Why Designate?
Local Landmarks

Adrian Scott Fine
Director of Advocacy
Los Angeles Conservancy
Why Designate?
Different types

1. Local Landmark Designation
   Administered by: local government
   Office of Historic Resources OHR

2. California Register Designation
   Administered by: state preservation office

3. National Register Designation
   Administered by: National Park Service

Different types of landmark designation

Landmark THIS!
Local preservation programs vary greatly. **Landmark THIS!**
Cultural Heritage Ordinance (1962)

Landmark THIS!
Lead up to Los Angeles Cultural Heritage Ordinance (1962)

Landmark THIS!
Why Designate?

Benefits of becoming an HCM

1) Bring attention and official recognition to previously unrecognized resources

2) Protection from demolition or inappropriate alterations

3) Enable financial incentives

4) Encourages long-term stewardship and owner/community pride
Why Designate?

Benefits of becoming an HCM

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2) Protection from demolition or inappropriate alterations

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4) Encourages long-term stewardship and owner/community pride

Reasons to designate a place

Landmark THIS!
Telling the stories of Los Angeles' heritage

Landmark THIS!
Why Designate?

Benefits of becoming an HCM

1) Bring attention and official recognition to previously unrecognized resources

2) Protection from demolition or inappropriate alterations

3) Enable financial incentives

4) Encourages long-term stewardship and owner/community pride

Reasons to designate a place

Landmark THIS!
Norms Coffee Shop (1957), HCM designation on May 20, 2015

Landmark THIS!
Norms Coffee Shop (1957), HCM designation on May 20, 2015

Landmark THIS!
The fight to preserve an iconic Los Angeles diner

Norms Coffee Shop (1957), HCM designation on May 20, 2015
Landmark THIS!
Disney's Iger helps stop demolition of Williams-designed house
Hunt Residence (1940), HCM designation in April, 2014

Landmark THIS!
Fifth Church of Christ, Scientist (1960), HCM initiated July 16
Landmark THIS!
Fifth Church of Christ, Scientist (1960), HCM initiated July 16

Landmark THIS!
Fifth Church of Christ, Scientist (1960), HCM initiated July 16

Landmark THIS!
Local Designation in LA DOES:
Delay demolition up to 6 months or 1 year, allowing time to negotiate preservation solutions

Local Designation in LA DOES NOT:
Prevent demolition outright

Is a designated landmark protected in perpetuity?
Landmark THIS!
Preservation Incentives

Benefits of Preservation

Historic preservation is not just about regulations that prevent inappropriate change to historic resources. Successful historic preservation programs also make available positive incentives, providing property owners financial and technical tools that help give new life to historic properties.

Economic incentives are available to historic preservation projects at the local, state and federal levels. The Historical Property Contract (Mills Act) Program provides property tax abatement to qualified properties. The Federal government offers rehabilitation tax credits to qualified projects and properties. Residential homeowners also find that property values increase when historic preservation standards are used in rehabilitating their homes.

Local Designation in LA DOES:

Make the property eligible for preservation incentives

Local Designation in LA DOES NOT:

Makes restoration grant funds automatically eligible

Financial incentives tied to HCM landmark designation

Landmark THIS!
Local Designation in LA DOES NOT:

• Require that a building be restored or maintained in excellent condition
• Restrict the use of a property
• Make a property “open to the public”
What can be Designated?

Types of HCM local landmarks and criteria

Landmark THIS!
BUILDING: Department of Water and Power (1965) HCM #1022

Landmark THIS!
STRUCTURE: North Spring Street Bridge (1929) HCM #900

Landmark THIS!
SITE: Echo Park (1892) HCM #836

Landmark THIS!
PERSONAGES: Ralph J. Bunch House (1919) HCM #159

Landmark THIS!
EVENTS: The Black Cat Bar Building (1939) HCM #939

Landmark THIS!
THEATRES: Cinerama Dome Theatre (1963) HCM #659

Landmark THIS!
INTERIORS: Neutra VDL Research House (1932/63) HCM #640

Landmark THIS!
RELIGIOUS: Sepulveda Unitarian Universalist “The Onion”
Landmark THIS!
Landmark THIS!

RESIDENCES: Glen Lukens House and Studio (1940) HCM #866
CONDITION: Bethlehem Baptist Church (1944) HCM #968

Landmark THIS!
INTEGRITY: Ability of a place to convey its physical significance

Landmark THIS!
MEMORIAL LIBRARY, DEDICATED 1930
TO THE ALUMNI OF LOS ANGELES HIGH SCHOOL
WHO FELL IN WORLD WAR I

DECLARED
HISTORIC CULTURAL MONUMENT NO. 81
BY THE
CULTURAL HERITAGE BOARD
MUNICIPAL ARTS DEPARTMENT
CITY OF LOS ANGELES

Reasons to designate a place
Landmark THIS!
Filling in the Blanks: Nuts and Bolts of the Nomination

Shannon Ryan
City Planning Associate
City of Los Angeles
Filling in the Blanks: Nuts and Bolts of the Nomination

**2. PROPERTY IDENTIFICATION**

<table>
<thead>
<tr>
<th>Proposed Monument Name:</th>
<th>Select source of proposed name</th>
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</thead>
<tbody>
<tr>
<td>Other Associated Names:</td>
<td></td>
</tr>
<tr>
<td>Street Address:</td>
<td>Zip: Council District:</td>
</tr>
<tr>
<td>Range of Addresses on Property:</td>
<td>Community Name:</td>
</tr>
<tr>
<td>Assessor Parcel Number:</td>
<td>Block: Lot:</td>
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<tr>
<td>Identification Codes:</td>
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<tr>
<td>Proposed Monument Type:</td>
<td>Building: Structure: Object: Site/Open Space: Natural Feature:</td>
</tr>
<tr>
<td>Describe any additional resources located on the property to be included in the nomination, here:</td>
<td></td>
</tr>
</tbody>
</table>

**2. CONSTRUCTION HISTORY & CURRENT STATUS**

<table>
<thead>
<tr>
<th>Year Built:</th>
<th>Estimated:</th>
<th>Threatened? select</th>
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<tr>
<td>Architect/Designer:</td>
<td>contractor:</td>
<td></td>
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<tr>
<td>Original Use:</td>
<td>Present Use:</td>
<td></td>
</tr>
<tr>
<td>Is the Proposed Monument on Original Site?</td>
<td>Yes</td>
<td>No (explain in section 7)</td>
</tr>
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</table>

**3. STYLE & MATERIALS**

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<thead>
<tr>
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<th>Select from menu and fill in relevant box</th>
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<td>Stories:</td>
<td>Plan Shape:</td>
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**FEATURE | PRIMARY | SECONDARY**

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<tr>
<th>ENTRY Style:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Material: Select</td>
<td>Type: Select</td>
</tr>
</tbody>
</table>

**Landmark THIS!**
How to Get Started

1. Download application

2. Gather and organize research you already have completed

3. Conduct additional research from:
   1. ZIMAS and SurveyLA
   2. LADBS
   3. Sanborn Maps
   4. Historic Photos
   5. Historic Periodicals
   6. Real Estate Listings
   7. Site Visit
Step 1: Download the application at preservation.lacity.org
Step 1: Download the application at preservation.lacity.org
Step 1: Download the application at preservation.lacity.org

Download the HCM Application Form and Application Guide from this page!

Do not fill out online—you may lose your work.
Step 2: Review the Form and Fill in the Information You Know

Before conducting additional research gather all you know about the proposed monument and keep it organized. You will need to refer to it as you fill out the application and include it in a bibliography.

I always recommend filling out the basic parts of the application first such as contact information.
### Step 3: Gather Information from ZIMAS

ZIMAS is the portal that contains all legal, jurisdictional, planning, zoning, and assessor information for parcels in the City of Los Angeles. Zimast.lacity.org will provide all the information needed for Sections 1 and 5.

**HISTORIC-CULTURAL MONUMENT NOMINATION FORM**

#### 1. PROPERTY IDENTIFICATION

<table>
<thead>
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<table>
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<tr>
<th>Street Address:</th>
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<th>Tract:</th>
<th>Block:</th>
<th>Lot:</th>
</tr>
</thead>
</table>

**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

<table>
<thead>
<tr>
<th>Year built:</th>
<th>Factual</th>
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**Is the Proposed Monument on its Original Site?** [ ] Yes [ ] No (explain in section 7) [ ] Unknown (explain in section 7)

**Landmark THIS!**
Step 3: Gather Information from ZIMAS

Landmark THIS!
Step 3: Gather Information from ZIMAS

Landmark THIS!
### Step 3: Gather Information from ZIMAS

**City of Los Angeles**  
**Department of City Planning**

**7/13/2015**  
**PARCEL PROFILE REPORT**

**Address/Legal Information**
- PIN Number: 132-5423-322
- LocatParcel Area (Calculated): 8,158.0 sq ft
- Thomas Brothers Grid: PAGE 546 - grids G9
- Assessor Parcel No. (APN): 5204/10/17
- Tract: EAST LOS ANGELES
- Lot Reference: M & R 104/105
- Book: 18
- Lot: "UNNUMBERED LT"
- Map Sheet: 110-5422

**Jurisdictional Information**
- Community Plan Area: Northeast Los Angeles
- Area Planning Commission: East Los Angeles
- Neighborhood Council: Lincoln Heights
- Council District: CD 1 - Gilbert Cedillo
- Council District #: 1902.01
- LAUSD District Office: Los Angeles Metro

**Planning and Zoning Information**
- Special Notes: None
- Zoning: R02, L-APDZ
- Zoning Information (ZI): Z1-2440 Lincoln Heights
- General Plan Land Use: Low Medium II Residential
- Specific Plan Area: None
- Zoning Use / Zoning: None
- Design Review Board: No
- Historical Preservation Review: Yes
- Historic Protection Overlay Zone: Lincoln Heights
- Other Historic Designation: None
- Other Historic Survey Information: None
- MBL Art Contract: None
- PED - Pedestrian Oriented Districts: None
- PDO - Community Design Overlay: None
- NSG - Neighborhood Stabilization Overlay: No
- Streetcar: No
- Street Cutoff: No
- Adaptive Reuse Incentive Area: None
- CRA - Community Redevelopment Agency: None
- Central City Parking: No
- Downtown Parking: None
- Building Line: None
- 550 Ff School Zone: 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 zimascity.org.*

(C) APN Area is provided as is. From the Los Angeles County Public Works, Flood Control, Benefit Assessment.
Step 3: Gather Information from ZIMAS

ZIMAS also provides information on any historic designations or eligibility status of a property that will help complete section 5.
Step 3: Gather Information from SurveyLA

SurveyLA, the citywide historic resources survey, offers information on buildings, structures, and landscapes eligible for historic designation.

The current findings are available at Preservation.lacity.org/surveyla-findings-and-reports
Step 3: Gather Information from ZIMAS

Landmark THIS!
Step 4: Gather Information from Historic Building Permits

The Department of Building and Safety keeps records of all permitted work. Historic and recent building permits are needed to fill out sections 2 and 4.

Most permit information is now available online at ladbsdoc.lacity.org/idispublic/ or can be requested in person at 201 N. Figueroa on the first floor.

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</tr>
<tr>
<td>DOOR</td>
<td>Type: Select</td>
<td>Type: Select</td>
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</tbody>
</table>

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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.
Step 4: Gather Information from Historic Building Permits

*Permits are available from 1905 to the present. The Assessor’s Office, via ZIMAS, notes that the church was built in 1885. No original construction permit is available. Check Sanborn Maps which began recording building footprints in 1888.

Landmark THIS!
Step 4: Gather Information from Historic Building Permits

A brief project description, information on the architect, contractor, date of issuance and cost of construction are included.

Most permit information is now available online at ladbsdoc.lacity.org/idispublic/ or can be requested in person at 201 N. Figueroa on the first floor.

Landmark THIS!
Step 5: Gather Information from Sanborn Maps

LAPL provides access to Sanborn Maps that can be used to trace the history of a property or neighborhood.

The maps supply information on number of stories, where porches were located, other structures on site, materials, and more. They are helpful for sections 2, 3, and 4.

lapl.org/collections-resources/research-guides/sanborn-atlases
Step 5: Gather Information from Sanborn Maps

Search the Index for street name. Next to the street name will be the Volume and Page # the map can be found on.
Step 5: Gather Information from Sanborn Maps

Landmark THIS!
Step 5: Gather Information from Historic Photos

The Los Angeles Public Library photo collection can be viewed online at [photos.lapl.org](http://photos.lapl.org).

By comparing the photos, alterations become apparent and will help with section 4.
Step 5: Gather Information from Historic Periodicals

http://www.lapl.org/collections-resources/research-and-homework

LAPL provides access to historic periodicals online that can assist with section 7.

Proquest can provide copies of articles from the Los Angeles Times, the Herald Examiner, and more.
Step 6: Gather Information from Historic Periodicals

Landmark THIS!
Step 7: Make Sure the Application is Completed

Review to make sure you have supplied everything on the checklist and that the application is complete!

E-mail the application to Shannon.Ryan@lacity.org or

Mail the application with an electronic version to
Office of Historic Resources
Department of City Planning
200 N. Spring Street, Room 559
Los Angeles, CA 90012

Landmark THIS!
Making the Case: Connecting Criteria to Significance

Laura Dominguez
Preservation Coordinator
Los Angeles Conservancy

Manuel Huerta
Community Outreach Coordinator
Los Angeles Conservancy
Making the Case: Connecting Criteria to Significance

It's important to acknowledge the different layers of significance

Landmark THIS!
Chinatown West Gate
Built in 1939; designated as an HCM in 2005

SIGNIFICANCE: “In creating the buildings and monuments of New Chinatown, the founders looked to exotic Chinese architecture that would attract tourists. Ultimately, the architecture became a great source of cultural pride and provided a connection to their own heritage.”
Making the Case
Connecting Criteria to Significance

A Historic-Cultural Monument (HCM) is any site (including significant trees or other plant life located thereon), building, structure of particular historical or cultural significance to the City of Los Angeles, which:

1) the broad cultural, political, economic, or social history of the nation, state, or community is reflected or exemplified; or

2) are identified with historic personages or with important events in the main currents of national, state, or local history; or

3) embody the distinguishing characteristics of an architectural-type specimen, inherently valuable for a study of a period, style, or method of construction; or

4) are a notable work of a master builder, designer, or architect whose individual genius influenced his or her age.

An HCM must “qualify” in order to be eligible for HCM status

Landmark THIS!
HISTORY: “In 1938, New Chinatown broke ground as the nation’s first community to be wholly owned, planned, financed, and controlled by its own Chinese residents. Over 10,000 people attended the opening ceremony to celebrate the creation of a new community.”
Chinatown East Gate
Built in 1939; designated as an HCM in 2005

CONTEXT: “Most of the Chinese Americans displaced by Union Station moved into the area and, until the latter part of the 20th century, Chinatown was one of the largest settlements of Chinese in the country”
Connecting Criteria to Significance

Writing the nomination and getting the ordinance adopted

Landmark THIS!
Golden State Mutual Life Insurance Building
Built in 1949; designated as an HCM in 2011

Telling the complete story, with all of its important layers
Landmark THIS!
Golden State Mutual Life Insurance Building
Built in 1949; designated as an HCM in 2011

IMPORTANT SOCIAL HISTORY? “Important to development of Los Angeles as one of the first to offer life insurance to African Americans in Los Angeles and the Western United States, becoming the largest company to do so”
Golden State Mutual Life Insurance Building
Built in 1949; designated as an HCM in 2011

IMPORTANT CULTURAL CONNECTIONS? “Prominent institution and landmark in the growth and development of the West Adams’ Sugar Hill Neighborhood”

What are the cultural connections?
Landmark THIS!
Golden State Mutual Life Insurance Building
Built in 1949; designated as an HCM in 2011

MASTER ARCHITECT & IMPORTANT PERSONS?
“Designed by Architect Paul R. Williams; William Nickerson, Jr., Norman Oliver Houston, and George Allen Beavers, Jr. opened the Golden State Guarantee Fund Insurance Company”
Golden State Mutual Life Insurance Building
Built in 1949; designated as an HCM in 2011

IMPORTANT ARCHITECTURALLY? “Golden State Mutual is a good example of the Late Moderne style in Los Angeles; design features include smooth concrete walls, prominent bezeled windows, intersecting volumes in the form of two shallow wings projecting from the central core”

Is it important culturally and architecturally?
Landmark THIS!
Golden State Mutual Life Insurance Building
Built in 1949; designated as an HCM in 2011

IMPORTANT DESIGNERS? “Charles Alston, noted African American artist, and Hale Woodruff, distinguished artist and art educator, were commissioned to design two integrated murals for the building’s lobby, depicting African American history in California from 1527-1949”

Are there other aspects that make it significant, such as art? Landmark THIS!
Golden State Mutual Life Insurance Building
Built in 1949; designated as an HCM in 2011

IMPORTANT DESIGNERS? “Charles Alston’s The Negro in California History – Exploration and Colonization”

Is the art integrated and a part of the building or added later?
Landmark THIS!
Does it meet the criteria?

1) the broad cultural, political, economic, or social history of the nation, state, or community is reflected or exemplified; or

2) are identified with historic personages or with important events in the main currents of national, state, or local history; or

3) embody the distinguishing characteristics of an architectural-type specimen, inherently valuable for a study of a period, style, or method of construction; or

4) are a notable work of a master builder, designer, or architect whose individual genius influenced his or her age.

Consider the entire site and how the building relates more broadly Landmark THIS!
The Black Cat, Silver Lake
Built in 1939; designated as an HCM in 2008

Even modest buildings can be extraordinarily significant

Landmark THIS!
The Black Cat, Silver Lake
Built in 1939; designated as an HCM in 2008

How important is this building in terms of significance?
Landmark THIS!
The Black Cat, Silver Lake
Built in 1939; designated as an HCM in 2008

IMPORTANT SOCIAL HISTORY? The “response to a police raid on New Year’s morning...was precedent shattering”
The Black Cat, Silver Lake
Built in 1939; designated as an HCM in 2008

IMPORTANT SOCIAL HISTORY? “The protests in front of The Black Cat were the crucial spark that ignited a whole movement”

Are the events particularly unique and rare? Landmark THIS!
The Black Cat, Silver Lake
Built in 1939; designated as an HCM in 2008

Establish a clear case for significance
Landmark THIS!
Making the Case
Connecting Criteria to Significance

Establish a clear case for significance
Landmark THIS!
Does it meet the criteria?

1) the broad **cultural, political, economic, or social history** of the nation, state, or community is reflected or exemplified; or

2) are identified with **historic personages or with important events** in the main currents of national, state, or local history; or

3) embody the **distinguishing characteristics of an architectural-type specimen**, inherently valuable for a study of a period, style, or method of construction; or

4) are a **notable work of a master builder, designer, or architect whose individual genius influenced his or her age**.

Establish a clear case for significance

**Landmark THIS!**
Name that Part:
Writing Building and Place Descriptions

Marcello Vavala
Preservation Associate
Los Angeles Conservancy
Writing an Architectural Description
Golden State Mutual Insurance, West Adams Neighborhood

In 2011 Golden State Mutual was designated as an HCM Landmark THIS!
Resource books can help with describing details

Landmark THIS!
Consider the entire site and how the building relates broadly

Landmark THIS!
“The Golden State Mutual Building is located at the northeast corner of W. Adams Boulevard and Western Avenue in the West Adams neighborhood of Los Angeles”
Landmark THIS!

Use historic renderings to help understand the intent and design

Architectural Description
Describe the building’s relationship to its site, street, adjacent buildings, etc.

“This Late Moderne style commercial building is characterized by a six-story central core flanked by two, five-story wings arranged symmetrically and projecting at 45-degree angles from the main entrance elevation”
Architectural Description
Continue with further description of macro aspects: building shape, cladding material, roofing material, and foundation material.

Consider the overall form and orientation
Landmark THIS!
Architectural Description
Continue with further description of macro aspects: building shape, cladding material, roofing material, and foundation material.

“The building features an irregular plan, with a six-story central core flanked by two, five-story wings arranged symmetrically and projecting at 45-degree angles from the main entrance elevation”
Architectural Description
Continue with further description of macro aspects: building shape, cladding material, roofing material, and foundation material.

“The building is flat roofed, and is constructed of poured in place concrete, currently painted light cream”
Architectural Description

Begin to focus on specific features: window type, doors and door surrounds, porches, chimneys, storefronts, etc., and the location of these elements on the facades.

Landmark THIS!
**Architectural Description**

Begin to focus on specific features: window type, doors and door surrounds, porches, chimneys, storefronts, etc., and the location of these elements on the facades.

“**The building’s wings are characterized by horizontal ribbons of windows on each floor, with all windows on each floor within a continuous bezeled frame.**”
Architectural Description

“The plaza in front of the building is triangular. Shaped planters, some that echo the building’s plan, are placed at the plaza’s”
Architectural Description

“Spanning the top of the canopy are freestanding edge-lettering in Moderne-styled stainless steel block letters spelling “GOLDEN STATE MUTUAL LIFE”
Architectural Description
Describe the building’s interior spaces – for a residential structure, note the number of bedrooms and bathrooms and the general configuration of the layout. Include a description of all notable historic interior features, such as lobbies, stairs, mural/artwork, etc.
**Architectural Description**

Describe the building’s interior spaces – for a residential structure, note the number of bedrooms and bathrooms and the general configuration of the layout. Include a description of all notable historic interior features, such as lobbies, stairs, mural/artwork, etc.

“The double-height lobby features a curved full-length balcony at the mezzanine level. The lobby’s rear wall is clad in full-height birch wood paneling. The lower portions of the lobby’s side and front walls are clad in travertine”

**Landmark THIS!**
**Architectural Description**
Describe the building’s interior spaces – for a residential structure, note the number of bedrooms and bathrooms and the general configuration of the layout. Include a description of all notable historic interior features, such as lobbies, stairs, mural/artwork, etc.

“The upper portion of either lobby sidewall has oil on canvas, affixed murals, each 16’5” long and 9’3 ¼” tall. The west mural: “The Negro in California History—Exploration and Colonization” by Charles Alston; the east mural: “The Negro in California History--Settlement and Development” by Hale Woodruff”
Building Support: Navigating the Political Process

Ken Bernstein  
Manager, Office of Historic Resources  
City of Los Angeles

Richard Barron  
Chair, Cultural Heritage Commission

Gerald Gubaton  
Senior Planning Deputy  
Councilmember Gil Cedillo
THE CULTURAL EDITION

Landmark THIS!

Guide for Local Landmark Designation