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# Offering Memorandum

## Sale and relocation of the existing USC Registration Building

601 Exposition Boulevard, Los Angeles California 90089





**Jones Lang LaSalle** as exclusive agent for University of Southern California (“USC”) is pleased to offer for sale and relocation the Registration Building on USC’s campus. Prospective bidders have the opportunity to bid on the purchase of the Ladd & Kelsey Architects designed structure; however, the facility must be relocated from the USC campus.

**Property address:** 601 Exposition Boulevard Los Angeles, California 90089

**Property location:** Southeast corner of the campus at the northwest corner of Figueroa Street and Exposition Boulevard

**Property summary:**

- Approximately 5,050 gross square feet
- Steel post and I-beam structure built in 1963
- Designed by architects Thornton Ladd and John Kelsey of Ladd & Kelsey, Architects, based in Pasadena.
- Two-story, pavilion-like administration building with a symmetrical, square plan
- Considered to be a contributor to the potential California Register USC University Park Campus Historic District

**Property description:**

The Registration Building is the best example of the International Style on the USC campus. It is one of two buildings on campus designed by Ladd & Kelsey, both graduates of the USC School of Architecture. Their work was featured in the December 1959 issue of *Progressive Architecture*, which described their principal design aim of a fully integrated structure, landscape, and interior.

The building’s original function was intimately tied to the time period in which it was constructed. Nicknamed the “Red Square” during the 1960s, the Registration Building was originally constructed with funds donated by trustee Henry Salvatore and headed by Soviet affairs expert, Rodger Swearingen of the USC School of International Relations to serve as the University’s Research Institute on Communist Strategy and Propaganda.

The building is accessed at the north facade by a flight of concrete steps with metal railings. Raised on a concrete platform, the building is symmetrical in form and features a flat roof with a partial parapet in the center carrying the school’s emblem. The structure is clad in brick with large, steel-frame windows, creating exterior corridors around the perimeter of the first story and a balcony at the second story with steel railing. The main (north) facade is symmetrically composed and features the main entrance, centrally located at the first floor and accessed by a flight of concrete stairs. The west facade contains a service window paired with floor-to-ceiling windows. There is a large, two-story central atrium on the interior.



**Site Rendering** by John Hupp



### **Transaction guidelines:**

- Purchasers of the Property are responsible for relocation of the structure off the USC campus
- Property relocation assistance of \$25,000 is available to a qualified buyer
- Offers must be submitted by February 28, 2014
- Relocation must be completed by April 30, 2014

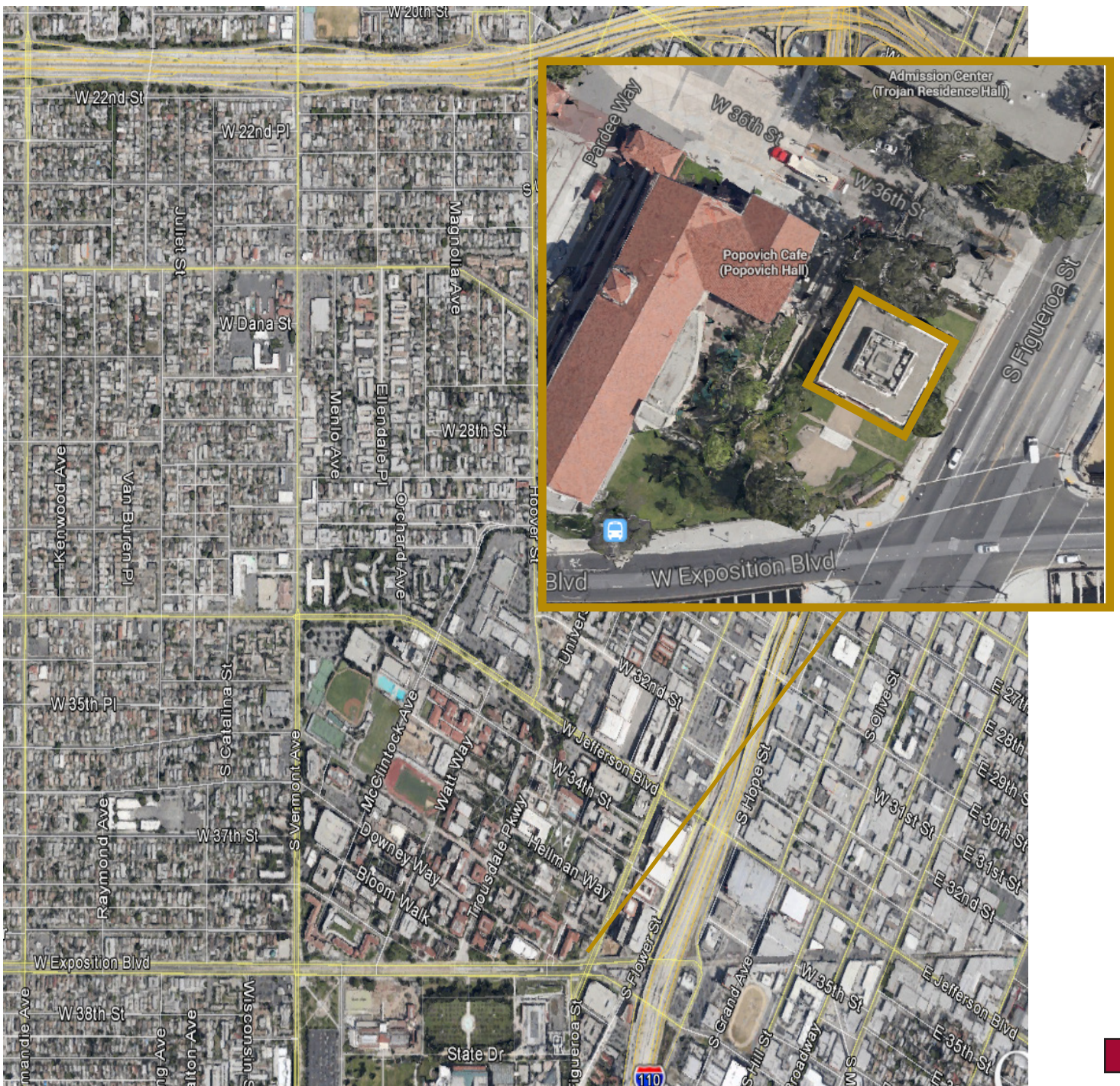


**Interior Photograph**





## Map







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## Disclaimer

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## Contact

For questions or tours of the site, please contact Jones Lang LaSalle:

Brendan McArthur  
Senior Vice President  
T +1 213 239 6134  
[brendan.mcarthur@am.jll.com](mailto:brendan.mcarthur@am.jll.com)  
CADRE Lic: 01185335