. Tapp, vice-chairman of the bank board of directors, said the Janss Building at Westwood Blvd. and Broxton Ave. will continue as the home of the bank's Westwood Village branch.

Included in the purchase, Tapp said, was a nearby 80x100-foot parking lot.

Long Beach to Get Historic Ranch House

The Long Beach City Council yesterday took steps to acquire the remainder of the historic Rancho Los Cerritos by authorizing expenditure of $80,000 to buy the original ranch house and its surrounding property.

City Manager Samuel E. Vickers was ordered to execute a lease option agreement for acquisition of the 110-year-old ranch house and 4.74 acres of landscaped ground at 4600 Virginia Road.

The property will be obtained from Llewellyn Bixby Jr., descendant of the prominent Long Beach family, which has owned the site for more than a century.

The original rancho was 27,000 acres in extent. Long Beach will make a historic shrine and park out of the property.

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Display Ad 18 -- No Title
Los Angeles Times (1923-Current File); Aug 8, 1954;
ProQuest Historical Newspapers: Los Angeles Times
pg. 20

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8 PUMPS, 2 ELECT. VIBRATORS
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1 240 gal. OIL DISTRIBUTOR

3 CATS, DW10
3 WOOLDRIDGE TERRA COBRAS
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AUCTION

MARTY'S MALT SHOP
4925 E. 2nd St., Belmont Shore
LONG BEACH, CAL.
Tuesday, Aug. 10th, 1 P.M.

RESTAURANT ICE CREAM EQUIPMENT

5 gallon Mills freezer, 2—12 hole ice cream cabinets, 6 sets booths, 12 steel counter & 5 bar, 5$ bob tail soda fountain. H. D. Malt Mixer, 12 $5 Malt Cups, 24-ft. Counter 8. Bar, 12 Stools, 6 large Mirrors, Nat. Cash Register, Scales, Ceiling Fan, 8 set Booth and Tables, 5 Gal Mills Ice Cream Maker, 2—12 Hole Freezer Cabinets, 32—5 Gal. Ice Cream Cans, S. S. Babtail Soda Fountain, Carbonator, Compressor, Hot Fudge Warmers, Double Toaster, and Waffle Iron, Atlas Steam Table, Norge Refrigerator, Gas Range, Hood Vent, Grill, Dishes, Pots, Pans, Glassware.

INSPECTION TUESDAY

JULIUS STERN AUCTIONEER
1528 W. 7th Street, L.A. DU. 8-2447

AUCTION

GIGANTIC 3 DAY SALE
Mon.-Tues.-Wed., Aug. 16-17-18
starting 9:30 A.M. (Portland time)
ON THE PREMISES OF
WESTERN DOOR & PLYWOOD CORP.
900 S.W. 2nd Ave., Portland, Ore.

$246,000.00 WHOLESALE INVENTORY

Bldrs. Hardware—Plywood—Lumber—Mouldings—Paints—Tools—Nails—Masonite—Tileboard—Doors—Steel Sash—Kitch. Eq'pt., Etc.

For Information, Wire, Phone or Write for Brochure to

E. B. ROSENSTIEL
OR
Joe ABRUMS
COMMERCIAL AUCTIONEERS
219 E. 4th St., L.A. 5169 Hollywood Bl.
MI-4304 NO-4-0914

AUCTION ADVERTISING in the Sunday Times reaches the LARGEST NEWSPAPER AUDIENCE in WESTERN AMERICA!—Call the members of these associations for EFFECTIVE results for YOU!!

AUCTION #1

TUESDAY, AUG. 10th, at 10:30 A.M.
CHEMICAL PLANT
8512 HAYS ST., CULVER CITY, CALIF.
Directions: 8750 W. Washington Blvd. to Wesley Ave., South on Wesley to Hays St., Turn East on Hays to End of Street
APPROX. $45,000.00 VALUATION
TANKS—PUMPS—MOTORS—VALVES
PIPE—COPPER—BRASS
PLUMBING and ELECTRICAL FITTINGS
CHEMICAL LABORATORY EQUIPMENT
TOOLS—OFFICE FURNITURE

AUCTION #2

WEDNESDAY, AUG. 11th, at 10:30 A.M.
MOVED FOR CONVENIENCE OF SALE TO:
2149 E. 37th ST., VERNON, CALIF.
$200,000 REPLACEMENT VALUE—FINANCE CO. REPOSSESSIONS

30 DIESEL TRUCKS and TRACTORS
GAS TRUCKS & TRACTORS
DUMP TRUCKS—TRAILERS
TRUCKS with MIXERS

INCLUDES (4) 1952 G.M.C. 3-AXLE DIESEL STAKE BODY TRUCKS, 1951, '52, '53, G.M.C. DIESEL TRACTORS, 1952 G.M.C. 3-AXLE DIESEL SLEEPER CAB, FRUEHAUF TRAILER & VAN TRAILERS. '51 FORD F8 TRACTOR, (2) 1950 FORD F8 TRUCKS WITH MIXERS, 1953 SUPERIOR TRANSFER TRAILER. MANY OTHER MODELS. OPEN FOR INSPECTION SAT., SUN., MON., TUES., 9:00 A.M. TO 4:00 P.M., AUG. 7, 8, 9, 10. TITLES GUARANTEED — SALES SUBJECT TO IMMEDIATE CONFIRMATION

ADVANCE NOTICE

MONDAY, AUGUST 16th, at 10:00 A.M.
KLAUBER-WANGENHEIM CO.
3001 E. PICO, LOS ANGELES
Note: Closing Los Angeles Branch Only
Approx. $100,000.00 Wholesale Inventory
DRUGS—SUNDRIES—NOTIONS—TOYS—CANDIES

ADVANCE NOTICE

WEDNESDAY, AUG. 18th, at 10:00 A.M.
ABE ALPERT & SONS
1770 SO. GRANDE VISTA, LOS ANGELES, CALIF.
MACHINERY—EQUIPMENT—VALVES
STRUCTURAL STEEL—ETC.
NOTE: Abe Alpert & Sons are continuing in business at a new location.

Phone, Write or Wire for Descriptive Circulars on above Sales
America's Leading PROFESSIONAL Auctioneers

MICHAEL TAUBER PAUL ARONS & CO. AUCTIONEERS APPRAISERS
OVER 50 YEARS OF TAUBER SERVICE ... WE MAKE CAPITAL OF YOUR ASSETS ...
220 SO. LOS ANGELES ST., LOS ANGELES, CALIF. • • • MAdison 6-0621

AUCTION

SHEET METAL

MACHINERY—SHOP EQUIPT.—TOOLS
GALV. SHEETS—S.S.—COPPER, ETC.
OF A COMPLETELY EQUIPPED & STOCKED SHEET METAL SHOP . . . ON
WEDNESDAY, AUG. 11—11 A.M.
510 E. SEVENTH ST.—L.A.

8'-18 GA. CHICAGO BRAKE—2 PEXTO SQ. SHEARS—ARC WELDER—DRILL PRESS—ROLL-FOLDERS—VISES—TORCHES—CRIMPERS—WIRE MACHINES—EDGERS—BEADERS—STAKE TOOLS—SOLDER—DIE PRESS—BEVERLY SHEARS—HAND TOOLS—CIRCLE SHEARS—WHITNEY PUNCHES, ETC.
QUAN. OF GALV. SHEET STEEL—S.S.—COPPER
BENCHES—SHOP EQUIPT.—ANGLES, ETC. ETC.

ADVANCE NOTICE

WOODWORKING PLANT

A BEDROOM FURN. MFG. PLANT IN ARTESIA
MACHINERY—TOOLS—SPRAY EQUIPT.
ON TUESDAY, AUG. 17
CONTACT AUCTIONEERS FOR FREE CIRCULAR

---

6 WERSHOW AUCTIONS

1. Tues.-Wed.-Thurs., Aug. 10-11-12
Atomic Energy Commission Auction, Paducah, Kentucky
$5½ MILLION STEEL, PIPE, SUPPLIES
Construction Equipment, Buildings, Batch Plant
P. H. McGraw & Company, Prime Contractors for AEC
Sale Conducted With David Weisz

2. Friday, Aug. 13—10 A.M.
PACIFIC OVERSEAS AIRWAYS
Ontario International Airport, Ontario, Calif.
2½ Miles South of the City on Highway 60
$83,000 Evaluation—Must Vacate Premises by Aug. 16th!

AIRCRAFT TEST EQUIP.: Cox & Stevens Elec. Aircraft Weighing Scale; 8" Compass; Volt and Ohm Meters; Thermometer Testers; Hickock Controlled Signal Generator; E. G. Ignition Test Set; Hickock Dynamic Metal Conductance Tube Test; Shallcross Milliohmmeter; Spark Plug Tester; Dumont Oscillograph; United Varispeed Testometer. Jack & Heintz Starter Test Unit; Test Panels; Bench-ex; Magnaflux Test Unit; A.P.U. Generating Unit. LINK TRAINER—1-seater.

MACHINERY: Manley 60 Ton Hyd. Screw Press; Leonards Tube Flaring Machine; Bench & Pedestal Grinders; Pneumatic Riveter; Degreasing & Steam Clean Units; Walker Hyd. Floor Jack; Racine 4x12 Power Hack Saw; Wysong & Miles 48" Shear; Chicago 4'x16 ga. Brake; Kingsley Gold Stamp Machine; Beverly Hand Shear; Delta Bench Drill press.

WELD SHOP: P & H 175 Amp Arc Welder; Glen Roberts 175 Amp Arc Welder w/missing link attachment; (4) Gas Welding Sets; 1500 lb. Weld Rod.

PLATING EQUIP: McColpin Rectifier; (3) Plating Tanks; Motorized Mixer. PRECISION EQUIPMENT.

LATE TYPE OFFICE EQUIP.: (34) Office Desks, mostly steel; (60) Assorted Office Chairs; (23) Metal 4-drawer File Cabinets; Metal Kardex Cabinets; (25) Motorized Air Conditioners; 75 6 Ft. Metal Lockers; (50) 2 and 4-tube Fluorescent Lights; (14) Typewriters; I.B.M. Electric Typewriter; (2) Friden 10-bank Calculators; (3) Electric Adding Machines; (2) Ditto Machines; Addressograph & Graphotype; (3) Int'l Time Clocks; Metal & Marsh, Stencil Cutters; (4) Westinghouse Elec. Drinking Fountains, Rowland Public Address System; Office Supplies.

SHOP EQUIPMENT: Electric Skilsaws; (2) Fairbanks Platform Scales; Paint Spray Equipment; Shop Heaters; Vises, Metal & Wood Benches, Shelving; (15) 5 to 20 Ton Hyd. Jacks; Airplane Work Racks; Engine Stands, etc.

ELECTRIC SUPPLIES: Quantity of NEW Rigid & BX conduit; wire & rubber covered cable, rubber covered cord, cords w/junction boxes.

ROLLING STOCK: (3) Jeeps; Krane Kar w/25 ft. boom; Clark 6000 lb. Fork Lift; Hubbard Shop Trucks; (2) Gas Motor Scooters; (4) Shop Trucks; Ford '46 ¾ ton Stake; Chev. '46 4-door sedan. Ford Semi-Tractor, etc.

3. Tuesday, Aug. 17, 11 A.M.
$500,000.00 BOX PLANT & PLANING MILL
Including Real Estate & Rolling Stock
Plumas Box Co., Twain, California, 16 mi. from Quincy
Sale Conducted With David Weisz

4. Wed., August 18th, 10:30 A.M.
$29,782.50 SERVICE STATION EQUIPMENT
By order of Hon. David Head, Referee & H.B. Fairweather, Trustee
HARDING EQUIPMENT CO., BANKRUPT
4335 Hollister Ave., SANTA BARBARA, CALIF.

MACHINERY: Hobart 200 Amp. gas-driven trailer mtd. welder; 105 CFM gas-powered trailer mtd., Compressor; Gas Pump Meter Testing Unit; Thor Air Spade; West. 1 H.P. Compressor; P & H AC 300 Amp. Arc Welder.

TRUCKS: GMC 1953 1½ Ton Pickup with Service Body; Chev. '52 1½ Ton Flat Bed; Willys Jeep w/Trenching & Dozer Blade; Ferguson Tractor w/skip loader; (2) International Flat Beds w/Power Winches and A Frames.

MERCHANDISE INVENTORY. C & C Batt. Charger; 11 Gas Meter Type Fuel Pumps; 10 New Grayco Lube Units; Fox Battery Charger; (2) NEW Tokheim Gas Pumps; 6 Oil Hi-boys; 6 NEW Oil Spray Guns; 25 Motors, ½ to 3 H.P.; Air Hose & Fittings; 700 ft. NEW Galv. Pipe to 2"; Gas Hose; 10,000 Galv. & Brass Fittings; 200 Brass Valves; 25 Gas Pump Nozzles; Quantity Used Pipe & Fittings.

OFFICE EQUIPMENT: Tape Recorder; Elec. Add Machine, Check Protector; Steel Files; (2) Glass Display Cases.

5. Friday, Aug. 20th, 10 A.M.
Ramey Truck Sales Sells Out Completely
1220 Victory Blvd., BURBANK, CALIF.
$75,428.75 NEW GMC PARTS, NEW TIRES, TRUCKS, TRAILERS, ETC.

TRACTORS & SEMIS: (15) Austin & Heil 5th Wheel Conversion Dollies. NEW UNITS: (5) Fruehauf 21-ft. dual axle semis with automatic landing gear; G.I. 2 wheel all-steel box trailer; Clark Truck Tractor w/Chrysler Industrial Gas Engine.

TRUCKS & AUTOS: Pickups '51 Dodge, '52 Chev., '51 Ford, '48 Ford, '47 Ford, '40 Chev., '40 Ford, Others: '47 Chev., ¾-T. Flat Bed, '40 Chev. ¾ ton, '46 Chev. Semi—w/3-speed auxil. transmission, '51 Chev. 16-ft. flat bed w/2-speed rear end, '43 Int'l. 1½-T., '41 Dodge Panel, '39 Chev. 1½-T. Stake, '32 Ford Lunch Wagon, Mack with all-steel utility Tool Box.

AUTOS: '49 Cadillac, '62 4-door Sedan, '47 Ford 4-door, '42 Buick 4-door, 1938 Buick 4-door.

$20,000.00 Acquisition Cost
NEW GMC PARTS
Wheel, Front End, Rear End, Transmission, Brake, Bearings, Axle, Clutch Parts. All types. (3) Chev Blocks, (300) Zollner H.D. Pistons.

NEW TIRES, etc.: 300 6.70x15 and 6.00x16; 400 new Tubes, same sizes. New Batteries, Truck Tires.

SHOP & OFFICE EQUIPMENT: Grinders, Hand Drills, Port. A-Frame, Air Compressor, Lemco Battery Charger, Desks, Chairs, Typewriter, etc.

OTHER EQUIP.: Kohler 5 KW Generator Set, gas driven; (2) Kohler 11½ KW life plants, Pickup Bodies, 2-speed Eaton Rear End.

6. Tues., August 24, 10:30 A.M.
State Transport Co., Bakersfield, Calif.
$83,048.00 CONSTRUCTION EQUIPMENT
4 D-8's—D-7—3 Diesel Trucks & Trailers
and Miscellaneous Construction Equipment

Send for FREE Circulars

MILTON J. WERSHOW CO.
Leading Auctioneers on the Pacific Coast
7213 Melrose, Los Angeles 46. WE. 38541

Bedilion's REAL ESTATE AUCTION

1 LOVELY RESIDENCE ON R4 ZONE BOULEVARD LOT
Present owner Built and Occupied

AUCTION TODAY SUN. 2 P.M.
2240 South Crenshaw Blvd.
R4 Lot Size Appr. 50'x162'

3 Bedrooms, Recently and beautifully Re-Decorated; Abundance of Modern Features; Choice Yard and Fruit Trees. Home or Investment, Terms Cash; Possession; Open at NOON TODAY.

2 13 UNITS MOTEL, 10 with Kitchens—240' Boulevard Frontage
Located in CARPINTERIA, CALIF. Just south of Santa Barbara on HI-WAY 101

Auction on the premises
Tues. August 17th 1 p.m.
Southeast and West Corner of Plumb Street
Hi-Way 101, Carpinteria

Estimated income appr. $8600.00 annually. Established Many Years. To be offered as a whole or in part. Terms: Cash over encumbrance.

BEDILION Leader in Real Estate Auctions HERE over 30 years. Any and all Types of Real Estate Anywhere Sold Quick for CASH.

DEAN S. BEDILION, Auctioneer, 4119 W. Olympic Blvd. at Crenshaw WE. 3-9179

AUCTION

EL-KHOBAR RESTAURANT
904 Eye (I) St., Modesto, Calif.
WEDNESDAY, AUG. 11—1:30 P.M.

RESTAURANT EQUIPMENT

S.S. Toastmaster Bun Warmer, 150 Chairs, 35 Tables, S.S. Glass Washer, 9 sets Circle Booths, Electric Meat Saw, 1900—4 Total Cash Register, Oil Paintings, Frigidaire Ice Maker, 100-gal. Water Heater and Softener, S.S. Crescent Dish Washer. 9 Circle Upholstered Booths with Formica Top, 54 Upholstered Chairs, 20 Formica Pedestal Tables, 6 Aluminum Hat Racks, S.S. Dish Carriers, 8 Fluorescent Lights, 2-drawer Toastmaster Bun Warmer, S.S. Double Water Station, Clock, 3 Egyptian Oil Paintings, High Chairs, Stevens Mixer, Clear Case, 1900 4 Total National Cash Register Validation Checks, S.S. Stand, Silverware Holders, Two 70,000 Coolers, 3 Asst. 40,000-70,000 Suction and Exhaust Fan, Ducking, Bottle Box and Compressor, 100-lb. Frigidaire Ice Maker almost new, 4-slice Toaster, S.S. Sandwich Table, Electric National Meat Slicer, S.S. Sink, 3-door 60 cu. ft. G.E. Reach-in Box and Compressor, Vulcan Gas Broiler, Double Basket Deep Fat Fryer, 3 Asst. Burners, Magic Chef Solid Top Range, 8 ft. S.S. Bain Marie, 5 ft. Metal Work Table, S.S. Pots, Inserts, Pans, Ladles, Spoons, Dish Pans, Store S.S. Glass Washer, S.S. 3 Basket Crescent Dish Washer with new 2 H.P. Motor, 2 Grease Traps, 12 ft. Hood, 24 Aluminum Steak Platters, Dumb Waiter and Motor, Sinks, 100 Vienna Chairs, 16 5-ft. Banquet Tables, 25-ft. Wall Setter, 4 Asst. Compressors ½ to H.P. Motors, Waterless Steam Table, 100-gal. Day & Night Water Heater, Water Softener, Metal Tray Cabinet, American Meat Saw, ½ H.P. Hobart Grinder, Meat Block, Switch Boxes, Walk-in Ice Blower, Hinges, and Door, Stock Pots, Pans, French Fry Cutter, Tables, Shelving, Steak Tenderizer, Venetian Blinds, 300 pcs. Silverware, 1000 pcs. Dishes, Glassware, Outside Neon Sign.

INSPECTION MONDAY and TUESDAY, 9-5

JULIUS STERN, *Auctioneer*
1528 W. 7th Street, L.A., Cal. DUnkirk 8-2447

MAX ROUSE AND SONS, AUCTIONEERS

ORWOOD DRUG—LOST LEASE
TUES., AUG. 10th—10:30 A.M.

2195 WHITTIER BLVD., L. A.

Clean Stock of Popular Brand Drugs—Sundries—Cosmetics—Perfumes—Prescription Dept.—Fixtures

DRUGS: Squibbs; Upjohn's; Parke Davis; St. Joseph's, etc. COSMETICS: Max Factor, Ponds, Woodbury, etc. SUNDRIES: Rubber Goods, Tobacco, Razors, Clocks, Pens, Greeting Cards, Cameras, Ronson Lighters, etc. FIXTURES: Torsion Balance Scale, Typewriter, (3) National Cash Registers, Ped. Fan, (2) Hamilton Beach Mixers, Show Cases & Wall Cases (like new), Adding Mach., Weber's 5' Bobtail Fountain, Carbonator, (22) Steel Lunch Counter, Meat Slicer, Elec. Ref., Gas Range, etc.

ADVANCE NOTICE

DANIEL OIL TOOL CO.
Friday, Aug. 20th, 11:00 A.M.
1400 S. Union Ave., Bakersfield, Calif.
Rotary & Portable Rigs—Pipe & Tubing—Engines—Pumps—Compressors—Tools & Supplies For Oil & Water Wells
Caterpillar, International and Allis Chalmers Tractors

MAX ROUSE & SONS Auctioneers
408 S. CENTRAL AVE., L.A. 13
MA. 6-9421

AUCTION

ENTIRE STOCK AND FIXTURES
formerly MABELLE'S
LADIES' READY TO WEAR SHOP
(assigned for benefit of creditors)
946 SOUTH PACIFIC BLVD., SAN PEDRO, CALIF.
without limit or reserve
MONDAY, AUGUST 9th, 2 P.M.

Dresses, Coats, Formals, Suits, Slips, Sweaters, Hosiery, Hand Bags, Costume Jewelry, Paper Bags, Etc., Etc.

FIXTURES—Blonde, Late Modern 9—6 ft. Hanging Cases, 6 Glass Show Cases, 1—Z Floor Display Case, 6—40x24 Mirrors, 95 yards Carpeting, 1 Fancy Triple Mirror, 4 Mannikins, 1 White Sewing Machine, Kenmore Sewing Machine, Plastic Hangers, Safe, Desk, Adding Machine, Typewriter, Etc., Etc.

E. B. Rosenstiel AUCTIONEERS Julius Stern
MI. 4304 DU. 8-2447

AUCTION

WELDERS AND EQUIPMENT

Assets of L. W. Ferbus Co. BANKRUPT with other consignments will be sold TUES., AUG. 10th, 1 P.M. at 8321 ATLANTIC AVE., BELL, CALIF.

300 AMP. P. & H. GAS DRIVEN 6 CYL. CONTINENTAL MOTOR ON TRAILER
300 AMP. P. & H. GAS DRIVEN 6 CYL. CONTINENTAL MOTOR ON TRUCK
300 AMP. LINCOLN PORTABLE WELDER—300 AMP. P. & H. PORTABLE WELDER
200 AMP. P. & H. WELDER—300 AMP. P. & H. A.C. ARC WELDER
Electric Drills—Sander—Vises—Cutting & Welding Torches—Gauges—Hose—Welding Cable—Helmets—1200 Lbs. Welding Rod—Work Tables—Hand Truck—Heat Resisting Paint—Steel Jacks—Automatic Flame Cutter with Track—Air Grinders—Drills—Chippers. 1937 International Truck—Ree Speedwagon with 5 Ton Winch & Boom—1939 Chev. Truck with Welders Body.

MAC NARENS CO AUCTIONEERS
ANO. 1-4560 or Rich. 7-1048

MANNIE FEIGENBAUM
MA. 6-8278
408 S. CENTRAL AVE.

AUCTION

Fine Supermarket Fixtures and Equipment of the

FOOD MART

3217 WEST MAGNOLIA, BURBANK
TUESDAY, AUGUST 10 — 11 A.M.

6 National elec. itemizer cash registers (1, 2 and 4 drawers)—3 Weber stainless steel Roll-A-Door freezer cabinets—150' natural finish grocery shelving—12 matching gondolas—Matching split check stands—2 Jim Vaughn bone saws (12" and 16")—Globe gravity feed elec. slicer (model 130)—Federal Steakmaker—Nr. new 10' maple cutting table with metal legs—4 maple meat blocks—5 Standard computing scales ($1.25 charts)—3 Toledo meat scales—2 Toledo check-out scales—Fairbanks platform scale—3 HP HOBART MEAT GRINDER—3 hp York compressor—5 blower coils for walk-in boxes—3 1½ hp York compressors—2 Drayer Hanson water condensers (single and double fans)—Stock dollies—clamp trucks—30 CHROME NESTING CARTS—Vegetable hanging scales and hooks—Bakery show cases—Fire extinguishers—Penny Turnstiles—ladders—Paymaster checkwriter—Allen elec. adding machine—2 desks—5w. chairs—20 ceiling fans—Front for walk-in box with 7 glass doors, MISC. OTHER ITEMS.

To be sold piece by piece and removed in 24 hours.

Terms of Auction: CASH 25% CASH deposit required from all buyers
Inspection: Monday, August 9th from 10-4 P.M.—Tuesday from 9 A.M. to sale time
KOHN-MEGIBOW CO. • Auctioneers • NO. 3-9358

ANOTHER SENSATIONAL
AUCTION SALE!

By Order of Bernard D. Flaxman
Assignee
RUNYAN INC., Mfrs. of
Seat covers, auto tops, etc.
819 NO. LA BREA, L.A.
TUES., AUG. 10 AT 10:15 A.M.

6 Singer 18-188, 111 W156 on Singer ½ H.P. Motors, Reese Clicker, Complete Shop Smith Home Work Shop, Acetylene Welding Torch, United Carr Button Machs, Eastman Cutter, Complete Sets of Patterns, for Tonneaus, Tops & Tire Covers, Flocking Gun, Paint Spray Gun, Seat Cover & Top Materials, Gimps, Welts, Braids, Threads, Cements, Zippers, Tacks, Accessories for Foreign Cars—Auto Button Kits, Oil Filters, Mirrors, Door Pulls, Leather Cleaners, Rear View Mirrors, Tire & Tonneau Covers, Tops, Radio Cases, Flu. Lites, Shop Truck, Vise, Pitney Bowes Scale, Shelving, Curtain, Hardware, Desks, Elec. Typewriter, Elec. Adder, Checkwriter, Steel Files, Chairs, Etc., Etc.

4 Complete Sets of Molding & Metal Stamping Dies for The MFR. of Fibre Glass Tops for M.G. & Jaguars.

INSPECTION—MONDAY, AUGUST 9, 1954

SIDNEY S. DICKER & ASSOCIATES
Licensed and Bonded Auctioneers and Liquidators
500 East 9th St. Los Angeles 15, Calif. • TRinity 7428

AUCTION $25,000 VALUATION

PREMIER CAMERA STORES, INC.
5540
Santa Monica Blvd.
LOS ANGELES
CALIFORNIA
SUN., AUG. 8th
STARTING 10:30 A.M.
ASSIGNED FOR THE BENEFIT OF CREDITORS
With additional consignments
A High Class Photographic Shop with Outstanding Merchandise Consisting of New & Used Movie Cameras, Still Cameras, Photographic Equipment and Supplies, Guns, Binoculars, Fixtures, Etc.

PHOTOGRAPHIC EQUIPMENT: OVER 200 OF THE FINEST CAMERAS WITH A.S.: Contax I, Contax II, Contax IIA, F1.5 Lens, Contax III, Various Leicas, Exaktas, 8 and 16 mm Movie Cameras and Projectors, Automatic Rolleiflex, Rolleicords, Kodaks, 4x5 Speed Graphic, Zeiss Ikonta, Graflex, Flash Cameras, Duo 620, 2¼x 3¼ Busch Pressman, Robots, Korelle, Keystone, Medalist, Retinas, Folding Cameras, Bolex 16 mm, Revere 8mm, Stereo Realist, New Bell Howell 8 mm Projector, Stereo Rolleidescope.
PHOTOGRAPHIC EQUIPMENT: Assorted Gadget Bags, Carrying Cases, Dark Room Supplies, Filters, Exposure Meters, Enlargers, Tripods, Film, Lenses, Etc.
FIXTURES: A COMPLETE SET OF FINE BLONDIN SHOWCASES AND WALLCASES. Large Pedestal Fan, Cash Register, Adding Machine.
MISCELLANEOUS: NEW WINCHESTER RIFLE, 30-30, BEAUTIFUL 7mm MAUSER RIFLE with Scope, 8x30 Zeiss Binocular, 8x30 Leitz Binocular

TERMS: 25% deposit. Balance upon delivery. All purchases to be removed within 48 hours after sale. Lease available. Cash For Your Business, Stock, or Equipment—Commission Sales Conducted Anywhere.

BEN SLAVKIN
AUCTIONEER
4023 Woodman Avenue
Van Nuys, California STanley 7-4429

AUCTION

ADVANCE NOTICE
MONTEREY MOTEL
LONG BEACH, CALIFORNIA
1912 Pacific Coast Highway (Hwy. 101)
Wednesday, August 18th, 2:00 P.M.
58 splendid Units—23 with kitchens, on approx. one commercial acre. (Corner.) TREMENDOUS INCOME . . . EXCELLENT FINANCING.
Watch this page next Sunday for Details

Ted Gustafson
Realtor • Auctioneer
1129 NO. LA BREA
HO. 5-6126 or SY. 6-1004

FOR INFORMATION REGARDING AUCTION SALES
CALL JO ELLA YORK
DISPLAY ADVERTISING
LOS ANGELES TIMES,
MA. 2345—STATION 855

AUCTION SALE

The ASSETS of PIERSON ELECTRIC Co. In Complete Liquidation

ELECTRIC
CONTRACTOR'S SUPPLIES, ETC.
APPLIANCES—WIRE—TOOLS

BX Flex—Conduit—Outlet Boxes—Switch Boxes—Toggle Switches—Flush Receptacles—Meter and Socket Breakers—Switches—Thermador Wall Heaters—Nu-Tone Door Chimes—Recessed Lites—L & H 30" Electric Ranges—Etc.

85,000 Ft. 14—4 WIRE
— 300 — ELECTRIC APPLIANCES
350 Assorted LITE FIXTURES

Electric & Steam Irons—Toasters—Waffle Irons—Mixers—Coffee Makers—Cookers & Fryers—G.E. El. Clocks—Broilkings—
Oster Pipe Machines—Ridgid Pipe Tools—Wire Measuring Machine—D/E Grinders—Drill Press—Elec. Hand Tools—Ladders—Misc. Tools & Equipment, '50 Intern. Panel & Pick-up Trucks—Desks, Files, Typewriters, Add. Machs.

Thursday, Aug. 12th 10746 Washington Blvd.
at 10:30 A.M. Culver City

Jack H. Feldman AUCTIONEER VE 9-7907

DAVID WEISZ CO. *Auctioneers*

Records
Albums
Pianos
Radios
Instruments
Phonographs
REPAIR EQUIPT. SUPPLIES & FIXTURES

25,000 Ass't Classical, Popular & Jazz Records; 4000 Ass't. Classical, Popular & Jazz Record Albums; 45 & 78 RPM; 2000 Ass't, Children's Records; all in popular brands.
27 Ass't. Pianos, Baby Grands, Spinets.
G.E. & RCA Victor Table & Port. Radios & Record Players; Consols & Phono Combinations.
Instruments: Guitars, Violins, Mandolins, Uke's, Violas, Banjos, supplies, etc.
1000's Sheet Music: popular, classical, etc.
Woodworking Equipt.: Drill Press, Jig Saw, Jointer, Band Saw, Lathe, Router, Supplies; PAINT SPRAY BOOTH 4'x8' w/spray gun, blower, motor, compressor, etc.
Office Equipt. & Fixtures: Adding Machine, Cash Registers, tables, benches, Fire Extinguishers, shelving, etc.
Radio & TV Repair Equipt.: Tube Tester & Analyzer, Alignment Signal Generator, Clough Brengle Tester, Tubes, Parts, Etc.

We have been authorized by the executors of the estate of J. T. Kelly Jr. deceased, to sell at auction the assets of

THURS., AUG. 12 Starting 10:30 A.M.

KELLY MUSIC
1043 Westwood Blvd.
Los Angeles (Westwood Village)

So Wise — Buy & Sell Through
DAVID WEISZ CO. *Auctioneers*
840 San Julian St. • Michigan 8005 • Los Angeles, Calif

LUMBER PLANING MILL & BOX FACTORY AUCTION
REAL ESTATE • ROLLING STOCK

Auction on the Premises
$514,716.00 VALUATION
PLUMAS BOX CO.
TWAIN, CALIF.

Mill Capacity — 15 Million Ft./yr. Located in the Feather River Area, 16 miles from Quincy, Calif., on highway 24, in northern Calif.

Tuesday, August 17th
STARTING 11 A.M.
INSPECTION DAILY

THE VERY LATEST & MODERN EQUIPMENT

PLANING MILL: A20 Yates American Planer Matcher 6x16 w/Top & Bottom Prefiers Motorized—new in 1952; 3 Arc Breakdown & Roll Case Motorized Power Feed Transfer Table; Feed Tables; Screen Chain; McDonough 56" Resaw; Feed Rolls; Moreen 24-41 Gang Rip Saw, etc.
BOX FACTORY: (4) Turner Twin Resaws w/attachments half bearing motorized; (3) Calif. Cleat Machines; Automatic Twine Machine; 2 Color Box Printer; Crescent 24" Penny Planer; Table Rack Rip Saw; Notcher; Handhole Machine; Portable Conveyors; Etc.
ROLLING STOCK: (3) Garlinger 8 Ton Forklifts w/power steering & pneumatic tires; Garlinger Straddle Lumber Carrier—new in 1951; (5) Lumber Trucks; (6) Clark 6000 lb Cap. Forklifts, Etc.
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Westwood Area Sold at $6,500,000: Kirkeby, Associates Acquire Village Business District
Los Angeles Times (1923-Current File); Jul 12, 1955;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. 2

Westwood Area Sold at $6,500,000

Kirkeby, Associates Acquire Village Business District

Westwood Village has been purchased for $6,500,000 by A. S. Kirkeby, hotel chain operator, and a group of investors from George Gregson, it was announced yesterday.

Included in the transaction, one of the largest real estate deals in Los Angeles in some time, are 20 buildings in which are situated 50 stores, an office structure, garage and 14 parking lots.

Title was conveyed to Kirkeby Realty Co. on all of Gregson's property in the Village with the exception of a filling station, retained by Gregson.

Acquired From Janss

Gregson acquired the properties last year from Harold Janss of the family which developed the Village.

Among the various buildings' tenants are Sears, Fedway Department Stores, Desmond's, A&P, Safeway Stores, J. J. Newberry Co., J. C. Penney Co., Chandlers' Shoes, Barker Bros. and others.

Kirkeby also announced yesterday he has signed a contract to purchase from Saks & Co. the northwest corner of Wilshire Blvd. and Camden Drive in Beverly Hills. Frontage embraces 178 feet on Wilshire Blvd. and 450 feet on Camden Drive. The Saks Gift Shop, which now occupies the property, will be moved into the main Saks store within a few months.

Hotel Holdings

Kirkeby operates the Beverly Wilshire Hotel here, the Hampshire House, Gotham and Warwick Hotels in New York City, the Warwick in Philadelphia, Kenilworth in Miami, Nacional de Cuba in Havana, El Panama in Panama City and the Saranac Inn in New York State's Adirondacks.

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DOWN MEMORY LANE IN WESTWOOD

Pioneer A. H. Wilkins Recalls Dynamic History of 'Village'

West Los Angeles Citizen - 1-10-63

By GERALD FARIS

WESTWOOD — No one has as yet written the history of Westwood — the dynamic transition of vacant farmland into a rich business and residential community.

But this doesn't mean that this "miracle of the 1920's" isn't written down somewhere. It is—in the memory of A. H. Wilkins, for nearly 40 years one of the three key figures in the Janss Investment Corporation, the land company that built Westwood.

Attention Turns

The Janss brothers — Edwin and Harold — whom Wilkins joined in 1911, had already "created Canoga Park," "put the people in Ramona Acres (later called Monterey Park)," and founded a community of moderately priced homes in Belvedere Gardens on the Eastside, when it turned its attention to Westwood in 1922.

"Coming out west was quite a decision for us to make," Wilkins recalled the other morning, seated in a comfortable chair in the living room of his rambling Spanish-style home on Strathmore Dr. — the home he built in 1928 on the highest knoll skirting Wilshire Blvd. between downtown Los Angeles and Santa Monica, and second on the block.

"Belvedere Gardens was the best development the Janss company ever made, and we still had 9,000 active accounts there when Westwood — which became our in-toto dream — came along.

"I was sales manager, a vice president, and a director, too, and I had to look ahead. This land out here was the cream of all left un-subdivided. It was really a city in itself, roughly the same size as Beverly Hills.

The only buildings on the vast acreage—which stretched from Pico Blvd. to the foothills, and from the little town of Sawtelle to the Los Angeles Country Club and Heath Ave.—belonged to the Wolfskill Ranch, consisting of a near-new ranch house and two barns on the present site of the Mormon Temple.

The land had earlier been purchased from the Wolfskill heirs by Arthur Letts, owner of the Broadway and Bullock's department stores, for whom Wilkins had worked in 1905 as an assistant buyer.

The Janss brothers purchased the land in parcels from Letts, starting at Pico and working north until the "heart" — Westwood Village — was finally opened up in 1928.

"When we started," Wilkins said, "there was nothing out here. The Sawtelle Soldiers' Home was very small, a collection of old frame buildings.

Nothing On Pico

"There was nothing on Pico Blvd., and only a couple of estates south of Pico, and beyond that, Culver City.

"Our first sales office was at Santa Monica and Westwood boulevards, a solid eucalyptus and walnut grove extending to Sepulveda Blvd."

Offices were later built at Santa Monica and Beverly Glen boulevards, and at Beverly Glen and Wilshire. Because there "was no way to bring the people out here," collection centers were maintained in Belvedere Gardens for those accounts, and five offices kept open in the then-metropolitan areas of Los Angeles and Hollywood.

"Although we didn't start subdividing until 1923," Wilkins said, "people began asking us in '22 what we were going to do with the land. They made reservations in advance.

"Our salesmen couldn't even find the lots at first, and we had to put in high stakes to locate the tracts."

First Home Built

The first homes built on land subdivided by Janss were on Midvale Ave. south of Santa Monica. The area between Santa Monica and Wilshire was developed in 1924 and 1925, and ground broken north of Wilshire in 1926.

"The north sold very fast," Wilkins said. "People wanted those high-priced homes. Beverly Hills was well developed by this time, and Bel-Air started after we did."

Janss salesmen interested merchants in the expanding community, and in 1928, work began on the Village which was officially opened April 12, 1929.

"Desmond's and Bullock's were the first stores to come in," Wilkins went on. "Bullock's was first located where Fedway is today.

"We sold a site for Ralph's Markets—one of the first commercial lots to be sold. Later, we sold Sears."

The first building to be constructed in the Village now houses the Bank of America. For several years, it was the headquarters of the Janss firm and in a dining room on the second floor, the Janss people entertained friends from the new UCLA campus and business associates.

Fooled Onlookers

One of the next buildings to go up was the Holmby Bldg. on Westwood Blvd. between Weyburn and LeConte avenues, designed to look like several individual buildings. The Janss Company owned the structure for a long time.

The firm built most of the commercial buildings in the Village. They put in all streets, curbs, street lights and two storm drains which are still in use.

North of Wilshire the utilities were put underground. "We'd have put them underground south if we'd thought of it then," Wilkins remarked.

"We wanted to build for the future, so we laid out a master plan. We had our own engineer, and hired planners. As each section developed, we looked over the plans of the next, and sometimes changed them."

Land south of Wilshire was subdivided in 40 to 60-acre tracts, but that north in the Westwood Hills was in considerably smaller plots.

"We would have 25 to 30 different builders working on houses at one time," Wilkins said. "We tried to limit the number of lots to two per builder in order to avoid 'tract home' designs."

Planned Look

Buildings in the Village were limited by restrictions to a Mediterranean style, which also extended to the sorority houses on Hilgard Ave., which "shot up" after the founding of UCLA.

UCLA was a "gift" to the state of California by Beverly Hills, Santa Monica and Culver City, who were interested enough in locating a university in Westwood that they developed a bond issue, purchased 360 acres from the Janss Corporation at cost, and donated the land to the university in 1928.

"The university had quite an impact on our growth," Wilkins explained, "and we had wonderful sales as a result, sales in expensive areas."

Although the depression hit in 1929, it wasn't felt in the Westwood Hills until about 1931.

"A lot of people went dead on sales," Wilkins related, "and up until 1934, we had to make extra sales efforts, and do a great deal of advertising to get back.

Had Ready Cash

"But the company had enough capital to keep on. We took houses back, in order to keep confidence, and were able to do so because we had cash on hand. We probably put out about $5 million in loans to help people out. But this property was theirs, and we didn't want to see it go by the boards."

Things picked up again in the mid-30's, and when the Village got around to celebrating its seventh anniversary in 1936, it had 225 active businesses as compared with 34 in 1929, and in 1935, had issued in excess of $5 million in building permits. Its population stood at 14,000, and 6,000 students were enrolled at UCLA.

A staff of 160 salesmen was kept busy through 1940 and today, Wilkins said, most of the Realtors on Westwood Blvd. are former Janss salesmen. The Village was "pretty much sold out by 1945."

"When I closed the office in 1950, I quit the real estate business," Wilkins said. "When I told Ed and Harold I was quitting, they said, 'Wilk, you can't quit.' But I said, 'I'm gonna. I have a few years left, and I want to play.' I sent my license to sell real estate back to Sacramento. That's how determined I was."

Founded Bureau

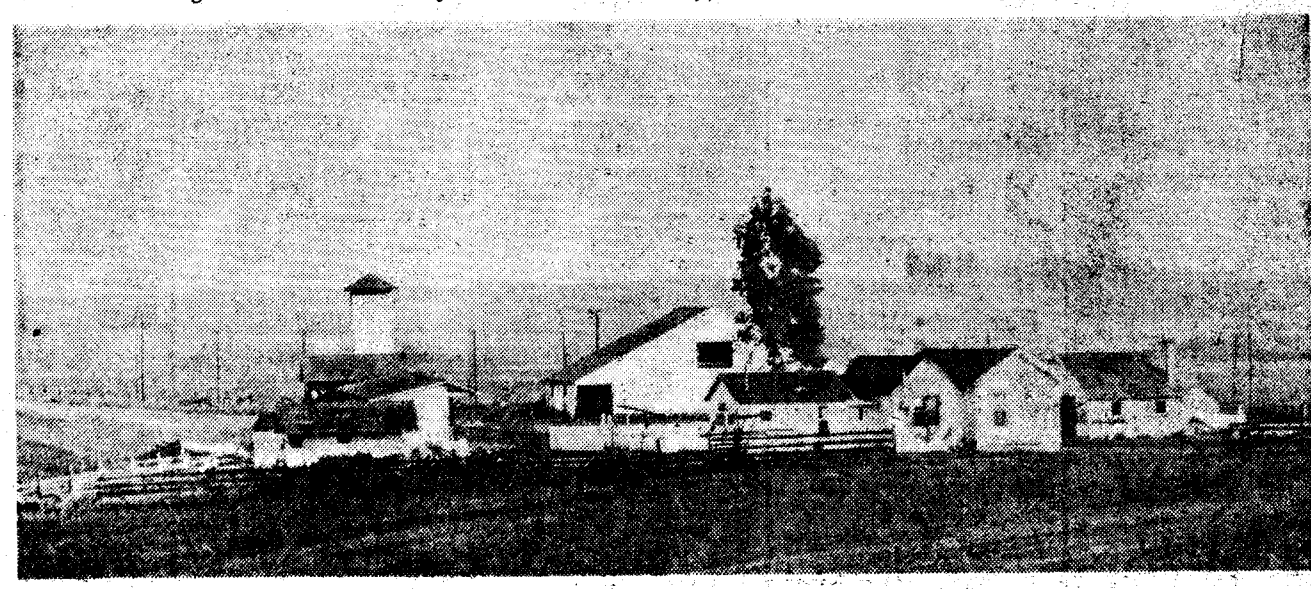
Wilkins—a charter member of the Los Angeles Advertising Club and founder of the Better Business Bureau—had virtually grown up with Westwood.

"After leaving the Broadway, I went back to Canada and joined an advertising firm in Toronto. I had the Times sent to me, and had been reading Janss ads. They interested me."

In 1911, the "California sun" became too strong, and Wilkins came back to Los Angeles.

"I went up to the Janss office, then at Sixth and Main streets. But both Ed and Harold were getting married, so I sat on their doorstep until they came back.

"When they did, I told them, 'I want to be a part of your institution' and they took me on. I still feel I was a fortunate young man."



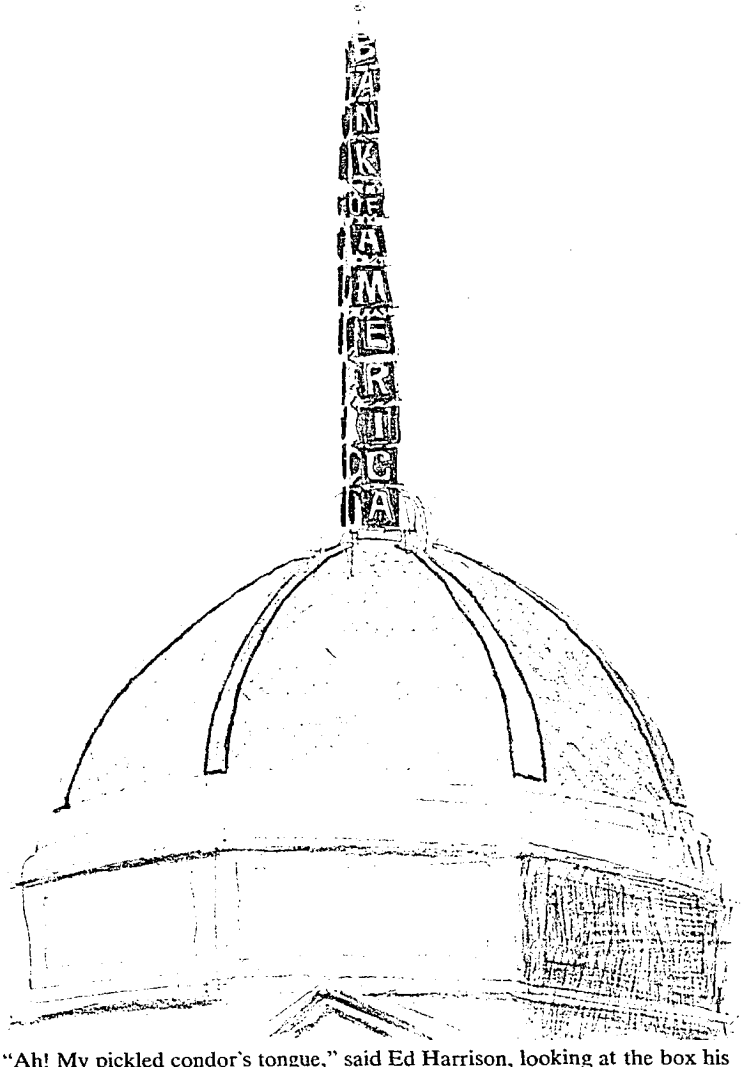
THE JOHN WOLFSKILL RANCH, WHERE THE MORMON TEMPLE NOW STANDS
. . . this is where Westwood began

WESTWOOD: THE CASE OF THE BARTERED BRIDE: It came as a shock when the ...
Van Petten, O W
Los Angeles Times (1923-Current File); Oct 26, 1969;
ProQuest Historical Newspapers: Los Angeles Times (1881-1990)
pg. W23

By O. W. VAN PETTEN

WESTWOOD: THE CASE OF THE BARTERED BRIDE

The management of this "model village" is using computers to try and figure out how to keep its charm, as new buildings soar, and the everpresent traffic jams up.



"Ah! My pickled condor's tongue," said Ed Harrison, looking at the box his secretary had just rushed in with, there in a glass executive suite 14 stories up in Harrison's own Westwood high-riser. Everyone gathered around the large wormwood desk where he opened the package . . . but, DARN! it was not the pickled condor's tongue at all, but just another stuffed woodfinch that somebody wanted to trade.

It's not every day that you get to see a pickled condor's tongue, and disappointing to Ed Harrison, too, because as a major bird scientist specializing in that most huge beast of the American air, the condor, he'd like to have his specimen back. But Ed's that affable type of Western businessman whom nothing really ruffles; impeccably groomed, graying hair brushed back from high tanned forehead, custom-tailored in gray glen-plaid, he can juggle several different projects at one time—from condor preservation to the development of Westwood; people come and go from his informal office, others sit around a low table in leather chairs having coffee. Beside and above the people stands a large, thick telescope; condor-size, on its tripod, this scope stands braced for instant magnification of anything going on in Westwood Village. From his glass nest on the 14th floor of the building he owns, Ed Harrison can see whatever happens down there.

What he sees is *transition;* transition L.A.-style, with all the drama, screams, and scars. He looks out on Westwood Village, that most carefully planned and unified model village, and he sees a most awkward and graceless *transition* into anonymous metro-city.

Nearly everyone here has experienced Westwood. Everyone has been charmed by its orderliness, the clean openness—a model college town. For many people it marks The Age of Innocence, that cool and leisured time before the Pressure came. It speaks The Thirties!

Westwood today is a compressed time-capsule of the L.A. pueblo being wrenched from sleepy ranchero and shocked into 21st Century metro-city. It was the last L.A. ranchero to come intact into the present day of high-rise.

Although Gaspar de Portola happened onto this village of "friendly and docile" Indians 200 years ago (on that August day in 1769 they gave him food and sweet spring water), not another Spaniard came along until about 1820. Then Don Maximo Alanis came out from the pueblo to a spring in a grove of sycamores. From this ridge he could see the shining sea, and smell the fresh ocean breezes and, as this was St. Joseph's Day, he called his new homestead El Rancho San Jose de Buenos Ayres.

Like everything else in Southern California, the ranch passed through the hands of Don "Benito" Wilson—after whom Mount Wilson is named—and ended up with a gentleman farmer named John Joseph Wolfskill. He loved nothing better than to ride free over his 2,000 breeze-fanned acres; and he regretted that his property should get tangled in the Santa Monica land-boom of the 1890s when a town called Sunset was planned where Beverly Glen now crosses Santa Monica Blvd. At the time 640 acres were dedicated, apparently forever, to the Soldiers Home. When this boom went bust, Sunset town vanished and Wolfskill got back all but the Federal land (which was later transferred west, to its present location). Today you can see, through the fence, this Federal Preserve—just as tranquil, as unsoiled as it was then; original pinnacled gingerbread buildings peek through leafy trees, and there's the verandah from which President McKinley spoke on his only California visit in 1899.

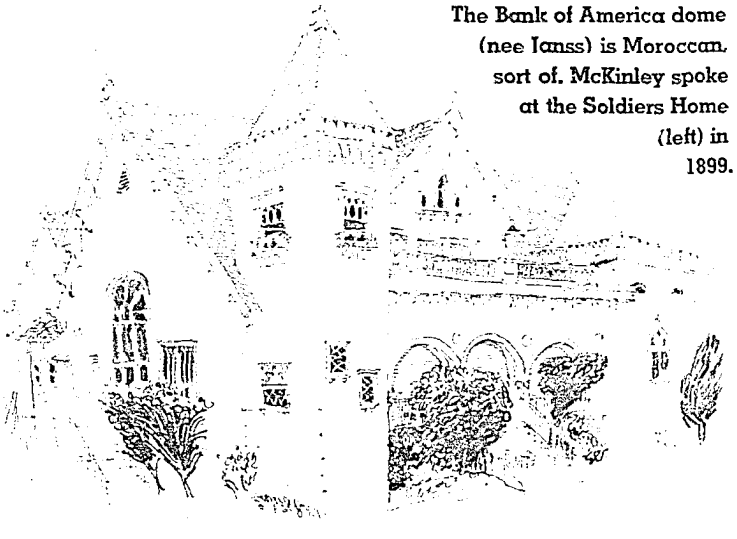
The large, comfortable "Sunday House" that Wolfskill built for his family shortly before his death in 1913 was the same house that Harold Lloyd used for making movies. The Mormon Temple stands there now, but mothers whose children are in the adjoining Emerson Junior High School today can remember when they themselves went to Emerson and slipped off to play *SPOOK* through the falling-down rooms of that scary old house.

Wolfskill's heirs understood the value of this, the last undivided ranchero in L.A.; they understood that those incredible 234 miles of aqueduct built to the Owens River had made L.A. free to grow—FREE at last and forever from that awful zanja-system that ran like varicose veins everywhere throughout the city; those water-ditches from water-company to customer dictated the city limits. Never again would L.A. be reduced to pumping the cienegas (marshes) during droughts. In 1913 no other city, ever, had ventured so far for water, but L.A.'s spunk had again made it possible for her to grow!

Somebody else who expected watered real-estate to boom was one Dr. Peter Janss, not too long out from Nebraska. He was so confident of boom that he called his doctor son back from graduate training in Freudian Vienna and his other son back from non-Freudian Princeton. These sons, Dr. Ed and Harold Janss, would develop that land in Conejo Valley which was sure to bloom when water poured from Owens-Mouth. Yes, this land of sand-squalls was sure to bloom—but not just then!

More immediate was the Wolfskill ranch which had just been bought by the famous Arthur Letts, one of the few Angelenos who could ante up the cool two-million *cash* that the Wolfskill heirs wanted. This millionaire Letts was the same determined Englishman who had arrived in L.A. bankrupt from the Seattle panic of 1893. In the meantime he had founded the Broadway Department store and turned it into a showplace of the West.

Hal Wilkins had come down from Canada to work with Mr. Letts, but already the change of control had begun. Wilkins says that Mr. Letts



The Bank of America dome (nee Janss) is Moroccan sort of. McKinley spoke at the Soldiers Home (left) in 1899.

ILLUSTRATIONS BY CARL ALDANA

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paid the cool two-million in 1919 for the Wolfskill property for the express purpose of demonstrating his faith in the growth of Los Angeles! In that confused recession after World War I, L.A. had just a lot of orange juice and a deadly freight-rate; pretty puny prospects. With his innate showmanship, Arthur Letts saw that movies could be a gateway for L.A.—and for the world—because motion pictures could EDUCATE everyone, everywhere. He would combine movies with education on the "Letts Tract."

But Regent Edward Dickson already had walked these Wolfskill hills and found them so "Berkeley-like . . . sloping, with their view of the shining sea" that he determined to make them the site of the University's Southern Branch. He went to Arthur Letts at once. Letts agreed, then and there, but his health was failing; he was passing more and more of the control of his properties on to the Janss brothers, especially as Harold Janss was now his son-in-law by marriage to his youngest daughter, Gladys. Regent Dickson found the Janss brothers to be "men of vision" and provision was made for the University at one end of "Westwood" while acreage at the other end was being subdivided for something called Fox Movie-Tone Studios (one hoped they could pay!); this same acreage that has now become aluminum Century City once was Westwood, east Westwood.

For the name of Westwood had to be settled on. Sawtelle was there . . . waiting. Already an established town of sidewalks and oiled-streets, it had in fact once *arrested* J. J. Wolfskill himself for riding his horse on its oiled street. Now with cottages for soldiers' dependents, this town (under the name of Barrett Villas—after Col. Barrett, long-time commandant of Soldiers Home) tried to join Santa Monica. That failed and it tried to join L.A. under the name of Sawtelle (after W. E. Sawtelle, whom R. C. Gillis, the owner of San Vicente, had put in charge of the soldier subdivision. It couldn't wait to unite with this choice new thing that looked so good (what with movies and all).

"Men of vision" indeed, the Brothers Janss saw in Sawtelle the Crunch of Established Competition. They sent Hal Wilkins scurrying through the Westchester (N.Y.) County telephone book for the same kind of "class" name that Burton Greene had given to his Beverly Hills (this from his home suburb in Boston, Beverly Farms). "Holmby" would have been nice in honor of Mr. Letts' forebears' English hometown but the name was still in use then for a small development along Holmby Avenue (now Kenmore) that led up to the Holmby Estate in Hollywood. Wilkins found Westwood in the telephone book; it sounded wonderful, they latched on to it in a hurry, announced themselves, and then found that *it*, too, was already in use.

Quick! They tacked "Hills" onto their "Westwood" to keep it from getting mixed up with a small hamlet up in Lassen County —Feather-River Country—which, though tiny, is the *registered* post office of Westwood, California. Any official Westwood of L.A. dissolved in the Big Annex of 1926 but this amazing confusion still persists. Ask your telephone operator for the area code of Westwood and she'll tell you you don't need an area code to dial Westwood. Only after you insist there really *is* another Westwood will she inquire and be amazed to find out its area code is 916—and for all those 40-some Christmases now *THOUSANDS* of Christmas cards, bags and bags of them, meant for here go *there*, to that little snow-shrouded post office which knows very well all this COULDN'T be for little ole them; so they forward everything back to 90024, or 25, as the Zip may be.

It wasn't confusing enough at first for anyone to complain about because our Westwood Hills name didn't catch on. Regent Dickson kept talking up "the Letts site" while the Regents were also considering Beautiful-Downtown-Burbank as another possibility for their "Southern Branch." But the Golden Spine along L.A.'s western front pulled itself into one cohesive, persuasive bid, with Santa Monica, BevHills, Alphonzo (father of the Congressman) Bell's Bel-Air, and Venice joining with L.A. to guarantee a gift of 383 acres for the University's Southern Branch. At 3 o'clock in the afternoon of March 21, 1925, Robert Sproul, then vice-president and comptroller for the University, announced at Berkeley the choice was Westwood—not "Letts site"—but *WESTWOOD!* By five o'clock that same afternoon L.A. papers had extras out, and the next day thousands of Angelenos came out to see what was this "Westwood." Wilkins and Janss were ready for them with picnics.

This is why the first square of UCLA is named Dickson Plaza (not to mention the Art Monolith), and why that wide staircase down which thousands of UCLAns have scrambled their legs to Westwood Plaza is called the Janss Steps. (The student will know already the wherefrom of Wolfskill Drive, which runs around the athletic field; would he also know that De Neve Circle around the dorms is for the founder of L.A.? This Circle and the De Neve Park with plaque-stone donated by Janss-Holmby are the only monuments to our founder, Felipe de Neve, in all the megalopolis.)

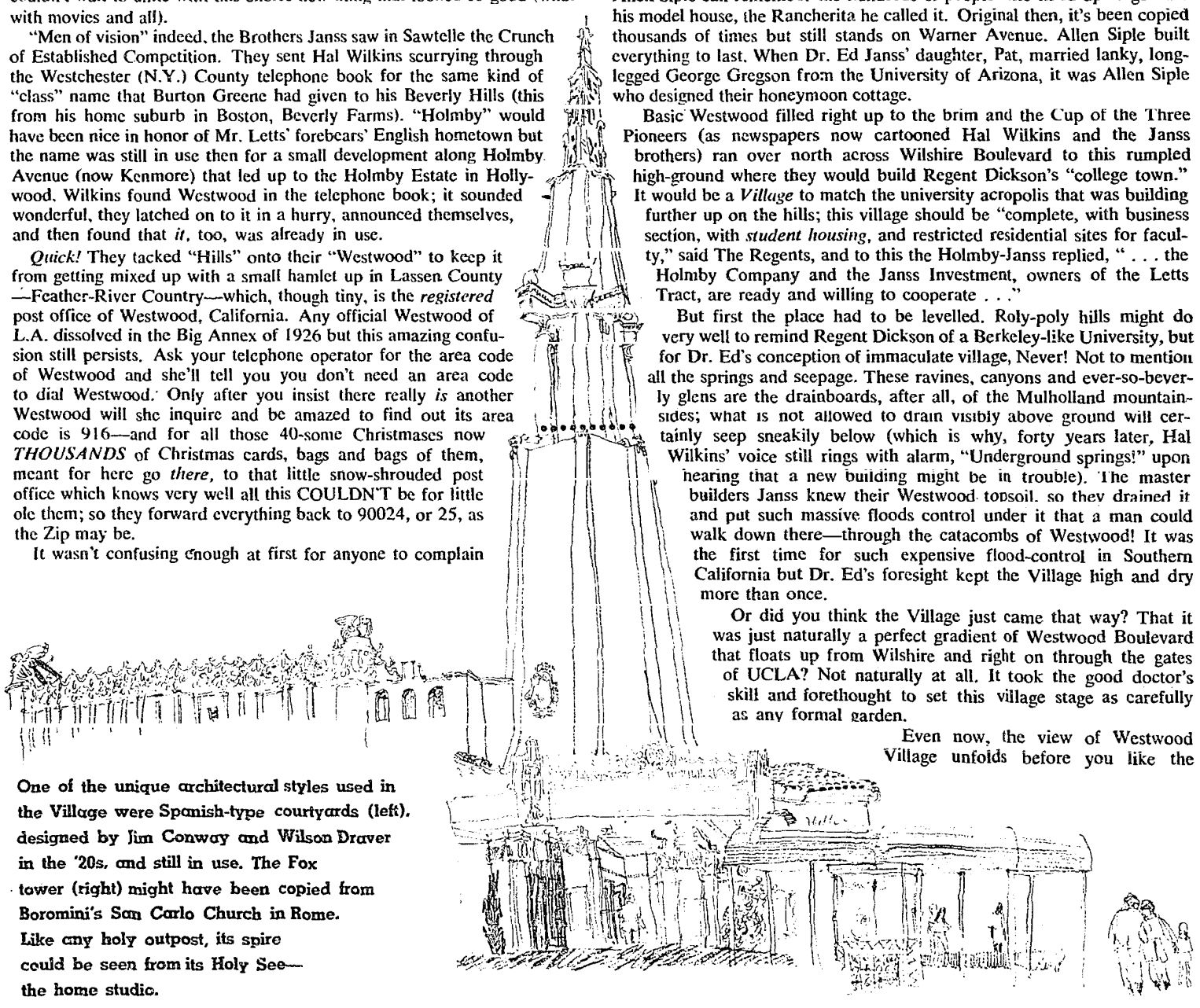
With the University secured, Westwood could only go UP! It was the time of the Iowa invasion; a car could *DRIVE* to California. To prove it, a caravan headed by movie-star Joe E. Lewis drove from Wilshire Boulevard to Chicago. Midwesterners found out they didn't *HAVE* to live through winters like that. Wave after wave of well-heeled migrations made Westwood the *wunderkind* of the West; 2,200 snug bungalows sold by 1927. Allen Siple can remember the hundreds of people who lined up to get into his model house, the Rancherita he called it. Original then, it's been copied thousands of times but still stands on Warner Avenue. Allen Siple built everything to last. When Dr. Ed Janss' daughter, Pat, married lanky, long-legged George Gregson from the University of Arizona, it was Allen Siple who designed their honeymoon cottage.

Basic Westwood filled right up to the brim and the Cup of the Three Pioneers (as newspapers now cartooned Hal Wilkins and the Janss brothers) ran over north across Wilshire Boulevard to this rumpled high-ground where they would build Regent Dickson's "college town." It would be a *Village* to match the university acropolis that was building further up on the hills; this village should be "complete, with business section, with *student housing*, and restricted residential sites for faculty," said The Regents, and to this the Holmby-Janss replied, " . . . the Holmby Company and the Janss Investment, owners of the Letts Tract, are ready and willing to cooperate . . ."

But first the place had to be levelled. Roly-poly hills might do very well to remind Regent Dickson of a Berkeley-like University, but for Dr. Ed's conception of immaculate village, Never! Not to mention all the springs and seepage. These ravines, canyons and ever-so-beverly glens are the drainboards, after all, of the Mulholland mountainsides; what is not allowed to drain visibly above ground will certainly seep sneakily below (which is why, forty years later, Hal Wilkins' voice still rings with alarm, "Underground springs!" upon hearing that a new building might be in trouble). The master builders Janss knew their Westwood topsoil, so they drained it and put such massive floods control under it that a man could walk down there—through the catacombs of Westwood! It was the first time for such expensive flood-control in Southern California but Dr. Ed's foresight kept the Village high and dry more than once.

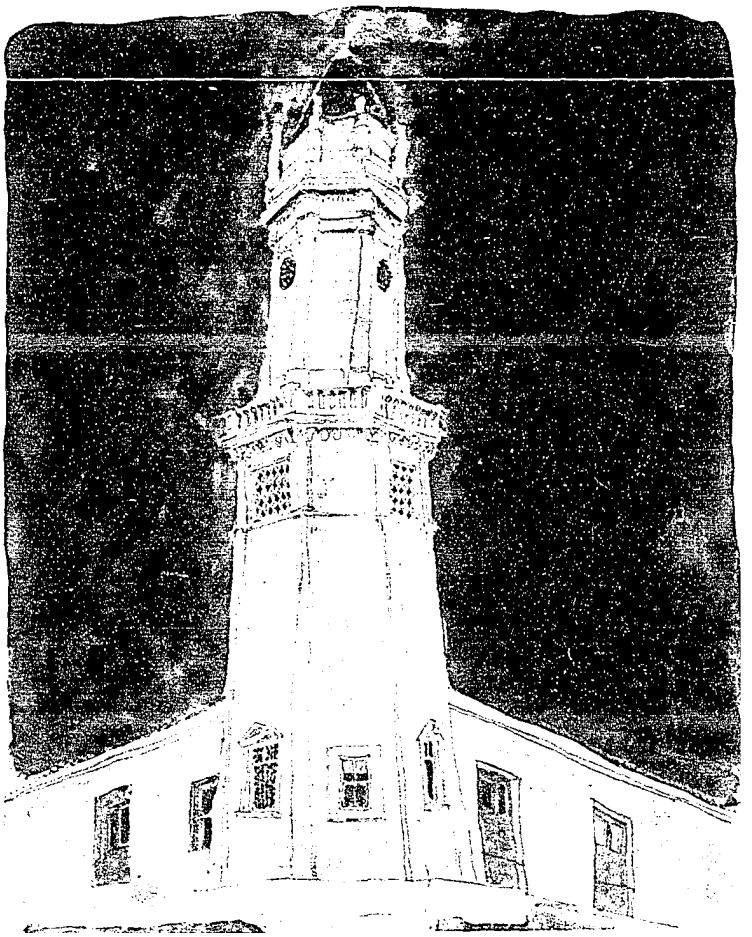
Or did you think the Village just came that way? That it was just naturally a perfect gradient of Westwood Boulevard that floats up from Wilshire and right on through the gates of UCLA? Not naturally at all. It took the good doctor's skill and forethought to set this village stage as carefully as any formal garden.

Even now, the view of Westwood Village unfolds before you like the



One of the unique architectural styles used in the Village were Spanish-type courtyards (left), designed by Jim Conway and Wilson Draver in the '20s, and still in use. The Fox tower (right) might have been copied from Boromini's San Carlo Church in Rome. Like any holy outpost, its spire could be seen from its Holy See—the home studio.

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The Holmby Clock Tower, built in an English-Norman style, was supposed to have student housing in the upper floors. Students never lived there, and for a long time the clock gave the wrong time.

leaves of an Italian fan. Even with high-risers where parks used to be, this fan shows the bulge on the round romanesque rotunda of Ralphs market there with the low loping arches for windows; it's now become some kind of a German Bratskeller for students, but with the lid around the top it still looks like a huge cookie-jar. And the center leaf of this fan always *HAS* to be that Monticello-like mosque that is the Janss Dome; you look straight into its big, square opening from Wilshire Blvd. It's become the Bank of America now, with a pylon on the top that says so (but that's as it should be, because the former Bank of Italy should fit in with all this "Mediterranean" decor). Behind the Dome you glimpse the stern Holmby Clock Tower, its peak as high and pointed as the Janss Dome is round and blunt. The left leaf of this Italian fan leads you straight up Broxton Avenue to the superwhite plu-perfect buttressed spire of the Fox Theatre. Shining-pure by daylight, glamorous spun-sugar by night floodlight, this Fox tower could have been copied from Boromini's San Carlo Church in Rome, but those coupled columns up there in pure-blue Westwood air look very Spyros Skouras Greek to me; at the top there's that flashing beacon that says F-O-X! You can see it clearly from the home studio itself.

So well-known is this view into Westwood Village that hardly anyone pauses to note that its effect is an illusion; it uses the same technique of the Parthenon (the rising gradient) to look bigger than it really is, and the effect is one of spread when in fact all these buildings are quite close together. The straight shoot to the Fox spire is not straight at all, and already the elevated triangle on which the Janss Dome sits is beginning to drift off in the direction Westwood Boulevard itself is tending. "We literally moved hills to get this topography," said Dr. Ed . . . that and almost two years of planning and work.

The result was that when the Village opened for sale in the spring of 1929, "we had enought applications for property to sell the Village three times over," according to Dr. Ed. Hal Wilkins, who was vice president in charge of sales says, "Sometimes there'd be $400,000 worth of buy orders waiting in my drawer." But the Jansses were very mindful of their commitment to Regent Dickson—this was to be a *pure* college town. Nothing more than beer could be bought within one mile, and not even beer at first. Both the Janss Dome and the Holmby Tower were built as *student dormitories* in the upper stories. The very careful Dr. Ed said, "We felt that the usual speculative buyers would not carry out the plans the company had envisioned for Westwood Village."

The Village opened right into the teeth of the Depression. It turned out to be the best thing ever for the Village; any "speculative buyers" vanished at once, and in fact the Holmby-Janss interests kept almost total control which gave the Village the unity it has preserved until—just yesterday. All signs were rigidly controlled, none were to stick out into the street, nothing should break these carefully planned lines-of-sight. All buildings had to be at least 17 feet in height (no marginal shops). But most important of all, everything had to be built in "Mediterranean style," whatever *that* meant; the Janss board would decide what that meant.

Through it all ran elegant Westwood Boulevard, a full fifty-feet wide when nobody had any idea what traffic would become. A chain of long lozenge-shaped islands ran down the center of the Boulevard, with flowering islands of red-pointed callas, birds-of-paradise, and slim stalks of coco-palms; these made a chain that leads right up through the University and on up to join with Sunset Boulevard where the original Don Maximo's St. Joe springs bubble.

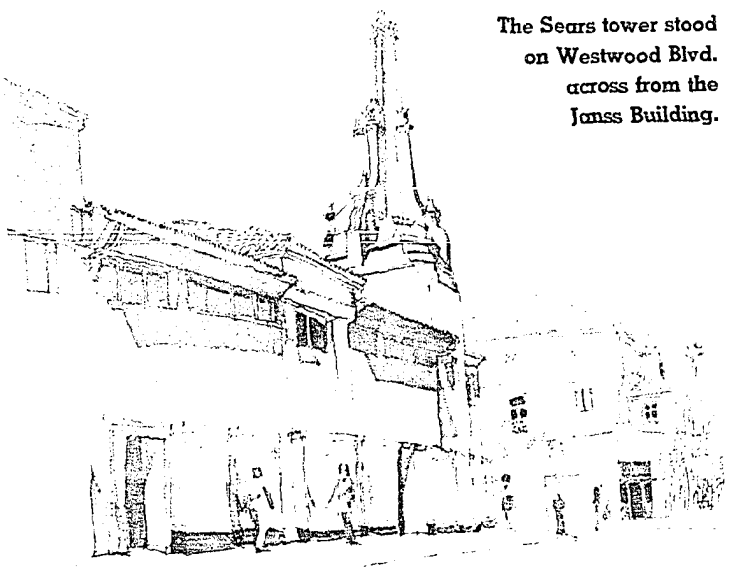
Village and University were supposed to harmonize their architecture in "Mediterranean style," but up at the top of the Janss Steps, Royce Hall and the Powell Library, as they took shape, resembled the University of Bologna, which is not on the Med, no matter how you slice it.

Even the Village itself differed on what was "Med" and what was not. The way architect Stiles Clements designed the Ralphs rotunda seemed "Med" enough, and J. C. Allison's Janss Dome could be considered like a Moroccan mosque, but the Holmby Tower (designed by Gordon Kaufman) was definitely English-Norman and both the original Bullocks, and Desmonds (designed by Percy Lewis), wanted to modernize their storefronts. Desmond's already had green rooftiles in honor of its founder, Irish Danny Desmond.

So Harold Janss decided to tour this area of Europe and determine once and for all what "Mediterranean style" meant. Italy was fine, of course; he saw things he knew in Naples and in Rome. He saw familiar mosques elsewhere, but when he got to Algiers he found the French architects there had all been converted to Le Corbusier and were casting concrete in those rounded shapes that might be called "organic." Such radical structures would never do for Westwood Village. He said the hell with it—there really *wasn't* anything you could say was definitely "Mediterranean style." To this day, when anyone says "the Village was built in Mediterranean style," they always add ". . . whatever *that* means!"

The Village developed styles that were its own: The Spanishy courtyards that Jim Conway and Wilson Draver created on Glendon (for the Harrison family, whose nephew Ed today waits for pickled condors' tongues in his building) are a style known definitely as authentic "Village," especially Foster's store and the old El Encanto Restaurant. The most distinctive mark of Westwood Village were the spires that you could see for miles rising up into the blue pre-smog. Every filling-station had a big white spire. Some, like the Standard station, were 150 feet high (with "Standard Service" lettered down the side—it took plenty of spire to take in all those letters). But Associated had a high spire, too, and a neon Flying-A flashed on top of its column like an aerial performer balancing in the night. The Mobil Flying Horse, red wings flapping, was also a Village landmark. Atop of everything was the Village Theatre spire flashing F-O-X! to all West L.A. At night the lights on all those spires made the Village visible for miles; the only oasis rising out of West L.A.'s clump of darkness. Harold Janss said, "We keep putting up all these spires and we'll turn the place into a Baghdad."

Continued on Page 28



The Sears tower stood on Westwood Blvd. across from the Janss Building.

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It came as a shock when the Jansses announced they sold their Dome.

He wasn't really worried about the Village going Iraqi. Its style would stay for another thirty years — the most successful and stable of the California model villages, often studied by architecture classes, replanned in theory to preserve its charm, but so very little changed in *fact* that when those daddies of World War II came back on the GI Bill to finish college, it was the same old Village. They could thrash out wartime traumas over oceans of beer at Dude's; they could drive their first post-war cars into Truman Fairless' drive-in for burgers & fries, just as their fathers before them had driven their roadsters with the rumble-seats into the Hi-Lo on that very spot, the world's first drive-in restaurant. The entire eating-in-car industry was launched from this corner of Wilshire and Westwood Blvd. (where Dillingham is now putting up 21 stories).

It came as a shock when the Jansses announced they were selling their Dome to the Bank of America—this symbol—for a million dollars. This was in 1954, and then came the earth-shaking announcement that *all* the Janss interests in Westwood had been sold to one Arnold Kirkeby for 6.3 million dollars. This in 1955, and the screams could be heard for miles! Who knew *what* Kirkeby would do with all this heritage; and Arnold Kirkeby himself seems not to have been sure whether he had bought a white elephant or a gold mine.

Emotional capital is not the same as money, however, and while Westwood had grown into the hearts of the people, all that vast acreage out in the Conejo Valley (remember that land that the original Dr. Peter Janss bought at the time of Owens-Aqueduct) was finally ready to bloom, all 10,000 acres of it. A new generation of Jansses was ready to develop it; Westwood had to be cashed to develop the new Conejo.

The transfer to Kirkeby established a kind of rule of thumb. The Jansses sold their

continued on page 31

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What's really hurting Westwood is disgorgement. Streets are glotted.

Dome in a separate transaction, and when the rest of their Village was sold to Kirkeby George Gregson, as Dr. Ed's son-in-law, kept the park on the northwest corner of Wilshire and Westwood Blvd. When Arnold Kirkeby decided to pass the pudding on, *he* kept the park on the *east* side of Westwood Blvd. So this rule turns out to be that each thumb pulled a plum out of the pudding that was worth more than he paid for the whole thing in the first place.

On George Gregson's former park now stands the Med-green Linde Medical Bldg., and on Arnold Kirkeby's former park stands the 21 stories of the Kirkeby Center (which really does strive to make a "Mediterranean" point with those elegant panels of travertined marble). "Finest office building in town," says George Gregson from his 14th floor office there. Howard Hughes thought it was fine enough for his personal office, too, being close to his home in Bel-Air. As Kirkeby's first customer, Hughes took the entire top floor while deciding whether to bring all of his Romaine Street crew out to Westwood, but then he opted entirely for Vegas and Kirkeby was able to put a penthouse restaurant there.

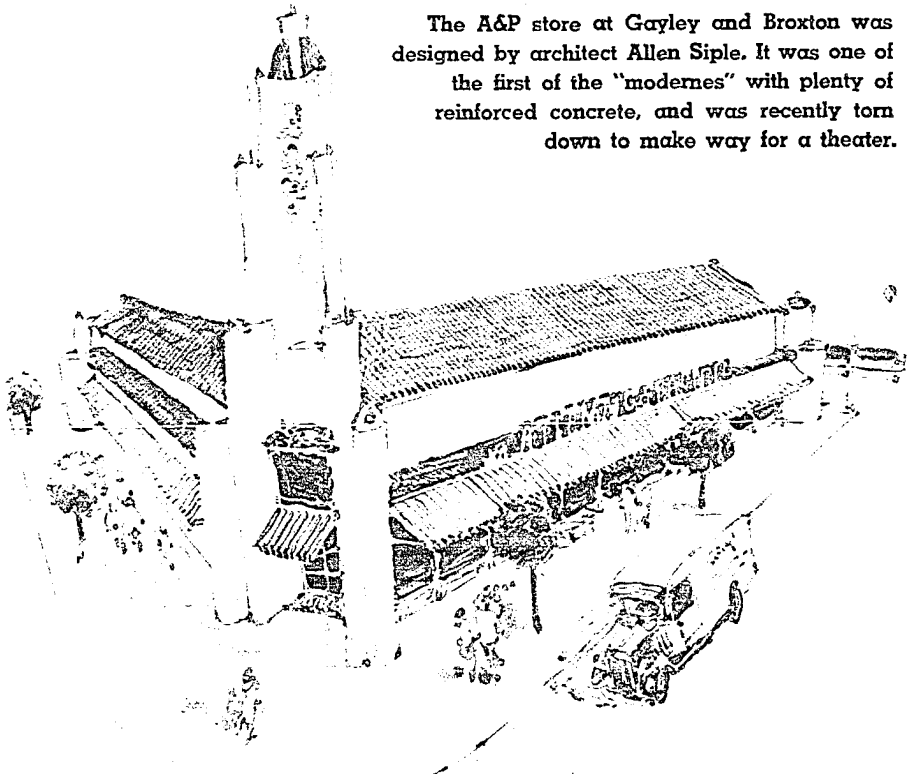
Apparently Harold Janss approves the "Mediterranean" intent of Kirkeby ("whatever *that* means") for he too has an office in the building; all the others have gone on to other ventures. Harold remains the Village's last Janss.

All these high-risers pride themselves on being self-sufficient. Each takes care of its own. Kirkeby parks its own with room to spare; Westwood Center, too, as with the Dillingham and the spanking-new Fed. UCLA has towers and towers of those automated gates that take "four quarters only" even for just ten minutes (something complicated about a refund somewhere).

The only parking problem in Westwood is the political war that some students wage against the University. Only, it's been Welton Beckett's new Bullock's that bore the brunt. The students feel that if the University furnishes free education it should also furnish free parking, the car being an educational necessity in Southern California. These students resist paying UCLA parking fees; each morning they rolled down the ramp into Bullock's parking-basement just as though they were going to buy something. A doorman stood guard, of course, trying to figure out what was a student and what was a shopper. How was he to know that Aunt Agatha in her 1927 Essex was taking Life-Long-Learning, and that Miss Mini-Mod in her Morgan Sports was basement parking to buy a lot of see-through mini-things? So, there was hell to pay (instead of Bullock's) when the doorman guessed wrong and had Miss Mini's Morgan towed away while the contraband Essex parked free. Every day was battle-day at Bullock's Underground—until they got in turnstiles.

What's really hurting Westwood is *disgorgement.* Every afternoon Ed Harrison looks down from his 14th story glass-nest to see the streets of Westwood Village coagulating into glot! Cars are streaming out of Kirkeby, out of his own Westwood Center, out of UCLA towers, and, yes, up out of Bullock's Basement! All heading for the ONE way out. All these cars are trying to disgorge onto a Wilshire Boulevard that's already been gorged to the hilt by BevHills/Century City Outbound, all heading for junction with San Diego Freeway.

Right now Westwood Village is caught like a nut in a cracker. UCLA presses down from the North and will soon seal an antiseptic wall of Medical-Center along the

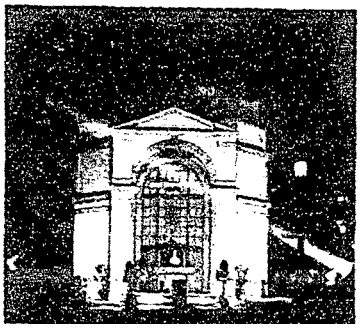


The A&P store at Gayley and Broxton was designed by architect Allen Siple. It was one of the first of the "modernes" with plenty of reinforced concrete, and was recently torn down to make way for a theater.

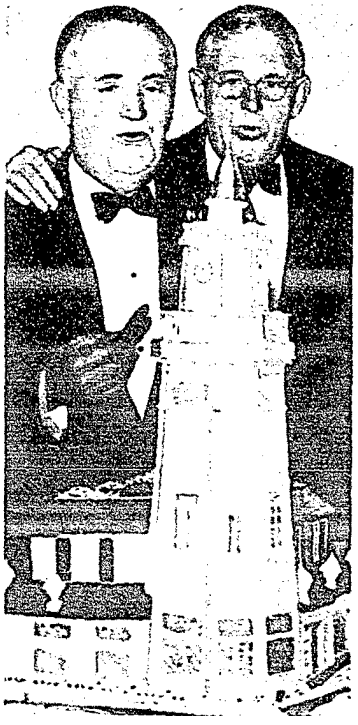
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Manny Borenstein is consulting computers in order to solve the Problems of Westwood.

West (where Sonja Henie's outdoor ice-rink used to melt); herds of automobiles push in from the East, all wheels stampede for this confluence of Santa Monica/San Diego/Wilshire and the whole city is heading for the Pass. Who has the answer?



Harold (L) and Ed Janss mark Westwood's 8th birthday with Holmby Clock Tower cake. Above, the Janss dome building.



Well, maybe Manny Borenstein; anyway, he has the Problem. He's the latest one to buy it, from Janss to Kirkeby via Kreedman to Manny and his friends (less some plums along the way). Manny's working terribly hard to figure something out ("I don't even have time for my family"). His office is right inside that Holmby Clock Tower; but Manny has no time to waste in his office anymore; he's never there. A secretary says, "Go over there to that sign that says Public Parking and ask the parking attendant, Ray. He'll tell you where Manny is." Ray directs you across an alley and up a back entrance into what you thought was just the back-end of Old Bullock's No. 1, now Manny's College Bookstore. But not at all! What you have blundered into is bank upon bank of computers, where everybody is busy studying data—until the worried man in the middle with that sheaf of multi-printout in his hand says, "Who're you?" It turns out that Manny Borenstein is consulting at least two combines of computerization in the back of the bookstore. Has he been able to come up with an answer? Well, he shuffles a little with that. He assures you—whatever the computers come up with—that he, Manny Borenstein, means the best for the Village ("whatever *that* means").

The signs are plain to see. Whether you reckon the Village to be forty years old (according to Janss) or 200 years old (according to Portola), you need only to look at the clock on the old Holmby Tower outside Manny Borenstein's office; the clock is all spruced up now with gold hands and bronze numerals. Repaired after many years of faulty operation, the clock is giving the heart of Westwood the correct time. This machine, at least, is doing right by Manny—and, maybe—Westwood.

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[Orientation Issue] News: The changing face of Westwood

BY NATALIE BANACH

Posted: June 25, 2005 9:00 pm

NEWS

SHARE

TWEET

Tall prairie grass swaying in the wind and beds of lima beans aren't pictures the average student would paint of UCLA or Westwood Village. Yet that is what today's well-known images of Royce Hall and Diddy Riese cookie wrappers emanate from.

Having been shaped and molded by a variety of political, economic and social forces, both the campus and the Village started off as the Rancho San JosÃ© de Buenos Ayres, a vast tract of land spanning over 4,400 acres where black-tail deer once grazed.

Since then, the demographic, geographical and social landscapes have changed, but local historians and business owners say pioneering developers have remained integral in shaping the Westwood students associate with today.

Often criticized as lacking an identity, today's Westwood is a conglomeration of establishments ranging from the imposing Oppenheimer Towers to popular student eatery U Dog to the iconic

Fox Tower. So it can be hard to imagine that the Village was first envisioned and guided under one defining principle: creating the perfect college town.

“They knew that a university would bring culture and vitality to an area that was populated by jack rabbits,” said Steven Sann, owner of the 930 restaurant at the W Hotel in Westwood and local historian.

The university, which was originally the Southern Branch of the University of California, was first situated on Vermont Avenue and began holding classes in 1919 before it grew too large and moved to its current location in 1927.

The first to follow through on plans to develop Westwood were Edwin and Harold Janss, two brothers who in the early 1920s bought the land that now includes UCLA and Westwood.

The Jansses began grading streets and planning the town of Westwood, a community that included a bowling alley and malt shop, both of which served as escapes from the one library on the newly constructed campus.

“They really designed a “˜town for the gown,’” Sann said, adding that the Janss brothers marketed the community with this slogan, which referred to a centuries-old tradition of faculty donning gowns to class.

The brothers believed every building and store should serve the needs and wants of the university population, Sann said, so even the second floor of their headquarters, which today houses the upscale restaurant Eurochow, was furnished and used as a men’s dormitory.

One of the first businesses to come to Westwood that year was Oakley’s, a family-owned barber shop that still operates today under Larry Oakley.

Oakley tells the story of how his uncle Burt was cutting Harold Janss’ hair one day in a shop on Vermont Avenue and Janss gave him an offer he couldn’t refuse.

“He told Burt, “˜If you come out to Westwood and open up a barber shop, we’ll give you six months free rent.’ … We’ve been here ever since,” Oakley said.

The Village also once boasted one of the world’s only year-round outdoor ice skating rinks, called the Tropical Ice Gardens, complete with a Swiss chalet and bleacher seating for 10,000.

As more developers arrived in Westwood, they brought along their own ideas, ultimately helping to change the Village into what it is today, an amalgam of sights and experiences.

One of the major trends to hit Westwood arrived on the heels of the 1960s, when a developer named Manuel Borenstein played a significant role in the Village.

“By the 1970s, the Village drifted and morphed into a regional entertainment zone for Southern California. Manny Borenstein strongly fueled this,” Sann said.

According to longtime residents, the 1950s and ’60s witnessed the flourishing of foreign and independent films in Westwood.

One of the first art houses in Los Angeles was the Landmark Regent Theater, built in 1966 on Broxton Avenue, where a French film by director Claude Lelouch played to a full house for 96 consecutive weeks.

Soon movie theaters began to open all over Westwood, and from 1965 to 1975 the number of theaters in the Village went from three to 18. The increase also altered the type of movies that would come to play on the big screen.

“Back then, people would stand in line forever. When “˜The Godfather’ played, people were waiting in line for hours. It was the dawning of street entertainment culture. … There became this carnival atmosphere in Westwood,” Sann said.

The constantly evolving nature of the Village has resulted in a variety of developers touting distinctive ideas about how to better the area. At one time, developer Larry Taylor said he would entice high-end stores like Gucci, Versace and Armani to the area.

“He talked big and talked about several Rodeo Drives. That was the way he sold his concept,” said Sandy Brown, president of the Holmby-Westwood Property Association, a group of single-family homeowners that is heavily involved in Westwood’s developments.

Westwood’s current situation has attracted a wealth of developers amid talk of a dwindling economic situation.

Many say the Village is often synonymous with empty storefronts, a dismal parking situation and an overconcentration of pharmacies.

Today's developers, including Jeff Katofsky, who plans to build a multiplex behind Jerry's Famous Deli, and Alan Casden, who is in the process of building Palazzo Westwood, a $100 million retail and residential complex, have now congregated in the Village and talk about a new course of action.

"Westwood has evolved over the years. It went from being a town built around the university to an entertainment center. Now it has no identity," said Howard Katz, vice president of community development for Casden Properties.

While many developers agree revitalization is necessary, Katz said his company will focus on supporting Westwood's permanent living population, as opposed to transient visitors.

"If you go to Westwood for lunch, it's busy. If you go there for dinner, it's busy. But if you go any other time, you don't see many people. You have a community that's not served well by Village uses," Katz said.

Currently, the development company has begun the first stage of excavation on its Glendon Avenue lot, which is slated to take about four to six months. Like many other developers before them, Casden Properties has come to Westwood with grand plans to redirect and redefine the area.

Local business owners and residents now say the changing dynamics of the Village have become a constant, and as much as developers have played their part, the area has also been a product of the times.

"More than by the individual developers, Westwood has been a sign of the times and the economy. … In general, people developed a more casual style and fancier stores went out of business," Brown said.

Yet as a result of the Village's close proximity to UCLA, a business' attention to the university population may be vital to its functioning, something Oakley can attest to.

"Over 40 percent of our customers come from UCLA proper, and I do the entire medical staff. We've done the deans of the medical school and the law schools. We know what's going on," Oakley said.

GALLERY | KELLY MUSIC COMPANY, LOS ANGELES, CA



Kelly Music Company, Los Angeles, CA
Architect & Engineer, August 1930

Arthur Letts was a Los Angeles entrepreneur who helped shape the 20th century residential and commercial landscape of Southern California. Founder and financial backer for several area department stores, he was keenly interested in creative land use. In 1919 Letts purchased 3,300 acres of rough ranchland in what is now the Westwood-Beverly Hills area. He planned a number of innovative developments for the area—large residential estates; smaller homes for an emerging middle class; clusters of low-density commercial businesses; and the Los Angeles State Normal School campus. His death in 1923 did not end these plans. Harold Janss (Letts' son-in-law) and brother Edwin Janss completed the development scheme. In March 1925, the University of California Regents voted to move the Normal School, now officially a part of the University of California system, to a 383-acre property on the site Letts had originally proposed. On September 21, 1927 UCLA's "Director Ernest Carroll Moore turned the first shovelful of soil" for the campus. In newspaper photographs Harold and Edwin were prominent among the "witnessing" dignitaries. (Marc Wanamaker. Westwood. 2010)

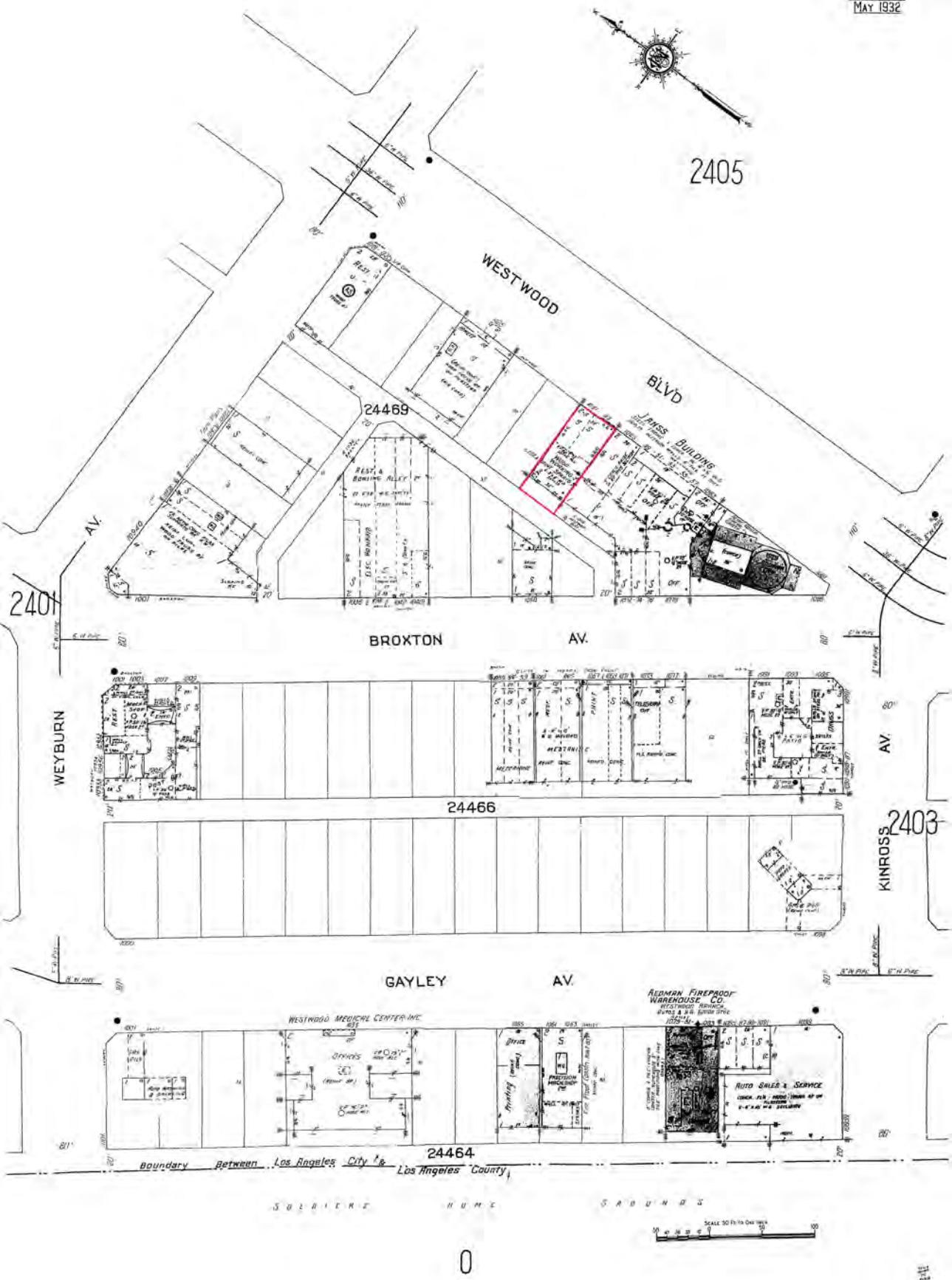
To support campus and student life around the school, Letts had planned a unique commercial district—Westwood Village. To insure his vision of a district with a unified aesthetic and high quality construction, the Janss Corporation hired top American urban planners and architects to create a master plan. Working with various Los Angeles County boards, the group drew up a plan of action and street grid. All proposed buildings in the Village would conform to Mediterranean Revival or Romanesque architectural style to compliment the buildings under construction on the new UCLA campus. Restricted to two or three stories in height, a prescribed color palette, red tile roofs, controlled signage and underground utilities, Westwood Village would become one of the first planned, mix-use districts in America. Many prominent Los Angeles architects submitted designs to the Janss Company for commercial and residential buildings including: Gordon Kaufmann, P.P. Lewis and Paul Revere Williams. (Los Angeles Conservancy. September/October, 1989)

In 1929 Paul Williams presented his design for a new branch of the popular Kelly Music Company. Moving to the "Town made for the Gown" was a natural step for the music store. (Southern California Business. March, 1930) With stores in Los Angeles and Hollywood, Kelly Music specialized in selling musical instruments, phonograph records, printed sheet music and the publication of original music scores. By expanding to an area near the developing UCLA campus, the company was following its young, affluent customers.

Built for $28,000 the new Kelly Music opened with great fanfare in March 1930. "Motion picture stars will speak and song writers will broadcast their compositions as part of the program" carried live by radio station KFWB. The first customers lined up to enter the store via one of five tile and stucco ground level archways. Graceful curved, wrought iron stairways took patrons to an open second floor filled with display cases and listening stations. Large custom-designed hanging iron lamps, Turkish rugs, ornate tile work and "hand-carved" furniture completed the Mediterranean feel. (Los Angeles Times. March 13, 1930) Kelly Music was a success.

In April 1930 the Janss Company celebrated the first-year anniversary of Westwood Village with fire works, fiestas and birthday cake. After only one year the district had grown to 55 businesses valued at nearly $2 million, an amazing accomplishment during the Great Depression. An article in the Los Angeles Evening Herald (April 5, 1930) speculated on the reasons for the district's phenomenal success. With its modern, innovative blend of pedestrian and automobile access, the newspaper announced Westwood was a development whose time had come. In a modern, streamlined age Westwood Village was a place "on the move" fueled by the enthusiasm of young people and Letts' innovative land use ideas.

« Back


2405
WESTWOOD
BLVD
24469
JANSS BUILDING
REST & BOWLING ALLEY
2401
AV.
BROXTON
AV.
WEYBURN
24466
2403
KINROSS
GAYLEY
AV.
WESTWOOD MEDICAL CENTER INC
REDMAN FIREPROOF WAREHOUSE CO.
AUTO SALES & SERVICE
24464
Boundary Between Los Angeles City & Los Angeles County
SOLDIERS HOME GROUNDS
SCALE 50 Ft to One Inch
0

LOS ANGELES, CALIF. VOL. 24
2402
ADDL SHEET
MAY 1932
CAL. ..044



COPIES OF BUILDING PERMITS FOR MAJOR ALTERATIONS

All Applications Must be Filled Out by Applicant

Bldg. Form 1

PLANS AND SPECIFICATIONS and other data must also be filed

BUILDING DIVISION

DEPARTMENT OF BUILDING AND SAFETY

1

Application for the Erection of Buildings

CLASS "A" "B" "C"

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 in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit:

First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.

Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Los Angeles.

Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

TAKE TO ROOM No. 248 (2ND FLOOR)

CITY CLERK PLEASE VERIFY

Lot No. 2 Block 5 Tr. 10662 (Description of Property)

District No. ..... M. B. Page ..... F. B. Page .....

TAKE TO ROOM No. 5 (MAIN ST. FLOOR)

ENGINEER PLEASE VERIFY

No. (2) 1043-5 Westwood Blvd. Street (Location of Job)

Between Kinross & Weyburn

(USE INK OR INDELIBLE PENCIL)

WESTSIDE DISTRICT

O. K. City Clerk Deputy

O. K. City Engineer By Deputy

1. Purpose of Building Stores No. of Rooms 11 No. of ~~Families~~ 2 Stores 0
2. Owner's name The Kelly Music Co Phone .....
3. Owner's address 1905 Wilshire Blvd Beverly Hills
4. Architect's name Paul R. Williams Phone .....
5. Contractor's name Westwood Mortgage Engine Co. Phone OX 7211
6. Contractor's address 1905 Wilshire Blvd - Beverly Hills -
7. TOTAL VALUATION OF BUILDING {Including all Material, Labor, Finishing, Equipment and Appliances in Completed Building.} $ 28000.00
8. Any other building or permit for a building on lot at present? No How used? —
9. Size of proposed building 40 x 85 Size of lot 40 x 100 feet
10. Number of stories in height 2 Height to highest point 36'
11. Material of foundation Concrete Character of soil Loam
12. Material of exterior walls Brick
13. Material of interior construction Frame
14. Material of floors Frame
15. Material of roof Composition
16. Will all lathing and plastering comply with Ordinance? Yes
17. What zone is property in? C

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

(Sign Here) Westwood Mortgage Engine Co

(Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY

PERMIT NO.	Plans and Specifications checked and found to conform to Ordinances, State Laws, etc.	Application checked and found O. K.	Stamp here when permit is issued
23732	Plan Examiner	Clerk	CITY OF LOS ANGELES SEP 16 1929 TOWLE

FOR DEPARTMENT USE ONLY

APPLICATION	O. K.
CONSTRUCTION	O. K.
ZONING	O. K.
SET-BACK LINE	O. K.
ORD. 33761 (N. S.)	O. K.
FIRE DISTRICT	O. K.

REMARKS

ESTIMATED - STEEL 145 TONS

CEMENT 140 "86's"

All Applications Must be Filled Out by Applicant

Bldg. Form 8

PLANS AND SPECIFICATIONS and other data must also be filed

BUILDING DIVISION

3 DEPARTMENT OF BUILDING AND SAFETY

Application to Alter, Repair or Demolish

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 in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit:

First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.

Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Los Angeles.

Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

	REMOVED FROM	REMOVED TO
TAKE TO ROOM No. 248 (2ND FLOOR) CITY CLERK PLEASE VERIFY	Lot ____ Block ____ Tract ____	Lot ____ Block ____ Tract ____
TAKE TO ROOM No. 5 (MAIN ST. FLOOR) ENGINEER PLEASE VERIFY	Book ____ Page ____ F. B. Page ____	Book ____ Page ____ F. B. Page ____
	From No. ____ Street	To No. 1043-5 Westwood Blvd Street

O. K. City Clerk By ____ Deputy

O. K. City Engineer By ____ Deputy

(USE INK OR INDELIBLE PENCIL)

1. What purpose is the present Building now used for? Store
2. What purpose will Building be used for hereafter? Music Store
3. Owner's name The Kelly Music Co. Phone ____
4. Owner's address 1605 Wilshire Blvd
5. Architect's name Paul R. Williams Phone Fr 1107
6. Contractor's name Westwood Mortgage Inv Co Phone ____
7. Contractor's address 1605 Wilshire Blvd Beverly Hills.
8. VALUATION OF PROPOSED WORK {Including all Material, Labor, Finishing, Equipment and Appliances in Completed Building.} $ 200.00
9. Class of present Building C. No. of rooms at present 11
10. Number of stories in height Part 3 Size present Building 40x85
11. State how many buildings are on this lot One.
12. State purpose buildings on lot are used for Store, Apartment Store (Apartment House, Hotel, Residence, or any other purpose.)
13. What Zone is Property in? C

STATE ON FOLLOWING LINES EXACTLY WHAT ALTERATIONS, ADDITIONS, ETC., WILL BE MADE TO THIS BUILDING:

re-design front to conform to adjacent Market and Residence

See Ord 23732 - 1929

I have carefully examined and read the above application and know the same is true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

OVER

(Sign here) Westwood Mortgage & Inv Co

(Owner or Authorized Agent.)

FOR DEPARTMENT USE ONLY

PERMIT NO.	Plans and Specifications checked and found to conform to Ordinances, State Laws, etc.	Application checked and found O. K.	Stamp here when permit is issued
20996	Plan Examiner	Clerk	RECEIVED OCT 8 1929 DEPARTMENT OF BUILDING AND SAFETY

FOR PLANS SEE No. Similar 275

plans file with 23732 - 1929

14. Size of new addition ..... x ..... No. of Stories in height .....

15. Material of foundation ..... Size footings ..... size wall ..... Depth below ground .....

16. Size of Redwood Mudsills ..... x ..... Size of interior bearing studs ..... x .....

17. Size of exterior studs ..... x ..... Size of interior non-bearing studs ..... x .....

18. Size of first floor joists ..... x ..... Second floor joists ..... x .....

19. Will all Lathing and Plastering Comply with Ordinance? .....

20. Will all provisions of State Housing Act be complied with? .....

I have carefully examined and read the above blank and know the same is true and correct, and that all provisions of the Ordinance and Laws governing Building Construction will be complied with, whether herein specified or not.

(Sign here) X .....
(Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY

APPLICATION	O. K.
CONSTRUCTION	O. K.
ZONING	O. K.
SET-BACK LINE	O. K.
ORD. 33761 (N. S.)	O. K.
FIRE DISTRICT	O. K.

REMARKS

Form 3

3

USE INK OR INDELIBLE PENCIL

CITY OF LOS ANGELES
DEPARTMENT OF BUILDING AND SAFETY
BUILDING DIVISION

Application to Alter, Repair, Move or Demolish

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 in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit:

First: That the permit does not grant any right or privilege to erect any building or other structure thereon described, or any portion thereof, across 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 thereon 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 such permit.

REMOVED FROM	REMOVED TO
Lot	Lot
Tract	Tract
Present location of building: 1043 Westwood Blvd. W. Los Angeles (House Number and Street)	
New location of building: (House Number and Street)	
Between what cross streets	

WEST L. A. DISTRICT
Approved by
City Engineer
Deputy

1. Purpose of PRESENT building 2 story Flat (Store, Residence, Apartment House, Hotel, or any other purpose) — Families — Rooms
2. Use of building AFTER alteration or moving — Families — Rooms
3. Owner (Print Name) J. T. Kelly, Jr. — Phone
4. Owner's Address 6367 Hollywood Blvd.
5. Certificated Architect — State License No — Phone
6. Licensed Engineer — State License No — Phone
7. Contractor Woodworth & Turk — State License No. 75394 — Phone Fr. 1178
8. Contractor's Address 8024 Melrose Ave.
9. VALUATION OF PROPOSED WORK (including all labor and materials and all permanent fixtures, heating, ventilating, water supply, plumbing, fire sprinkler, electrical wiring and elevator equipment therein or thereon.) $ 314.00
10. State how many buildings NOW on lot and give use of each: 2 story flat (Residence, Hotel, Apartment House, or any other purpose)
11. Size of existing building x — Number of stories high — Height to highest point
12. Class of building — Material of existing walls — Exterior framework (Wood or Steel)

Describe briefly and fully all proposed construction and work:

cover flat roof

Fill in Application on other Side and Sign Statement (OVER)

PERMIT NO.	FOR DEPARTMENT USE ONLY			
1827	Plans and Specifications checked	Zone	Fire District	Fee: 5
	Corrections verified	Side Line Ft.	Street Widening Ft.	
PLANS	Plans, Specifications and Applications rechecked and approved	Application checked and approved Clerk		
Rec'd	For Plans See	Filed with	SPRINKLER Required / Valuation Included / Omitted	Inspector

PLANS, SPECIFICATIONS, and other data must be filed if required.

NEW CONSTRUCTION

Size of Addition ..... x ..... Size of Lot ..... x ..... Number of Stories when complete .....

Material of Foundation ..... Width of Footing ..... Depth of footing below ground .....

Width Foundation Wall ..... Size of Redwood Sill ..... x ..... Material Exterior Walls .....

Size of Exterior Studs ..... x ..... Size of Interior Bearing Studs ..... x .....

Joists: First Floor ..... x ..... Second Floor ..... x ..... Rafters ..... x ..... Roofing Material .....

I have carefully examined and read both sides of this completed Application and know the same is true and correct and hereby certify and agree, if a Permit is issued, that all the provisions of the Building Ordinances and State Laws will be complied with whether herein specified or not; also certify that plans and specifications, if required to be filed, will conform to all of the provisions of the Building Ordinances and State laws.

Sign Here ..... Woodworth & Turk ..... Woodworth & Turk
(Owner or Authorized Agent)

By .....

FOR DEPARTMENT USE ONLY			
Application	Fire District	Bldg. Line	Termite Inspection
Construction	Zoning	Street Widening	Forced Draft Vent

(1)
REINFORCED CONCRETE

Barrels of Cement .....

Tons of Reinforcing Steel .....

(2)
The building (and, or, addition) referred to in this Application is, or will be when moved, more than 100 feet from ..... Street

Sign Here .....
(Owner or Authorized Agent)

(3)
No required windows will be obstructed.

Sign Here .....
(Owner or Authorized Agent)

(4)
There will be an unobstructed passageway at least ten (10) feet wide, extending from any dwelling on lot to a Public Street or Public Alley at least 10 feet in width.

Sign Here .....
(Owner or Authorized Agent)

REMARKS: WORKMEN'S COMPENSATION INSURANCE

Date 10/25/43

I hereby certify that I am the applicant for this permit, and that in doing the work hereby ited thereby. I will not employ any person in violation of the Labor Code of the State of California relating to Workmen's Compensation Insurance.

Woodworth & Turk
Signature of Applicant
Owner
Woodworth & Turk

3

APPLICATION TO ALTER - REPAIR - DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

CITY OF LOS ANGELES — DEPT. OF BUILDING AND SAFETY

1. LEGAL LOT 2	BLK. 5	TRACT 10600	DIST. MAP 7178
2. BUILDING ADDRESS 1043 Westwood Blvd.		APPROVED	ZONE C-3
3. BETWEEN CROSS STREETS AND			FIRE DIST. II 110'
4. PRESENT USE OF BUILDING Vacant 1	NEW USE OF BUILDING Coffee Shop		INSIDE X KEY
5. OWNER Bertha Kelly OR 25327	PHONE		COR. LOT REV. COR.
6. OWNER'S ADDRESS 2190 Linda Flora Ave	P.O.	ZONE	LOT SIZE 40 x 100
7. CERT. ARCH.	STATE LICENSE	PHONE	
8. LIC. ENGR. Horton Newman	STATE LICENSE RE 25801	PHONE OL 5928	REAR ALLEY 20 SIDE ALLEY
9. CONTRACTOR Paul N. Polinkuk	STATE LICENSE #0-5x017	PHONE	BLDG. LINE
10. CONTRACTOR'S ADDRESS 1043 Westwood Blvd.	P.O.	ZONE	AFFIDAVITS

11. SIZE OF EXISTING BLDG. 40 x 100	STORIES 2	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE 1 VACANT	BLDG. AREA
12. MATERIAL EXT. WALLS: ☐ WOOD ☐ STUCCO ☐ METAL ☒ BRICK ☐ CONC. BLOCK ☐ CONCRETE		ROOF CONST. ☒ WOOD ☐ CONC. ☐ STEEL ☐ OTHER	ROOFING	SPRINKLERS REQ'D. SPECIFIED

3 1043 Westwood Blvd.

DISTRICT OFFICE W.L.A.

13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING. $ 1000.00		DWELL. UNITS
14. SIZE OF ADDITION STORIES HEIGHT	VALUATION APPROVED	PARKING SPACES 11
15. NEW WORK: EXT. WALLS ROOFING Interior partition & Electric	APPLICATION CHECKED Cooke *	GUEST ROOMS
C. OF O. ISSUED	PLANS CHECKED	FILE WITH
I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.	CORRECTIONS VERIFIED	CONT. INSP.
SIGNED	PLANS APPROVED	
This Form When Properly Validated is a Permit to Do the Work Described.	APPLICATION APPROVED	INSPECTOR

TYPE	GROUP	MAX. OCC.	P.C.	S.P.C.	B.P.	I.F.	O.S.	C/O
III-A	6-2	N.C.	$1.00					

VALIDATION

CASHIER'S USE ONLY

LA	APR 2858	26862	H — 2 CK 2.00
	MAY-928	29127	C — 1 CK 6.00

Form B-3a

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only. OFFICE COPY
2. Plot Plan Required on Back of Original.

D-1556 CODE X2757

Form B-95a

CITY OF LOS ANGELES

Certificate of Occupancy

NOTE: Any change of use or occupancy must be approved by the Department of Building and Safety.

Issued Sep 16, 1958

Address of Building 1043 Westwood Blvd

Permit No. and Year LA 244 - 1958

This certifies that, so far as ascertained by or made known to the undersigned, the building at above address complies with the applicable requirements of the Municipal Code, as follows: Ch. 1, as to permitted uses; Ch. 9, Arts. 1, 3, 4, and 5; and with applicable requirements of State Housing Act,—for following occupancies:

2 Story - Type IIIA - 40' x 85' - Irregular Shaped Coffee shop converted from a portion of a 3 story, Type IIIA 40' x 35' commercial building
C-2 Occupancy

G. E. MORRIS,
Superintendent of Building

By K. W. HULL:eh

3

APPLICATION TO ALTER - REPAIR - DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

Form B-3

CITY OF LOS ANGELES — DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only. 2. Plot Plan Required on Back of Original.

1. LEGAL LOT: 2	BLK.: 5	TRACT: 10600		DIST. MAP
2. BUILDING ADDRESS: 1041-43 Westtwood Boulevard - Westwood			APPROVED	ZONE
3. BETWEEN CROSS STREETS: Glendan Avenue AND				FIRE DIST.
4. PRESENT USE OF BUILDING: Store	NEW USE OF BUILDING: Same			INSIDE KEY
5. OWNER: Mrs. John T. Kelly Jr.		PHONE		COR. LOT / REV. COR.
6. OWNER'S ADDRESS: 2312 Donella Circle - LA 24		P.O.	ZONE	LOT SIZE
7. CERT. ARCH. -		STATE LICENSE	PHONE	
8. LIC. ENGR.		STATE LICENSE	PHONE	REAR ALLEY / SIDE ALLEY
9. CONTRACTOR: E. W. McCoy Inc.		STATE LICENSE: 133632	PHONE	BLDG. LINE
10. CONTRACTOR'S ADDRESS: 4771 South Main Street - LA 37		P.O.	ZONE	AFFIDAVITS
11. SIZE OF EXISTING BLDG.: 40 x 100	STORIES: 3	HEIGHT: 28'	NO. OF EXISTING BUILDINGS ON LOT AND USE: 1960	

SEWER (Available) (Not Available)

CRITICAL SOIL

3 1041-43 Westwood Boulevard - Westwood

DISTRICT OFFICE W L A

12. MATERIAL: ☐ WOOD ☐ METAL ☐ CONC. BLOCK; EXT. WALLS: ☐ STUCCO ☒ BRICK ☐ CONCRETE	ROOF CONST. ☒ WOOD ☐ STEEL ☐ CONC. ☐ OTHER	ROOFING: comp.	SPRINKLERS REQ'D. SPECIFIED		
13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING. $1000.00			BLDG. AREA		
14. SIZE OF ADDITION: None	STORIES	HEIGHT	VALUATION APPROVED	DWELL. UNITS	
15. NEW WORK: (Describe) Parapet correction adjacent to Westwood Blvd. and exitways	EXT. WALLS	ROOFING	APPLICATION CHECKED	SPACES PARKING	
			PLANS CHECKED	GUEST ROOMS	
			CORRECTIONS VERIFIED	FILE WITH: PARAPETS RM. 225	
			PLANS APPROVED	CONT. INSP.	
			APPLICATION APPROVED	INSPECTOR	

I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

Signed J. M. Sussman Jr.

This Form When Properly Validated is a Permit to Do the Work Described.

TYPE	GROUP	MAX. OCC.	P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O
III-A	G-2	N.C.	3.00			6.00			

B-1, B-2

CASHIER'S USE ONLY

LA66700

AM-1 40 #9327 C — 2 CK 3.00

AM-1 40 #9328 C — 1 CK 6.00

P.C. No. ..... GRADING ..... CRIT. SOIL ..... CONS. .....

LEGAL DESCRIPTION

ON LOT PLAN [redacted] LOT AND [redacted]

3

APPLICATION TO ALTER - REPAIR - DEMOLISH
AND FOR CERTIFICATE OF OCCUPANCY

Form B-3

CITY OF LOS ANGELES — DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.
2. Plot Plan Required on Back of Original.

1. LEGAL LOT	BLK.	TRACT		DIST. MAP 7178
2. BUILDING ADDRESS 1043 Westwood Blvd,			APPROVED	ZONE C-2-3
3. BETWEEN CROSS STREETS Weyburn AND Kinross				FIRE DIST.
4. PRESENT USE OF BUILDING Restaurant		NEW USE OF BUILDING Restaurant		INSIDE KEY
5. OWNER Albertos		PHONE		COR. LOT REV. COR.
6. OWNER'S ADDRESS 1043 Westwood Blvd		P. O. W. L.A.	ZONE	LOT SIZE
7. CERT. ARCH.		STATE LICENSE	PHONE	
8. LIC. ENGR.		STATE LICENSE	PHONE	REAR ALLEY SIDE ALLEY
9. CONTRACTOR A. Hoegee & Sons		STATE LICENSE 125988	PHONE MA 75685	BLDG. LINE
10. CONTRACTOR'S ADDRESS 745 Merchant St		P. O. L.A.	ZONE 21	AFFIDAVITS
11. SIZE OF EXISTING BLDG.	STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE	

SEWER (Available) (Not Available)

3 1043 Westwood Blvd. 1960 DISTRICT OFFICE W.L.A

12. MATERIAL ☐ WOOD ☐ METAL ☐ CONC. BLOCK EXT. WALLS: ☐ STUCCO ☐ BRICK ☐ CONCRETE	ROOF CONST. ☐ WOOD ☐ STEEL ☐ CONC. ☐ OTHER	ROOFING	SPRINKLERS REQ'D. SPECIFIED	CRITICAL SOIL
13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING. $ 200.00			BLDG. AREA	
14. SIZE OF ADDITION 22 Ft Awning STORIES complete HEIGHT	VALUATION APPROVED		DWELL. UNITS	
15. NEW WORK: (Describe) EXT. WALLS ROOFING	APPLICATION CHECKED		SPACES PARKING	
	PLANS CHECKED		GUEST ROOMS	
	CORRECTIONS VERIFIED		FILE WITH	
	PLANS APPROVED		CONT. INSP.	
	APPLICATION APPROVED		INSPECTOR	

see Invoice

NO CERTIFICATE REQUIRED

I certify that in doing the work authorized hereby, I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

Signed C J Carson

This Form When Properly Validated is a Permit to Do the Work Described.

TYPE	GROUP	MAX. OCC.	P.C. None	S.P.C.	G.P.I.	B.P. 200	I.F.	O.S.	C/O

CASHIER'S USE ONLY

LA67357 AUG-5-60 50949 B — 1 CK 5.00

5.00

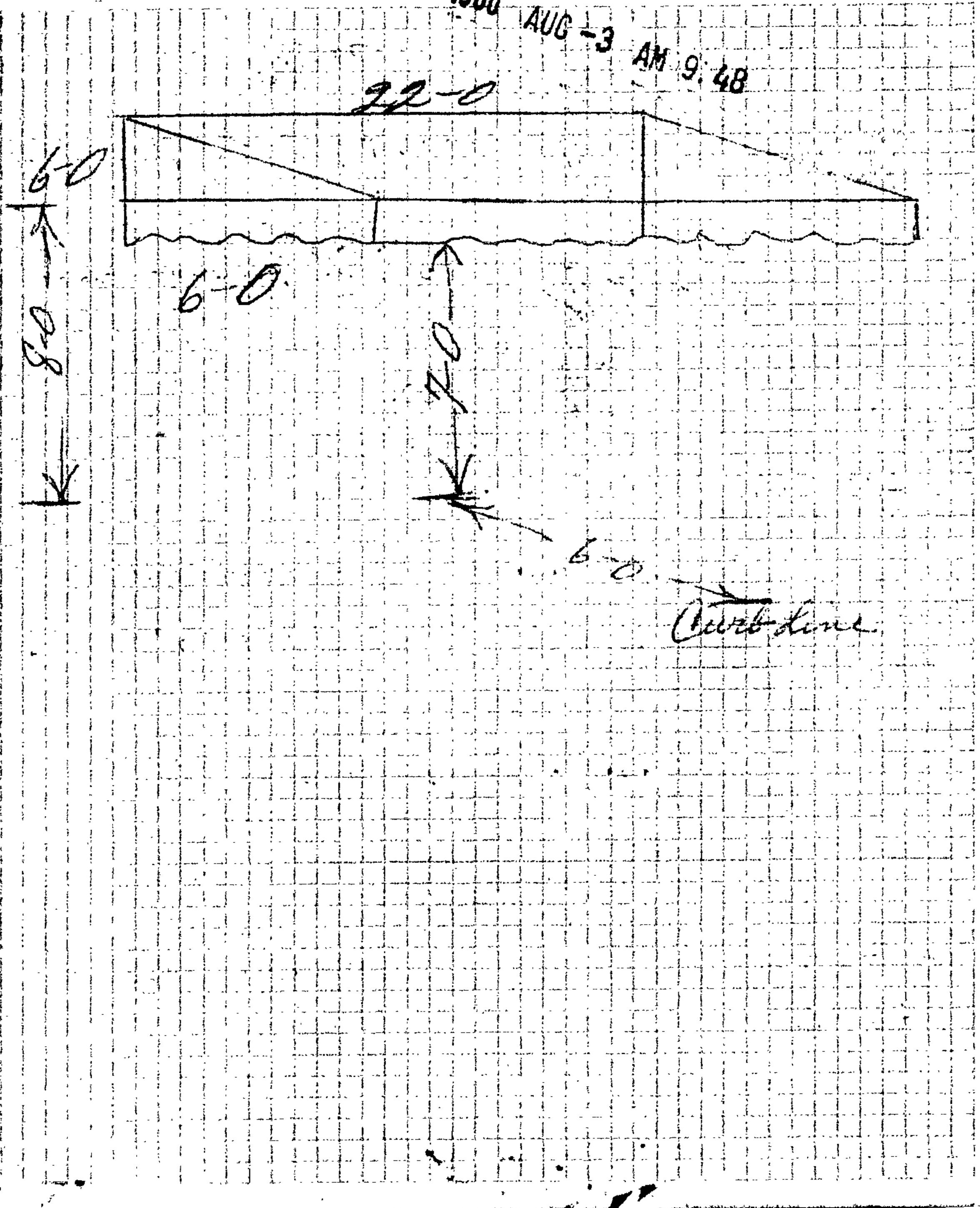
P.C. No. ..... GRADING ..... CRIT. SOIL ..... CONS. .....

LEGAL DESCRIPTION

1 Rope Pull Up Drawing Complete 2 Sections

ON PLOT PLAN SHOW ~~[illegible]~~ BUILDING ON LOT AND USE OF EACH

1980 AUG -3 AM 9:48



APPLICATION FOR INSPECTION OF SIGNS

B&S 8-5

CITY OF LOS ANGELES — DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only. 2. Plot Plan Required on Back of Original.

CENSUS TRACT

1. LEGAL DESCR. — LOT 2-3 — BLK. — TRACT 12108 — DIST. MAP 7178
2. TYPE OF SIGN OR NEW WORK: (19 Wall signs — ZONE C-2-3
3. JOB ADDRESS: 1043 Westwood Blvd — FIRE DIST. I
4. BETWEEN CROSS STREETS: Weyburn Ave AND Broxton Ave — LOT (TYPE) int 110
5. OWNER'S NAME: Pink Derby — PHONE — LOT SIZE 50x134.59-80x100
6. OWNER'S ADDRESS: same — P. O. BOX — ZONE — REAR ALLEY 20
7. ARCHITECT OR ENGINEER: Barry L Baron 15059 — STATE LICENSE NO. 783 7681 — PHONE — SIDE ALLEY /
8. CONTRACTOR: City Signs — STATE LICENSE NO. — PHONE — BLDG. LINE /
9. SIZE OF SIGN: Inter 2-3x4 8x24 5x5 — HEIGHT ABOVE GRADE 10 FT. ROOF FT. — TOTAL COPY AREA — AFFIDAVITS aff 14331
10. ILLUMINATION TO BE USED: SINGLE FACE X DOUBLE FACE ☐ NONE ☐ DIRECT X INDIRECT ☐ FLASHING ☐ OTHER.....
11. MATERIAL OF CONSTRUCTION — SUPPORTING FRAME steel — FRAME OF SURFACE steel — SURFACE OF SIGN plexi

S

12. JOB ADDRESS: 1043 Westwood Blvd — DISTRICT OFFICE WLA
13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED SIGN. $ 2500 — GRADING /
14. SIZE OF EXISTING BUILDING — TYPE — STORIES 3 — EXT. WALLS conc blk — ROOF CONST. compo — HIGHWAY DED. /

TYPE OF SIGN OR NEW WORK: 8x24 single face 3-3x4 df revolv. 5x5dfwall — CONS. /

FREEWAY CLEARANCE: NOT REQUIRED ☐ REQUIRED ☐ — FREEWAY CHECKED — ZONED BY Caldwell

FREEWAY CLEARANCE: FLASHING LIGHTS Yes ☐ No ☐; MOVING PARTS Yes ☐ No ☐; ANIMATIONS Yes ☐ No ☐; OTHER — VALUATION APPROVED — PLANS CHECKED — FREEWAY CLEARED

SIGN REQUIRES: TRAFFIC APPROVAL ☐ BOARD APPROVAL ☐ — PLANS APPROVED — DATE

P.C. No. — CONT. INSP. — APPLICATION APPROVED — INSPECTOR

P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O	TYPIST
—	—	—	1200	1	—		11

Plan check expires six months after fee is paid. Permit expires one year after fee is paid or six months after fee is paid if construction is not commenced.

CASHIER'S USE ONLY

SEP-8-67 43459 • 52732 Z — 1 CK 12.00

STATEMENT OF RESPONSIBILITY

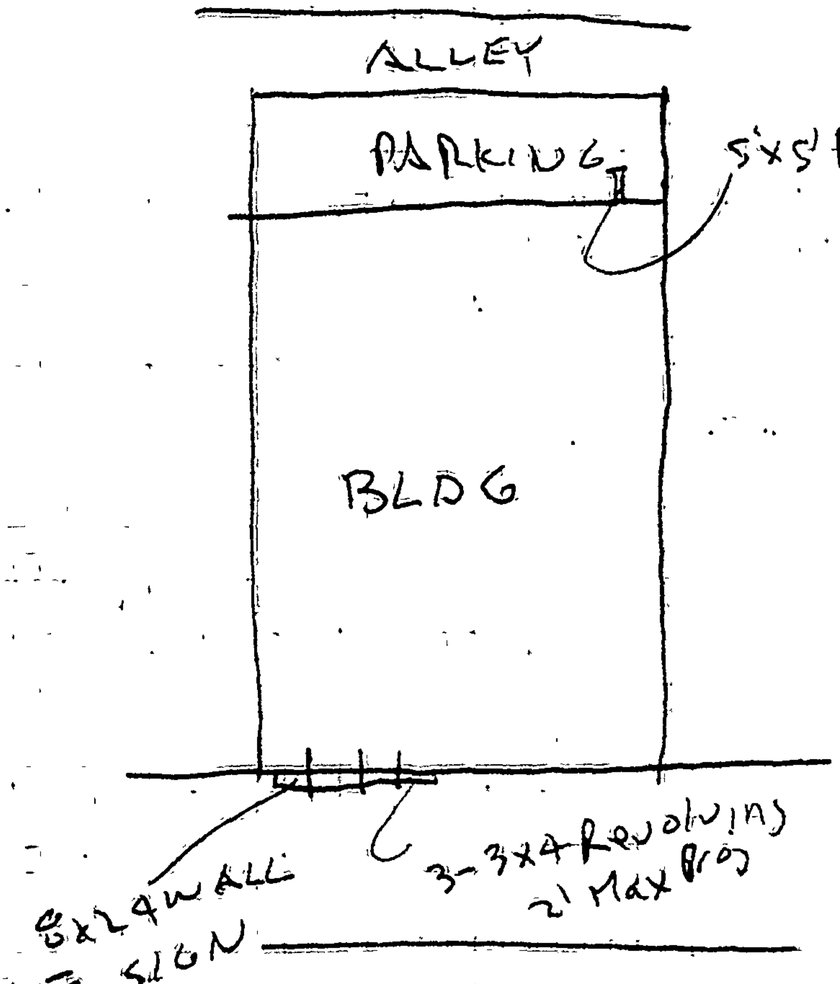
I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

"This permit is an application for inspection, the issuance of which is not an approval or an authorization of the work specified herein. This permit does not authorize or permit, nor shall it be construed as authorizing or permitting the violation or failure to comply with any applicable law. Neither the City of Los Angeles, nor any board, department, officer or employee thereof make any worranty or shall be responsible for the performance or results of any work described herein, or the condition of the property or soil upon which such work is performed." (See Sec. 91.0202 L.A.M.C.)

Signed Barry L Baron (Owner or Agent)

		Name	Date
Bureau of Engineering	ADDRESS APPROVED	Warren 9/8	
	HIGHWAY DEDICATION REQUIRED		
	COMPLETED		
Municipal Art Commissioners	APPROVED FOR ISSUE		
Board of Building Safety Commissioners	APPROVED FOR ISSUE FILE #		
Traffic	APPROVED FOR ISSUE		
Planning	APPROVED UNDER CASE #		
Conservation	APPROVED FOR ISSUE FILE #		

ON PLOT PLAN SHOW ALL BUILDINGS ON LOT



LA Form R-3 R10-66

3 APPLICATION TO ALTER-REPAIR-DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

CITY OF LOS ANGELES
DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Application to Complete Numbered Items Only
2. Plot Plan Required on Back of Original.

CENSUS TRACT

1. LEGAL DESCR. LOT 2 BLK. 5 TRACT 10600 — DIST. MAP 7178

2. PRESENT USE OF BUILDING Restaurant OFFICE — NEW USE OF BUILDING ( ) Ice Crm. Parlor & Assembly OFFICE — ZONE C-2-3

3. JOB ADDRESS 1043 Westwood Blvd. — FIRE DIST. 1

4. BETWEEN CROSS STREETS Weyburn AND Broxton Avenue — (INSIDE) CCR. LOT — KEY — REV. CCR.

5. OWNER'S NAME Image Bldrs., Inc. — PHONE 8766548 — LOT SIZE 40x100

6. OWNER'S ADDRESS 1043 Westwood Blvd. — P.O. BOX — ZIP — REAR ALLEY 20'

7. ARCHITECT OR DESIGNER Jack Sevilla — STATE LICENSE NO. 1319 — PHONE 982-1966 — SIDE ALLEY

8. ENGINEER / — STATE LICENSE NO. — PHONE — BLDG. LINE /

9. CONTRACTOR owner — STATE LICENSE NO. — PHONE — AFFIDAVITS /

10. SIZE OF EXISTING BLDG.	STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE
40x84	3	31'	1

11. MATERIAL OF CONSTRUCTION	EXT. WALLS	ROOF	FLOOR
/	MASONRY	COMPO.	WOOD. JSTS.

3

12. JOB ADDRESS 1043 Westwood Blvd. — DISTRICT OFFICE WLA

13. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING ~~$85,000.00~~ $15,000.00 — GRADING yes

14. NEW WORK: (Describe) Remodel interior for ice cream parlor assembly. Change of occupancy EXIST G-2/G-1 No change Seaboard Fire — CRIT. SOIL / — HIGHWAY DED. yes

NEW USE OF BUILDING	SIZE OF ADDITION	STORIES	HEIGHT	FLOOD
(17) Ice Cream Parlor Assembly				/

TYPE	GROUP	SPRINKLERS REQ'D SPECIFIED	VALUATION APPROVED	CONS.
IIIA	G-2/G-1	EXIST.	K. Dapp	/

BLDG. AREA	MAX OCC.	TOTAL	PLANS CHECKED	ZONED BY
NR	200-G-2 / 150-G-2	12 / 36	K. Dapp	Pappas

DWELL. UNITS	GUEST ROOMS	SPACES PARKING REQ'D	PROVIDED	PLANS APPROVED	FILE WITH
/	/	NR			

P.C. No.	CONT. INSP.	APPLICATION APPROVED	INSPECTOR
AA3358		K. Dapp	

P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O	TYPIST
61.43			42.00				js

Plan check expires six months after fee is paid. Permit expires one year after fee is paid or six month after fee is paid if construction is not commenced.

CASHIER'S USE ONLY

~~SEP 13 67~~ 9482 AUG-18-67 18031 A — 3 CK 61.43

SEP-13-67 19876 A — 1 CK 42.00

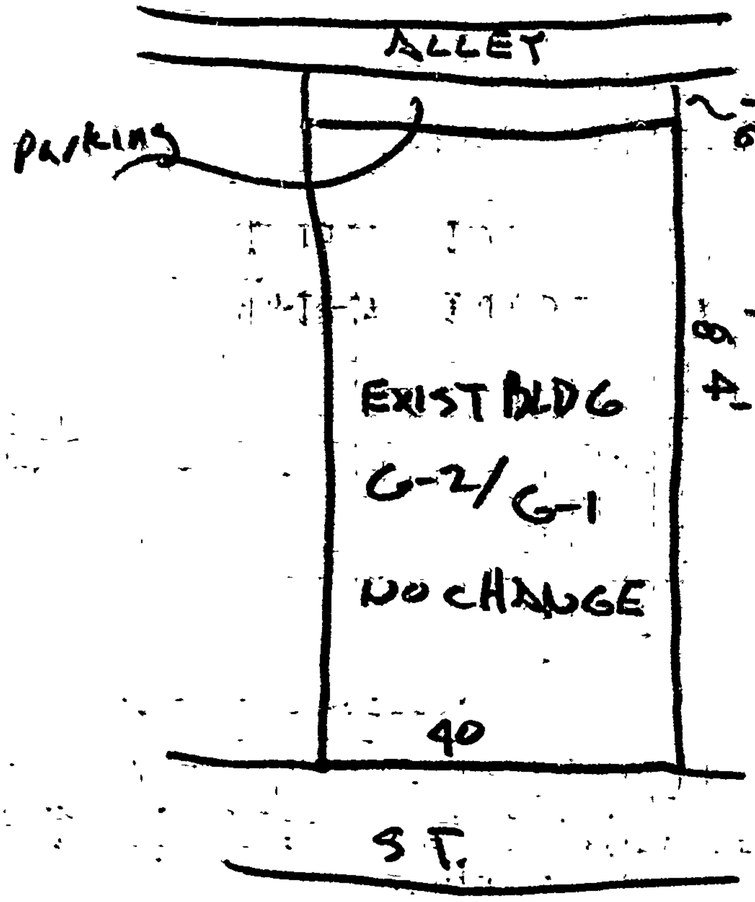
STATEMENT OF RESPONSIBILITY

I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

"This permit is an application for inspection, the issuance of which is not an approval or an authorization of the work specified herein. This permit does not authorize or permit, nor shall it be construed as authorizing or permitting the violation or failure to comply with any applicable law. Neither the City of Los Angeles, nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein, or the condition of the property or soil upon which such work is performed." (See Sec. 91.0202 L.A.M.C.)

Signed Gene Darby By B Barr (Owner or Agent)

		Name	Date
Bureau of Engineering	ADDRESS APPROVED	MRP	
	SEWERS AVAILABLE	MRP	
	NOT AVAILABLE		
	DRIVEWAY APPROVED	MRP	
	HIGHWAY DEDICATION REQUIRED		
	COMPLETED		
	FLOOD CLEARANCE APPROVED		
Conservation	APPROVED FOR ISSUE FILE #		
Plumbing	PRIVATE SEWAGE DISPOSAL SYSTEM APPROVED		
Planning	APPROVED UNDER CASE #		
Fire	APPROVED (TITLE 19) (L.A.M.C.-5700)		
Traffic	APPROVED FOR		



NO CHANGE

3

APPLICATION TO ADD-ALTER-REPAIR-DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

CITY OF LOS ANGELES — DEPT. OF BUILDING AND SAFETY — L A S B-3—R12-68 — AC 1

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only. 2. Plot Plan Required on Back of Original.

1. LEGAL DESCR.	LOT: 2	BLK.: 5	TRACT: 10600	CENSUS TRACT: 2653
2. PRESENT USE OF BUILDING: 17 Restaurant	NEW USE OF BUILDING: 17 Same			DIST. MAP: 7178
3. JOB ADDRESS: 1043 Westwood Blvd.				ZONE: C-2-3-0
4. BETWEEN CROSS STREETS: Kinross	AND: Weyburn			FIRE DIST.: One
5. OWNER'S NAME: Bertha Kelly	PHONE			LOT (TYPE): Int.
6. OWNER'S ADDRESS: 1000 Century Plaza Blvd.	CITY	ZIP		LOT SIZE: 40 x 100
7. ARCHITECT OR DESIGNER: /	STATE LICENSE No.	PHONE		
8. ENGINEER: /	STATE LICENSE No.	PHONE		ALLEY: rear 20
9. CONTRACTOR: Owner	STATE LICENSE No.	PHONE		BLDG. LINE: /
10. LENDER	BRANCH	ADDRESS		AFFIDAVITS: /

11. SIZE OF EXISTING BLDG.	STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE
40 x 85	2		

12. MATERIAL OF CONSTRUCTION OF EXISTING BLDG.	EXT. WALLS	ROOF	FLOOR
/	masonry		conc.

3

13. JOB ADDRESS: 1043 Westwood Blvd.

14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING: $ 5000

15. NEW WORK: (Describe) Interior remodel

DISTRICT OFFICE: WLA

GRADING: /

CRIT. SOIL: /

HIGHWAY DED.: yes

FLOOD: X27576

CONS.: X

ZONED BY: Mitsch

FILE WITH:

INSPECTOR: T

NEW USE OF BUILDING	SIZE OF ADDITION	STORIES	HEIGHT
RESTAURANT	NONE		

TYPE	GROUP	SPRINKLERS REQ'D SPECIFIED	INSPECTION ACTIVITY: COMB	GEN	MAJ. S.	CONS
III-A (N/C)	G-2			GEN		

BLDG. AREA	MAX. OCC.	TOTAL	PLANS CHECKED
N/C.	G-2 50 G-2 50	100 MAX	

DWELL. UNITS	GUEST ROOMS	PARKING SPACES REQ'D	PROVIDED	PLANS APPROVED
		N/C		

P.C. No.	CONT. INSP.	APPLICATION APPROVED

P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O	TYPIST
15.73			24.20	27.50			WM

PLAN CHECK EXPIRES SIX MONTHS AFTER FEE IS PAID. PERMIT EXPIRES ONE YEAR AFTER FEE IS PAID OR SIX MONTHS AFTER FEE IS PAID IF CONSTRUCTION IS NOT COMMENCED.

CASHIER'S USE ONLY

Jul 9 70	02032	JUN-25-70	11214	A — 6 CS 15.73
		JUL--9-70	12019	O — 1 CK 51.70

STATEMENT OF RESPONSIBILITY

I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

"This permit is an application for inspection, the issuance of which is not an approval or an authorization of the work specified herein. This permit does not authorize or permit, nor shall it be construed as authorizing or permitting the violation or failure to comply with any applicable law. Neither the City of Los Angeles, nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein, or the condition of the property or soil upon which such work is performed." (See Sec. 91.0202 L.A.M.C.)

Signed: Harry Basmagian agent (Owner or Agent)

		Name	Date
Bureau of Engineering	ADDRESS APPROVED	BEA	JUN 25 1970
	SEWERS AVAILABLE / NOT AVAILABLE	BEA	JUN 25 1970
	DRIVEWAY APPROVED Not affected	BEA	JUN 25 1970
	HIGHWAY DEDICATION REQUIRED / COMPLETED		
	FLOOD CLEARANCE APPROVED		
Conservation	APPROVED FOR ISSUE FILE =		
Plumbing	PRIVATE SEWAGE DISPOSAL SYSTEM APPROVED		
Planning	APPROVED UNDER CASE #		
Fire	APPROVED (TITLE 19) (L.A.M.C.-S700)	R D Schultz	7/9/70
Traffic	APPROVED FOR		

LEGAL DESCRIPTION

SEE BOARD LETTER DATED MAY 15 1958 MANLEY (CONSERVATION BUREAU) TO PAUL POLISHUK

X27576

APPLICATION FOR INSPECTION OF SIGNS

S CITY OF LOS ANGELES — B&S B-5—Rev. 10-68 — DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only. 2. Plot Plan Required on Back of Original.

1. LEGAL DESCR. LOT: pt of 2	BLK.: 5	TRACT: 10600		CENSUS TRACT: 2653
2. TYPE OF SIGN OR NEW WORK: (19 Projecting Sign				DIST. MAP: 7178
3. JOB ADDRESS: 1043 Westwood Blvd.				ZONE: C2-3-0
4. BETWEEN CROSS STREETS: Broxton AND Weyburn				FIRE DIST.: I
5. OWNER'S NAME: Alice's restaurant		PHONE: 478-0941		LOT (TYPE): int
6. OWNER'S ADDRESS: same		P.O. BOX	ZIP	LOT SIZE: irreg
7. ARCHITECT OR ENGINEER: Parker, Zehnder & Assoc		STATE LICENSE NO.: 630	PHONE: 624-3931	
8. CONTRACTOR: owner		STATE LICENSE NO.	PHONE	ALLEY: r 20
9. LENDER	BRANCH	ADDRESS		BLDG. LINE

10. SIZE OF SIGN: 7x4'3	HEIGHT ABOVE GRADE: 1'6 FT. ROOF FT.	TOTAL COPY AREA		AFFIDAVITS: /
11. ILLUMINATION TO BE USED: SINGLE FACE ☐ DOUBLE FACE ☐ NONE ☐ DIRECT ☒ INDIRECT ☒ FLASHING ☐ OTHER				
12. MATERIAL OF CONSTRUCTION	SUPPORTING FRAME: brass	FRAME OF SURFACE	SURFACE OF SIGN	

S

13. JOB ADDRESS: 1043 Westwood Blvd. — DISTRICT OFFICE: WLA

14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED SIGN. $ 350 — GRADING: yes

15. SIZE OF EXISTING BUILDING	TYPE	STORIES	EXT. WALLS	ROOF CONST.	HIGHWAY DED.
n		2	conc	compo/tile	yes

16. TYPE OF SIGN OR NEW WORK: 19 Projecting Sign — CONS.: /

FREEWAY CLEARANCE: NOT REQUIRED ☐ REQUIRED ☐	INSPECTION ACTIVITY: COMB. | GEN. ● | MAJ.S. | CONS.	ZONED BY: Jacobs	
FREEWAY CLEARANCE: FLASHING LIGHTS Yes ☐ No ☐; MOVING PARTS Yes ☐ No ☐; ANIMATIONS Yes ☐ No ☐; OTHER	FREEWAY CHECKED	FILED WITH	
	PLANS CHECKED	FREEWAY CLEARED: HIRA TB	
SIGN REQUIRES: TRAFFIC APPROVAL ☐ BOARD APPROVAL ☐	PLANS APPROVED	DATE: 10-13-70	
P.C. No.	CONT. INSP.	APPLICATION APPROVED	INSPECTOR: I

P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O	TYPIST
494			760	/			kg

PLAN CHECK EXPIRES SIX MONTHS AFTER FEE IS PAID. PERMIT EXPIRES ONE YEAR AFTER FEE IS PAID OR SIX MONTHS AFTER FEE IS PAID IF CONSTRUCTION IS NOT COMMENCED.

CASHIER'S USE ONLY

OCT-13-70	55201	LALA	•17388	U — 6 CK	4.94
OCT-13-70	55202		•17388	U — 1 CK	7.60

STATEMENT OF RESPONSIBILITY

I certify that in doing the work authorized hereby, I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

"This permit is an application for inspection, the issuance of which is not an approval or an authorization of the work specified herein. This permit does not authorize or permit, nor shall it be construed as authorizing or permitting the violation or failure to comply with any applicable law. Neither the City of Los Angeles, nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein, or the condition of the property or soil upon which such work is performed." (See Sec. 91.0202 L.A.M.C.)

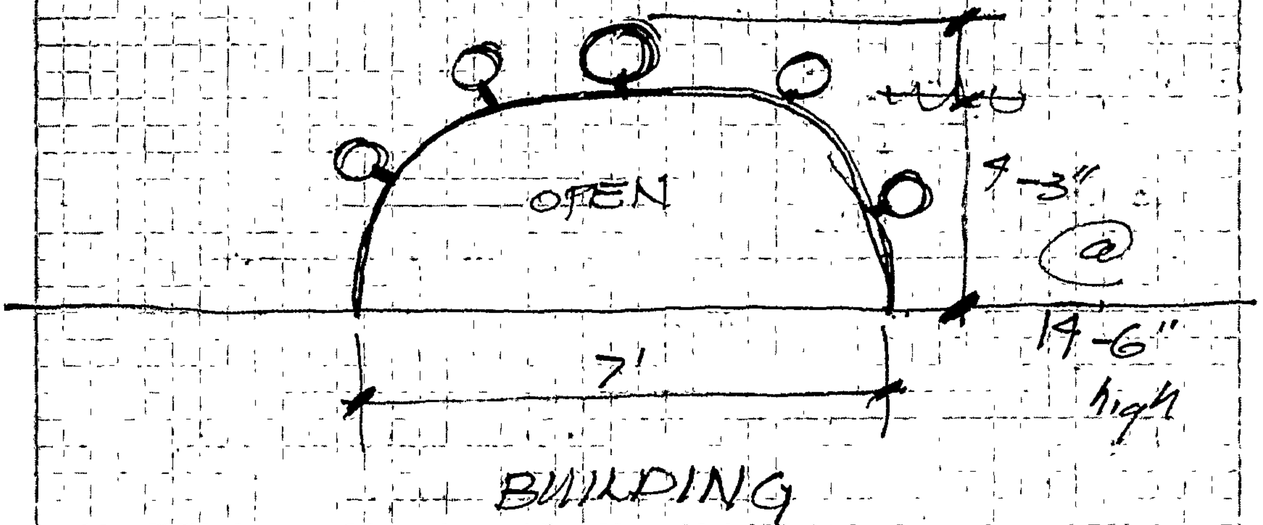
Signed: Jon Sommers (Owner or Agent)

		Name	Date
Bureau of Engineering	ADDRESS APPROVED	RJA	10-13-70
	HIGHWAY DEDICATION REQUIRED		
	COMPLETED		
Municipal Arts Commissioners	APPROVED FOR ISSUE		
Board of Building Safety Commissioners	APPROVED FOR ISSUE FILE #		
Traffic	APPROVED FOR ISSUE		
Planning	APPROVED UNDER CASE #		
Conservation	APPROVED FOR ISSUE FILE #		

ON PLOT PLAN SHOW ALL BUILDINGS ON LOT AND USE OF EACH

THICKNESS of Sign for Proposed projection approved by H. Canliff.

WESTWOOD BLVD



3 CITY OF LOS ANGELES

APPLICATION FOR INSPECTION — TO ADD-ALTER-REPAIR-DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

B&S B-3 — R 2-77
DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: Applicant to Complete Numbered Items Only.

1. LEGAL DESCR.	LOT: 2	BLK: 5	TRACT: 10600	DIST. MAP: 7178
				CENSUS TRACT: 2653.01
2. PRESENT USE OF BUILDING: (17) Restaurant		NEW USE OF BUILDING: ( ) Same		ZONE: C-2
3. JOB ADDRESS: 1043 Westwood				FIRE DIST.: one
4. BETWEEN CROSS STREETS: Kinroos		AND: Weyburn		LOT (TYPE): int.
5. OWNER'S NAME: Quaker Tex Xo.			PHONE	LOT SIZE: 40x100
6. OWNER'S ADDRESS: 5150 Wilshire Blvd. #405		CITY	ZIP	
7. ENGINEER: /	BUS LIC NO	ACTIVE STATE LIC. NO	PHONE	ALLEY: /20' rear
8. ARCHITECT OR DESIGNER: /	BUS LIC NO.	ACTIVE STATE LIC NO	PHONE	BLDG. LINE: /
9. CONTRACTOR: Owner	BUS LIC. NO	ACTIVE STATE LIC NO	PHONE	AFFIDAVITS: ZI891
10. BRANCH LENDER	ADDRESS		CITY	

11. SIZE OF EXISTING BLDG. WIDTH / LENGTH	STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE	
12. CONST. MATERIAL OF EXISTING BLDG.	EXT. WALLS	ROOF	FLOOR	SEISMIC STUDY ZONE

3

13. JOB ADDRESS: 1043 Westwood Blvd. — DIST. OFFICE: WLA
14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING: $ 2000. — CRIT. SOIL: /
15. NEW WORK: (Describe) Sandblast — GRADING: yes — HIGHWAY DED.: yes

WORKER'S CERTIFICATE COMP. yes

NEW USE OF BUILDING: Restaurant	SIZE OF ADDITION	STORIES	HEIGHT	FLOOD:
TYPE: V	GROUP OCC.: M	BLDG. AREA	PLANS CHECKED	CONS.: ON FILE
DWELL. UNITS	MAX OCC.	TOTAL	PLANS APPROVED	ZONED BY: Kline
GUEST ROOMS: M	PARKING REQ'D	PARKING PROVIDED STD / COMP.	APPLICATION APPROVED	FILE WITH
SPRINKLERS REQ'D SPECIFIED	CONT. INSP.		INSPECTION ACTIVITY: COMB / GEN / MAJ. S. / CONS	INSPECTOR: J

P.C.	S.P.C.	B.P. 10 24	T.I.	P.M	I.F.	G.P.I.	C/O	O.S.
—	—							

P.C. No.

PLAN CHECK EXPIRES ONE YEAR AFTER FEE IS PAID. PERMIT EXPIRES TWO YEARS AFTER FEE IS PAID OR 180 DAYS AFTER FEE IS PAID IF CONSTRUCTION IS NOT COMMENCED

TYPIST: WM

CASHIER'S USE ONLY

OCT--5-77 07308 W 15302 • K — 1 CK 19.00

STATEMENT OF RESPONSIBILITY

I certify that in doing the work specified herein I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

"This permit is an application for inspection, the issuance of which is not an approval or an authorization of the work specified herein. This permit does not authorize or permit, nor shall it be construed as authorizing or permitting the violation or failure to comply with any applicable law. Neither the City of Los Angeles, nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein, or the condition of the property or soil upon which such work is performed." (See Sec. 91.0202 L.A.M.C.)

Signed _____ (Owner or Agent having Property Owner's Consent) — Signature/Date

Bureau of Engineering	ADDRESS APPROVED		VBSilverberg10/3
	DRIVEWAY		
	HIGHWAY DEDICATION	REQUIRED	77
		COMPLETED	
	FLOOD CLEARANCE		
	SEWERS	SEWERS AVAILABLE	
		NOT AVAILABLE	
		SFC PAID	
	SFC NOT APPLICABLE	SFC DUE	
Conservation	APPROVED FOR ISSUE ☐ NO FILE ☐ FILE CLOSED ☐		
Fire	APPROVED (TITLE 19) (L.A.M.C.-5700)		
Housing	HOUSING AUTHORITY APPROVAL		
Planning	APPROVED UNDER CASE #		
Traffic	APPROVED FOR		
Construction Tax	RECEIPT NO	DWELLING UNITS	

WORKMEN'S COMPENSATION CERTIFICATION

I certify [illegible] which this
[illegible] or
[illegible] compensation
[illegible] of C[illegible].

Steven Lenkeit Superintendent Oct 4 77
SIGNATURE DATE

If, after [illegible] applicant desires to [illegible] by this permit the applicant shall [illegible] the provisions of Section 3700 of the State Labor Code or this permit shall be deemed revoked.

3 APPLICATION FOR INSPECTION TO ADD-ALTER-REPAIR-DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

RETURN

CITY OF LOS ANGELES 2

B & S B-3 (R 12.80)
DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.

1. LEGAL DESCR.	LOT	BLOCK	TRACT	COUNCIL DISTRICT NO.	DIST. MAP / CENSUS TRACT
	2	5	10600	5	7178 / 2653.01

2. PRESENT USE OF BUILDING	NEW USE OF BUILDING	ZONE
(1) Restaurant	(17) SAme	C4-3

3. JOB ADDRESS	FIRE DIST.
1043 Westwood Blvd.	One

4. BETWEEEN CROSS STREETS	AND	LOT TYPE
Broxton	Weyburn Dr.	Int

5. OWNER'S NAME	PHONE	LOT SIZE
~~The Hall~~ BERTHA KELLY	(213) 208-3171	40X100

6. OWNER'S ADDRESS	CITY	ZIP	ALLEY
~~Same as above~~ 2312 DONNELLA CIRCLE	LA.	90024	20' Rear

7. ENGINEER	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE	BLDG. LINE
Baughman, Shreenan & Assoc.		17956	965-4394	

8. ARCHITECT OR DESIGNER	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE

9. ARCHITECT OR ENGINEER'S ADDRESS	CITY	ZIP	AFFIDAVITS
20505 Valley Blvd.	Walnut, CA	91789	See Map ZI891

10. CONTRACTOR	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE
Owner			

11. SIZE OF EXISTING BLDG. WIDTH 40 LENGTH 85.0	STORIES 2	HEIGHT 33	NO. OF EXISTING BUILDINGS ON LOT AND USE
			1-Restaurant

12. CONST. MATERIAL OF EXISTING BLDG.	EXT. WALLS	ROOF	FLOOR
	Brick	Wd	Wd / conc

3

13. JOB ADDRESS	STREET GUIDE	DISTRICT OFFICE
1043 Westwood Blvd.		WLA

14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING	SEISMIC STUDY ZONE
~~$45,000~~ 96,000	

15. NEW WORK (Describe)	GRADING	FLOOD
Earthquake Hazard Reduction, Full (cLass II) Compliance with L.A. City Code Div. 68	Yes	

NEW USE OF BUILDING	SIZE OF ADDITION	STORIES	HEIGHT	HWY. DED.	CONS.
Restaurant	N/A	2	33	Yes	UM

TYPE	GROUP OCC.	BLDG. AREA	PLANS CHECKED	ZONED BY
III A	NC	NC	[illegible]	Lauderdale

DWELL UNITS	MAX OCC. TOTAL	APPLICATION APPROVED	FILE WITH
—	NC	[illegible]	

GUEST ROOMS	PARKING REQ'D	PARKING PROVIDED STD. — COMP.	INSPECTION ACTIVITY COMB | GEN. | MAJ. S. | (CONS.)	TYPIST
—	NC			

SPRINKLERS REQ'D SPEC.	CONT. INSP.	INSPECTOR
?	Lic Fab (steel)	

P.C.	P.M.
$203.57	8.64

S.P.C.	~~Inf. Ed.~~
163.80	6.72

B.P.	O.S.S.
432.20	

G.P.I.	~~O.O.S.S.~~
—	12.23

Claims for refund of fees paid on permits must be filed: 1. Within one year from date of payment of fee; or 2. Within one year from date of expiration of extension for building or grading permits granted by the Dept. of B. & S. SECTIONS 22.12 & 22.13 LAMC.

DIST. OFFICE	ENERGY:
L.A	—

P.C. NO.
A-4123

CASHIER'S USE ONLY

E-Q
C 203.57 EQPC
E1346 4 02/15/83 203.57 CHTD

C 163.80 EQPC
C 432.20 EQBP
C 8.64 PL/M
C 6.72 E.I.
C 12.23 OSS
615 78 00a1
J 351 1 04/08/83 623.59 CHTD

PLAN CHECK EXPIRES ONE YEAR AFTER FEE IS PAID. PERMIT EXPIRES TWO YEARS AFTER FEE IS PAID OR 180 DAYS AFTER FEE IS PAID IF CONSTRUCTION IS NOT COMMENCED.

DECLARATIONS AND CERTIFICATIONS

LICENSED CONTRACTORS DECLARATION

16. I hereby affirm that I am licensed under the provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect.

Date _____ Lic. Class _____ Lic. Number _____ Contractor _____
(Signature)

OWNER-BUILDER DECLARATION

17. I hereby affirm that I am exempt from the Contractor's License Law for the following reason (Sec. 7031.5, Business and Professions Code: Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he is licensed pursuant to the provisions of the Contractor's License Law (Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code) or that he is exempt therefrom and the basis for the alleged exemption. Any violation of Section 7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars ($500).):

☐ I, as owner of the property, or my employees with wages as their sole compensation, will do the work, and the structure is not intended or offered for sale (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.).

☑ I, as owner of the property, am exclusively contracting with licensed contractors to construct the project (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who contracts for such projects with a contractor(s) licensed pursuant to the Contractor's License Law.).

☐ I am exempt under Sec. _____, B. & P. C. for this reason _____

Date APRIL 6, 1983 Owner's Signature [signature]

WORKERS' COMPENSATION DECLARATION

18. I hereby affirm that I have a certificate of consent to self-insure, or a certificate of Worker's Compensation Insurance, or a certified copy thereof (Sec. 3800, Lab. C.).

Policy No. _____ Company _____

☐ Certified copy is hereby furnished.

☐ Certified copy is filed with the Los Angeles City Dept. of Bldg. & Safety.

Date _____ Applicant _____

Applicant's Mailing Address _____

CERTIFICATE OF EXEMPTION FROM WORKERS' COMPENSATION INSURANCE

19. I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the Workers' Compensation Laws of California.

Date APRIL 6-1983 Applicant [signature]

NOTICE TO APPLICANT: If, after making this Certificate of Exemption, you should become subject to the Workers' Compensation provisions of the Labor Code, you must forthwith comply with such provisions or this permit shall be deemed revoked.

CONSTRUCTION LENDING AGENCY

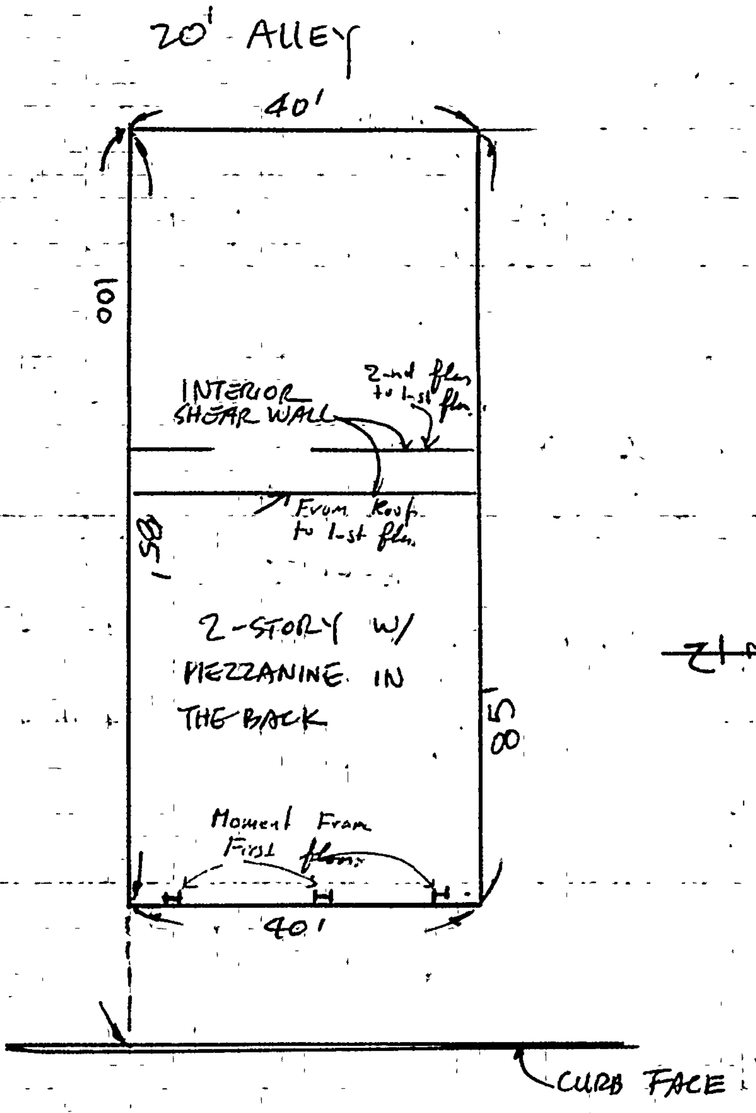
20. I hereby affirm that there is a construction lending agency for the performance of the work for which this permit is issued (Sec. 3097, Civ. C.).

Lender's Name _____ Lender's Address _____

21. I certify that I have read this application and state that the above information is correct. I agree to comply with all city and county ordinances and state laws relating to building construction, and hereby authorize representatives of this city to enter upon the above-mentioned property for inspection purposes.

I realize that this permit is an application for inspection, that it does not approve or authorize the work specified herein, that it does not authorize or permit any violation or failure to comply with any applicable law, that neither the city of Los Angeles nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein or the condition of the property or soil upon which such work is performed. (See Sec. 91.0202 LAMC)

Signed [signature] X TENANT + APRIL 6-1983
(Owner or agent having property owner's consent) Position Date



021003001-12

3 APPLICATION FOR INSPECTION TO ADD-ALTER-REPAIR-DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

RETURN

CITY OF LOS ANGELES 2

B & S B-3 (R 12.80)
DEPT. OF BUILDING AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.

1. LEGAL DESCR.	LOT	BLOCK	TRACT	COUNCIL DISTRICT NO.	DIST. MAP / CENSUS TRACT
	2	5	10600	5	7178 / 2653.01

2. PRESENT USE OF BUILDING	NEW USE OF BUILDING	ZONE
(1) Restaurant	(17) SAme	C4-3

3. JOB ADDRESS	FIRE DIST.
1043 Westwood Blvd.	One

4. BETWEEEN CROSS STREETS	AND	LOT TYPE
Broxton	Weyburn Dr.	Int

5. OWNER'S NAME	PHONE	LOT SIZE
~~The Hall~~ BERTHA KELLY	(213) 208-3171	40X100

6. OWNER'S ADDRESS	CITY	ZIP	ALLEY
~~Same as above~~ 2312 DONNELLA CIRCLE	LA.	90024	20' Rear

7. ENGINEER	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE	BLDG. LINE
Baughman, Shreenan & Assoc.		17956	965-4394	

8. ARCHITECT OR DESIGNER	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE

9. ARCHITECT OR ENGINEER'S ADDRESS	CITY	ZIP	AFFIDAVITS
20505 Valley Blvd.	Walnut, CA	91789	See Map ZI891

10. CONTRACTOR	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE
Owner			

11. SIZE OF EXISTING BLDG. WIDTH 40 LENGTH 85.0	STORIES 2	HEIGHT 33	NO. OF EXISTING BUILDINGS ON LOT AND USE
			1-Restaurant

12. CONST. MATERIAL OF EXISTING BLDG.	EXT. WALLS	ROOF	FLOOR
	Brick	Wd	Wd / conc

3

13. JOB ADDRESS	STREET GUIDE	DISTRICT OFFICE
1043 Westwood Blvd.		WLA

14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING	SEISMIC STUDY ZONE
~~$45,000~~ 96,000	

15. NEW WORK (Describe)	GRADING	FLOOD
Earthquake Hazard Reduction, Full (cLass II) Compliance with L.A. City Code Div. 68	Yes	

NEW USE OF BUILDING	SIZE OF ADDITION	STORIES	HEIGHT	HWY. DED.	CONS.
Restaurant	N/A	2	33	Yes	UM

TYPE	GROUP OCC.	BLDG. AREA	PLANS CHECKED	ZONED BY
III A	NC	NC	[illegible]	Lauderdale

DWELL UNITS	MAX OCC. TOTAL	APPLICATION APPROVED	FILE WITH
—	NC	[illegible]	

GUEST ROOMS	PARKING REQ'D	PARKING PROVIDED STD. — COMP.	INSPECTION ACTIVITY COMB | GEN. | MAJ. S. | (CONS.)	TYPIST
—	NC			

SPRINKLERS REQ'D SPEC.	CONT. INSP.	INSPECTOR
?	Lic Fab (steel)	

P.C.	P.M.
$203.57	8.64

S.P.C.	~~Inf. Ed.~~
163.80	6.72

B.P.	O.S.S.
432.20	

G.P.I.	~~O.O.S.S.~~
—	12.23

Claims for refund of fees paid on permits must be filed: 1. Within one year from date of payment of fee; or 2. Within one year from date of expiration of extension for building or grading permits granted by the Dept. of B. & S. SECTIONS 22.12 & 22.13 LAMC.

DIST. OFFICE	ENERGY:
L.A	—

P.C. NO.
A-4123

CASHIER'S USE ONLY

E-Q
C 203.57 EQPC
E1346 4 02/15/83 203.57 CHTD

C 163.80 EQPC
C 432.20 EQBP
C 8.64 PL/M
C 6.72 E.I.
C 12.23 OSS
615 78 00a1
J 351 1 04/08/83 623.59 CHTD

PLAN CHECK EXPIRES ONE YEAR AFTER FEE IS PAID. PERMIT EXPIRES TWO YEARS AFTER FEE IS PAID OR 180 DAYS AFTER FEE IS PAID IF CONSTRUCTION IS NOT COMMENCED.

DECLARATIONS AND CERTIFICATIONS

LICENSED CONTRACTORS DECLARATION

16. I hereby affirm that I am licensed under the provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect.

Date _____ Lic. Class _____ Lic. Number _____ Contractor _____
(Signature)

OWNER-BUILDER DECLARATION

17. I hereby affirm that I am exempt from the Contractor's License Law for the following reason (Sec. 7031.5, Business and Professions Code: Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he is licensed pursuant to the provisions of the Contractor's License Law (Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code) or that he is exempt therefrom and the basis for the alleged exemption. Any violation of Section 7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars ($500).):

☐ I, as owner of the property, or my employees with wages as their sole compensation, will do the work, and the structure is not intended or offered for sale (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.).

☑ I, as owner of the property, am exclusively contracting with licensed contractors to construct the project (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who contracts for such projects with a contractor(s) licensed pursuant to the Contractor's License Law.).

☐ I am exempt under Sec. _____, B. & P. C. for this reason _____

Date APRIL 6, 1983 Owner's Signature [signature]

WORKERS' COMPENSATION DECLARATION

18. I hereby affirm that I have a certificate of consent to self-insure, or a certificate of Worker's Compensation Insurance, or a certified copy thereof (Sec. 3800, Lab. C.).

Policy No. _____ Company _____

☐ Certified copy is hereby furnished.

☐ Certified copy is filed with the Los Angeles City Dept. of Bldg. & Safety.

Date _____ Applicant _____

Applicant's Mailing Address _____

CERTIFICATE OF EXEMPTION FROM WORKERS' COMPENSATION INSURANCE

19. I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the Workers' Compensation Laws of California.

Date APRIL 6-1983 Applicant [signature]

NOTICE TO APPLICANT: If, after making this Certificate of Exemption, you should become subject to the Workers' Compensation provisions of the Labor Code, you must forthwith comply with such provisions or this permit shall be deemed revoked.

CONSTRUCTION LENDING AGENCY

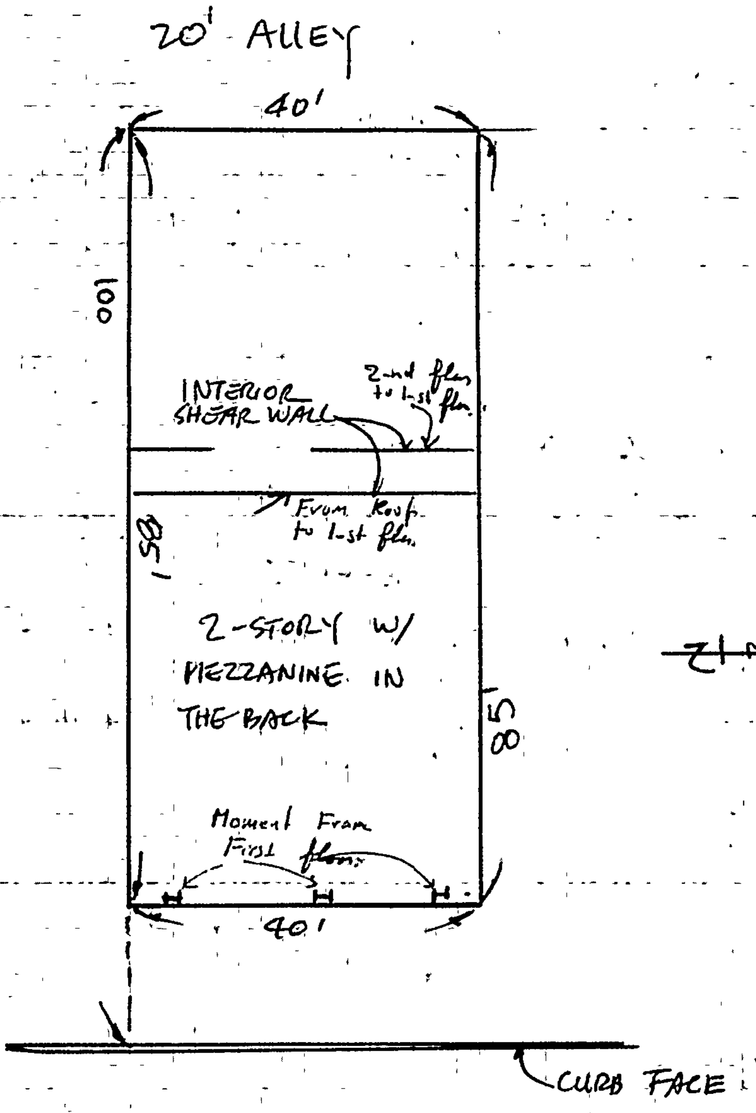
20. I hereby affirm that there is a construction lending agency for the performance of the work for which this permit is issued (Sec. 3097, Civ. C.).

Lender's Name _____ Lender's Address _____

21. I certify that I have read this application and state that the above information is correct. I agree to comply with all city and county ordinances and state laws relating to building construction, and hereby authorize representatives of this city to enter upon the above-mentioned property for inspection purposes.

I realize that this permit is an application for inspection, that it does not approve or authorize the work specified herein, that it does not authorize or permit any violation or failure to comply with any applicable law, that neither the city of Los Angeles nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein or the condition of the property or soil upon which such work is performed. (See Sec. 91.0202 LAMC)

Signed [signature] X TENANT + APRIL 6-1983
(Owner or agent having property owner's consent) Position Date



021003001-12

3 APPLICATION FOR INSPECTION

CITY OF LOS ANGELES DEPT. OF BUILDING AND SAFETY
EARTHQUAKE SAFETY DIVISION
ROOM 960

6 0 0 0 3 0 5 9 4

TO ADD-ALTER-REPAIR-DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.

1. LEGAL DESCR.	LOT: 2	BLOCK: 5	TRACT: 10600	COUNCIL DISTRICT NO.: 5	DIST. MAP: 7178
					CENSUS TRACT: 2653.01
2. PRESENT USE OF BUILDING: (17 Restaurant	NEW USE OF BUILDING: ( ) same				ZONE: C4-3
3. JOB ADDRESS: 1043 Westwood Blvd					FIRE DIST.: one
4. BETWEEN CROSS STREETS: Broxton	AND: Weyburn Dr.				LOT TYPE: int
5. OWNER'S NAME: Bertha Kelly			PHONE: 208-3171		LOT SIZE: 40x100
6. OWNER'S ADDRESS: 2312 Donnella Circle	CITY: la		ZIP: 90024		
7. ENGINEER	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE		ALLEY: 20 rear
Richard Shiotsugu	C30871		834-4597		
8. ARCHITECT OR DESIGNER: N/A	BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE		BLDG. LINE: —
9. ARCHITECT OR ENGINEER'S ADDRESS: 23517 S. Main St. #107	CITY: Carson		ZIP		AFFIDAVITS: see map ZI 891
10. CONTRACTOR: KEY CONSTRUCTION	BUS LIC. NO.: 290-230	ACTIVE STATE LIC. NO.	PHONE: 9067475		

11. SIZE OF EXISTING BLDG.	STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE
WIDTH 40 LENGTH 85	2	33	one-Restarant

12. CONST. MATERIAL OF EXISTING BLDG. →	EXT. WALLS	ROOF	FLOOR
	URM	wood	wd/conc

3

13. JOB ADDRESS: 1043 Westwood — STREET GUIDE:

14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING: $ 50,000

DISTRICT OFFICE: WLA

SEISMIC STUDY ZONE: —

15. NEW WORK (Describe): Full Compliance PER DIV. 68 AND RECLASSIFICATION TO CLASS III by X-WALLS.

GRADING: YES | FLOOD: — | HWY. DED.: YES | CONS.: UN

NEW USE OF BUILDING	SIZE OF ADDITION	STORIES	HEIGHT	ZONED BY
(17) RESTAURANT	NONE	2	33	LAUDERDALE

TYPE	GROUP OCC.	FLOOR AREA	PLANS CHECKED	FILE WITH
N/C	N/C	N/C	Jan Bean	

DWELL UNITS	MAX OCC.	TOTAL	APPLICATION APPROVED	TYPIST
N/C	N/C		Jan Bean	

GUEST ROOMS	PARKING REQ'D	PARKING PROVIDED STD.	COMP.	INSPECTION ACTIVITY COMB	GEN.	MAJ. S.	CONS	INSPECTOR
N/C	N/C	N/C						

P.C. 222.70	G.P.I.	CONT INSP.	
S.P.C.	P.M. 6.00		
B.P. 262.00	E.I. 3.50	Claims for refund of fees paid on permits must be filed: 1. Within one year from date of payment of fee; or 2. Within one year from date of expiration of extension for building or grading permits granted by the Dept. of B. & S. SECTIONS 22.12 & 22.13 LAMC	
I.F.	D.S.S. 4.45		
O/S	S.O.S. 5.43		
DIST. OFFICE	C/O	SPRINKLERS REQ'D SPEC. N/C	
P.C. NO. A 9280		ENERGY NO	

PLAN CHECK EXPIRES ONE YEAR AFTER FEE IS PAID. PERMIT EXPIRES TWO YEARS AFTER FEE IS PAID OR 180 DAYS AFTER FEE IS PAID IF CONSTRUCTION IS NOT COMMENCED

CASHIER'S USE ONLY

C 222.70 EQPC B & S B-3 (R 1.83)
C 4.45 DSS
D4682 1 02/06/84 227.15 CHTD

C 262.00 EQBP
6.00 PLAN
3.50 E.I.
6.43 DSS
9313 0001
GB937 1 07/03/84 276.93 CHTD

DECLARATIONS AND CERTIFICATIONS

LICENSED CONTRACTORS DECLARATION

16. I hereby affirm that I am licensed under the provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect.

Date 6-26-84 Lic. Class B Lic. Number 290-230 Contractor [signature] (Signature)

OWNER-BUILDER DECLARATION

17. I hereby affirm that I am exempt from the Contractor's License Law for the following reason (Sec. 7031.5, Business and Professions Code: Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he is licensed pursuant to the provisions of the Contractor's License Law (Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code) or that he is exempt therefrom and the basis for the alleged exemption. Any violation of Section 7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars ($500).):

☐ I, as owner of the property, or my employees with wages as their sole compensation, will do the work, and the structure is not intended or offered for sale (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.).

☐ I, as owner of the property, am exclusively contracting with licensed contractors to construct the project (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who contracts for such projects with a contractor(s) licensed pursuant to the Contractor's License Law.).

☐ I am exempt under Sec. _____, B. & P. C. for this reason _____

Date _____ Owner's Signature _____

WORKERS' COMPENSATION DECLARATION

18. I hereby affirm that I have a certificate of consent to self-insure, or a certificate of Worker's Compensation Insurance, or a certified copy thereof (Sec. 3800, Lab. C.).

Policy No. _____ Insurance Company STATE FUND

☐ Certified copy is hereby furnished.

☒ Certified copy is filed with the Los Angeles City Dept. of Bldg. & Safety.

Date 7-2-84 Applicant's Signature [signature]

Applicant's Mailing Address _____

CERTIFICATE OF EXEMPTION FROM WORKERS' COMPENSATION INSURANCE

19. I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the Workers' Compensation Laws of California.

Date _____ Applicant's Signature _____

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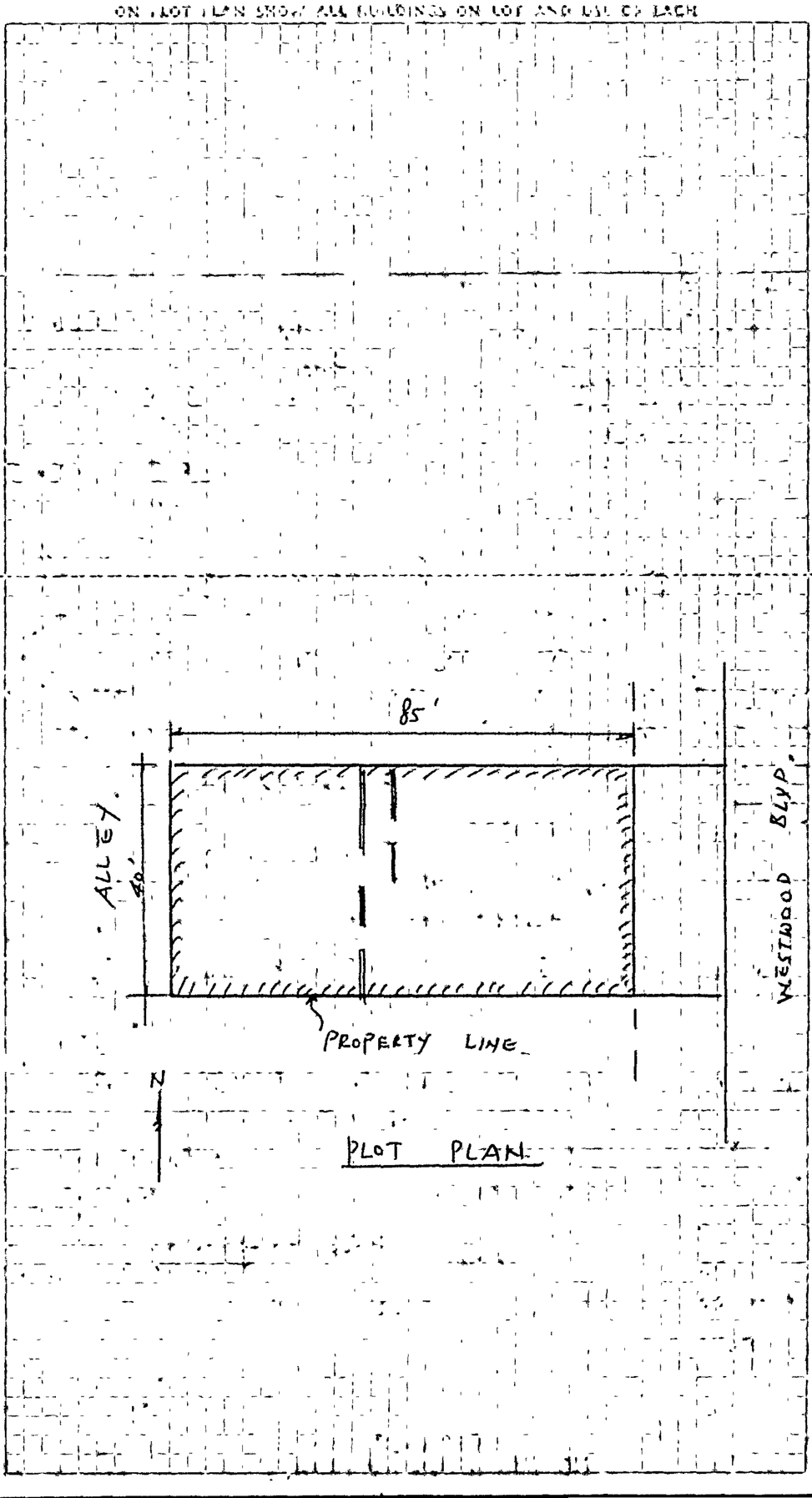
Lender's Name _____ Lender's Address _____

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I realize that this permit is an application for inspection, that it does not approve or authorize the work specified herein, that it does not authorize or permit any violation or failure to comply with any applicable law, that neither the city of Los Angeles nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein or the condition of the property or soil upon which such work is performed. (See Sec. 91.0202 LAMC)

Signed [signature] (Owner or agent having property owner's consent) CONTRACTOR Position 7-2-84 Date

ON PLOT PLAN SHOW ALL BUILDINGS ON LOT AND USE OF EACH



PLOT PLAN



Kelly Music Building, 1041-1043 South Westwood Boulevard.
View looking west from Westwood Boulevard.



Primary (east) façade, view looking west.



Primary entrance detail, primary (east) façade, view looking southwest.



Primary entrance doors, primary (east) façade, view looking southwest.



Primary entrance door detail, primary (east) façade, view looking west.



Façade detail, primary (east) façade, view looking west.



Second floor detail, primary (east) façade, view looking west.



Balcony detail, primary (east) façade, view looking west.



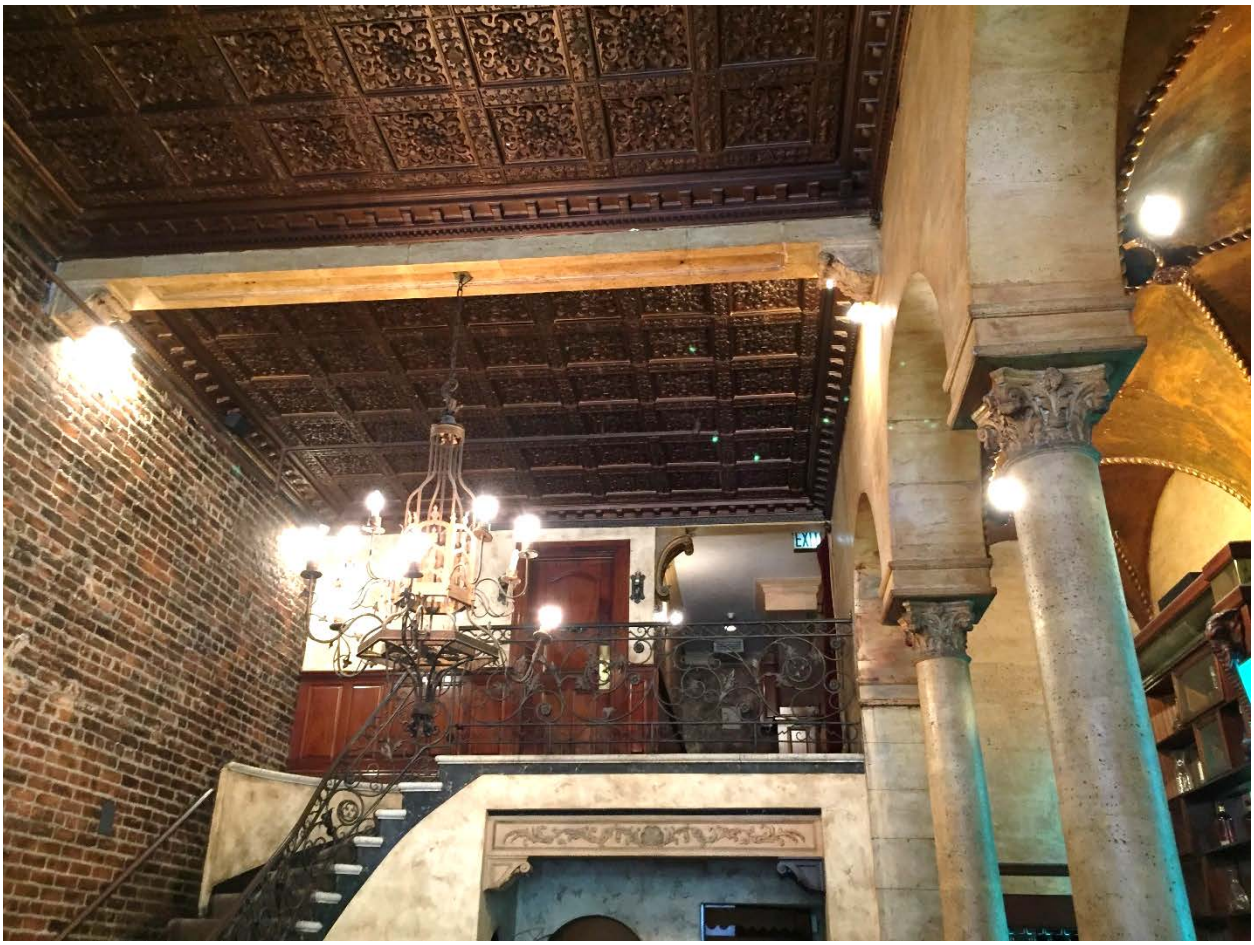
Rear (west) façade, view looking northeast.



South room, view looking south from north room at front of restaurant. From Tanino.com.



South room, view looking west. From Tanino.com.



Mezzanine and ceiling, south room, view looking west.



Staircase, south room.



North room, view looking west. From Tanino.com.



Ceiling and chandelier, north room.



Vault detail, north room.

HISTORICAL PHOTOS



Westwood Boulevard, circa 1930, view looking southwest. The Kelly Music Company Building is visible on the right. Courtesy of the California State Library.



View looking southwest, circa 1930. Courtesy of the California State Library.



View looking west, circa 1930. From *Architect & Engineer*, August 1930; courtesy of the Paul R. Williams Project.



Interior of 1041 Westwood Boulevard as the Westwood Hills Federal Savings & Loan, circa 1936. From Geffen Playhouse exhibit.

ZIMAS PARCEL REPORT FOR ALL NOMINATED PARCELS (INCLUDING MAP)

City of Los Angeles
Department of City Planning

6/28/2019
PARCEL PROFILE REPORT

PROPERTY ADDRESSES
1041 S WESTWOOD BLVD

ZIP CODES
90024

RECENT ACTIVITY
CHC-2019-3869-HCM
ENV-2019-3870-CE

CASE NUMBERS
CPC-2014-1457-SP
CPC-19XX-21145
CPC-1999-98-DRS
CPC-1987-12142
CPC-1984-440-ODD
CPC-1978-27680
ORD-183497
ORD-176177
ORD-171492
ORD-171227
ORD-167137
ORD-165171
ORD-164305
ORD-164304
ORD-163205
ORD-163204
ORD-159787
ORD-152086
ORD-136347
ORD-129944
ORD-129279
DIR-2002-5730-DI
ENV-2014-1458-EIR-SE-CE
ED-73-2653-01-86A-SP

Address/Legal Information	
PIN Number	132B149 47
Lot/Parcel Area (Calculated)	3,999.1 (sq ft)
Thomas Brothers Grid	PAGE 632 - GRID A3
Assessor Parcel No. (APN)	4363018015
Tract	TR 10600
Map Reference	M B 161-1/2
Block	5
Lot	2
Arb (Lot Cut Reference)	None
Map Sheet	132B149
Jurisdictional Information	
Community Plan Area	Westwood
Area Planning Commission	West Los Angeles
Neighborhood Council	North Westwood
Council District	CD 5 - Paul Koretz
Census Tract #	2652.02
LADBS District Office	West Los Angeles
Planning and Zoning Information	
Special Notes	None
Zoning	C4-2D-O
Zoning Information (ZI)	ZI-2192 West Los Angeles Transportation Improvement and Mitigation
	ZI-1447 Westwood Community Design Review Board
	ZI-0891 Westwood Village
	ZI-2452 Transit Priority Area in the City of Los Angeles
General Plan Land Use	Community Commercial
General Plan Note(s)	Yes
Hillside Area (Zoning Code)	No
Specific Plan Area	West Los Angeles Transportation Improvement and Mitigation
Subarea	None
Specific Plan Area	Westwood Community Design Review Board
Subarea	None
Specific Plan Area	Westwood Village
Subarea	None
Special Land Use / Zoning	None
Design Review Board	Yes
	Yes
Historic Preservation Review	No
Historic Preservation Overlay Zone	None
Other Historic Designations	None
Other Historic Survey Information	None
Mills Act Contract	None
CDO: Community Design Overlay	None
CPIO: Community Plan Imp. Overlay	None
Subarea	None
CUGU: Clean Up-Green Up	None
HCR: Hillside Construction Regulation	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.

NSO: Neighborhood Stabilization Overlay	No
POD: Pedestrian Oriented Districts	None
RFA: Residential Floor Area District	None
RIO: River Implementation Overlay	No
SN: Sign District	No
Streetscape	No
Adaptive Reuse Incentive Area	None
Affordable Housing Linkage Fee	
Residential Market Area	High
Non-Residential Market Area	High
Transit Oriented Communities (TOC)	Tier 4
CRA - Community Redevelopment Agency	None
Central City Parking	No
Downtown Parking	No
Building Line	None
500 Ft School Zone	No
500 Ft Park Zone	No
Assessor Information	
Assessor Parcel No. (APN)	4363018015
Ownership (Assessor)	
Owner1	WESTWOOD RIVER LLC
Address	0 PO BOX 25662 LOS ANGELES CA 90025
Ownership (Bureau of Engineering, Land Records)	
Owner	NIZAM, IHSAN (ET AL)
Address	1220 OLYMPIC BLVD SANTA MONICA CA 90404
APN Area (Co. Public Works)*	0.092 (ac)
Use Code	1200 - Commercial - Store Combination - Store and Office Combination - One Story
Assessed Land Val.	$758,645
Assessed Improvement Val.	$817,333
Last Owner Change	02/19/2013
Last Sale Amount	$9
Tax Rate Area	67
Deed Ref No. (City Clerk)	374199
	1530313
	147304
	1-855
	1-846
	1-776
Building 1	
Year Built	1929
Building Class	C6B
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	8,360.0 (sq ft)
Building 2	No data for building 2
Building 3	No data for building 3
Building 4	No data for building 4
Building 5	No data for building 5
Additional Information	
Airport Hazard	None
Coastal Zone	None

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Farmland	Area Not Mapped
Urban Agriculture Incentive Zone	YES
Very High Fire Hazard Severity Zone	No
Fire District No. 1	Yes
Flood Zone	None
Watercourse	No
Hazardous Waste / Border Zone Properties	No
Methane Hazard Site	Methane Buffer Zone
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)	Within Fault Zone
Nearest Fault (Name)	Santa Monica 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	Moderately / Poorly Constrained
Down Dip Width (km)	13.00000000
Rupture Top	0.00000000
Rupture Bottom	13.00000000
Dip Angle (degrees)	-75.00000000
Maximum Magnitude	6.60000000
Alquist-Priolo Fault Zone	No
Landslide	No
Liquefaction	Yes
Preliminary Fault Rupture Study Area	No
Tsunami Inundation Zone	No
Economic Development Areas	
Business Improvement District	WESTWOOD
Opportunity Zone	No
Promise Zone	None
Renewal Community	No
Revitalization Zone	None
State Enterprise Zone	None
Targeted Neighborhood Initiative	None
Housing	
Direct all Inquiries to	Housing+Community Investment Department
Telephone	(866) 557-7368
Website	http://hcidla.lacity.org
Rent Stabilization Ordinance (RSO)	No
Ellis Act Property	No
Public Safety	
Police Information	
Bureau	West
Division / Station	West Los Angeles
Reporting District	817
Fire Information	
Bureau	West
Batallion	9
District / Fire Station	37
Red Flag Restricted Parking	No

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CASE SUMMARIES

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

Case Number:	CPC-2014-1457-SP
Required Action(s):	SP-SPECIFIC PLAN (INCLUDING AMENDMENTS)
Project Descriptions(s):	SPECIFIC PLAN AMENDMENT
Case Number:	CPC-19XX-21145
Required Action(s):	Data Not Available
Project Descriptions(s):	
Case Number:	CPC-1999-98-DRS
Required Action(s):	DRS-DESIGN REVIEW
Project Descriptions(s):	REQUEST FOR ONE WALL SIGN (PAINTED APPROXIMATELY 75 SQ. FT.) IN THE C2-2D-0 ZONE
Case Number:	CPC-1987-12142
Required Action(s):	Data Not Available
Project Descriptions(s):	PREPARE AND SUBMIT CONCURRENTLY WITH THE SUBJECT PLAN AMENDMENTS THE APPROPRIATE SPECIFIC PLAN ORDINANCE AND ZONE CHANGE ORDINANCES (LANDINI)
Case Number:	CPC-1984-440-ODD
Required Action(s):	Data Not Available
Project Descriptions(s):	ESTABLISHMENT OF OIL DRILLING DISTRICT - 128 ACRES, BOUNDED BYSWATHMORE DR. AND LE CONTE AV. ON THE NORTH, ASHTON AV. ON THESOUTH, VETERANS AV. ON THE WEST AND LE CONTE AV. AND SELBY AV.ON THE EAST.
Case Number:	CPC-1978-27680
Required Action(s):	Data Not Available
Project Descriptions(s):	
Case Number:	DIR-2002-5730-DI
Required Action(s):	DI-DIRECTOR OF PLANNING INTERPRETATION
Project Descriptions(s):	A DIRECTOR'S INTERPRETATION OF RESTAURANT, FAST FOOD ESTABLISHMENT AND OTHER FOOD SERVICE ESTABLISHMENTS OF THE WESTWOOD VILLAGE SPECIFIC PLAN - ORDINANCE NO. 164,305.
Case Number:	ENV-2014-1458-EIR-SE-CE
Required Action(s):	SE-STATUTORY EXEMPTIONS
	CE-CATEGORICAL EXEMPTION
	EIR-ENVIRONMENTAL IMPACT REPORT
Project Descriptions(s):	ENVIRONMENTAL IMPACT REPORT
Case Number:	ED-73-2653-01-86A-SP
Required Action(s):	SP-SPECIFIC PLAN (INCLUDING AMENDMENTS)
Project Descriptions(s):	Data Not Available

DATA NOT AVAILABLE

ORD-183497
ORD-176177
ORD-171492
ORD-171227
ORD-167137
ORD-165171
ORD-164305
ORD-164304
ORD-163205
ORD-163204
ORD-159787
ORD-152086
ORD-136347
ORD-129944
ORD-129279

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ZIMAS INTRANET

LARIAC5 2017 Color-Ortho

06/28/2019

City of Los Angeles
Department of City Planning



Address: 1041 S WESTWOOD BLVD
APN: 4363018015
PIN #: 132B149 47

Tract: TR 10600
Block: 5
Lot: 2
Arb: None

Zoning: C4-2D-O
General Plan: Community Commercial

N
W
E
S

CITY OF LOS ANGELES FOUNDED 1781

Streets Copyright (c) Thomas Brothers Maps, Inc.

ORDINANCE NO. 185472

An ordinance amending Section 22.171 of Article 1, Chapter 9, Division 22 of the Los Angeles Administrative Code to clarify Historic-Cultural Monument designation criteria, enhance due process and notification procedures affecting property owners, and provide for extensions of time limits.

THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

Section 1. Section 22.171 of the Los Angeles Administrative Code is amended in its entirety to read as follows:

Sec. 22.171. Purpose of the Commission.

The Cultural Heritage Commission (Commission) shall perform those functions relating to historic and cultural preservation of sites, buildings or structures that embody the heritage, history and culture of the City.

Sec. 22.171.1. Composition of the Commission and Term of Office.

(a) **Qualifications.** The Commission shall be composed of five members who are qualified electors of the City of Los Angeles. Each Commissioner shall be appointed and may be removed in accordance with Charter Section 502. The Commissioners shall have a demonstrated interest, competence or knowledge of historic preservation. At least two of the Commissioners should be professionals who meet the qualifications for various disciplines outlined by the U.S. Secretary of the Interior, Code of Federal Regulations, 36 CFR Part 61. These disciplines include history, architecture, architectural history, planning, pre-historic and historic archeology, folklore, cultural anthropology, curation, conservation and landscape architecture or related disciplines, such as urban planning, American studies, American civilization or cultural geography.

(b) **Term.** The term of office for each Commissioner shall begin with the first day of July and shall be a term of five years. An appointment to fill a vacancy on the Commission shall be for the period of the unexpired term.

Sec. 22.171.2. Members' Compensation.

The members of the Commission shall be paid $25.00 per meeting for each Commission meeting attended, but not to exceed $125.00 in any one calendar month.

Sec. 22.171.3. Organization of the Commission.

During the last meeting of July of each year, the Commission shall elect a President and Vice President, which officers shall hold office for one year and until their successors are elected, unless their membership on the Commission expires sooner. The Commission may at any meeting fill any vacancy for any unexpired term occurring in the office of President or Vice President.

Sec. 22.171.4. Appointment and Duties of Commission Secretary.

The Director of Planning (Director) of the Department of City Planning (Department), or his or her designee, shall assign an employee of the Department, other than the Director, to be the Secretary of the Commission and assign duties to the employee, which shall be in addition to the duties regularly prescribed for that employee.

The Secretary shall attend Commission meetings and keep a record of the proceedings and transactions of the Commission, specifying the names of the Commissioners in attendance at each meeting and the ayes and noes upon all roll calls. The Secretary shall post and publish all orders, resolutions and notices, which the Commission shall order to be posted and published, and shall perform any other duties imposed by this chapter or by order of the Commission.

Sec. 22.171.5. Quorum and Actions of the Commission.

A majority of the members of the Commission must be present at any meeting to constitute a quorum.

The powers conferred upon the Commission shall be exercised by resolution or motion and adopted by a majority vote of its members and recorded in the minutes with the ayes and noes. The action shall be attested to by the signature of the Secretary of the Commission.

Sec. 22.171.6. Duties of the Commission.

In addition to the duties set forth in this article, the Commission shall perform those duties imposed on it by Los Angeles Municipal Code Section 12.20.3 relating to Historic Preservation Overlay Zones.

Sec. 22.171.7. Monument Designation Criteria.

For purposes of this article, a Historic-Cultural Monument (Monument) is any site (including significant trees or other plant life located on the site), building or structure of particular historic or cultural significance to the City of Los Angeles. A proposed Monument may be designated by the City Council upon the recommendation of the Commission if it meets at least one of the following criteria:

1. Is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community;

2. Is associated with the lives of historic personages important to national, state, city, or local history; or

3. Embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.

Sec. 22.171.8. Inspection and Investigation.

The Commission, its sub-committee or the staff of the Department acting on behalf of the Commission shall inspect and investigate any site, building or structure, including, but not limited to, touring or reviewing photographic or videographic records of the site, building or structure, in the City of Los Angeles which it has reason to believe is or will in the future be a Historic-Cultural Monument. Inspection and investigation shall also include soliciting opinions and information from the office of the Council District in which the site, building or structure is located and from any department or bureau of the City whose operations may be affected by designating the site, building or structure as a Monument.

Sec. 22.171.9. List of Monuments.

The Department shall compile and maintain a current list of all sites, buildings and structures that have been designated as Historic-Cultural Monuments (List of Monuments or List).

Sec. 22.171.10. Procedures for Designation of Monuments.

A site, building or structure may be designated as a Monument in accordance with the procedures set forth in this section.

(a) **Initiation.** The City Council, the Commission or the Director may initiate consideration of a proposed designation of a site, building or structure as a Monument. Any initiation by the Council or the Commission shall be by majority vote. The City Council or the Commission shall forward the proposed designation to the Director for a report and recommendation.

(b) **Application.** Any interested individual may apply for a proposed designation of a Monument. The applicant shall complete the application for the proposed designation on a form provided by the Department; include all information required; pay the required fee, if any; and file the application with the Department.

(c) **Action on the Initiation or Application.**

1. **Authority.** The Commission may recommend approval or disapproval in whole or in part of an application or initiation of a proposed designation. Unless otherwise specified, the recommendation shall be made to the City Council for its action pursuant to the procedures set forth in this section. No designation of a site, building or structure as a Monument shall be effective unless the designation has been adopted by the City Council.

2. **Procedure for City Council-Initiated Designations.** Upon receipt of any proposed designation initiated by the Council, the Commission shall, pursuant to Section 22.171.8 of this article, inspect and investigate the proposed Council-initiated designation. The Director shall thereafter prepare a report and recommendation on the proposed designation. After receipt of the Director's report and recommendation, the Commission shall hold a public hearing regarding the proposed designation and determine whether the site, building or structure conforms with the definition of a Monument as set forth in Section 22.171.7 of this article. After the Commission submits a report and recommendation, the City Council may consider the matter. If the Commission recommends approval of a City Council-initiated designation, the City Council may adopt the designation by a majority vote. If the Commission recommends disapproval of a City Council-initiated designation, the City Council may adopt the proposed designation by a two-thirds vote. The City Council shall act within the time specified in Subsection (f) of this section.

3. **Procedure for Commission or Director-Initiated Designations.** After initiation of a proposed designation by the Commission or the Director, the Commission shall, pursuant to Section 22.171.8 of this article, inspect and investigate the proposed designation. The Director shall thereafter prepare a report and recommendation on the proposed designation. After receipt of the Director's recommendation, the Commission shall hold a public hearing regarding the proposed designation and determine whether the site, building or structure conforms with the definition of a Monument set forth in Section 22.171.7 of this article. If the Commission recommends approval of a Commission- or Director-initiated designation, the Commission shall submit a report and recommendation to the City Council. The City Council may consider the matter and may approve the recommendation by a majority vote. If the Commission disapproves the proposed designation, the Commission's decision is final.

4. **Procedure for Applications for Designations.** Once a complete application is received, as determined by the Director, the Commission shall determine at a public meeting whether the proposed designation merits further consideration. If the Commission determines to take the proposed designation under consideration, it shall conduct an inspection and investigation pursuant to Section 22.171.8 of this article. The Director shall thereafter prepare a report and recommendation on the proposed designation. After receipt of the Director's

report and recommendation and conducting its inspection and investigation, the Commission shall hold a public hearing regarding the proposed designation and determine whether the site, building or structure conforms with the definition of a Monument as set forth in Section 22.171.7 of this article. If the Commission recommends approval of an application for a proposed designation, the Commission shall submit a report and recommendation to the City Council. The City Council may consider the matter and may adopt the designation by a majority vote. If the Commission disapproves the proposed designation, the decision is final.

(d) **Notice.** Notice shall be given as set forth below.

For the purpose of this article, the owner of the site, building or structure shall be deemed to be the person appearing as the owner of the property on the last Equalized Assessment roll of the County of Los Angeles and appearing as the owner of the property on the records of the City Clerk. If the records of the City Clerk and the County Assessor indicate the ownership in different persons, those persons appearing on each of those lists shall be notified.

1. **Initiation of a Proposed Designation by the City Council, Commission or Director.** The owner of record of a property shall be notified in writing forthwith of: any determination by the City Council, Commission or Director to initiate a proposed designation; and the Temporary Stay pursuant to Section 22.171.12 of this article. The Notice shall be sent via Certified Mail, Return Receipt Requested.

2. **Director's Action on Proposed Designation.** The owner of record of a property shall be notified in writing forthwith of the Director's determination that an application is complete, and that the Temporary Stay pursuant to Section 22.171.12 of this article has been initiated. The Notice shall be sent via Certified Mail, Return Receipt Requested.

3. **Commission Action to Take Under Consideration Proposed Designation by Application.** Additionally, the owner of record of a property shall be notified in writing within 10 days of the Commission's decision after the Commission determines to take a proposed designation under consideration. The Notice shall be sent via Certified Mail, Return Receipt Requested.

4. **Commission Action on Proposed Designation by Initiation or Application.** The time, place and purpose of the public hearing on the proposed designation shall be given by mailing written notice at least ten days prior to the date of the hearing, to the applicant, if any, and to the owner of record of a property or the owner's representative, if different from the applicant or if the designation was proposed by initiation. Notice to the record owner or the owner's representative shall be sent via Certified Mail, Return Receipt Requested.

5. **City Council Action on Proposed Designation by Initiation or Application.** The time, place and purpose of the public hearing on the proposed designation shall be given by mailing a written notice at least ten days prior to the date of the hearing, to the applicant, if any, and to the owner of record of a property or the owner's representative, if different from the applicant or if the designation was proposed by initiation. Notice to the record owner or the owner's representative shall be sent via Certified Mail, Return Receipt Requested.

(e) **Time for the Cultural Heritage Commission to Act.**

1. **Action on Application.** The Commission shall determine at a public meeting held within 30 days of the filing of a complete, verified application, as determined by the Director, whether to take under consideration a proposed designation of a Monument. The time limit to take a proposed designation under consideration may be extended by mutual consent of the applicant, property owner, and the Director or Commission. After providing all notice required under this article, the Commission shall hold a public hearing on the proposed designation. The Commission shall, pursuant to Section 22.171.10 of this article, make a report and recommendation on the application within 75 days of the meeting where the proposed designation was taken under consideration. With written consent of the owner, the time for the Commission to act may be extended by up to an additional 60 days. If the Commission fails to act on an application within the time allowed by this section, the Commission shall be deemed to have denied the application.

2. **Action on Initiation.** If the proposed designation of a Monument was proposed by initiation rather than application, the Commission shall, after providing all notice required under this article, hold a public hearing on the proposed designation. The Commission shall, pursuant to Subsection (c) of this section, make a report and recommendation on the application within 75 days of the date of the receipt of the proposed initiation. With written consent of the owner, the time for the Commission to act may be extended by up to an additional 60 days. If the Commission fails to act on the initiation within the time allowed by this section, the Commission shall be deemed to have recommended denial of the proposed designation.

(f) **Time for City Council to Act.** The City Council may approve or disapprove in whole or in part an application or initiation for a proposed designation of a Monument. The City Council shall act within 90 days of the public hearing held before the Commission on the proposed designation. The City Council may unilaterally extend the 90-day time limit to act for a maximum of 15 days for good cause. With written consent of the owner, the time for the City Council to act may be extended by up to an additional 60 days. If the City Council does not act on the application or initiation within the specified time limit, the application or initiation to designate a Monument shall be

deemed to have been denied. The City Council may override a Commission recommendation of denial of a City Council-initiated designation by a minimum of ten votes.

Sec. 22.171.11. Preservation of Monuments.

The Commission shall take all steps necessary to preserve Monuments not in conflict with the public health, safety and general welfare, powers and duties of the City of Los Angeles, or its several boards, officers or departments. These steps may include assistance in the creation of civic citizens' committees, assistance in the establishment of a private fund for the acquisition or restoration of designated Monuments, and recommendation that a Monument be acquired by a governmental agency where private acquisition is not feasible.

Sec. 22.171.12. Temporary Stay of Demolition, Substantial Alteration or Removal Pending Determination to Designate a Monument.

Upon the filing of an application for a Monument, the Director or his or her designee shall determine whether the application is complete and whether the proposed Monument warrants further investigation by the Commission. Upon the determination by the Director that the application is complete, or upon initiation by the City Council, the Commission or the Director, no permit for the demolition, substantial alteration or removal shall be issued; and the site, building or structure regardless of whether a permit exists, shall not be demolished, substantially altered or removed, pending final determination by the Commission and City Council on whether the proposed site, building, object or structure shall be designated as a Monument. The Commission shall notify the Department of Building and Safety in writing not to issue any permits for the demolition, alteration or removal of a building or structure. The owner of the site, building or structure shall notify the Commission, in writing, whenever application is made for a permit to demolish, substantially alter, or remove any site, building or structure proposed to be designated as a Monument.

If, after the expiration of the final period of time to act contained in Section 22.171.10(f) of this article, the City Council has not taken an action on the application or initiation to designate a Monument, then the demolition, alteration or removal of the site, building or structure may proceed.

EXCEPTION: If the Commission determines that the site, building or structure proposed to be designated does not meet the definition for Monument set forth in Section 22.171.7 of this article, then the temporary prohibition on the issuance of a permit to demolish, substantially alter or remove the site, building or structure, and the temporary prohibition on demolition, substantial alteration or removal of the site, building or structure shall terminate, except when the designation of a site, building or structure as a Monument was proposed by City Council-initiation.

Sec. 22.171.13. Notice of Designation and Subsequent Actions.

The Commission shall notify the appropriate Department and Board, if any, and the owner of each site, building or structure in writing that his or her site, building or structure has been designated a Monument, and shall give the owner, as defined in Section 22.171.10(d) of this article, written notice of any further action that it takes with respect to the Monument. Notice shall be mailed to the address shown on the Assessment Roll or the City Clerk's records, as applicable, as soon as practicable after the property is designated or the Commission takes any further action regarding the site, building or structure. The designation shall be recorded with the County Recorder.

Sec. 22.171.14. Commission Review.

No permit for the demolition, substantial alteration or relocation of any Monument shall be issued, and no Monument shall be demolished, substantially altered or relocated without first referring the matter to the Commission, except where the Superintendent of Building or the City Engineer determines that demolition, relocation or substantial alteration of any Monument is immediately necessary in the interest of the public health, safety or general welfare.

(a) **Standards for Issuance of a Permit for Substantial Alteration.** The Commission shall base a determination on the approval of a permit for the substantial alteration of a Monument on each of the following:

1. The substantial alteration, including additional buildings on a site containing multiple buildings with a unified use, complies with the Standards for Rehabilitation approved by the United States Secretary of the Interior;

2. Whether the substantial alteration protects and preserves the historic and architectural qualities and the physical characteristics that make the site, building or structure a designated Monument; and

3. Compliance with the California Environmental Quality Act, Public Resources Code Section 21000, *et seq.*

(b) **Standards for Issuance of a Permit for the Demolition or Relocation of a Site, Building or Structure Designated a Monument.** The Commission shall base its determination on the approval of a permit for the demolition or removal of any Monument on the following:

1. A report regarding the structural soundness of the building or structure and its suitability for continued use, renovation, restoration or rehabilitation from a licensed engineer or architect who meets the Secretary of the Interior's Profession Qualification Standards as established by the Code of Federal Regulations, 36 CFR Part 61. This report shall be based on the

Secretary of the Interior's Standards for Architectural and Engineering Documentation with Guidelines; and

2. Compliance with the California Environmental Quality Act, Public Resources Code Section 21000, *et seq.*

Sec. 22.171.15. Time for Objection by the Commission.

Where any matters subject to Section 22.171.14 of this article are referred to the Commission by its staff, the Commission shall have 30 days from the date of the referral to object to the proposed demolition, substantial alteration or relocation. If no objection is filed with the appropriate department or board within 30 days, all objections shall be deemed to have been waived. If the Commission objects to the proposed demolition, substantial alteration or relocation, it shall file its objection with the appropriate department or board.

Any objection by the Commission shall be set for a public hearing. The objection and the fact that the matter will be scheduled for a public hearing by the Commission shall be noted by Commission staff on the clearance worksheet utilized by the appropriate department or board for the issuance of the permit. The filing of an objection shall suspend the issuance of any permit for the demolition, substantial alteration or relocation of the Monument (Stay) for a period of not less than 30 days nor more than 180 days, during which time the Commission shall take all steps within the scope of its powers and duties as it determines are necessary for the preservation of the Monument to be demolished, altered or relocated.

At the end of the first 30 days of the Stay, the Department shall report any progress regarding preservation of the Monument to the Commission, which may, upon review of the progress report, withdraw and cancel its objection to the proposed demolition, substantial alteration or relocation. If the Commission determines, upon the basis of the progress report to withdraw and cancel its objection, it shall promptly notify the appropriate department or board concerned of its action. Upon receipt of notification of withdrawal of the objection, the permit may be issued and the Monument may be demolished, altered or relocated. If the Commission does not withdraw and cancel its objection, the Stay shall remain in effect.

If the Commission, or the Department acting on the Commission's behalf, finds at the end of the first 100 days of the Stay that the preservation of the Monument cannot be fully accomplished with the 180-day Stay period, and the Commission determines that preservation can be satisfactorily completed within an additional period not to exceed an additional 180-day Stay, the Commission may recommend to the City Council that the Stay be extended to accomplish the preservation. No request for an extension shall be made after the expiration of the original 180-day Stay.

The Commission's recommendation for an extension of the Stay shall set forth the reasons for the extension and the progress to date of the steps taken to preserve the Monument. If it appears that preservation may be completed within the time extension requested, the City Council may approve the request for extension of the Stay not to exceed an additional 180 days for the purpose of completing preservation of the Monument.

No request for an extension of the Stay shall be granted where the City Council determines, after consulting with the appropriate department or board that granting an extension is not in the best interest of the public health, safety or general welfare.

Sec. 22.171.16. No Right to Acquire Property.

The Commission shall have no power or right to acquire any property for or on behalf of itself or the City, nor shall it acquire or hold any money for itself or on behalf of the City.

Sec. 22.171.17. Rules and Regulations of the Commission.

The Commission may adopt rules and regulations necessary to carry out the purpose and intent of this article.

Sec. 22.171.18. Cooperation with the Commission.

All boards, commissions, departments and officers of the City shall cooperate with the Commission in carrying out the spirit and intent of this article.

Sec. 2. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By Oscar Medellin
OSCAR MEDELLIN
Deputy City Attorney

Date January 24, 2018

File No. 16-0126

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I hereby certify that the foregoing ordinance was passed by the Council of the City of Los Angeles.

CITY CLERK

MAYOR

Holly Lynn Wolcott

E. Garcetti

Ordinance Passed 03/07/2018

Approved 03/16/2018

Ordinance Effective Date: 04/28/2018
Council File No.: 16-0126

DECLARATION OF POSTING ORDINANCE

I, **Ottavia Smith** state as follows: I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

Ordinance No. 185472 - a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on **03/07/2018**, and under the direction of said City Council and the City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles and Ordinance No. 172959, I conspicuously posted a true copy of said ordinance at each of the three public places located in the City of Los Angeles, California, as follows: 1) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; 2) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; 3) one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records beginning on **03/19/2018** and will be continuously posted for ten or more days.

I declare under penalty of perjury that the foregoing is true and correct.



Deputy Clerk

Date: 03/19/2018

Ordinance Effective Date: 04/28/2018

Council File No.: 16-0126