

CULTURAL HERITAGE COMMISSION

**HISTORIC-CULTURAL MONUMENT
APPLICATION**

HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1. **NAME OF PROPOSED MONUMENT:** GOLDEN STATE MUTUAL LIFE INSURANCE COMPANY HOME OFFICE
2. **STREET ADDRESS:** 1999 WEST ADAMS BOULEVARD
CITY: LOS ANGELES **ZIP CODE:** 90018 **COUNCIL DISTRICT:** 8
3. **ASSESSOR'S PARCEL NO:** 5058015005
4. **COMPLETE LEGAL DESCRIPTION:** TRACT: WEST ADAMS HEIGHTS; MAP REFERENCE: M B 2-53/54;
BLOCK: 18; LOT: FR; ARB: 7.
5. **RANGE OF ADDRESSES ON PROPERTY:** ADAMS BLVD: 1999 W, 1985 W, 1995 W;
HOBART BLVD: 2501 S;
WESTERN AVE: 2490 S, 2500 S, 2516 S, 2530 S, 2536 S, 2550 S, 2552 S.
6. **PRESENT OWNER:** COMMUNITY IMPACT DEVELOPMENT
STREET ADDRESS: 801 SOUTH GRAND AVENUE SUITE 625
CITY: LOS ANGELES **STATE:** CA **ZIP CODE:** 90017 **PHONE:** 213-612-0688
OWNER IS: PRIVATE
7. **PRESENT USE:** VACANT **ORIGINAL USE:** OFFICE BUILDING

DESCRIPTION

8. **ARCHITECTURAL STYLE:** LATE MODERNE
9. **STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE** (SEE OPTIONAL DESCRIPTION WORKSHEET)
PLEASE SEE ATTACHMENT A

HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT:

GOLDEN STATE MUTUAL LIFE INSURANCE COMPANY HOME OFFICE

10. **CONSTRUCTION DATE: FACTUAL:** 1948-1949
11. **ARCHITECT, DESIGNER, OR ENGINEER:** PAUL R. WILLIAMS
12. **CONTRACTOR OR OTHER BUILDER:** BARUCH CORPORATION, BUILDERS
13. **DATES OF ENCLOSED PHOTOGRAPHS:** JUNE, 2010
14. **CONDITION:** VERY GOOD
15. **ALTERATIONS:** INFILLED STOREFRONTS AND WINDOW BAYS; MID-CENTURY PERFORATED METAL SCREENS PLACED OVER GROUND LEVEL BAYS; ENCLOSED MEETING SPACES AT AUDITORIUM BALCONY; REMOVAL OF ORIGINAL PALM TREES NEAR ENTRY, SLIDING GLASS DOOR ADDED OFF PRESIDENT'S SUITE; EXTERIOR WINDOW LOUVERS ADDED TO WINDOW PIERS OF BUILDING'S CENTRAL FRONT ELEVATION; METAL PARTITIONS AND NUMEROUS COSMETIC ALTERATIONS ON OFFICE FLOORS.
16. **THREATS TO SITE:** REMOVAL OF INTEGRATED MURALS IN BUILDING LOBBY
17. **THE STRUCTURE IS:** ON ITS ORIGINAL SITE

SIGNIFICANCE

18. **BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED WITH SITE.**

PLEASE SEE ATTACHMENT B

SOURCES

PLEASE SEE ATTACHMENT C

19. **DATE FORM PREPARED:** SEPTEMBER 22, 2010 **PREPARER'S NAME:** DANIEL PAUL
20. **ORGANIZATION** LOS ANGELES CONSERVANCY MODERN COMMITTEE
STREET ADDRESS: 523 W. 6TH STREET #826
CITY LOS ANGELES **STATE** CA **ZIP CODE** 90014 **PHONE** (213) 623-2489
EMAIL: mvavala@laconservancy.org

C I T Y O F L O S A N G E L E S
SIGNIFICANCE WORK SHEET

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

COMPLETE ONE OR BOTH OF THE UPPER AND LOWER PORTIONS OF THIS PAGE

ARCHITECTURAL SIGNIFICANCE

THE GOLDEN STATE MUTUAL LIFE INSURANCE COMPANY HOME OFFICE IS AN IMPORTANT EXAMPLE OF A LATE MODERNE OFFICE TOWER IN LOS ANGELES. IT MEETS CRITERION 3 OF THE CULTURAL HERITAGE ORDINANCE FOR THE HIGH QUALITY OF ITS DESIGN AND THE HIGH INTEGRITY AND RETENTION OF ITS ORIGINAL FORM AND DETAILING.

A N D / O R

HISTORICAL SIGNIFICANCE

THE GOLDEN STATE MUTUAL LIFE INSURANCE COMPANY HOME OFFICE: WAS BUILT IN 1948-1949.

THE GOLDEN STATE MUTUAL LIFE INSURANCE COMPANY WAS IMPORTANT TO THE DEVELOPMENT OF LOS ANGELES BECAUSE: THE COMPANY WAS 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.

NORMAN O. HOUSTON WAS IMPORTANT TO THE DEVELOPMENT OF LOS ANGELES BECAUSE: HOUSTON WAS AN ORIGINAL FOUNDER OF THE GOLDEN STATE MUTUAL LIFE INSURANCE COMPANY, AND OVERSAW THE COMPANY'S CONTINUED GROWTH, RELEVANCE AND SUCCESS DURING THE POST-WORLD WAR II ERA. HOUSTON SPEARHEADED THE RELOCATION OF THE GOLDEN STATE MUTUAL LIFE INSURANCE COMPANY TO WEST ADAMS. YEARS BEFORE THE SUPERIOR COURT RENDERED RACE-BASED HOUSING COVENANTS UNENFORCEABLE, THE HOUSTONS BECAME THE FIRST AFRICAN AMERICAN FAMILY TO PURCHASE A HOUSE IN WEST ADAMS' SUGAR HILL NEIGHBORHOOD IN 1938.

ARCHITECT PAUL REVERE WILLIAMS WAS IMPORTANT TO THE DEVELOPMENT OF LOS ANGELES BECAUSE: WILLIAMS, BORN AND RAISED IN LOS ANGELES, WOULD BECOME THE COUNTRY'S FIRST AFRICAN AMERICAN MEMBER OF THE AMERICAN INSTITUTE OF ARCHITECTS AND ITS FIRST FELLOW. OF THE 3,000 BUILDINGS DESIGNED IN HIS LIFETIME, MANY ARE LOS ANGELES LANDMARKS AND SIGNATURE BUILDINGS FOR THE CITY'S AFRICAN AMERICAN COMMUNITY.

ATTACHMENT A: DESCRIPTION
Golden State Mutual Life Insurance Company Home Office

Located at the northeast corner of W. Adams Boulevard and Western Avenue in the West Adams neighborhood of Los Angeles, the Golden State Mutual Life Insurance Company Home Office is a six-story, irregular plan building in the Late Moderne style. Its exterior massing 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. The building is flat roofed, and is constructed of poured in place concrete, currently painted light cream with brown accents. Its centered entry has an original set of glazed, aluminum frame doors with full-height sidelights. Centered directly above the entry doors is a set of exposed aluminum numbers reading "1999," the building's address. The first floor entry is symmetrically designed, with the central entrance doors flanked by two full-height terrazzo clad bays at either side and blank stucco walls that were originally window bays. A later addition above these entrance and flanking bays are the presence of mid-century-era, perforated aluminum screens, which currently shield the transom windows. A flat-roofed entrance canopy, chamfered at either end with a stepped aluminum fascia, spans the entire central portion of the front elevation, covering the entrance and adjacent bays. Spanning the top of the canopy are freestanding edge-lettering in Moderne-styled stainless steel block letters spelling "GOLDEN STATE MUTUAL LIFE".

The upper floors of the building's central core tower feature three vertical window piers which form a dominant vertical element to the building, which contrasts with the horizontal window ribbons of the flanking wings. The vertical window piers contains large windows in a 3 over 3 pane format, which are separated between floors with 3 paneled spandrels. The window piers are currently shielded by vertically oriented, operable metal louver systems that are not original to the building's design and were added in 1958. Unadorned, flat-faced pilasters rise between each window pier and terminate below the roofline of the central core tower.

The upper levels of the building feature stepped massing as a transition between the central core tower and the flanking wings. Upper-level patio decks are located at some of these portions of the building. Additional decks, some with pipe column railing, are present at the rear of the building. A centered flagpole with Moderne detailing is affixed above the central window pier of the main entrance elevation.

At the ground floor of the west elevation along Western Avenue, the storefront bay has been entirely in-filled, though its bezeled surround remains. A similar south-facing storefront along W. Adams Boulevard is partially in-filled, with the decorative screen seen near the entry also present within it. These flanking wings are characterized by horizontal ribbons of windows on each floor, with all windows on each floor within a continuous bezeled frame. These horizontal window ribbons on these wings provide a strong

contrast to the vertical window piers of the main entrance elevation. A subtle, stepped profile, similar to that upon the canopy fascia, characterized the corner angles of each projecting wing.

The plaza in front of the building is triangular. Shaped planters, some that echo the building's plan, are placed at the plaza's corners. Two of these located against the building contain small palm trees. Additional, square-shaped planters are symmetrically placed at either side of the entry and contain plantings of succulents. The building's dedication plaque is west of the entry, and additional plaques dating from 1950 and 1977 are east of the entry.

Inside, the double-height lobby features round-cornered walls, soft-edged continuous soffits, and a curved full-length balcony at the mezzanine level. The lobby's rear wall is clad in full-height birch wood paneling. A flat, birch wood belt course runs continuously along this paneling and its curved corners. The lower portions of the lobby's side and front walls are clad in travertine marble paneling. The floor is clad in dark green verde terrazzo, which extends a short distance up the wall plane as coping. Above the front wall soffit are three bays of operable windows.

The upper portion of either lobby sidewall has oil on canvas, affixed murals, each 16'5" long and 9'3 ¼" tall. The west wall mural, painted by Charles Alston, depicts *The Negro in California History--Exploration and Colonization*, of events in African American history from 1527-1850. The east wall mural, painted by Hale Woodruff, depicts *The Negro in California History--Settlement and Development*, of events in African American history from 1850-1949.

The lobby's ceiling has inset fluorescent lighting and adjustable, recessed can lighting near each wall mural. Behind the lobby's western portion is a birch and travertine clad hallway from the back of the building, with inset wood phone booths and original drinking fountains.

The birch-clad, soft-cornered foyer centered behind the lobby has two symmetrically placed elevator bays, and a centered entry into a double-height auditorium. The auditorium has a wood parquet floor and an elevated wood stage with a louvered platform. An original wood podium is present in front of the stage. Affixed to an angled wall just west of the stage is *The Insurance Man*, an overscaled, 1985 painting of an African American insurance salesman by the artist Richard Wyatt, Jr. Atop the auditorium's stage and sidewalls are full-length round-edged soffit lights. Suspended at the rear of the auditorium is a curved, subtly arcing full-length balcony. Two enclosed meeting rooms, later alterations, are present at the balcony level. The balcony is accessed through the mezzanine, which has floor tile of teal-colored linoleum.

The four levels of office floors are of a trapezoidal plan. Various meeting rooms and some office spaces, separated by wood and metal partitions with mottled privacy glass, are present at each. The building's sixth story has executive office spaces and a boardroom, which features a trapezoidal boardroom table, paralleling the contours of the room. Each sixth-floor room has access to rooftop decks at either end with original, scallop-edged metal awnings over west deck exterior windows. At the west end of the second floor is a cafeteria with a triangular floor plan, round soffit lighting, and deck access.

Behind the building is a 250' x 170' blacktopped parking lot, and a small, square plan, flat-roofed guard tower is also present. The guard tower is of brick with multi-light, full-height safety glass corner glazing, a beveled fascia, a recessed entry, and a one-car garage.

ATTACHMENT B: SIGNIFICANCE

Golden State Mutual Life Insurance Company Home Office

The Golden State Mutual Life Insurance Company Home Office meets all four City of Los Angeles Historic Cultural Monument (HCM) Criteria.

On July 23, 1925, William Nickerson, Jr., Norman Oliver Houston, and George Allen Beavers, Jr. opened the Golden State Guarantee Fund Insurance Company in a one-room office above a Central Avenue storefront in South Los Angeles. Mr. Nickerson had relocated from Houston after founding the American Mutual Benefit Association, the first black insurance company in Texas. Hoping to create an integrated insurance company which would serve numerous states, Mr. Nickerson joined Mr. Houston, a Northern Californian, and Mr. Beavers, who came to Los Angeles from Atlanta as a child, to realize his dream.¹

With undercurrents of discrimination, then-existing insurance companies denied coverage to California's estimated 40,000 African American families for being "uninsurable" or "extraordinary risks."² In the local African American community, Golden State rapidly filled a huge void. By 1928 it had over 100 employees, including 60 agents, with branches in Pasadena, Bakersfield, San Diego and Fresno. By 1930 it employed 130 African-Americans in white-collar positions.³ It was renamed Golden State Mutual Life Insurance Company (GSM) in 1931. Remaining profitable and paying dividends throughout the Depression, by the end of the 1930s GSM had six million dollars in policies and assets of \$437,000.⁴ By World War II, GSM had added branches in Illinois and Texas. The firm constructed its first headquarters building in 1929, a Spanish Colonial Revival style building located at 4261 S. Central Avenue that was designed by noted African American architect James H. Garrott.

In 1945, Mr. Nickerson died, and was succeeded by Norman Houston as president of GSM. At the time, Golden State was already the largest black owned business of any type west of the Mississippi River.⁵ Mr. Houston oversaw GSM through phenomenal growth during the postwar era, and orchestrated its relocation to Los Angeles' West Adams district. Norman Houston was a West Adams pioneer. Ten years before the landmark 1948 *Shelly v. Kramer* Superior Court case that rendered race-based property covenant restrictions unenforceable, he became the first African American to purchase a house in the affluent Sugar Hill neighborhood in West Adams.⁶ Fearing repercussions from the neighborhood's all-white population at the time, the Houston family didn't move to their new home until 1941.⁷ By 1960, West Adams was the center of Black Los Angeles.⁸

The groundbreaking for GSM's new Home Office on the northeast corner of Adams Boulevard and Western Avenue took place on March 31, 1948 and William Nickerson's son, Victor, oversaw the building's construction.⁹ A Los Angeles Sentinel article about the groundbreaking described the Paul

Williams designed, Late Moderne tower as "...the finest building to be erected and owned by Negroes in the nation."¹⁰ Among the famous and influential people present at its August 23, 1949 opening were Mayor Fletcher Bowron, Lieutenant Governor Goodwin J. Knight and Charlotta Bass, from the *California Eagle*.¹¹ The building served as GSM's headquarters for 60 years, from 1949 to 2009.

Golden State Mutual was the largest black-owned insurance company in the western United States for most of its existence. More importantly, GSM literally changed the landscape of Los Angeles. The company made life insurance widely available to tens of thousands of its African American citizens, and in constructing the GSM Home Office in West Adams, the company expanded black enterprise and residency in Los Angeles. A 1978 company history sums up the present-day historic significance of the Golden State Mutual Life Home Office, that it "Stands today as a symbol of black enterprise and of loyal service to many thousands."¹²

Architect Paul R. Williams

The building's architect, Paul Revere Williams, has national significance. Born in Los Angeles, he began his practice in 1922. By 1923, he became the first black member of the American Institute of Architects (AIA). Williams' portfolio is remarkably diverse in building type, style and client. He designed buildings for businesses and institutions, large and small, and designed numerous private homes. He was proficient in architectural styles spanning traditional to modernist, was adept at designing a host of building types, and designed public housing and postwar-era tract homes in addition to large estates.¹³ His broad scope of designs can be seen in some of his Los Angeles commissions, including the 28th Street YMCA (1926) at 1006 E. 28th Street, the Barbara Stanwyck Residence/Oakridge (1937) at 18650 Devonshire Avenue, the Church of Religious Science (1959) at 3281 W. 6th Street, and in his collaborations on the design of prominent civic buildings including the Los Angeles County Courthouse (1958) at 111 N. Hill Street (with Stanton & Stockwell, Adrian Wilson, and Austin, Field & Fry) and the Theme Building (1961) at Los Angeles International Airport (with William L. Pereira, Charles Luckman, and Welton Becket & Associates). Though Williams enjoyed a career that afforded him close association with many prominent figures of all races, his granddaughter Karen E. Hudson noted: "nothing would deter him from addressing the needs of the growing African-American community. He took genuine pride in being able to influence the look and environment of his own community. From churches to mortuaries, youth centers to financial institutions, Williams believed that the visibility of his designs in the community where he lived and socialized was immensely important."¹⁴ In 1957 he became the first African American AIA Fellow, and his career continued for another sixteen years. By its end, he had designed over 3,000 buildings.

Integrated Lobby Murals

The interior lobby of the building was designed to incorporate two integrated murals, one for each sidewall. These large Social Realist style murals: *The Negro in California History--Exploration and Colonization* by artist Charles Alston and *The Negro in California History--Settlement and Development* by artist Hale Woodruff are together a panoramic depiction of African-American history in California from 1527 through 1949. Building architect Paul Williams sat on the three-person committee that selected the murals' artists and subject.¹⁵ The Golden State Mutual Building draws on a rich history of integrated murals in buildings. Whether the mural is painted directly onto the wall surfaces or onto canvass that is then affixed to a specifically designed space, the result is a building with integrated artwork that serves to enhance both the architectural setting and the public experience. The murals at Golden State Mutual, which are painted on canvass, are part of the building's original design as conceived by architect Paul Williams and remain in good condition with high integrity. They represent a significant interior element of the building, with their depictions of African American history in California. The mural dedication ceremony on August 19, 1949, served as the official opening of the building and commenced a series of events that ended with the dedication of the building on August 23 of the same year.

Mural Artists Charles Alston and Hale Woodruff

Artists Charles Alston and Hale Woodruff were each commissioned to create expansive murals depicting African American heritage in Los Angeles that would become integral components of the lobby of Golden State Mutual's new building. Both Alston and Woodruff, and the subject matter of their murals, were selected by three-person committee that included building architect Paul Williams.¹⁶

Charles Alston (1907-1977), noted African American artist who worked in the mediums of painting and sculpting and served as an art educator, was known for "fusing modern art styles with non-Western influences to create a new and distinctive African-American idiom." Alston was influenced by the large scale works of the Mexican muralists, including Diego Rivera and Jose Clemente Orozco. One of Alston's early works of this form was a large pair of murals for New York's Harlem Hospital entitled *Magic and Medicine* and *Modern Medicine*, which were funded by the Works Progress Administration and celebrated African American heritage in the field of medicine.¹⁷

Hale Woodruff (1900-1980) had a distinguished career as an artist and art educator. His first mural was created in 1934 in collaboration with artist Wilmer Jennings as a Public Works Project and celebrated African American contributions to wide ranging aspects of America's cultural traditions. The four-panel mural was titled *The Negro in Modern American Life, Literature, Music, Agriculture, Rural Life, and Art*. Like Alston, Woodruff had an interest in the mural painting traditions of Mexico. He studied directly with Mexican muralist Diego Rivera in 1936 and "noted the parallels between Mexican art and that of African Americans."¹⁸

Late Moderne

The Late Moderne style emerged following World War II and was popular from the mid-1940s through the late 1950s for a variety of building types ranging from office, retail and medical buildings, structures devoted to industrial and utility uses, and locally for postwar-era fire stations. The style is derivative of Streamline Moderne in its simplicity of form, strong horizontal emphasis, and use of spare surfaces, but the trademark curves were replaced by sharp angularity, which became a defining feature of the style. Large examples often feature intersecting volumes that emphasize the style's emphasis on angularity. Exterior wall surfaces are generally smooth stucco, concrete, or brick. For heightened textural contrast, brick is often laid in a stacked bond, which further emphasizes the angularity of the style. One of the most identifiable, character-defining features of the Late Moderne style is the use of bezeled windows, which features a protruding flange that frames each side.¹⁹ This design feature is used for both individual windows and also to outline a ribbon of windows. Integrated planters and landscaping is frequent design feature.

Notable examples of Late Moderne architecture constructed in Los Angeles County have included the General Petroleum Building at 612 S. Flower Street in downtown Los Angeles, (Wurdeman and Becket, 1947); Bullock's Pasadena at 401 South Lake Street in Pasadena, (Wurdeman and Becket, 1947); Mullen & Bluett Department Store, 5570 Wilshire Boulevard, (Stiles Clements Associate Architects, 1949--demolished), and the Associated Telephone Company Building at 604 Arizona Avenue in Santa Monica, (A. C. Martin & Associates, 1950).

The Golden State Mutual Life Insurance Company Home Office, completed in 1949, is a good example of the Late Moderne style in Los Angeles. The building's design features many character-defining features of the style, including smooth concrete walls, prominent bezeled windows, and intersecting volumes in the form of two shallow wings projecting from the central core. The entrance plaza features integrated landscaping in the form of raised planters.

Endnotes

¹ M. S. Stuart, An Economic Detour: A History of Insurance in the Lives of American Negroes (New York: Malliet, 1940).

² Golden State Mutual Life Insurance Company, "A Brief History of the Founding and Development of Golden State Mutual Life," brochure (Los Angeles: Golden State Mutual Life Insurance Company, n.d.) 2.

³ Douglas Flamming, Bound for Freedom: Black Los Angeles in Jim Crow America (Berkeley, CA: University of California Press, 2005) 253-258; Lawrence B. de Graaf, et. al, eds., Seeking El Dorado: African Americans in California (Los Angeles: Autry Museum of Western Heritage, 2001) 22; both works cited by Teresa Grimes, "Historic Resources Associated with African Americans in Los Angeles," National Register of Historic Places Multiple Property Documentation Form. Dec., 2008: E-23.

⁴ Chris Ott, "Golden State Mutual Life Insurance Company," BlackPast.org, <http://www.blackpast.org/?q=aaw/golden-state-mutual-life-insurance-company>.

⁵ Commodore Wynn, ed., Negro Who's Who in California ([Los Angeles, CA?]: Negro Who's Who in California Pub. Co, 1948) 54.

⁶ Grimes, "Historic Resources Associated," E-9. A local precursor to the landmark *Shelley v. Kramer* case, in December, 1945 California Superior Court Judge Thurman Clarke heard the "Sugar Hill Case" (*Tolhurst v. Venerable*) wherein the West Adams Heights Improvement Association brought suit against homeowners who sold property to African Americans on the basis that race based covenant restrictions were to be in place for West Adams until 2035. Unlike prior cases which cited technicalities for delegitimizing such covenants, Judge Clarke cited the Fourteenth Amendment in his decision in favor of the defense: the first ruling of its kind made by an American judge. The defense was represented by Loren Miller, who would later work under Thurgood Marshall on *Shelley v. Kramer*. By the late 1940s, some of the City's most prominent African Americans lived in Sugar Hill. After Houston these included actresses Hattie McDaniel and Louise Beavers, former Los Angeles NAACP President J.A. Somerville, and Horace Clark: the owner of the Clark Hotel: Josh Sides, L.A. City Limits: African American Los Angeles from the Great Depression to the Present (Berkeley: University of California Press, 2006) 98-100; Carey McWilliams, "The Evolution of Sugar Hill," Script March 1949: 30.

⁷ Ibid.

⁸ Ibid., E-10.

⁹ The Golden State Mutual Home Office was company's fourth home. With its rapid growth the company moved often during the first ten years of its existence. Its first home was a small office at 1435 Central Avenue. 79 days later the company relocated to 3512 Central Avenue. Its third home was the first purposely built for the company and was located at 4261 Central Avenue (frequently listed as 4111 Central Avenue). This building, which dates from 1928, is City HCM #580 and is listed on the National Register of Historic Places.

¹⁰ "High Officials Attend Ground Breaking Rites for New Home Of Golden State Insurance Co," Los Angeles Sentinel, 8 April 1948: 8.

¹¹ "Home Office Ground Broken," Los Angeles Times. 1 April 1948: A1; "Golden State Life Opens New Building Tuesday," Los Angeles Times, 18 August 1949: A7. The PRW Project, "Golden State Mutual Life Insurance Company, Los Angeles, CA," Paul Revere Williams: A Man and His Work, <http://www.paulrwilliamsproject.org/gallery/1940s-office-buildings>.

¹² Golden State Mutual Life Insurance Company, "A Brief History of the Founding and Development of Golden State Mutual Life," brochure (Los Angeles: Golden State Mutual Life Insurance Company, 1978) n.p.

¹³ Vavala, Marcello. Paul Williams in Santa Monica. Santa Monica Conservancy News. Vol. 6, No. 4. Dec. 2008.

¹⁴ Karen E. Hudson, Paul R. Williams, Architect: A Legacy of Style (New York: Rizolli, 1993) 15.

¹⁵ "High Officials Attend Ground Breaking Rites for New Home Of Golden State Insurance Co," Los Angeles Sentinel, Apr. 8, 1948, 8.

¹⁶ "High Officials Attend Ground Breaking Rites for New Home Of Golden State Insurance Co," Los Angeles Sentinel, Apr. 8, 1948, 8.

¹⁷ Gale Cotemporary Black Biography: Hale Woodruff. <http://www.answers.com/topic/hale-woodruff>

¹⁸ Gale Cotemporary Black Biography: Charles Alston. <http://www.answers.com/topic/charles-alston>

¹⁹ Gleye, Paul. The Architecture of Los Angeles. Los Angeles: Rosebud Books, 1981: 149.

ATTACHMENT C: WORKS CITED

Golden State Mutual Life Insurance Company Home Office

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de Graaf, Lawrence B. et. al, eds., Seeking El Dorado: African Americans in California. Los Angeles: Autry Museum of Western Heritage, 2001.

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High Officials Attend Ground Breaking Rites for New Home Of Golden State Insurance Co," Los Angeles Sentinel 8 April 1948: 8.

"Home Office Ground Broken," Los Angeles Times 1 April 1948: A1.

Hudson, Karen E. Paul R. Williams, Architect: A Legacy of Style. New York: Rizzoli, 1993.

McWilliams, Carey. "The Evolution of Sugar Hill," Script Mar. 1949: 30.

Ott, Chris. "Golden State Mutual Life Insurance Company," BlackPast.org.
<http://www.blackpast.org/?q=aaw/golden-state-mutual-life-insurance-company>.

The PRW Project, "Golden State Mutual Life Insurance Company, Los Angeles, CA.," Paul Revere Williams: A Man and His Work, <http://www.paulrwilliamsproject.org/gallery/1940s-office-buildings/>.

Sides, Josh. L.A. City Limits: African American Los Angeles from the Great Depression to the Present. Berkeley: University of California Press, 2006.

Stuart, M.S. An Economic Detour: A History of Insurance in the Lives of American Negroes. New York: Malliet, 1940.

Wynn, Commodore, ed. Negro Who's Who in California. [Los Angeles, CA?]: Negro Who's Who in California Pub. Co, 1948.





**1. Golden State Mutual Life Insurance Company Home Office, front elevation.
View: NE**



**2. Golden State Mutual Life Insurance Company Home Office, west-side and front elevation.
View: NE**

All photographs Daniel Paul, June and July, 2010, unless otherwise indicated.



3. Golden State Mutual Life Insurance Company Home Office, east-side elevation. View: NW.



4. Golden State Mutual Life Insurance Company Home Office, rear elevation. View: SE.



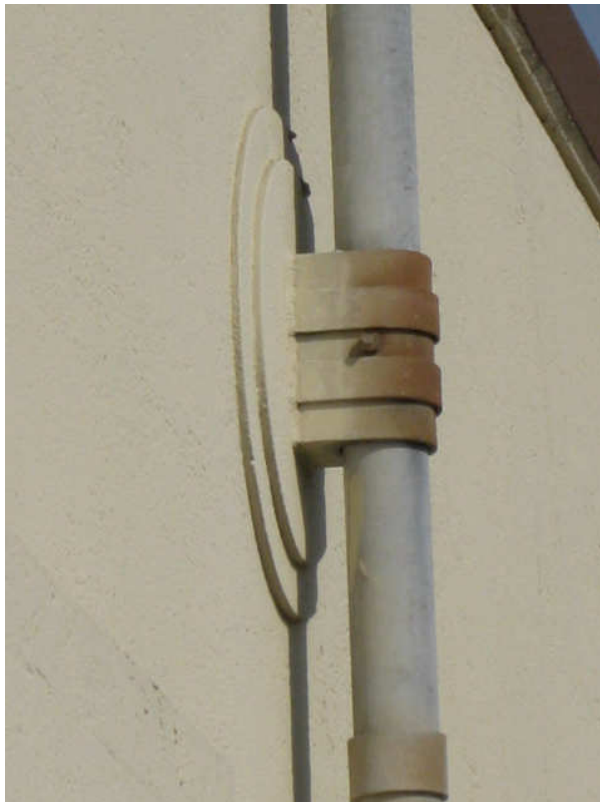
5. Golden State Mutual Life Insurance Company Home Office, entry plaza with integrated planting bed (foreground). View: NE



6. Golden State Mutual Life Insurance Company Home Office, entrance canopy detail with stainless steel fascia and edge lettering spelling "GOLDEN STATE MUTUAL LIFE". View: NE



7. Golden State Mutual Life Insurance Company Home Office, front elevation, detail of central window bays and louvers (non-original).



8. Golden State Mutual Life Insurance Company Home Office, flagpole mount, front elevation above central pier of windows. View: E



9. Golden State Mutual Life Insurance Company Home Office, exterior stepping detail. View: upward.



10. Golden State Mutual Life Insurance Company Home Office, plaza. View: downward.



11. Golden State Mutual Life Insurance Company Home Office, upper deck (wood patio added in 1979), View: E.



12. Golden State Mutual Life Insurance Company Home Office, guard structure. View: SE



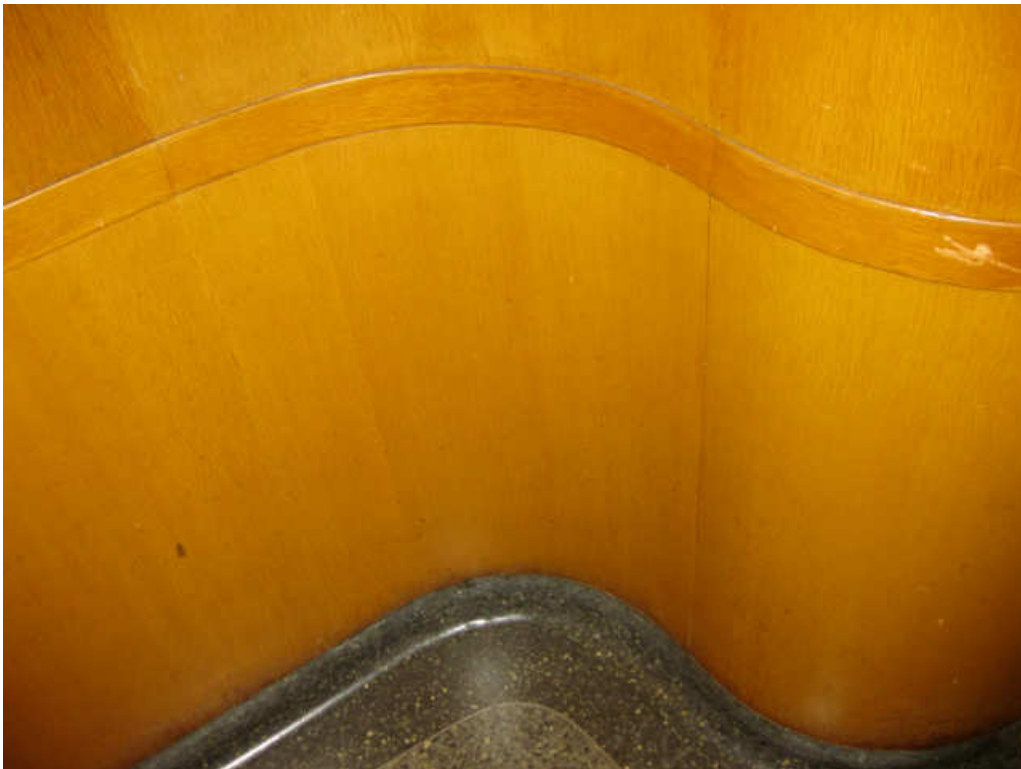
13. Golden State Mutual Life Insurance Company Home Office, lobby, with view of Hale Woodruff mural and integrated clock. View: E.



14. Golden State Mutual Life Insurance Company Home Office, lobby, with view of terrazzo flooring, wood veneer paneling and integrated clock. View: NE



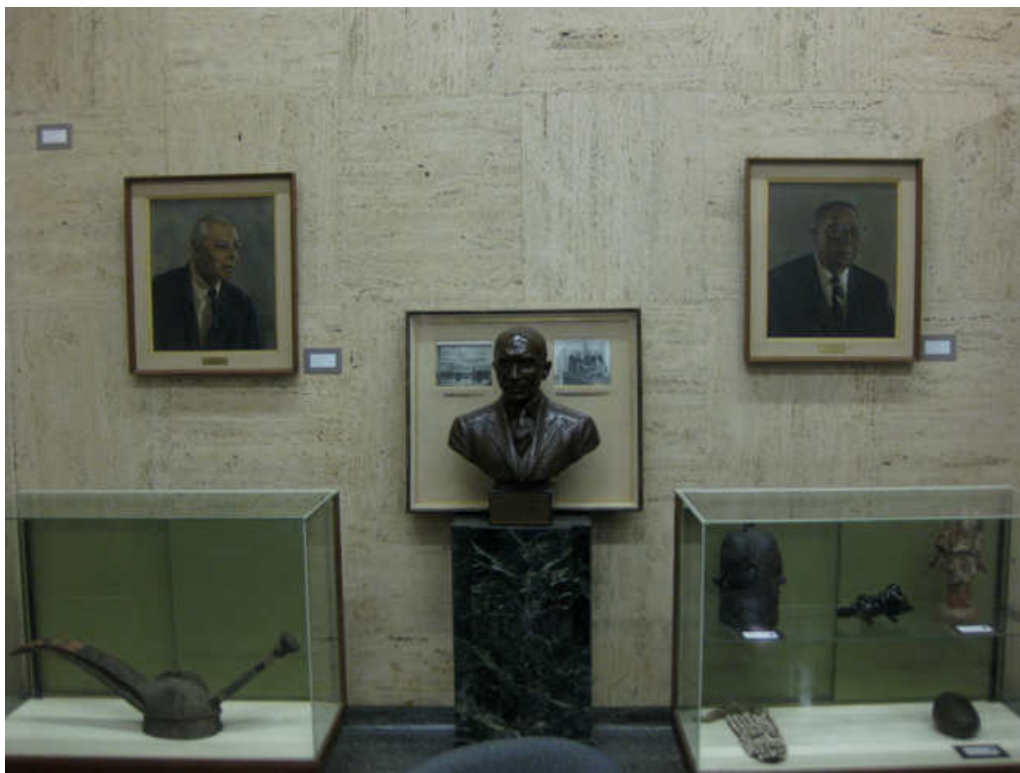
15. Golden State Mutual Life Insurance Company Home Office, lobby, with view of travertine clad walls. View: SW.



16. Golden State Mutual Life Insurance Company Home Office, lobby detail, with view of wood veneer paneling and terrazzo flooring. View: downward/ E



17. Golden State Mutual Life Insurance Company Home Office, hallway detail. View: SW



18. Golden State Mutual Life Insurance Company Home Office, lobby artifacts. View: W



19. Golden State Mutual Life Insurance Company Home Office, west wall lobby mural. Charles Alston, *The Negro in California History--Exploration and Colonization*, 1949. View: NW.
(photo courtesy Golden State Mutual Life Insurance Co.)



20. Golden State Mutual Life Insurance Company Home Office, east wall lobby mural. Hale Woodruff, *The Negro in California History--Settlement and Development*, 1949. View: SE.
(photo courtesy Golden State Mutual Life Insurance Co.)



21. Golden State Mutual Life Insurance Company Home Office, auditorium stage. View: NE.



22. Golden State Mutual Life Insurance Company Home Office, auditorium mural. George Wyatt, Jr, *The Insurance Man*, 1985. View: NW.



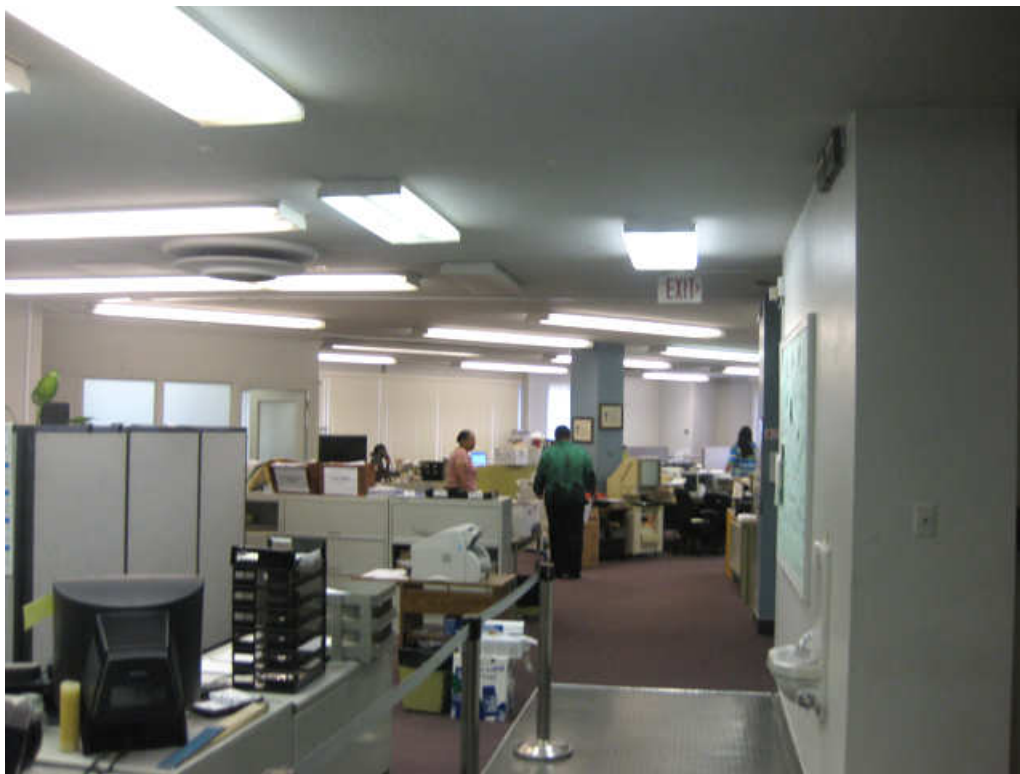
23. Golden State Mutual Life Insurance Company Home Office, auditorium, with view of *The Insurance Man* mural and podium. View: W.



24. Golden State Mutual Life Insurance Company Home Office, auditorium. View: E



25. Golden State Mutual Life Insurance Company Home Office, cafeteria. View: NE



26. Golden State Mutual Life Insurance Company Home Office, office floor. View: NW.



City of Los Angeles Department of City Planning

8/20/2010 PARCEL PROFILE REPORT

PROPERTY ADDRESSES

2490 S WESTERN AVE
2501 S HOBART BLVD
2516 S WESTERN AVE
2530 S WESTERN AVE
2550 S WESTERN AVE
1985 W ADAMS BLVD
1995 W ADAMS BLVD
1999 W ADAMS BLVD
2500 S WESTERN AVE
2536 S WESTERN AVE
2552 S WESTERN AVE

ZIP CODES

90018

RECENT ACTIVITY

None

CASE NUMBERS

CPC-2010-760-GPA-VZC-HD-SPR
CPC-2007-3827-ICO
CPC-2004-2395-ICO
CPC-1986-603-GPC
CPC-1986-447-GPC
CPC-1983-506-SP
ORD-70562
ORD-180103
ORD-177323
ORD-171682
ORD-167121-SA656
ORD-162128
ZA-9646
ENV-2010-328-EAF
PRIOR-07/29/1962

Address/Legal Information

| | |
|------------------------------|--------------------|
| PIN Number | 123B193 477 |
| Lot/Parcel Area (Calculated) | 70,105.5 (sq ft) |
| Thomas Brothers Grid | PAGE 633 - GRID H6 |
| Assessor Parcel No. (APN) | 5058015005 |
| Tract | WEST ADAMS HEIGHTS |
| Map Reference | M B 2-53/54 |
| Block | BLK 18 |
| Lot | FR |
| Arb (Lot Cut Reference) | 7 |
| Map Sheet | 123B193 |

Jurisdictional Information

| | |
|--------------------------|---------------------------------|
| Community Plan Area | South Los Angeles |
| Area Planning Commission | South Los Angeles |
| Neighborhood Council | Empowerment Congress North Area |
| Council District | CD 8 - Bernard C. Parks |
| Census Tract # | 2215.00 |
| LADBS District Office | Los Angeles Metro |

Planning and Zoning Information

| | |
|--|--|
| Special Notes | None |
| Zoning | C2-1 RD1.5-1 |
| Zoning Information (ZI) | ZI-2374 Los Angeles State Enterprise Zone ZI-2393 Fast Food (ICO) ZI-699 Normandie 5 Redevelopment Project |
| General Plan Land Use | Low Medium II Residential Community Commercial |
| Plan Footnote - Site Req. | See Plan Footnotes |
| Additional Plan Footnotes | South Los Angeles |
| Hillside Area (Zoning Code) | No |
| Specific Plan Area | South Los Angeles Alcohol Sales |
| Special Land Use / Zoning | None |
| Design Review Board | No |
| Historic Preservation Review | No |
| Historic Preservation Overlay Zone | None |
| Other Historic Designations | None |
| Other Historic Survey Information | None |
| Mills Act Contract | None |
| POD - Pedestrian Oriented Districts | None |
| CDO - Community Design Overlay | None |
| NSO - Neighborhood Stabilization Overlay | No |
| Streetscape | No |
| Sign District | No |
| Adaptive Reuse Incentive Area | None |
| CRA - Community Redevelopment Agency | Normandie 5 Redevelopment Project |
| Central City Parking | No |
| Downtown Parking | No |

| | |
|---|------------------------|
| Building Line | 25 |
| 500 Ft School Zone | No |
| 500 Ft Park Zone | No |
| Assessor Information | |
| Assessor Parcel No. (APN) | 5058015005 |
| APN Area (Co. Public Works)* | 1.615 (ac) |
| Use Code | 1700 - Office Building |
| Assessed Land Val. | \$6,983,410 |
| Assessed Improvement Val. | \$2,763,435 |
| Last Owner Change | 05/15/09 |
| Last Sale Amount | \$9,770,097 |
| Tax Rate Area | 312 |
| Deed Ref No. (City Clerk) | 1947815 |
| | 1208 |
| | 1190341 |
| | 0724982 |
| Building 1 | |
| Year Built | 1948 |
| Building Class | AX |
| Number of Units | 0 |
| Number of Bedrooms | 0 |
| Number of Bathrooms | 0 |
| Building Square Footage | 54,234.0 (sq ft) |
| Building 2 | |
| Year Built | 1949 |
| Number of Units | 0 |
| Number of Bedrooms | 0 |
| Number of Bathrooms | 0 |
| Building Square Footage | 49,002.0 (sq ft) |
| 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 |
| Farmland | Area not Mapped |
| Very High Fire Hazard Severity Zone | No |
| Fire District No. 1 | No |
| Fire District No. 2 | Yes |
| Flood Zone | None |
| Hazardous Waste / Border Zone Properties | No |
| Methane Hazard Site | Methane Zone |
| High Wind Velocity Areas | No |
| Special Grading Area (BOE Basic Grid Map A-13372) | No |
| Oil Wells | None |
| Alquist-Priolo Fault Zone | No |
| Distance to Nearest Fault | 2.22778 (km) |
| Landslide | No |
| Liquefaction | No |
| Economic Development Areas | |
| Business Improvement District | None |
| Federal Empowerment Zone | None |
| Renewal Community | Los Angeles |
| Revitalization Zone | Central City |

| | |
|----------------------------------|-----------------------------------|
| State Enterprise Zone | Los Angeles State Enterprise Zone |
| Targeted Neighborhood Initiative | West Adams |

Public Safety

Police Information

| | |
|--------------------|-----------|
| Bureau | South |
| Division / Station | Southwest |
| Reporting District | 316 |

Fire Information

| | |
|-----------------------------|----|
| District / Fire Station | 26 |
| Batallion | 3 |
| Division | 2 |
| Red Flag Restricted Parking | No |

CASE SUMMARIES

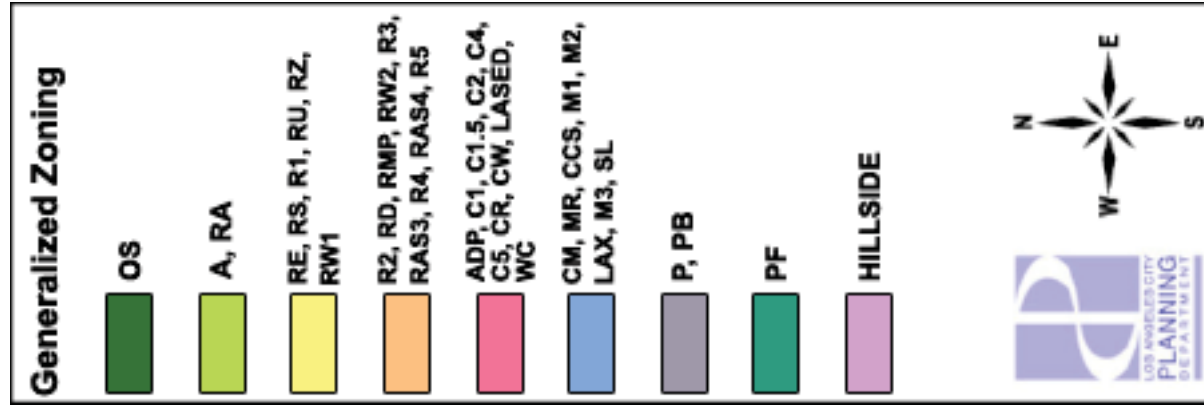
Note: Information for case summaries is retrieved from the Planning Department's Plan Case Tracking System (PCTS) database.

| | |
|--------------------------|--|
| Case Number: | CPC-2010-760-GPA-VZC-HD-SPR |
| Required Action(s): | GPA-GENERAL PLAN AMENDMENT HD-HEIGHT DISTRICT SPR-SITE PLAN REVIEW VZC-VESTING ZONE CHANGE |
| Project Descriptions(s): | PURSUANT TO 11.5.6 - GENERAL PLAN AMENDMENT FROM LOW MEDIUM II RESIDENTIAL TO COMMUNITY COMMERCIAL ON THE EASTERNMOST 150' OF THE SITE, AND TO AMEND FOOTNOTE 1 OF THE SOUTH LA COMMUNITY PLAN LIMITING COMMUNITY COMMERCIAL ZONES TO A HEIGHT DISTRICT OF 1, TO ALLOW THE PROPERTY TO BE CHANGED TO A HEIGHT DISTRICT OF 2. PURSUANT TO 12.32 Q - VESTING ZONE CHANGE FROM RD1.5 TO C2 ON THE EASTERNMOST 150' OF THE SITE. PURSUANT TO 12.32 F - HEIGHT DISTRICT CHANGE FROM 1 TO 2D (WITH FAR LIMITED TO 2.0:1) FOR THE ENTIRE SITE. PURSUANT TO 16.05 - SITE PLAN REVIEW FOR A BUILDING OVER 50,000 SQ FT. |
| Case Number: | CPC-2007-3827-ICO |
| Required Action(s): | ICO-INTERIM CONTROL ORDINANCE |
| Project Descriptions(s): | ESTABLISHMENT OF AN ICO TO TEMPORARILY PROHIBIT THE ISSUANCE OF ALL PERMITS RELATED TO THE ESTABLISHMENT OF NEW FAST-FOOD RESTAURANTS LOCATED IN WHOLE OR IN PART WITHIN THE PROPOSED ICO BOUNDARY. |
| Case Number: | CPC-2004-2395-ICO |
| Required Action(s): | ICO-INTERIM CONTROL ORDINANCE |
| Project Descriptions(s): | ICO TO REGULATE THE ISSUANCE OF PERMITS RELATED TO AUTOMOTIVE-RELATED USES, INCLUDING BUT NOT LIMITED TO AUTOMOBILE, TRAILER SALES, ETC |
| Case Number: | CPC-1986-603-GPC |
| Required Action(s): | GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283) |
| Project Descriptions(s): | GENERAL PLAN/ZONING CONSISTENCY PROGRAM |
| Case Number: | CPC-1986-447-GPC |
| Required Action(s): | GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283) |
| Project Descriptions(s): | PLAN AND ZONE CONSISTENCY - SOUTH CENTRAL LOS ANGELES (HERB GLASCOW) |
| Case Number: | CPC-1983-506-SP |
| Required Action(s): | SP-SPECIFIC PLAN (INCLUDING AMENDMENTS) |
| Project Descriptions(s): | Data Not Available |
| Case Number: | ENV-2010-328-EAF |
| Required Action(s): | EAF-ENVIRONMENTAL ASSESSMENT |
| Project Descriptions(s): | A GENERAL PLAN AMENDMENT FROM LOW MEDIUM II RESIDENTIAL TO COMMUNITY COMMERCIAL AND A ZONE CHANGE FROM RD1.5 TO C2 PURSUANT TO SECTION 11.5.6-A AND SECTION 12.32-Q RESPECTIVELY OF THE LAMC, TO ALLOW CONSTRUCTION OF A 70,000-SQUARE-FOOT OFFICE BUILDING WITH 320-SPACE PARKING BUILDING. THE REQUESTED VESTING ZONE CHANGE IS FOR THE EASTERLY PORTION OF THE SUBJECT PROPERTY, WHICH FRONTS ON HOBART BOULEVARD, AND IS CURRENTLY ZONED RD1.5. A HEIGHT DISTRICT CHANGE FROM HEIGHT DISTRICT 1 TO HEIGHT DISTRICT 2D (WITH FAR LIMITED TO 2.0:1), PURSUANT TO SECTION 12.32-B OF THE LAMC, FOR THE ENTIRE SITE. A SITE PLAN REVIEW, PURSUANT TO SECTION 16.05-D,2 OF THE LAMC, FOR THE PROPOSED DEVELOPMENT PROJECT. |

DATA NOT AVAILABLE

ORD-70562
ORD-180103
ORD-177323
ORD-171682
ORD-167121-SA656
ORD-162128
ZA-9646
PRIOR-07/29/1962

Department of City Planning



Zoning: C2-1, RD1.5-1

Block: BLK 18

Lot: FR

Arb: 7

General Plan: Low Medium II Residential, Community Commercial