

# HISTORIC-CULTURAL MONUMENT NOMINATION FORM



## 1. PROPERTY IDENTIFICATION

|   |   |                                       |                              |
|---|---|---------------------------------------|------------------------------|
| Proposed Monument Name: <b>Norm's La Cienega Coffee Shop</b>                                      |   | Original historic name                |                              |
| Other Associated Names:   |   |                                       |                              |
| Street Address: <b>470 La Cienega</b>   |   | Zip: <b>90048</b>                     | Council District: <b>5</b>   |
| Range of Addresses on Property:   |   | Community Name: <b>Mid City West</b>  |                              |
| Assessor Parcel Number: <b>5514001001</b>   | Tract: <b>TR 4353</b>                     | Block: <b>1</b>                       | Lot: <b>2</b>                |
| Identification cont'd:  |   |                                       |                              |
| Proposed Monument Property Type:  | <input checked="" type="radio"/> Building | <input type="radio"/> Structure       | <input type="radio"/> Object |
|   | <input type="radio"/> Site/Open Space     | <input type="radio"/> Natural Feature |                              |
| Describe any additional resources located on the property to be included in the nomination, here: |   |                                       |                              |
|   |   |                                       |                              |

## 2. CONSTRUCTION HISTORY & CURRENT STATUS

|  |  |  |
|--|--|--|
| Year built: <b>1956</b>  | <input checked="" type="radio"/> Factual <input type="radio"/> Estimated | Threatened? <b>Private Development</b>   |
| Architect/Designer: <b>Armet and Davis (Helen Fong); Stan Abrams</b> | Contractor:  |  |
| Original Use: <b>Coffee shop</b>                                     | Present Use: <b>Coffee shop</b>  |  |
| Is the Proposed Monument on its Original Site?                       | <input checked="" type="radio"/> Yes                                     | <input type="radio"/> No (explain in section 7) <input type="radio"/> Unknown (explain in section 7) |

## 3. STYLE & MATERIALS

| Architectural Style: <b>Googie</b> |                                 | Stories: <b>1</b>       | Plan Shape: <b>Rectangular</b> |
|------------------------------------|---------------------------------|-------------------------|--------------------------------|
| FEATURE                            | PRIMARY                         | SECONDARY               |                                |
| CONSTRUCTION                       | Type: <b>Wood</b>               | Type: <b>Select</b>     |                                |
| CLADDING                           | Material: <b>Glass skin</b>     | Material: <b>Brick</b>  |                                |
| ROOF                               | Type: <b>Combination</b>        | Type: <b>Flat</b>       |                                |
|                                    | Material: <b>Rolled asphalt</b> | Material: <b>Select</b> |                                |
| WINDOWS                            | Type: <b>Floor-to-Ceiling</b>   | Type:                   |                                |
|                                    | Material: <b>Aluminum</b>       | Material: <b>Select</b> |                                |
| ENTRY                              | Style: <b>Corner</b>            | Style: <b>Select</b>    |                                |
| DOOR                               | Type: <b>Glass</b>              | Type: <b>Select</b>     |                                |



# 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 "Proposed Monument Description" and "Statement of Significance" pages |
|  |   |
|  |   |
|  |   |
|  |   |
|  |   |
|  |   |
|  |   |

## 5. EXISTING HISTORIC RESOURCE IDENTIFICATION (if known)

|   |  |
|---|--|
| <input type="checkbox"/>                            | Listed in the National Register of Historic Places   |
| <input type="checkbox"/>                            | Listed in the California Register of Historical Resources  |
| <input type="checkbox"/>                            | Formally determined eligible for the National and/or California Registers                            |
| <input type="checkbox"/>                            | Located in an Historic Preservation Overlay Zone (HPOZ)  |
| <input type="radio"/>                               | Contributing feature   |
| <input type="radio"/>                               | Non-contributing feature   |
| <input checked="" type="checkbox"/>                 | Determined eligible for national, state, or local landmark status by an historic resources survey(s) |
| Survey Name(s): SurveyLA                            |  |
| 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): |  |
| <input checked="" type="checkbox"/>  | Reflects the broad cultural, economic, or social history of the nation, state, or community  |
| <input type="checkbox"/>   | Is identified with historic personages or with important events in the main currents of national, state, or local history                                  |
| <input checked="" type="checkbox"/>  | Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction |
| <input checked="" type="checkbox"/>  | A notable work of a master builder, designer, 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: Adrian Scott Fine                        |                            | Company: Los Angeles Conservancy, Modern Committee (Mod) |           |
| Street Address: 523 West 6th Street, Suite 826 |                            | City: Los Angeles  | State: CA |
| Zip: 90014                                     | Phone Number: 213-430-4203 | Email: afine@laconservancy.org                           |           |

### Property Owner

Is the owner in support of the nomination? ☐ Yes ☐ No ☒ Unknown

|  |               |          |        |
|--|---------------|----------|--------|
| Name: Believed to be Jason Illoulouian |               | Company: |        |
| Street Address:                        |               | City:    | State: |
| Zip:                                   | Phone Number: | Email:   |        |

### Nomination Preparer/Applicant's Representative

|                 |               |                       |           |
|-----------------|---------------|-----------------------|-----------|
| Name: Alan Hess |               | Company:              |           |
| Street Address: |               | City: Irvine          | State: CA |
| Zip:            | Phone Number: | Email: alhess@aol.com |           |





# 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. <input checked="" type="checkbox"/> Nomination Form  | 5. <input checked="" type="checkbox"/> Copies of Primary/Secondary Documentation  |
| 2. <input checked="" type="checkbox"/> Written Statements A and B   | 6. <input checked="" type="checkbox"/> Copies of Building Permits for Major Alterations<br>(include first construction permits) |
| 3. <input checked="" type="checkbox"/> Bibliography   | 7. <input checked="" type="checkbox"/> Additional, Contemporary Photos  |
| 4. <input checked="" type="checkbox"/> Two Primary Photos of Exterior/Main Facade<br>(8x10, the main photo of the proposed monument. Also<br>email a digital copy of the main photo to:<br>planning.ohr@lacity.org) | 8. <input checked="" type="checkbox"/> Historical Photos  |
|   | 9. <input checked="" type="checkbox"/> Zimas Parcel Report for all Nominated Parcels<br>(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.

|                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | 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.                                     |
| <input checked="" type="checkbox"/> | 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. |
| <input checked="" type="checkbox"/> | I acknowledge that I have the right to submit or have obtained the appropriate permission to submit all information contained in this application.  |

Name: Adrian Scott Fine Date: 12.23.2014 Signature: Adrian Scott Fine

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

Office of Historic Resources  
Department of City Planning  
200 N. Spring Street, Room 620  
Los Angeles, CA 90012

Phone: 213-978-1200  
Website: [preservation.lacity.org](http://preservation.lacity.org)

**NORM'S LA CIENEGA COFFEE SHOP**  
**Historic-Cultural Monument (HCM) Application**  
**Submitted by: Los Angeles Conservancy and its Modern Committee**

**A. Proposed Monument Description:**

NORM'S LA CIENEGA RETAINS THE ORIGINAL CHARACTER-DEFINING FEATURES OF GOOGLE STYLE CALIFORNIA COFFEE SHOPS: A PROMINENT ROOF, THE EXPRESSION OF THE STRUCTURE IN THE SHAPE OF THE ROOF, THE USE OF NATURAL STONE WALLS, INTEGRAL NEON SIGNAGE, GLASS EXTERIOR WALLS, INTERIOR COUNTER AND SEATING CONFIGURATION, AN UPSWEPT CEILING, AND EXPOSED KITCHEN EQUIPMENT BEHIND THE COUNTER.

NORM'S LA CIENEGA HAS A RECTANGULAR PLAN ORIGINALLY 4640 SQ. FT., INCORPORATING A KITCHEN CORE ON THE NORTHEAST SIDE, WITH A DINING AREA WRAPPING AROUND THE SOUTH AND WEST SIDES OF THE CORE. THE KITCHEN CORE (INCLUDING BATHROOMS) IS BRICK CONSTRUCTION; GLASS WALLS ENCLOSE THE DINING AREAS FACING LA CIENEGA, AND THE PARKING LOT ON THE SOUTH. THE ENTRY IS ON THE PARKING LOT. THE RESTAURANT ORIGINALLY SEATED 25 AT THE COUNTER AND 110 AT TABLES. ACCORDING TO THE ARCHITECT'S RECORDS, IT WAS BUILT FOR \$150,000.

THE ROOF IS THE MOST PROMINENT FEATURE OF THE DESIGN. THE PORTION EXTENDING ALONG THE FRONT (WESTERN) PORTION OF THE BUILDING IS AN ELONGATED WEDGE-SHAPED DIAMOND FORM REFLECTING THE SHAPE OF A CANTILEVERED STRUCTURAL TRUSS; IT FORMS A LONG CANTILEVER THAT STRETCHES PAST THE GLASS LINE TO CREATE A WIDE EAVE. THE TRUSS IS SUPPORTED ON ONE SIDE BY THE CENTRAL BRICK STRUCTURE AND ON THE OTHER SIDE BY FIVE DIAMOND-SHAPED COLUMNS CLAD IN 1X2-INCH CERAMIC TILES IN TWO COLORS, CHOCOLATE AND TAN. EACH COLUMN DISPLAYS A DECORATIVE MOSAIC LOWER CASE "N" IN DIFFERENT COLORS AND PLACED ON A DIFFERENT POSITION ON EACH COLUMN, CREATING AN IRREGULAR DECORATIVE RHYTHM. THE PORTION OF THE ROOF ALONG THE SOUTH SIDE FACING THE PARKING LOT TILTS DOWN TO ACT AS A SUNSHADE.

THE ROOF TRUSSES ARE EXPRESSED ON THE CEILING BY SIX WIDE, RAISED DECORATIVE STRIPES ORIGINALLY PAINTED ORANGE. THESE CREATE "BEAM ENDS" ALONG THE THIN EDGE OF THE ROOF EAVE. THE EXTERIOR STUCCO FINISH ON THESE ROOF/TRUSS FORMS WERE EMBEDDED WITH GLITTER TO SPARKLE IN THE SUNLIGHT.

THE CANTILEVERED TRUSS ROOF CREATES A STRUCTURE THAT APPEARS VISUALLY LIGHT, AND UNITES INTERIOR AND EXTERIOR BY ALLOWING LARGE AMOUNTS OF GLASS WALL SET IN THIN ALUMINUM FRAMES. THEY FORM A MINIMAL SCREEN TO ENCLOSE THE AIR-CONDITIONED INTERIOR AND TO PERMIT NATURAL LIGHT AND VIEWS TO PERMEATE THE BUILDING. THERE ARE NO SOLID OR STRUCTURAL WALL PLANES ON THE PERIMETER OF THE PUBLIC DINING AREAS.

NEON SIGNAGE FOR ADVERTISING IS INTEGRATED INTO THE ARCHITECTURE. THE SIGN PYLON (A STEEL I-BEAM WHOSE WEB IS PUNCTURED WITH CIRCULAR, WEB-LIGHTENING HOLES) RISES

THROUGH THE ROOF EAVE. THE SIGN ITSELF HAS FIVE ELONGATED DIAMOND OR PENNANT SHAPES, REPEATING THE SHAPE OF THE ROOF, SPELLING OUT "N-O-R-M-S" IN ANIMATED NEON TUBING. NEON TUBE SCRIPT LETTERING ON THE SIDE OF THE TRUSS SAID "OPEN 24 HOURS."

INTEGRATED ARTIFICIAL LIGHTING WAS DESIGNED TO MAKE THE BUILDING AS VISIBLE BY NIGHT AS BY DAY. THE SIDES OF THE ROOF'S STRUCTURAL TRUSS FORMS WERE SPOTLIGHTED AT NIGHT, AND CAN LIGHTS IN THE EAVE SOFFITS ILLUMINATE THE STRUCTURAL COLUMNS AND THE LANDSCAPING BENEATH. RIMS FIXED BELOW THESE CAN LIGHTS WERE PUNCTURED WITH HOLES, CREATING A SPARKLE EFFECT. THE LARGE GLASS WALLS ALONG THE WEST AND SOUTH SIDES (AND PARTIALLY ON THE EAST AND NORTH SIDES) ALLOWED POTENTIAL CUSTOMERS DRIVING BY TO SEE THE WELL-ILLUMINATED INTERIOR. REFLECTED LIGHT ON THE UPSWEPT ACOUSTIC TILE CEILING MADE THIS PLANE VERY NOTICEABLE TO MOTORISTS. DECORATIVE HANGING LIGHTS (A DIAMOND SHAPE IN THREE DIMENSIONS) AND HOUR-GLASS SHAPED SCONCES FIXED TO THE TILED COLUMNS ADDED LIGHT AND DECORATION. ILLUMINATED BUILT-IN PIE DISPLAY CABINETS PROVIDED ANOTHER VISUAL MAGNET.

LANDSCAPING WAS ALSO INTEGRAL TO THIS MODERN CALIFORNIA DESIGN. SUBTROPICAL PLANTING AT THE BUILDING'S PERIMETER, EASILY VISIBLE TO DINERS INSIDE THROUGH THE GLASS WALLS, CREATED THE EFFECT OF DINING ON AN OUTDOOR PATIO.

INSIDE, BANQUETTES, BOOTHS, TABLES, AND COUNTERS WITH STOOLS PROVIDED SEATING. BANQUETTES WITH FIXED TABLES LINE THE PERIMETER GLASS WALL. EAMES WIRE CHAIRS ALSO PROVIDED SEATING. AT THE EAST END OF THE DINING AREA, A WIDER SEATING AREA WAS MARKED ON ONE SIDE BY A DRIFTWOOD STONE WALL TOPPED BY A STAINLESS STEEL PIE CASE, AND ON THE OTHER BY A LOW PARTITION WALL WITH AN ABSTRACT SCREEN WITH A THIN METAL FRAME WITH COLORFUL PLASTIC FORMS ATTACHED TO IT. THIS AREA FEATURED WALL BOOTHS AND TABLES IN ADDITION TO THE BANQUETTES. WITH AN EXIT DOOR, THIS DINING AREA ALSO LOOKS OUT TO A SMALL GARDEN. A DECORATIVE, ABSTRACT MURAL BY HANCOCK-WERNER (BETSY HANCOCK AND HANS WERNER) WAS FIXED TO THE WALL IN THIS AREA. IT DEPICTED A NIGHTTIME VIEW OF LA CIENEGA BUILDINGS AND LIGHTS, INCLUDING PALM TREES, MOON, STARS, AND NORM'S AT ITS CENTER.

THE COUNTER STOOLS, UPHOLSTERED IN PERSIMMON LEATHERETTE MATERIAL, ARE CANTILEVERED FROM THE RAISED TERRAZZO CURB WHICH SERVES AS A FOOTREST.

A GEOMETRICAL MOTIF OF OBLIQUE ANGLES IS REPEATED THROUGHOUT THE BUILDING. THE UPSWEPT ROOFLINE ESTABLISHES THE THEME; THE DIAMOND SHAPED COLUMNS ECHO THE SAME GEOMETRY. BETWEEN THE COLUMNS, THE LARGE GLASS WINDOW WALLS, EXTENDING FROM THE TOP OF THE SEATING BANQUETTES TO THE CEILING, ARE CONFIGURED IN A ZIG-ZAG, ACCORDION-FOLD PATTERN. THE LOW BRICK WALLS ON WHICH THE GLASS SITS CONTINUE THE ZIG-ZAG PATTERN TO THE GROUND. INSIDE, THE SHAPE OF THE SEATING BANQUETTES AND THE FIXED TABLES REPEAT THE SAME GEOMETRY.

INSIDE THE FRONT DOOR THE GLASS WALLS ARE PUSHED OUT PAST THE COLUMN LINE TO PROVIDE A WAITING AREA WITH CHAIRS. ACCENT WALLS OF IRREGULAR DRIFTWOOD STONE ARE PLACED AT THE FAR NORTHERN END OF THE COUNTER, AND AT THE FAR EASTERN END OF THE EXHIBITION KITCHEN. OTHER FUNCTIONAL SPACES, INCLUDING OFFICES AND STORAGE, ARE HIDDEN FROM CUSTOMERS' VIEW BEHIND THE EXHIBITION COOKING AREA.

THE L-SHAPED COUNTER FACES THE EXPOSED KITCHEN AREA IN THE CENTER OF THE BUILDING. THIS IS AN EXHIBITION COOKING CONFIGURATION, A TYPE OF SERVICE WHICH ALLOWED CUSTOMERS SITTING AT THE COUNTER TO DIRECTLY OBSERVE THE COOKS WORKING AT THE GRIDDLES AND COUNTERS. THIS WAS A DISTINCTIVE FEATURE OF CALIFORNIA COFFEE SHOPS TO ASSURE CUSTOMERS OF THE CLEANLINESS OF FOOD PREPARATION. THE STAINLESS STEEL FIXTURES INCLUDE PREPARATION COUNTERS, "FLOATING" GRILLS THAT COULD BE EASILY SCRAPED AND CLEANED, AND FOOD DISPLAY CASES MOUNTED HIGH SO DESSERTS COULD BE EASILY SEEN BY CUSTOMERS, SPRING-LOADED PLATE STORAGE, WASTE DISPOSAL RECEPTACLES, AND STORAGE CABINETS. THIS EFFICIENTLY ORGANIZED FOOD PREPARATION EQUIPMENT WAS CUSTOM-DESIGNED BY KITCHEN SUPPLY DESIGNER STAN ABRAMS WITH ARMET AND DAVIS TO BE BOTH EFFICIENT AND VISUALLY ATTRACTIVE AS INTEGRAL ELEMENTS OF THE ARCHITECTURAL DESIGN. ABOVE THE FOOD DISPLAY CASES, REDDISH-BROWN CERAMIC TILES (APPROXIMATELY 2X5 INCHES) EXTEND TO THE CEILING.

THE FLOOR WAS TERRAZZO, A LONG LASTING AND EASILY MAINTAINED MATERIAL EMBEDDED WITH CHIPS OF COLOR TO COORDINATE WITH THE ARCHITECTURAL PALETTE.

**Character-Defining features of Googie seen in Norm's::**

- A. THE STRUCTURALLY-EXPRESSIVE CANTILEVERED ROOFLINE
- B. CUSTOM DESIGNED NEON SIGNAGE INTEGRATED WITH THE ARCHITECTURE
- C. LARGE GLASS WINDOW WALLS CONNECT INTERIOR AND EXTERIOR
- D. USE OF NATURAL MATERIALS (NATURAL STONE VENEER, LANDSCAPING) CONTRASTING WITH MODERN TECHNOLOGICAL MATERIALS (NEON, FORMICA COUNTERS, STAINLESS STEEL KITCHEN CABINETRY)
- E. "GARDENLIKE" LANDSCAPING SURROUNDING BRICK WALLS CONNECT MODERN STRUCTURE TO THE EARTH.
- F. MODERN IMAGERY OF CLEAN LINES REFLECTING THE BUILDING'S FUNCTION WITHOUT HISTORICAL REFERENCES
- G. EXHIBITION KITCHEN PUTS THE FUNCTION OF THE RESTAURANT ON DISPLAY AS PART OF THE ARCHITECTURE

**4. Alteration History**

NORM'S LA CIENEGA COFFEE SHOP DISPLAYS A HIGH DEGREE OF ARCHITECTURAL INTEGRITY AS AN EARLY AND REPRESENTATIVE EXAMPLE OF THE GOOGIE STYLE, THE CALIFORNIA COFFEE SHOP TYPE, AND ARMET & DAVIS' WORK. IT RETAINS ITS ORIGINAL USE, PLAN, MATERIALS, AND SPACES. THE ALTERATIONS AS LISTED BELOW ARE PRIMARILY COSMETIC.

#### EXTERIOR:

- A. NEON TUBING SIGN SPELLING OUT "OPEN 24 HOURS" ON SOUTH SIDE OF TRUSS-ROOF HAS BEEN REMOVED.
- B. LOW BRICK WALLS BETWEEN COLUMNS (THE BASE FOR THE GLASS WALLS) ARE NOW PAINTED
- C. ORIGINAL SUBTROPICAL PLANTING IN FRONT AND ALONG SIDE OF BUILDING REPLACED WITH GRASS AND SHRUBS.
- D. FRAMELESS GLASS DOORS AT ENTRY REPLACED WITH ALUMINUM FRAME GLASS DOORS.
- E. ORIGINAL PAINT COLORS HAVE BEEN CHANGED: ORANGE PAINTED ACCENTS ON CEILING TRUSS FORMS ARE NOW BEIGE, GLITTER STUCCO ON EXTERIOR HAS BEEN PAINTED OVER WITH STANDARD PAINT, DIAMOND-SHAPED TRUSS FORM HAS BEEN PAINTED GREEN.
- F. RIMS BELOW CEILING CAN LIGHTS HAVE BEEN REMOVED, LEAVING THEM FLUSH WITH THE SURFACE.

#### INTERIOR:

- A. ORIGINAL HOUR-GLASS-SHAPED SCONCE LIGHTS ON COLUMNS REPLACED WITH RECTANGULAR LIGHTS.
- B. THE ORIGINAL DIAMOND-VOLUME HANGING LAMPS HAVE BEEN REPLACED.
- C. ORIGINAL TERRAZZO FLOORING HAS BEEN COVERED IN MOST PLACES WITH CARPETING.
- D. BOOTHS AT EAST END OF DINING AREA HAVE BEEN REMOVED AND REPLACED WITH TABLES.
- E. CHAIRS IN WAITING AREA BY FRONT DOOR HAVE BEEN REPLACED BY FIXED BENCHES.
- F. MURAL AT EAST END OF DINING AREA NO LONGER VISIBLE.

#### **B. Statement of Significance**

NORM'S LA CIENEGA COFFEE SHOP IS IMPORTANT IN THE DEVELOPMENT OF LOS ANGELES BECAUSE:

- A. IT EXPRESSES THE CULTURAL, ECONOMIC, AND SOCIAL HISTORY OF LOS ANGELES AND THE NATION WHEN SUBURBANIZATION AND THE AUTOMOBILE RESHAPED THE NATURE OF AMERICAN CITY PLANNING AND ARCHITECTURE IN THE POST-WORLD WAR II DECADES.
- B. IT IS AN EXCELLENT EXAMPLE OF THE CALIFORNIA COFFEE SHOP ARCHITECTURAL TYPE, AND OF THE GOOGIE ARCHITECTURAL STYLE, EXPRESSING SOUTHERN CALIFORNIA MODERN DESIGN.
- C. IT IS THE OLDEST REMAINING EXAMPLE OF THE NORM'S DESIGN, ARMET AND DAVIS' FIRST APPLICATION OF THE CONCEPT OF ESTABLISHING BRANDING THROUGH ARCHITECTURE, WHICH BECAME A STANDARD OF THE RESTAURANT INDUSTRY.
- D. AS A MAJOR EXAMPLE OF A MASTER ARCHITECT, ARMET & DAVIS, WHO HELPED TO DEFINE AND PROMULGATE THIS IMPORTANT SOUTHERN CALIFORNIA ARCHITECTURAL TYPE THROUGHOUT THE NATION.

NORM'S LA CIENEGA COFFEE SHOP IS AN EXCELLENT AND NOW RARE EXAMPLE OF THE CALIFORNIA COFFEE SHOP TYPE, AND OF THE GOOGIE STYLE, AND OF THE ARCHITECTURE OF



ARMET AND DAVIS, MASTER ARCHITECTS WHO PLAYED A MAJOR ROLE IN DEVELOPING AND DISSEMINATING THAT STYLE AND TYPE THROUGHOUT NORTH AMERICA. NORM'S CAR-ORIENTED DESIGN AND ITS MODERN ARCHITECTURE REPRESENT A PERIOD IN LOS ANGELES HISTORY OF GROWTH AND TECHNOLOGICAL OPTIMISM, WHEN THE ADVANTAGES AND LOOK OF MODERNISM WERE MADE AVAILABLE TO THE AVERAGE CITIZEN IN THE BUILDINGS OF EVERYDAY LIFE. IT WAS BUILT IN 1956 AND OPENED IN 1957. ITS STRUCTURAL ENGINEER WAS RICHARD BRADSHAW, WHO ALSO ENGINEERED THE THEME BUILDING AT LAX AND MANY OTHER NOTEWORTHY STRUCTURES.

FROM 1945-1965, THE CALIFORNIA COFFEE SHOP, A NEW RESTAURANT TYPE AND A NEW ARCHITECTURAL STYLE, DEVELOPED IN SOUTHERN CALIFORNIA IN RESPONSE TO THE RETURN OF PROSPERITY, THE GROWTH OF POPULATION, AND THE SPREAD OF SUBURBIA AS IT BECAME A DOMINANT URBAN TREND FOLLOWING WORLD WAR II.

COMPARED WITH THE DINERS AND DRIVE-INS OF THE PRE-WAR PERIOD, THE CALIFORNIA COFFEE SHOP WAS A LARGER, MORE COMFORTABLE YET STILL REASONABLY PRICED RESTAURANT WITH INDOOR SEATING, LARGER MENU, AND A STYLISH CONTEMPORARY DESIGN.

ARMET & DAVIS WERE MAJOR FIGURES IN DEFINING THE CALIFORNIA COFFEE SHOPS IN THIS PERIOD, AND CONTRIBUTED SIGNIFICANTLY TO DEVELOPING THE GOOGIE STYLE OF ARCHITECTURE. GOOGIE WAS A MODERN STYLE EMPHASIZING NEW MATERIALS AND OPEN SPATIAL CONFIGURATIONS, MODERN ENGINEERING, IMAGERY, AND LANDSCAPING. ITS FORMS ALSO REFLECTED THE FUNCTIONS OF COMMERCE AND ADVERTISING. THE INFLUENCE OF THE ORGANIC MODERN CONCEPTS OF FRANK LLOYD WRIGHT ARE SEEN IN ASPECTS OF GOOGIE DESIGN, INCLUDING THE CONTRASTS OF RUGGED NATURAL MATERIALS (BRICK, STONE) WITH SLEEK TECHNOLOGICAL MATERIALS (PLASTICS, STAINLESS STEEL, FORMICA), AND THE SPACES AND LANDSCAPING THAT FLOW EASILY FROM INTERIOR TO EXTERIOR.

THE GOOGIE STYLE DEVELOPED AFTER WORLD WAR II FROM LOS ANGELES' DRIVE-IN ARCHITECTURE OF THE 1920S AND 1930S. MANY ARCHITECTS CONTRIBUTED TO ITS EVOLUTION, INCLUDING JOHN LAUTNER, MARTIN STERN, JR., WAYNE MCALLISTER, SMITH AND WILLIAMS, DOUGLAS HONNOLD, AND A. QUINCY JONES. ARMET AND DAVIS WERE THE MOST PROLIFIC IN USING THE STYLE.

THE STYLE'S COMMON ELEMENTS, AS ENUMERATED ABOVE, BEGAN TO EMERGE, ESPECIALLY IN THE WORK OF ARMET & DAVIS. THE FIRST BUILDING TO INCORPORATE ALL THESE ELEMENTS IS GENERALLY RECOGNIZED TO BE ARMET AND DAVIS' FIRST NORMS (1955) AT 8511 FIGUEROA (NOW DEMOLISHED), WHICH WAS SIMILAR TO THE SECOND, AT 470 LA CIENEGA.

THESE ELEMENTS REFLECTED THE STRONGLY INNOVATIVE MODERN ARCHITECTURE CULTURE OF LOS ANGELES IN THE MIDCENTURY. THE OPEN, FLOWING PLAN AND LARGE GLASS WINDOW WALLS REFLECT MODERNISM'S REJECTION OF THE TRADITIONAL BOX AND

ITS BLENDING OF INDOORS AND OUTDOORS; NORM'S LA CIENEGA HAS A DISTINCT FEELING OF SPACIOUSNESS BECAUSE OF THIS. THE FUNCTION OF ADVERTISING WAS INTEGRATED INTO THE ARCHITECTURE WITH THE NEON SIGN ECHOING THE SHAPE OF THE ROOF, AND THE GLASS WALLS THAT PUT THE APPEALING COLOR, LIGHT AND ACTIVITY OF THE RESTAURANT ON VIEW TO PASSING MOTORISTS. THE ARCHITECTURE ALSO MAXIMIZED THE VISIBILITY OF THE BUILDING AT NIGHT THROUGH INTEGRATED LIGHTING, AND THE INCLUSION OF THE BROAD TILTED CEILING PLANE, ILLUMINATED BY REFLECTED LIGHT, WHICH CAUGHT THE EYE OF MOTORISTS. THESE FORMS AND SPACES ARE ALL UNIFIED AS A DESIGN BY THE COORDINATED COMPOSITION OF OBLIQUE LINES AND PLANES IN FORM AND DETAIL. ARCHITECT HELEN FONG, A MEMBER OF ARMET AND DAVIS' STAFF, DESIGNED MANY OF THE INTERIOR ELEMENTS, INCLUDING SEATING AND COORDINATING DESIGN ELEMENTS.

THE CHAIN OF NORM'S COFFEE SHOPS WAS STARTED BY RESTAURATEUR NORMAN ROYBARK. HE OPERATED A NORM'S RESTAURANT ON SUNSET WEST OF VINE WHEN HE DECIDED TO EXPAND. RESTAURANT KITCHEN EQUIPMENT DESIGNER STAN ABRAMS RECOMMENDED ARMET AND DAVIS BECAUSE OF THEIR EXPERTISE; SINCE 1950 THEY HAD DESIGNED A NUMBER OF SUCCESSFUL COFFEE SHOPS, INCLUDING CLOCKS AND HUDDLES. ABRAMS WORKED CLOSELY WITH ARMET AND DAVIS ON MOST OF THESE, INTEGRATING THE DESIGN OF THE KITCHEN EQUIPMENT WITH THE ARCHITECTURE IN ONE UNIFIED DESIGN. AS A DEALER OF MODERN FURNITURE, ABRAMS ALSO RECOMMENDED THE USE OF THE WIRE CHAIRS DESIGNED BY CHARLES AND RAY EAMES. BECAUSE ROYBARK ENVISIONED A CHAIN OF RESTAURANTS, HE WANTED A DESIGN WITH A DISTINCTIVE IMAGE, OR BRAND, THAT COULD BE REPEATED IN EACH RESTAURANT SITE TO HELP ADVERTISE THE CHAIN.

THE IDEA OF BRANDING A CHAIN IN THIS WAY HAD BEEN PIONEERED BY SMALLER DINERS AND HAMBURGERS STANDS SINCE THE 1920S, SUCH AS THE WHITE CASTLE AND WHITE TOWER CHAINS. ROADSIDE RESTAURANTS, INCLUDING HOWARD JOHNSON'S, USED A SIMILAR APPROACH SINCE THE 1930S. AFTER WORLD WAR II, THE BIFF'S CHAIN OF DINERS USED A DISTINCTIVE MODERN PROTOTYPE DESIGN BY ARCHITECT DOUGLAS HONNOLD; THIS IDEA BECAME POPULAR, AND INFLUENCED ROYBARK, AS WELL AS THE MCDONALD BROTHERS IN THEIR CHAIN OF SMALL HAMBURGER STANDS (THEIR FIRST PROTOTYPE WAS BUILT IN 1953), AND ROBERT PETERSON FOR HIS JACK IN THE BOX CHAIN AT THE SAME TIME.

NORM'S WAS ONE OF THE FIRST CALIFORNIA CHAINS TO APPLY THE BRANDING CONCEPT TO A LARGER, SIT-DOWN RESTAURANT. PREVIOUSLY, COFFEE SHOP CHAINS SUCH AS BOB'S BIG BOY TYPICALLY COMMISSIONED CUSTOM DESIGNS FOR EACH RESTAURANT IN ITS CHAIN; THE CUSTOM DESIGNS (OFTEN BY ARCHITECTS WHO ALSO DESIGNED UPSCALE RESTAURANTS) HELPED TO CONVEY THAT THE QUALITY OF THE COFFEE SHOP HAD MORE IN COMMON WITH A FANCY RESTAURANT THAN WITH A SMALL DINER. THE CONCEPT OF USING PROTOTYPES, HOWEVER, PROVIDED GOOD ADVERTISING, AND REDUCED DESIGN AND CONSTRUCTION COSTS; ARMET AND DAVIS WOULD GO ON TO DESIGN GOOGIE-STYLE PROTOTYPES FOR DENNY'S AND BOB'S BIG BOY. THE PROTOTYPE BECAME AN INDUSTRY

## STANDARD

ARMET AND DAVIS DESIGNED A TOTAL OF EIGHT NORM'S: 8511 S. FIGUEROA (1955); 470 LA CIENEGA AT ROSEWOOD (1957); LA CIENEGA AND WASHINGTON, CULVER CITY (1956); EL SEGUNDO AND CRENSHAW, HAWTHORNE (1957); SUNSET AND VERMONT (1957); 2500 E. SLAUSON, HUNTINGTON PARK (1959); PACIFIC COAST HIGHWAY AND LONG BEACH BLVD., LONG BEACH (1959); AND 4410 W. CENTURY BLVD, INGLEWOOD (1960.)

ONCE WIDESPREAD IN LOS ANGELES, APPROXIMATELY EIGHT GOOGIE RESTAURANTS REMAIN TODAY IN THE CITY OF LOS ANGELES, MOST ALTERED IN SOME WAY: NORM'S LA CIENEGA, JOHNIE'S AT WILSHIRE AND FAIRFAX, PANN'S ON LA TIJERA, ASTRO'S ON FLETCHER, CORKY'S ON VAN NUYS, HOLIDAY BOWL ON CRENSHAW, KERRY'S ON VENTURA, AND THE WICH STAND ON SLAUSON, OF THESE, NORM'S LA CIENEGA AND PANN'S RETAIN THE HIGHEST INTEGRITY.

OF THE ORIGINAL EIGHT NORM'S BY ARMET AND DAVIS BUILT BETWEEN 1955 AND 1960, ONLY THE LA CIENEGA AND HUNTINGTON PARK RESTAURANTS ARE INTACT TODAY; BOTH REMAIN IN OPERATION AS NORM'S.

### Architect

THE ARCHITECTURE FIRM OF LOUIS ARMET (1914-1981) AND ELDON DAVIS (1917-2011) WAS HIGHLY INFLUENTIAL IN THE DEVELOPMENT OF THE GOOGIE STYLE AND THE CALIFORNIA COFFEE SHOP. FROM 1950 INTO THE 1960S, ARMET & DAVIS BUILT MORE THAN TWENTY-FIVE CUSTOM DESIGNED GOOGIE-STYLE COFFEE SHOPS IN LOS ANGELES. THEY ALSO DESIGNED SEVERAL PROTOTYPE COFFEE SHOPS WHICH WERE REPEATED IN MULTIPLE SITES.

ARMET (BORN IN ST. LOUIS, MO) AND DAVIS (BORN IN ANACONDA, WA) MET AS STUDENTS AT THE USC SCHOOL OF ARCHITECTURE; ARMET GRADUATED IN 1939, DAVIS IN 1942. USC HAD A STRONG MODERNIST CURRICULUM AT THIS TIME; WELL KNOWN MODERNISTS SUCH AS RICHARD NEUTRA, CALVIN STRAUB, AND WHITNEY SMITH TAUGHT THERE.

AFTER WORLD WAR II, BOTH ARCHITECTS WORKED WITH SPAULDING AND REX, A NOTABLE SOUTHERN CALIFORNIA FIRM, AS WELL AS WITH OTHER ARCHITECTS. THEY FORMED THEIR PARTNERSHIP IN 1947. THE FIRM (TODAY KNOWN AS ARMET, DAVIS & NEWLOVE) DESIGNED A WIDE VARIETY OF BUILDINGS, INCLUDING SCHOOLS, CHURCHES, BANKS, CUSTOM RESIDENCES, APARTMENTS, MOTELS, SHOPPING CENTERS, AND BOWLING ALLEYS. THEY PUBLICIZED THEIR WORK IN INSTITUTIONAL AND PROFESSIONAL MAGAZINES, AND THIS ATTENTION HELPED THEM BECOME WELL ESTABLISHED. THE FIRM BECAME WIDELY IDENTIFIED WITH THE CALIFORNIA COFFEE SHOP TYPE THROUGH SUCH ARTICLES IN THE JOURNALS OF THE RESTAURANT INDUSTRY.

THE TWO PARTNERS DIVIDED DESIGN AND SUPERVISION OF THEIR PROJECTS BETWEEN THEMSELVES, AND HIRED A LARGE AND TALENTED STAFF TO DESIGN THEIR PROJECTS. AMONG THEIR LONG-TIME EMPLOYEES WERE HELEN LIU FONG (WHO WORKED ON NORM'S

LA CIENEGA), LEE LINTON, AND VICTOR NEWLOVE.

ARMET & DAVIS' FIRST COFFEE SHOP IN THIS MODERN STYLE WAS CLOCKS IN INGLEWOOD IN 1951. THEY HAD BEEN TRAINED IN MODERN DESIGN AT USC ARCHITECTURE SCHOOL; NOW THEY APPLIED THOSE CONCEPTS TO TH DEMANDS OF COMMERCIAL RESTAURANTS. THEIR CLIENTS INCLUDED MANY OF THE MEMBERS OF THE CLOSE-KNIT FRATERNITYOFLOSANGELES RESTAURATEURS. LIKE THEIR FIRST NORM'S ON FIGUEROA, ROMEO'S TIMES SQUARE (LATER RENAMED JOHNNIE'S) AT WILSHIRE AND FAIRFAX WAS BUILT IN 1955, FOLLOWED BY HOLLY'S (1956), STANLEY BURKE'S (LATER CORKY'S AND THE LAMPLIGHTER, 1957), PANN'S (1958), WICHSTAND (1958), CONRAD'S (NOW ASTRO'S, 1958), PENGUIN (1959), SHIPS LA CIENEGA (1967), SEVERAL HUDDLE RESTAURANTS, THE OTHER NORM'S, AND OTHER COFFEE SHOPS. BY 1960, THE SUCCESS OF SUCH COFFEE SHOPS ACROSS THE NATION ENCOURAGED TWO GROWING RESTAURANT CHAINS, DENNY'S AND BOB'S BIG BOY, TO HIRE ARMET & DAVIS TO DEVELOP PROTOTYPE RESTAURANT DESIGNS WHICH COULD BE BUILT, WITH MINIMAL CHANGES TO THE PLAN, IN MANY LOCATIONS AT A COST SAVINGS. THESE TWO CHAINS HELPED SPREAD ARMET & DAVIS' ARCHITECTURE ACROSS THE COUNTRY.

### Recognition

CRITIC/HISTORIAN REYNER BANHAM SPECIFICALLY DISCUSSED THE GOOGIE STYLE AND CALIFORNIA COFFEE SHOPS IN HIS SEMINAL BOOK *LOS ANGELES: THE ARCHITECTURE OF FOUR ECOLOGIES* (1971, P 118). NORM'S LA C I E N E G A WAS INCLUDED AS A NOTABLE EXAMPLE OF THE STYLE IN *GOOGIE: FIFTIES COFFEE SHOP ARCHITECTURE* (CHRONICLE BOOKS, 1985) BY ALAN HESS, A BOOK WHICH HELPED LAUNCH A REASSESSMENT OF THE ROLE OF THE CALIFORNIA COFFEE SHOP IN THE HISTORY OF SOUTHERN CALIFORNIA MODERN ARCHITECTURE. EXAMPLES OF ARMET & DAVIS' AND JOHN LAUTNER'S GOOGIE COFFEE SHOPS WERE INCLUDED IN THE GETTY MUSEUM'S EXHIBIT "LOS ANGELES ARCHITECTURE 1940-1990" IN 2013.

NORM'S LA CIENEGA ALSO PLAYED A ROLE IN THE DEVELOPMENT OF LOS ANGELES' ART IN THE 1960S, WHEN POP ART (DRAWING SUBJECTS FROM POPULAR CULTURE) WAS EMERGING. NORM'S LA CIENEGA IS DEPICTED IN ARTIST ED RUSCHA'S PAINTING "NORM'S, LA CIENEGA, ON FIRE" (1964.) RUSCHA'S USE OF A RECOGNIZABLE GOOGIE CAR-ORIENTED BUILDING DEMONSTRATES THE WAY IN WHICH NORM'S ARCHITECTURE EMBODIED CENTRAL ELEMENTS IN THE CULTURE OF LOS ANGELES IN THAT PERIOD.

### **Bibliography:**

ARMT AND DAVIS PROJECT LIST

BANHAM, REYNER, LOS ANGELES: THE ARCHITECTURE OF FOUR ECOLOGIES (PENGUIN, 1971)  
HESS, ALAN, GOOGIE REDUX: ULTRAMODERN ROADSIDE ARCHITECTURE (CHRONICLE BOOKS, 2004)

HESS, ALAN, GOOGIE: FIFTIES COFFEE SHOP ARCHITECTURE (CHRONICLE BOOKS, 1985)  
LACHER, IRENE, "NEON RHAPSODY: A '50S CLASSIC IS FLASHING L.A. AGAIN" LA TIMES

MAGAZINE, AUG 5, 2003, P 7.



**Norm's La Cienega Coffee Shop  
Historic-Cultural Monument (HCM) Application  
Photographs**

West Façade. Photographer: Hunter Kerhart, taken December 2014



South and East Facades. Photographer: Hunter Kerhart, taken December 2014





South and West Facades. Photographer: Hunter Kerhart, taken December 2014





South and West Facades. Photographer: Hunter Kerhart, taken December 2014





North and West Façade. Photographer: Hunter Kerhart, taken December 2014



Detail of South and West Facades. Photographer: Hunter Kerhart, taken December 2014





Detail of South Façade and Norm's Sign. Photographer: Hunter Kerhart, taken December 2014



Detail of West Façade.. Photographer: Hunter Kerhart, taken December 2014





Photographer: Hunter Kerhart, taken December 2014

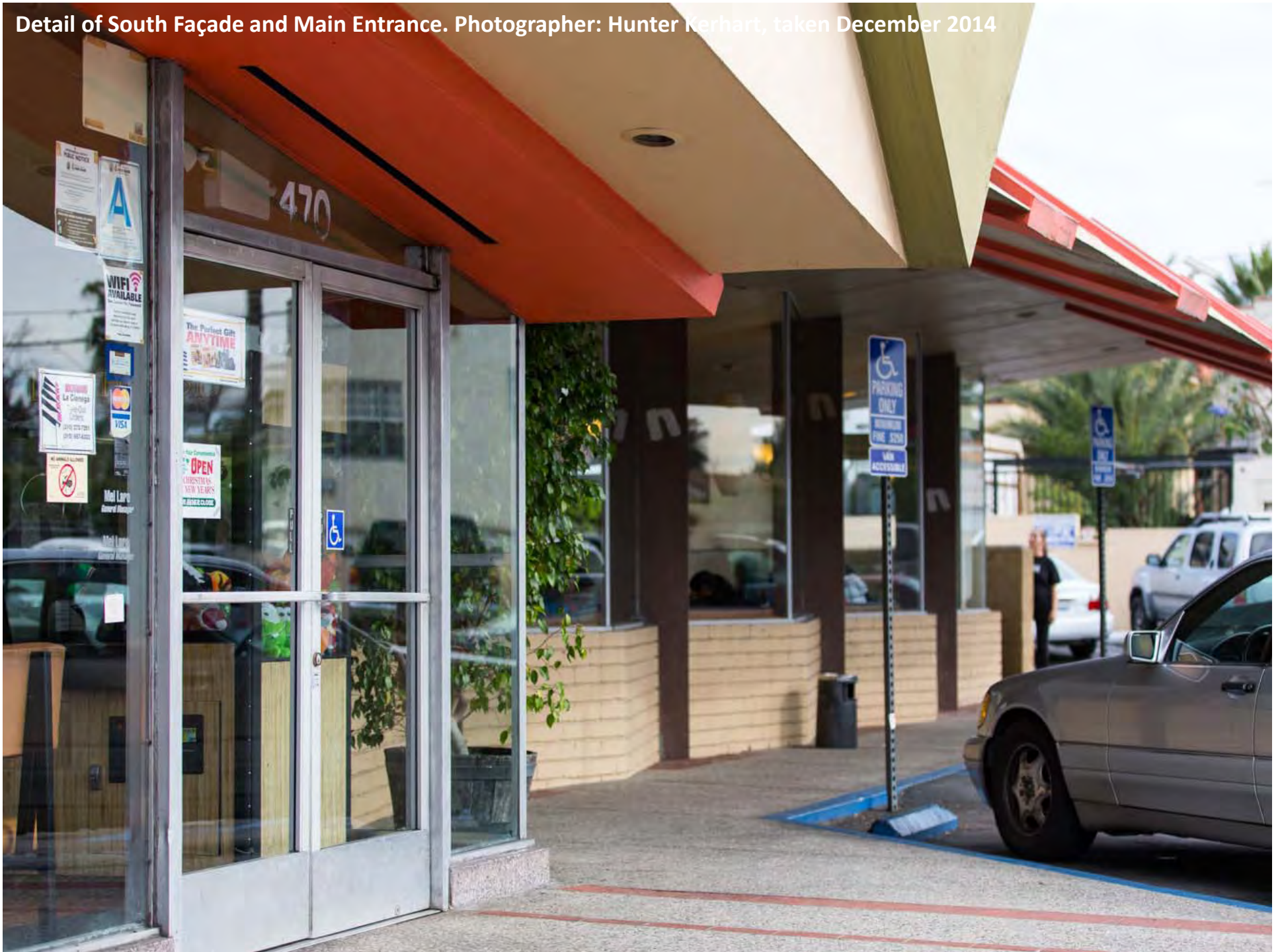




Detail of Norm's Sign. Photographer: Hunter Kerhart, taken December 2014



Detail of South Façade and Main Entrance. Photographer: Hunter Kerhart, taken December 2014





Interior. Photographer: Hunter Kerhart, taken December 2014





Interior. Photographer: Hunter Kerhart, taken December 2014



Detail of Norm's Sign. Photographer: Hunter Kerhart, taken December 2014





Detail of North and West Facades. Photographer: Hunter Kerhart, taken December 2014





Detail of South Façade. Photographed by Hunter Kerhart, taken December 2014





South and West Facades. Photographer: Los Angeles Conservancy Collection, Circa 1980s





Norm's Sign. Photographer: Los Angeles Conservancy Collection, Circa 1980s



Photographer: Jack Laxer Collection, 1957





City of Los Angeles  
Department of City Planning

12/23/2014  
PARCEL PROFILE REPORT

**PROPERTY ADDRESSES**

470 N LA CIENEGA BLVD

**ZIP CODES**

90048

**RECENT ACTIVITY**

None

**CASE NUMBERS**

CPC-30642

CPC-23814

ORD-163505

ORD-142787-ODU-170

ND-83-13-HD

**Address/Legal Information**

|                              |                    |
|------------------------------|--------------------|
| PIN Number                   | 141B173 1158       |
| Lot/Parcel Area (Calculated) | 5,356.4 (sq ft)    |
| Thomas Brothers Grid         | PAGE 592 - GRID J7 |
| Assessor Parcel No. (APN)    | 5514001001         |
| Tract                        | TR 4353            |
| Map Reference                | M B 74-25/26       |
| Block                        | 1                  |
| Lot                          | 2                  |
| Arb (Lot Cut Reference)      | None               |
| Map Sheet                    | 141B173            |

**Jurisdictional Information**

|                          |                    |
|--------------------------|--------------------|
| Community Plan Area      | Wilshire           |
| Area Planning Commission | Central            |
| Neighborhood Council     | Mid City West      |
| Council District         | CD 5 - Paul Koretz |
| Census Tract #           | 1945.00            |
| LADBS District Office    | Los Angeles Metro  |

**Planning and Zoning Information**

|  |                                    |
|--|------------------------------------|
| Special Notes                            | None                               |
| Zoning                                   | C2-1VL-O                           |
| Zoning Information (ZI)                  | None                               |
| General Plan Land Use                    | Neighborhood Office Commercial     |
| General Plan Footnote(s)                 | Yes                                |
| Hillside Area (Zoning Code)              | No                                 |
| Baseline Hillside Ordinance              | No                                 |
| Baseline Mansionization Ordinance        | No                                 |
| Specific Plan Area                       | None                               |
| Special Land Use / Zoning                | None                               |
| Design Review Board                      | No                                 |
| Historic Preservation Review             | 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     | None                               |
| Central City Parking                     | No                                 |
| Downtown Parking                         | No                                 |
| Building Line                            | None                               |
| 500 Ft School Zone                       | Active: Rosewood Elementary School |
| 500 Ft Park 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 [zimas.lacity.org](http://zimas.lacity.org)  
(\*) - APN Area is provided "as is" from the Los Angeles County's Public Works, Flood Control, Benefit Assessment.

**Assessor Information**

|                              |                                 |
|------------------------------|---------------------------------|
| Assessor Parcel No. (APN)    | 5514001001                      |
| APN Area (Co. Public Works)* | 0.042 (ac)                      |
| Use Code                     | 2100 - Restaurant Lounge Tavern |
| Assessed Land Val.           | \$803,729                       |
| Assessed Improvement Val.    | \$232,546                       |
| Last Owner Change            | 04/06/09                        |
| Last Sale Amount             | \$0                             |
| Tax Rate Area                | 398                             |
| Deed Ref No. (City Clerk)    | 7-489                           |
|                              | 493557                          |
|                              | 373212                          |
|                              | 2075010                         |
|                              | 2026129                         |
|                              | 1541120                         |
|                              | 1328258-60                      |
|                              | 1023                            |
| Building 1                   |                                 |
| Year Built                   | 1956                            |
| Number of Units              | 0                               |
| Number of Bedrooms           | 0                               |
| Number of Bathrooms          | 0                               |
| Building Square Footage      | 5,200.0 (sq ft)                 |
| Building 2                   |                                 |
| Year Built                   | 1956                            |
| Number of Units              | 0                               |
| Number of Bedrooms           | 0                               |
| Number of Bathrooms          | 0                               |
| Building Square Footage      | 5,200.0 (sq ft)                 |
| Building 3                   |                                 |
| Year Built                   | 1956                            |
| Building Class               | CX                              |
| Number of Units              | 0                               |
| Number of Bedrooms           | 0                               |
| Number of Bathrooms          | 0                               |
| Building Square Footage      | 4,817.0 (sq ft)                 |
| 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                  |
| 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) | No                  |
| Oil Wells   | None                |

**Seismic Hazards**

|                                |            |
|--------------------------------|------------|
| Active Fault Near-Source Zone  |            |
| Nearest Fault (Distance in km) | 1.64665152 |

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](https://zimas.lacity.org)  
(\*) - APN Area is provided "as is" from the Los Angeles County's Public Works, Flood Control, Benefit Assessment.



|                           |   |
|---------------------------|---|
| Nearest Fault (Name)      | Hollywood Fault                         |
| Region                    | Transverse Ranges and Los Angeles Basin |
| Fault Type                | B                                       |
| Slip Rate (mm/year)       | 1.00000000                              |
| Slip Geometry             | Left Lateral - Reverse - Oblique        |
| Slip Type                 | Poorly Constrained                      |
| Down Dip Width (km)       | 14.00000000                             |
| Rupture Top               | 0.00000000                              |
| Rupture Bottom            | 13.00000000                             |
| Dip Angle (degrees)       | 70.00000000                             |
| Maximum Magnitude         | 6.40000000                              |
| Alquist-Priolo Fault Zone | No                                      |
| Landslide                 | No                                      |
| Liquefaction              | Yes                                     |
| Tsunami Inundation Zone   | No                                      |

#### **Economic Development Areas**

|                                  |      |
|----------------------------------|------|
| Business Improvement District    | None |
| Renewal Community                | No   |
| Revitalization Zone              | None |
| State Enterprise Zone            | None |
| State Enterprise Zone Adjacency  | No   |
| Targeted Neighborhood Initiative | None |

#### **Public Safety**

##### Police Information

|                    |          |
|--------------------|----------|
| Bureau             | West     |
| Division / Station | Wilshire |
| Reporting District | 711      |

##### Fire Information

|                             |    |
|-----------------------------|----|
| Division                    | 1  |
| Batallion                   | 18 |
| District / Fire Station     | 61 |
| 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:             | ND-83-13-HD        |
| Required Action(s):      | HD-HEIGHT DISTRICT |
| Project Descriptions(s): | Data Not Available |

DATA NOT AVAILABLE

CPC-30642

CPC-23814

ORD-163505

ORD-142787-ODU-170



Address: 470 N LA CIENEGA BLVD

APN: 5514001001

PIN #: 141B173 1158

Tract: TR 4353

Block: 1

Lot: 2

Arb: None

Zoning: C2-1VL-O

General Plan: Neighborhood Office Commercial





# LEGEND

## GENERALIZED ZONING

- OS, GW
- A, RA
- RE, RS, R1, RU, RZ, RW1
- R2, RD, RMP, RW2, R3, RAS, R4, R5
- CR, C1, C1.5, C2, C4, C5, CW, ADP, LASED, CEC, USC, PVSP
- CM, MR, WC, CCS, UV, UI, UC, M1, M2, LAX, M3, SL
- P, PB
- PF
- HILLSIDE

## GENERAL PLAN LAND USE

### LAND USE

#### RESIDENTIAL

- Minimum Residential
- Very Low / Very Low I Residential
- Very Low II Residential
- Low / Low I Residential
- Low II Residential
- Low Medium / Low Medium I Residential
- Low Medium II Residential
- Medium Residential
- High Medium Residential
- High Density Residential
- Very High Medium Residential

#### COMMERCIAL

- Limited Commercial
- Limited Commercial - Mixed Medium Residential
- Highway Oriented Commercial
- Highway Oriented and Limited Commercial
- Highway Oriented Commercial - Mixed Medium Residential
- Neighborhood Office Commercial
- Community Commercial
- Community Commercial - Mixed High Residential
- Regional Center Commercial

### FRAMEWORK

#### COMMERCIAL

- Neighborhood Commercial
- General Commercial
- Community Commercial
- Regional Mixed Commercial

#### INDUSTRIAL

- Commercial Manufacturing
- Limited Manufacturing
- Light Manufacturing
- Heavy Manufacturing
- Hybrid Industrial

#### PARKING

- Parking Buffer

#### PORT OF LOS ANGELES

- General / Bulk Cargo - Non Hazardous (Industrial / Commercial)
- General / Bulk Cargo - Hazard
- Commercial Fishing
- Recreation and Commercial
- Intermodal Container Transfer Facility Site

#### LOS ANGELES INTERNATIONAL AIRPORT

- Airport Landside
- Airport Airside
- Airport Northside

#### OPEN SPACE / PUBLIC FACILITIES

- Open Space
- Public / Open Space
- Public / Quasi-Public Open Space
- Other Public Open Space
- Public Facilities

#### INDUSTRIAL

- Limited Industrial
- Light Industrial

CIRCULATION

STREET

- Arterial Mountain Road
- Collector Scenic Street
- Collector Street
- Collector Street (Hillside)
- Collector Street (Modified)
- Collector Street (Proposed)
- Country Road
- Divided Major Highway II
- Divided Secondary Scenic Highway
- Local Scenic Road
- Local Street
- Major Highway (Modified)
- Major Highway I
- Major Highway II
- Major Highway II (Modified)

- Major Scenic Highway
- Major Scenic Highway (Modified)
- Major Scenic Highway II
- Mountain Collector Street
- Park Road
- Parkway
- Principal Major Highway
- Private Street
- Scenic Divided Major Highway II
- Scenic Park
- Scenic Parkway
- Secondary Highway
- Secondary Highway (Modified)
- Secondary Scenic Highway
- Special Collector Street
- Super Major Highway

FREEWAYS

- Freeway
- Interchange
- On-Ramp / Off- Ramp
- Railroad
- Scenic Freeway Highway

MISC. LINES

- Airport Boundary
- Bus Line
- Coastal Zone Boundary
- Coastline Boundary
- Collector Scenic Street (Proposed)
- Commercial Areas
- Commercial Center
- Community Redevelopment Project Area
- Country Road
- DWP Power Lines
- Desirable Open Space
- Detached Single Family House
- Endangered Ridgeline
- Equestrian and/or Hiking Trail
- Hiking Trail
- Historical Preservation
- Horsekeeping Area
- Local Street

- MSA Desirable Open Space
- Major Scenic Controls
- Multi-Purpose Trail
- Natural Resource Reserve
- Park Road
- Park Road (Proposed)
- Quasi-Public
- Rapid Transit Line
- Residential Planned Development
- Scenic Highway (Obsolete)
- Secondary Scenic Controls
- Secondary Scenic Highway (Proposed)
- Site Boundary
- Southern California Edison Power
- Special Study Area
- Specific Plan Area
- Stagecoach Line
- Wildlife Corridor

## POINTS OF INTEREST

|  |  |  |
|--|--|--|
|  Alternative Youth Hostel (Proposed)    |  Horticultural Center                     |  Public Elementary School                 |
|  Animal Shelter                         |  Hospital                                 |  Public Elementary School (Proposed)      |
|  Area Library                           |  Hospital (Proposed)                      |  Public Golf Course                       |
|  Area Library (Proposed)                | HW House of Worship  |  Public Golf Course (Proposed)            |
|  Bridge                                 |  Important Ecological Area                |  Public Housing                           |
|  Campground                             |  Important Ecological Area (Proposed)     |  Public Housing (Proposed Expansion)      |
|  Campground (Proposed)                  |  Interpretive Center (Proposed)           |  Public Junior High School                |
|  Cemetery                               | JC Junior College  |  Public Junior High School (Proposed)     |
| HW Church  |  MTA / Metrolink Station                  |  Public Middle School                     |
|  City Hall                              |  MTA Station                              |  Public Senior High School                |
|  Community Center                       |  MTA Stop                                 |  Public Senior High School (Proposed)     |
|  Community Library                      | MWD MWD Headquarters   |  Pumping Station                          |
|  Community Library (Proposed Expansion) |  Maintenance Yard                         |  Pumping Station (Proposed)               |
|  Community Library (Proposed)           |  Municipal Office Building                |  Refuse Collection Center                 |
|  Community Park                         |  Municipal Parking lot                    |  Regional Library                         |
|  Community Park (Proposed Expansion)    |  Neighborhood Park                        |  Regional Library (Proposed Expansion)    |
|  Community Park (Proposed)              |  Neighborhood Park (Proposed Expansion)   |  Regional Library (Proposed)              |
|  Community Transit Center               |  Neighborhood Park (Proposed)             |  Regional Park                            |
|  Convalescent Hospital                 |  Oil Collection Center                   |  Regional Park (Proposed)                |
|  Correctional Facility                |  Parking Enforcement                    | RPD Residential Plan Development   |
|  Cultural / Historic Site (Proposed)  |  Police Headquarters                    |  Scenic View Site                       |
|  Cultural / Historical Site           |  Police Station                         |  Scenic View Site (Proposed)            |
|  Cultural Arts Center                 |  Police Station (Proposed Expansion)    |  School District Headquarters           |
| DMV DMV Office   |  Police Station (Proposed)              |  School Unspecified Loc/Type (Proposed) |
| DWP DWP  |  Police Training site                   |  Skill Center                           |
|  DWP Pumping Station                  | PO Post Office   |  Social Services                        |
|  Equestrian Center                    |  Power Distribution Station             |  Special Feature                        |
|  Fire Department Headquarters         |  Power Distribution Station (Proposed)  |  Special Recreation (a)                 |
|  Fire Station                         |  Power Receiving Station                |  Special School Facility                |
|  Fire Station (Proposed Expansion)    |  Power Receiving Station (Proposed)     |  Special School Facility (Proposed)     |
|  Fire Station (Proposed)              | C Private College  |  Steam Plant                            |
|  Fire Supply & Maintenance            | E Private Elementary School  |  Surface Mining                         |
|  Fire Training Site                   |  Private Golf Course                    |  Trail & Assembly Area                  |
|  Fireboat Station                     |  Private Golf Course (Proposed)         |  Trail & Assembly Area (Proposed)       |
|  Health Center / Medical Facility     | JH Private Junior High School  | UTL Utility Yard   |
|  Helistop                             | PS Private Pre-School  |  Water Tank Reservoir                   |
|  Historic Monument                    |  Private Recreation & Cultural Facility |  Wildlife Migration Corridor            |
|  Historical / Cultural Monument       | SH Private Senior High School  |  Wildlife Preserve Gate                 |
|  Horsekeeping Area                    | SF Private Special School  |  |
|  Horsekeeping Area (Proposed)         |  Public Elementary (Proposed Expansion) |  |































SCHOOLS/PARKS WITH 500 FT. BUFFER

- Existing School/Park Site
- Planned School/Park Site
- Inside 500 Ft. Buffer

- |  |                      |   |                                  |
|--|----------------------|---|----------------------------------|
|  | Aquatic Facilities   |  | Opportunity School               |
|  | Beaches              |  | Other Facilities                 |
|  | Charter School       |  | Park / Recreation Centers        |
|  | Child Care Centers   |  | Parks                            |
|  | Elementary School    |  | Performing / Visual Arts Centers |
|  | Golf Course          |  | Recreation Centers               |
|  | High School          |  | Span School                      |
|  | Historic Sites       |  | Special Education School         |
|  | Horticulture/Gardens |  | Senior Citizen Centers           |
|  | Middle School        |  | Skate Parks                      |

OTHER SYMBOLS

- |  |                    |   |                       |  |                                     |
|--|--------------------|---|-----------------------|--|-------------------------------------|
|  | Lot Line           |  | Airport Hazard Zone   |  | Flood Zone                          |
|  | Tract Line         |  | Census Tract          |  | Hazardous Waste                     |
|  | Lot Cut            |  | Coastal Zone          |  | High Wind Zone                      |
|  | Easement           |  | Council District      |  | Hillside Grading                    |
|  | Zone Boundary      |  | LADBS District Office |  | Historic Preservation Overlay Zone  |
|  | Building Line      |  | Downtown Parking      |  | Specific Plan Area                  |
|  | Lot Split          |  | Fault Zone            |  | Very High Fire Hazard Severity Zone |
|  | Community Driveway |  | Fire District No. 1   |  | Oil Wells                           |
|  | Tract Map          |   |                       |  |                                     |
|  | Parcel Map         |   |                       |  |                                     |
|  | Lot Ties           |   |                       |  |                                     |
|  | Building Outlines  |   |                       |  |                                     |

# APPLICATION TO CONSTRUCT NEW BUILDING AND FOR CERTIFICATE OF OCCUPANCY

CITY OF LOS ANGELES

DEPT. OF BUILDING AND SAFETY

|                                      |  |      |               |
|--------------------------------------|--|------|---------------|
| DIST. MAP<br>5486                    | 1. LEGAL LOT<br>2, 2, 3, 4   | BLK. | TRACT<br>4353 |
| ZONE<br>C-2                          | JOB ADDRESS<br>470 N. La Cienega Blvd.   |      |               |
| FIRE DIST.<br>100<br>IF 60'          | 2. BETWEEN CROSS STREETS<br>Rosewood AND Oakwood   |      |               |
| INSIDE                               | 3. PURPOSE OF BLDG.<br>Restaurant - Coffee Shop  |      |               |
| KEY<br>COR. LOT                      | 4. OWNER<br>Norman Roybark   |      |               |
| REV. COR.<br>LOT SIZE<br>163' x 134' | 5. OWNER'S ADDRESS<br>3950 W. 6th St.  |      |               |
| REAR ALLEY<br>20'                    | 6. CERT. ARCH.<br>Armet & Davis  |      |               |
| SIDE ALLEY<br>JLDG. LINE             | 7. LIC. ENGR.<br>Richard Bradshaw  |      |               |
| AFFIDAVITS                           | 8. CONTRACTOR<br>Owner   |      |               |
| BLDG. AREA<br>4623                   | 9. SIZE OF NEW BLDG.<br>58'-0" x 80'-0" STORIES 2  |      |               |
| SPRINKLERS<br>REQ'D<br>SPECIFIED     | 10. MATERIAL OF EXTERIOR WALLS:<br><input type="checkbox"/> WOOD<br><input type="checkbox"/> STUCCO<br><input type="checkbox"/> METAL<br><input type="checkbox"/> BRICK<br><input type="checkbox"/> CONC. BLOCK<br><input type="checkbox"/> CONCRETE |      |               |

|                            |                             |                 |                                 |
|----------------------------|-----------------------------|-----------------|---------------------------------|
| 1. 470 N. La Cienega Blvd. |                             |                 |                                 |
| VALIDATION                 | DATE                        | AMOUNT          | REMARKS                         |
|                            | FEB-24-56                   | 36198           | C - 2 CK 50.00                  |
| TYPE                       | GROUP                       | MAX. OCC.       |                                 |
| I                          | B2                          | 132             | APR-20-56 46383 A - 1 CK 138.00 |
| DIST. OFFICE               | LA                          | APR-20-56 46384 | A - 2 CK 25.00                  |
| C. OF D. ISSUED            | RC 50.00 SR 25.00 BF 138.00 |                 |                                 |

|                |   |                      |
|----------------|---|----------------------|
| DWELL. UNITS   | 11. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING.<br>\$55,000.00<br>\$50,000.00<br>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.<br>Eldon E. Davis<br>SIGNED | VALUATION APPROVED   |
| PARKING SPACES |   | Hatch                |
| GUEST ROOMS    |   | APPLICATION CHECKED  |
| FILE WITH      |   | PLANS CHECKED        |
| CONT. INSP.    |   | CORRECTIONS VERIFIED |
| Lic. Fab.      | PLANS APPROVED  | APPROBATION APPROVED |

Form B-1 11-56 INSTRUCTIONS: 1. Applicant to Complete Numbered items Only.  
2. Plot Plan Required on Back of Original.



**h**

**o**

**R**

**m**

**s**

open 24 hours



# Breakfast

24 HOURS

## CHILLED JUICES AND FRUITS

|                                     |       |
|-------------------------------------|-------|
| Orange Juice .....                  | 15-30 |
| Grapefruit Juice .....              | 15-25 |
| Tomato Juice (Slice of Lemon) ..... | 15-25 |
| Apple Sauce .....                   | 20    |
| Stewed Prunes .....                 | 20    |
| Melba Peaches .....                 | 20    |
| Kadoa Figs .....                    | 20    |
| Cream 5c Extra                      |       |

## CEREALS Served with Cream 30c

(Eggs Fried in Pure Creamery Butter)

HAM AND EGGS  
BACON AND EGGS  
SAUSAGE AND EGGS  
or  
HAMBURGER PATTY  
AND EGGS

\$1.05

Toast  
and  
Jelly  
•  
with or without  
Hashed Browned  
Potatoes

STEAK AND EGGS ..... 1.25

NORM SAYS:

Try Our

## PANCAKE SANDWICH

3 Golden Brown Hot Cakes, 2 Ranch Eggs  
with Maple or Boysenberry Syrup and Butter

65c

(2) EGGS, Potatoes, Toast and Jelly ..... 55

## HOT CAKES ..... 40

with Hot Maple or Boysenberry Syrup and Butter

## OLD FASHIONED BLUEBERRY HOT CAKES 50

with Hot Maple or Boysenberry Syrup and Butter

|   |                    |
|---|--------------------|
| Order of Bacon or Sausage Patties ..... | 45                 |
| Order (2) Fried Eggs .40                | Order Fried Ham 55 |
| Order Hamburger Patty (Our Own Grind)   | 40                 |
| Toast and Jelly .....                   | 20                 |
| Doughnut .....                          | 10                 |
| Toasted English Muffin, Jelly .....     | 20                 |
| Coffee Cake, Butter .....               | 20                 |

# Specialtie

OLD FASHIONED SOUP OF THE DAY

CLAM CHOWDER (Friday Only) .....

## NEW YORK STEAK SANDWICH

Served with French Fried Potatoes and Tomato

## Special Treat - A Tasty French PORK TENDERLOIN SANDWICH

On a Toasted Bun, Topped with Cole Slaw, French Dressing and Sliced Tomato

## A Tasty French Fried VEAL CUTLET

On a Toasted Bun, Topped with Cole Slaw, French Dressing and Sliced Tomato

## FRANKFURTERS and Hickory Smoked Sausage

Served with French Fried Potatoes

## Chili and Beans 50

## Sea Foods

## Londontown HALIBUT FINGERS

(Tartar Sauce) Served with Cole Slaw, French Dressing, Hot Roll and Butter

## French Fried JUMBO SHRIMP

Our Special Sauce, Served with Cole Slaw, French Dressing, Hot Roll and Butter

## French Fried EASTERN SCALOPS

(Tartar Sauce) Served with Cole Slaw, French Dressing, Hot Roll and Butter

## Sea Food COMBINATION PLATE

SHRIMP — HALIBUT FINGERS — SCALLOPS  
Our Special Sauce, Served with Cole Slaw, French Dressing, Hot Roll and Butter

## Steaks

WE CANNOT RECOMMEND WE DON'T

## JUMBO HAMBURGER STEAK

Served with Crisp Green Salad, French Fried Potatoes, Hot Roll and Butter

## Special NEW YORK DELMONICO

Served with Crisp Green Salad, French Fried Potatoes, Hot Roll and Butter

## TOP SIRLOIN STEAK

Served with Crisp Green Salad, Potatoes, Hot Roll and Butter

## NEW YORK STEAK

Served with Crisp Green Salad, Potatoes, Hot Roll and Butter

## PORTERHOUSE STEAK

Served with Crisp Green Salad, Potatoes, Hot Roll and Butter

Sales Tax Will Be Added to Retail Price

Not Responsible for Lost or Stolen

# Sandwiches

## Norm's Hamburger Sandwich . .45

Full One-Quarter Pound, Freshly Ground,  
Government Graded Beef  
Served with Our Own Bar-B-Q Sauce, Lettuce, Tomato,  
Pickles and Carrot Curls on a Toasted Bun

**With Cheese 55**

|                           |                            |
|---------------------------|----------------------------|
| Grilled Nippy Cheese 35   | Ham or Bacon and Eggs 60   |
| with Bacon or Ham . 60    | Peanut Butter and Jelly 30 |
| Tuna Salad . . . . . 50   | Bar-B-Q Beef . . . . . 65  |
| Bacon and Tomato . . . 55 | Bar-B-Q Ham . . . . . 65   |
| Lettuce and Tomato . . 35 | Fried Egg . . . . . 35     |
| Fried Ham . . . . . 55    | American Cheese . . . 35   |

## A TRUE TASTE DELIGHT! SPECIAL BARBECUE SANDWICH . . . . .95

(Grilled in Pure Creamery Butter)  
Choice of BEEF or HAM, Served with  
Hickory Smoked Beans and  
French Fried Potatoes

## SIDE ORDERS

|                                  |                                 |
|----------------------------------|---------------------------------|
| Shoestring Potatoes . . . . . 25 | Hickory Smoked Beans . . . . 30 |
| Hashed Browned Potatoes . 25     | Cole Slaw . . . . . 25          |

## Salads

with Toast or Roll

Choice of Danish Bleu or French Dressing

|   |
|---|
| Fruit Salad Bowl with Whipped Cream or Sherbet . . . 75 |
| Pineapple or Peach and Cottage Cheese . . . . . 65      |
| Tuna Salad, Sliced Lemon . . . . . 70                   |
| Mixed Green Salad with Shrimp . . . . . 80              |
| Small Mixed Green Dinner Salad . . . . . 30             |

## Desserts

|  |    |                          |    |
|--|----|--------------------------|----|
| Cheese Cake . . . . .                                | 35 | Strawberry Shortcake . . | 45 |
| Delicious Assorted Pies 25; with Ice Cream . . . . . | 35 |                          |    |
| Delicious Layer Cake . . . . .                       | 25 |                          |    |

## Beverages

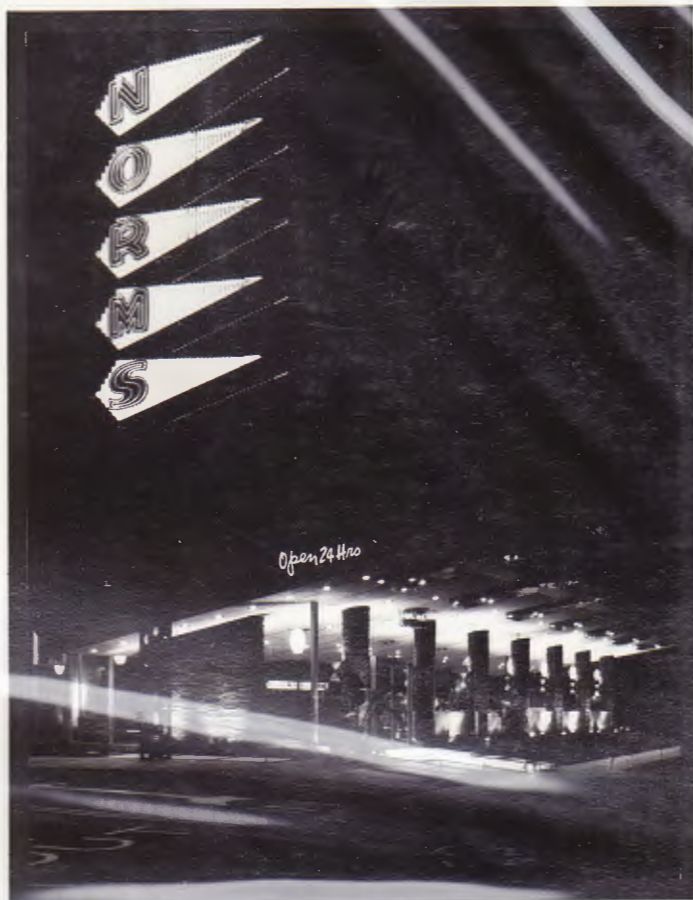
|                             |                               |
|-----------------------------|-------------------------------|
| Coffee . . . . . 10         | Milk or Buttermilk . . . . 15 |
| Tea, Hot or Iced . . . . 15 | Hot Chocolate . . . . . 20    |

## Fountain

|                             |                             |
|-----------------------------|-----------------------------|
| Malted Milk . . . . . 35    | Hot Fudge or                |
| Milk Shake . . . . . 35     | Strawberry Sundae . . 40    |
| Ice Cream Soda . . . . . 30 | Ice Cream (Dish) . . . . 20 |
| Chocolate or Pineapple      | Coca-Cola . . . . . 10      |
| Sundae . . . . . 35         | Root Beer . . . . . 10      |



N  
O  
R  
M  
S



## NORM'S

Mr. Norman Roybark, Pres.  
LOS ANGELES, CALIFORNIA

INSTITUTIONS  
10<sup>th</sup> ANNUAL FOOD SERVICE  
CONTEST

*Submitted by*  
DEPARTMENT OF WATER & POWER

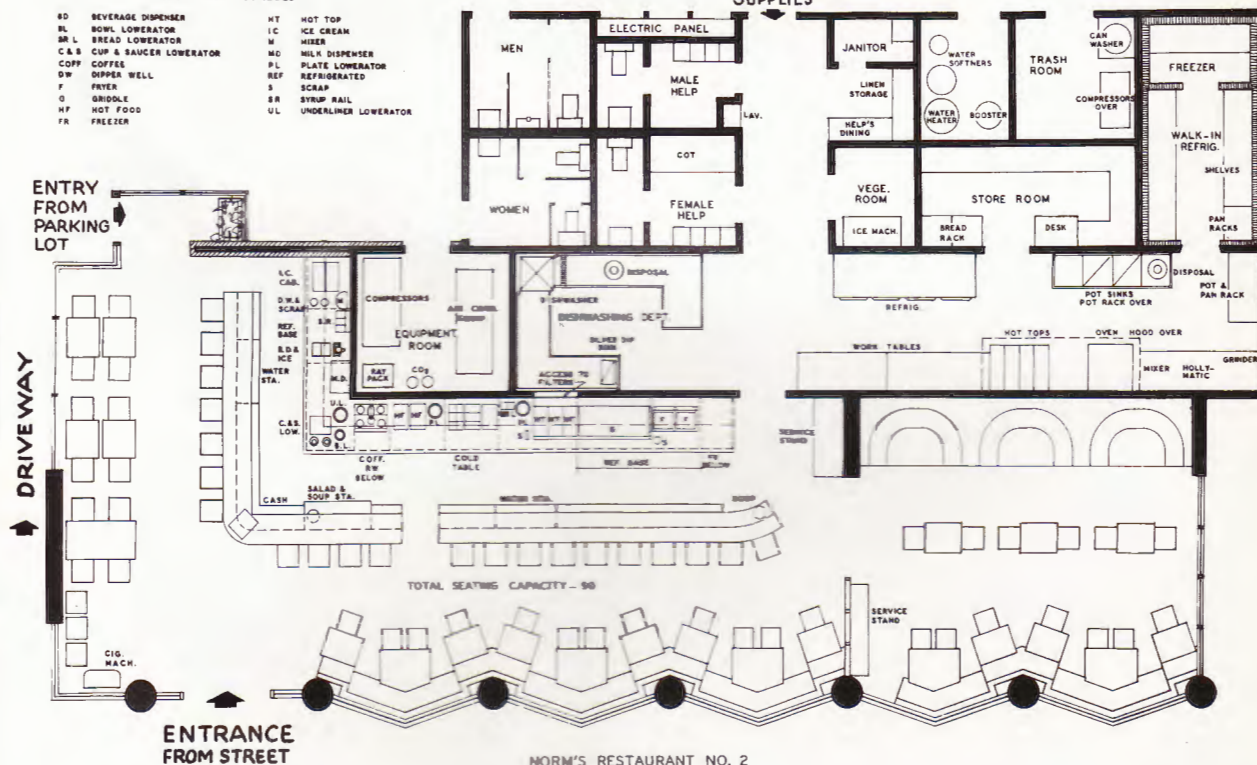
Architects \_\_\_\_\_ Armet & Davis  
Kitchen Design \_\_\_\_\_ Stan Abrams  
Equipment \_\_\_\_\_ West Coast Fixture Co.



## SUPPLIES

BACK BAR SYMBOLS

|       |                        |      |                      |
|-------|------------------------|------|----------------------|
| 6D    | BEVERAGE DISPENSER     | HT   | HOT TOP              |
| BL    | BOWL LOWERATOR         | IC   | ICE CREAM            |
| BR L  | BREAD LOWERATOR        | M    | MIXER                |
| C & S | CUP & SAUCER LOWERATOR | ML   | MILK DISPENSER       |
| COFF  | COFFEE                 | PL   | PLATE LOWERATOR      |
| DW    | DIPPER WELL            | REF  | REFRIGERATED         |
| F     | FRYER                  | S    | SCRAP                |
| G     | GIDDGLE                | SRUP | SRUP RAIL            |
| HT    | HOT FOOD               | UL   | UNDERLINER LOWERATOR |
| FR    | FREEZER                |      |                      |



NORM'S RESTAURANT NO. 2  
LOS ANGELES, CALIFORNIA

Entry for 10th Annual Food Service Contest  
Sponsored by "Institutions" Magazine

N O R M ' S R E S T A U R A N T  
8511 So. Figueroa St.  
Los Angeles, California

Presented by:  
Department of Water and Power  
City of Los Angeles

\* \* \* \* \*

A. GENERAL PURPOSE

"We wanted a building with an exterior that would be an advertisement and an invitation to customers, and an interior that would be an invitation to dine in congenial surroundings. In our opinion these requirements have been more than satisfactorily achieved. In addition we have an efficient, working operation of which we are very proud, and which is further proven by being highly profitable," said Mr. Norman Roybark, President of Norm's Restaurant.

For the patron, an attractive atmosphere, both exterior and interior, has been provided. Excellent lighting, comfortable and flexible seating of three types, and fast service are features which bring back customers.

For the owners, Architects Armet & Davis, together with Kitchen Designer Stan Abrams, provided a striking and attractive architectural design with open view glass front and excellent lighting to attract patrons. The equipment was selected and installed to provide maximum sanitation and ease of cleaning, with step-saving features in arrangement and use of equipment to speed service for low operational expense and long life.

Thirty years of restaurant operation experience by Mr. Roybark, plus ideas of the Architect and Kitchen Designer, were incorporated in the design of this restaurant to make possible a highly profitable operation.



Special Features:

Speed of service is made possible by a simple menu and an efficient layout. Time and motion studies were used as the basis for placement of equipment to save steps and eliminate cross traffic.

Flexible Seating:

Booths and tables provide seating for 69 patrons, and the counter accommodates 21 patrons, giving a total of 90 seats. The dining room is easily closed off during slack periods.

## B. SELECTION OF EQUIPMENT

As this is the third unit operated by this firm, many years of actual operating experience have gone into the selection of each item of equipment. Workability, operation, ease of cleaning and repair were given consideration. A simplified menu, and the use of frozen and other prepared foods minimize the amount of equipment required. This eliminates most preparatory work, reduces the amount of working area needed in the kitchen, and adds to the profit area.

An example of the equipment installed may be noted in photograph #84 showing the back-bar. The stainless steel back-bar is mounted on coved terrazo base. The splayed apron provides knee clearance.

Special Features:

1. Refrigerated display case above.
2. Rounded corners, seamless construction, recessed door handles.
3. Automatic beverage dispenser.
4. Milk dispenser.
5. Lowerator dish dispenser pre-heats dishes, cups, and bowls.
6. Built-in, heated, roll warmer.
7. Iced tea, hot water for tea, and hot syrup.
8. Automatic coffee maker.



Special Features (cont'd.)

9. Toasters elevated on shelf to increase working area.
10. Lowerator bread dispenser.
11. Hot food units on top.
12. Refrigerated cabinet and drawers under make-up table and griddle.
13. Frozen food cabinet built in under the counter for fish, etc.
14. High velocity air extractor with grease filters. (Note grease filters removable from rear for ease in cleaning. Filters completely out of customers' sight.)
15. Electric griddles and fryers built-in for ease in cleaning.
16. Back splash of custom designed tile.
17. Terrazo floor -- Vinyl pad of matching color at cook's station for comfort, recessed in floor for safety.

#### C. LAYOUT, EQUIPMENT PLACEMENT

Findings of motion and time studies were used in locating equipment, including waitress service stations, etc., in order to save steps and minimize worker traffic crossing. All equipment is stainless steel with rounded corners, seamless construction, having recessed handles on drawers and doors.

#### D. SANITATION

Sanitation was given a great deal of attention in the designing of this restaurant. To present an inviting appearance to diners, special attention was given to eliminating odors, unsightly garbage cans, and rubble heaps.

Special Features:

1. All trimmings are disposed of in a heavy-duty waste disposer.
2. Empty cans are washed over a foot-operated, hot water spray to remove all food. Cans are then flattened and stored out of sight until removed from premises.
3. The entire floor is terrazo covered.
4. The kitchen walls are tiled.
5. All equipment is installed on terrazo islands, where possible. Where this isn't possible the installation is secured to the wall, and the legs are removed to facilitate cleaning.
6. All stainless steel equipment, with coved and seamless construction and no protruding handles.
7. Terrazo floors and stainless steel equipment make steam cleaning a simple matter.
8. Constantly operating electric fans create down drafts over all doors and entrances to keep out insects.
9. Use of electric cooking eliminates combustion fumes and greasy by-products.
10. High efficiency exhaust system removes cooking odors. Grease filters on this system are installed out of patrons' vision.
11. The grease filters, in addition to being out of sight, are installed in the wall so that they can be removed from the rear for service, with no interference to cooks and no unsightly appearance to diners as this is a 24-hour operation. The filters are removed and cleaned by running them through the dishwashing machine daily.

Special Features (cont'd.)

12. Complete air conditioning provides the diner with comfort and eliminates cooking odors. The air is exhausted by high velocity hoods over cooking centers.
13. Dishwashing area has many sanitation features:
  - (a) Stainless steel tables with rounded corners and seamless construction.
  - (b) Tables are supported from the wall to eliminate legs.
  - (c) Other equipment is mounted on terrazo islands.
  - (d) Tiled walls, terrazo floor, acoustic ceiling.
  - (e) Special exhaust hood for steam over dishwashing machine.
  - (f) Note bus box shelf under table for extra storage of loaded boxes during rush periods.
  - (g) Garbage waste disposal and raised scrap block for papers, etc.
  - (h) Pre-rinse.
  - (i) Rinse-dry-injector for spot free, fast drying of dishes.
  - (j) 180° F. temperature water for sanitizing final rinse.
  - (k) Space for bus carts.
  - (l) Depressed floor boards with special drain.
  - (m) Excellent, high intensity lighting.



## E. SAFETY

Careful planning to eliminate all hazards.

1. Vinyl floor mat at cook's station is recessed into floor to prevent tripping.
2. Wood floor boards in dishwashing area are recessed flush with floor.
3. Use of bus carts and bus boxes.
4. Fire extinguishers at convenient locations.
5. Automatic shut-down of ventilation system in case of fire.
6. Elimination of protruding door handles by use of recessed drawer pulls, etc.
7. Storage of detergents and cleaning supplies in janitor's closet.

## F. ECONOMIC SOUNDNESS

Seven months of actual operation have served to prove the many factors which were given careful consideration in planning. Some of these important factors are:

### Exhibition Cooking:

Attracts patrons and increases amount of checks. Ease of cleaning made possible by the absence of combustion fumes with electric cooking.

### Employee Morale:

Highest employee morale because of excellent working conditions made possible by having air conditioning and excellent equipment with which to work. Employee meals are unlimited in choice or quantity! Separate employee dining area.

Limited Menu:

Specializing in a few items has quickly built a reputation for quality and fast service. Of course this is reflected in menu prices.

Profitable Operation:

Sound design and management is reflected in the exceptional operating statement:

|                          |       |
|--------------------------|-------|
| Low labor cost . . . . . | 29.2% |
| Food Cost . . . . .      | 41.7% |
| Profit . . . . .         | 7.51% |

Proof of soundness in this \$150,000 restaurant is further evidenced by the fact that plans are now nearly completed for another unit incorporating the same features existing in this operation.

**G. OTHER FACTORS**

Lighting, color, air conditioning, acoustics, and music were carefully planned.

Lighting:

There is a colorful, moving, electric sign at the front of this building. General illumination in the restaurant is from three rows of recessed R-40 floods spaced on 6 ft. centers. There are also two rows of recessed light fixtures on 24" centers over counters. Ornamental lighting fixtures are used for decorative purposes in the dining area.

Following are actual readings of light intensity and glare-factor taken after 6 month's operation:

|                       | <u>Average Intensity<br/>in Foot Candles</u> | <u>Brightness<br/>in Foot Lamberts</u> |
|-----------------------|--|--|
| Dining Room           | 40   | 5                                      |
| Counter               | 55   | 6                                      |
| Tables                | 40   | 6                                      |
| Entry                 | 55   | 6                                      |
| Back-bar Cooking Area | 35   |  |
| Kitchen               | 35--50                                       | 7                                      |
| Dishwashing           | 50--60                                       | 20                                     |
| Columns               |  | 3.5                                    |
| Plantings             |  | 1.5                                    |

### Color:

Color pattern was given special attention by the architect, and a "lively" theme was developed, ranging from light brown to burnt orange for relief. Liberal use of glass, planters, etc., with the harmonious color scheme, makes for pleasant dining surroundings.

### Music:

Soft background music is provided not only in the dining areas but in the kitchen as well, for the benefit of employees.

### Air Conditioning:

Complete comfort air conditioning is provided by an electric, refrigerated system. High velocity, exhaust hoods are provided over the cooking and dishwashing areas to remove steam and odors.

### Soundproofing:

An acoustic ceiling adds to dining comfort.




  
S
   
A
   
R
   
O
   
N



### ATTRACTIVE ATMOSPHERE

provides pleasant dining background

Wise use of color, lighting, music and air conditioning

Flexible seating - *tables, booths and counter*

Exhibition cooking

Excellent lighting, designed to  
enhance food colors

Seating capacity increased by  
booths along V-shaped glass wall  
and gives diner feeling of privacy.

Acoustic ceiling

Booths and counters on raised,  
coved bases

Terrazo floor



**N  
O  
R  
M  
S**



**STAINLESS STEEL BACK-BAR, ROUNDED CORNERS,  
SEAMLESS CONSTRUCTION, MOUNTED ON TERRAZO BASE**

Splayed apron construction provides knee clearance, all handles recessed.  
Refrigerated display case above  
Lowerator dish dispensers are pre-heated  
Toasters on elevated shelf to increase work area  
Lowerator bread dispenser  
Refrigerated cabinet and drawers under make-up table and griddle.

Frozen food cabinet below fryers  
Air exhaust above cooking area; grease filters installed out of sight and serviced from rear  
Electric griddles and fryers built-in for sanitation  
Terrazo floor- has recessed vinyl pad (of matching color) at cooks station



**UNDER COUNTER  
WAITRESS SERVICE STATION**

Refrigerated storage for salads, salad dressing on top.  
Electric hot soup container  
Vinyl covering on shelves coved and bull-nosed for ease in cleaning  
Slanted design to provide easier access for waitress  
Counters on raised bases  
Terrazo floor.



# N O R M S



## DISHWASHING AREA Designed for Efficiency and Sanitation

- Stainless steel tables and shelves...coved corners, seamless
- Secured to walls to eliminate legs
- Raised, coved terrazo bases for equipment also for empty racks
- Exhaust hood over machine
- Pre-rinse, waste disposal unit
- Injector rinse
- Extra shelf for loaded bus boxes, during rush
- Floor mat recessed in floor for safety
- High intensity lighting
- Acoustic ceiling - tiled walls - terrazo floor
- Space for bus carts



# WORMS

**Breakfast 24 HOURS**

**CHILLED JUICES**  
 Orange Juice  
 Grapefruit Juice  
 Tomato Juice (Slice of Lemon)  
 Apple Sauce 20¢  
 Stewed Prunes 20¢  
 Cream Soda

**CEREALS Served with**  
 (Eggs Fried in Pure Cream)  
**HAM AND EGGS**  
**BACON AND EGGS**  
**SAUSAGE AND EGGS**  
**HAMBURGER PATTY AND EGGS**  
**\$1.05**

**STEAK AND EGGS**

**NORM SAYS:**  
 Try Our  
**PANCAKE SANDWICH**  
 3 Golden Brown Hot Cakes, 2 Ranch with Maple or Raspberry Syrup and  
**65c**

**(1) EGGS, Potatoes, Toast and Jelly**

**HOT CAKES**  
 with Hot Maple or Raspberry Syrup and Butter

# NORM'S

**24 hours**

## Sandwiches

**Norm's Hamburger Sandwich .48**  
 Full One Quarter Pound, Freshly Ground, Government Graded Beef Served with One On Bar-B-Q Sauce, Lettuce, Tomato, Pickles and Corn Curls on a Toasted Bun With Cheese \$8

|                    |                            |
|--------------------|----------------------------|
| of Nippy Cheese 35 | Ham or Bacon and Eggs 60   |
| h Bacon or Ham 60  | Peanut Butter and Jelly 30 |
| Sliced 50          | Bar-B-Q Beef 65            |
| and Tomato 55      | Bar-B-Q Ham 45             |
| and Tomato 35      | Fried Egg 35               |
| Ham 55             | American Cheese 35         |

**A TRUE TASTE DELIGHT! CIAL BARBECUE SANDWICH**  
 (Served in Pure Creamy Butter)  
 Choice of BEEF or HAM, Served with Hickory Smoked Beans and French Fried Potatoes

## SIDE ORDERS

|                  |                         |
|------------------|-------------------------|
| Hot Potatoes 25  | Hickory Smoked Beans 30 |
| Cold Potatoes 25 | Cold Slaw 25            |

## Salads

with Teast or Roll  
 Voice of Danish Dress or French Dressing  
 and with Whipped Cream or Sherbet 75  
 ranch and Cottage Cheese 65  
 and Lemon 70  
 salad with Shrimp 80  
 and Dinner Salad 30

## Desserts

|                              |
|------------------------------|
| 35 Strawberry Shortcake 45   |
| 4 Plus 25; with Ice Cream 35 |
| Ice Cream 25                 |

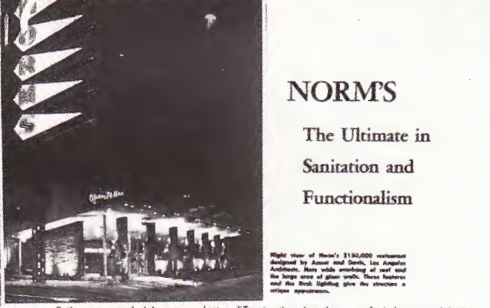
## Beverages

|                          |
|--------------------------|
| 10 Milk or Buttermilk 15 |
| 15 Hot Chocolate 20      |

## Fountain

|                           |                            |
|---------------------------|----------------------------|
| Infused Milk 35           | Hot Fudge or Milk Shake 35 |
| Ice Cream Soda 30         | Strawberry Sundae 40       |
| Chocolate or Pineapple 10 | Ice Cream (Dish) 20        |
| Sundae 35                 | Cocoa-Cola 10              |
|                           | Root Beer 10               |

## WESTERN Hotel and Restaurant REPORTER



## NORM'S

The Ultimate in Sanitation and Functionalism

Setting a new standard for sanitation and layout, functionalism, Norm's just-opened \$150,000 restaurant at 6015 So. Figueroa St., brings a third unit into operation in a group that is expected to set a trend in short-order house styling and operation. Owned by Norman Roybark with Maurice Lipson as an associate, the unique structure is the design of Arnes & Davis, Los Angeles architects, whose work is setting a new structural fate for Southern California dining establishments.

From all practical standpoints the new cafe doesn't give a leg or a rodent a chance inasmuch as the entire floor is terrazzo and the kitchen walls are tiled. All equipment is installed on terrazzo islands where possible. Where this isn't possible, the installation is located in the wall and the real legs are removed to facilitate cleaning. Due to these features and the all stainless-steel equipment in the kitchen, the latter could be steam cleaned very readily. Constantly operating electric fans which set up down drafts over all entrances keep insects out of the building.

A third major contribution to sanitation and new appreciation by patrons in the absence of odors and unsightly garbage cans and rubble bins at the rear door, let us many places, these jet out into the parking lot in plain view of people leaving their cars to enter the establishment to dine. Few things can make an appetite move quickly and make people

hunt a different eating place than these offensive trays of garbage cans and piles of ill-smelling debris.

At Norm's, all trimmings (from food preparation) are disposed of in a bi-weekly waste disposer. After cans are emptied, they are washed over a foot-operated, hot-water spray which removes all food. The cans are then flattened and stored out of sight until removed from the premises.

The fourth factor in sanitation and cleanliness is the use of top-officiency doors connected to the stove hoods to draw off all smoke, odors, and grease from cooking. Fans provide a strong draft in the hoods located just above the exhibition-cooking grills in the hood over the stove in the kitchen where only soups and a few other items are prepared.

Each door in the building is fitted with a series of filters which trap grease. These filters are cleaned at least seven times a day by routing them through the dish-washing machine.

At ten-day intervals, a firm sends a workman to clean the entire draft system. Because of the high-draft motion it is almost impossible to detect cooking odors in Norm's. This is a factor of no small consequence in an establishment where so much of the food served is grilled.

Fresh-air circulation is further aided by an area of mesh downspout across in the ceiling and next to the wall of the dining room. According

to Louis Arnes, one of the designers, this permits a continuous supply of fresh air to flow into the room from the top of the building. This air is drawn from the dining room through the counter section and into the ducts over the cooking grills and is then changed through the ducts to the exterior of the building.

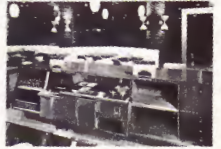
In addition to stainless-steel equipment in the kitchen, the cooking and other utility equipment behind the counters in the dining section are also stainless steel. At present, the exhibition cooking is done by gas. However, Mr. Roybark states that in a short while this will be changed to provide electricity for grilling meat and gas for such "hurry-up" items as hot cakes, handbatters and similar orders.

One of the innovations of the 1200 square-foot structure, according to Ellen Davis, one of the architects, is the V-shaped glass wall pattern with double doors at the side of the V and conforming to the wall configuration. Lighting, Davis says, has been planned to enhance food colors. Background music is provided by a sound system which includes speakers in the kitchen as well as in the dining section.

Louis Arnes, co-designer handled the color pattern and developed what he terms a "lively" theme ranging from light brown to burnt orange for relief. The contrast between these shades, the glass walls on the street



Showing stainless steel kitchen equipment planned by Norman Roybark. The V-shaped glass wall and stainless steel equipment would permit cleaning this kitchen with a steam fire, very little smoking in dining room and this results primarily of cooking range. Steamings from food are disposed of in a bi-weekly disposer and table scraps are eliminated in separate disposal units.



Showing a small portion of the kitchen and counter area and the stainless steel equipment in the kitchen. The V-shaped glass wall and stainless steel equipment would permit cleaning this kitchen with a steam fire, very little smoking in dining room and this results primarily of cooking range. Steamings from food are disposed of in a bi-weekly disposer and table scraps are eliminated in separate disposal units.



At right angle to the building, the lighting is a series of stainless steel rods which hang from the ceiling and are spaced from front to back in the dining room and in the kitchen. The rods are spaced from front to back in the dining room and in the kitchen. The rods are spaced from front to back in the dining room and in the kitchen.



Shows how, above the building, the lighting is a series of stainless steel rods which hang from the ceiling and are spaced from front to back in the dining room and in the kitchen. The rods are spaced from front to back in the dining room and in the kitchen. The rods are spaced from front to back in the dining room and in the kitchen.



Norm's here is another night view of Norm's. Here you can get a really true picture of the Norm's building for Arnes and Davis. Here the glass walls and stainless steel walls and the roof of the dining ceiling. All pictures were furnished by NORM'S RESTAURANT COMPANY.

# Metropolis

> snapshots from the center of the universe

## Neon Rhapsody

A '50s Classic Is Flashing L.A. Again

Many an icon of Southern California architecture beckons to the empty stomach. This isn't the town for humongous clocks or sleek moderne skyscrapers like those in world capitals with actual history—give us a giant doughnut or a neon sign signaling a burger on the loose any day.

For one of SoCal's finest gastronomical landmarks, you can thank the late Norm Roybark. He was *the* Norm of Norm's coffee shops, and his name has been lighting up Southern California skies for more than 50 years—albeit, until recently, on a reluctantly muted scale.

Norm wasn't the kind of guy you'd see as a taste-maker, except when it came to eggs over easy. He started out as a used-car salesman, and he brought his marketing savvy to restaurateuring. Roybark wanted his restaurant to look like a brightly lit automobile showroom, with people instead of cars behind those huge glass windows.

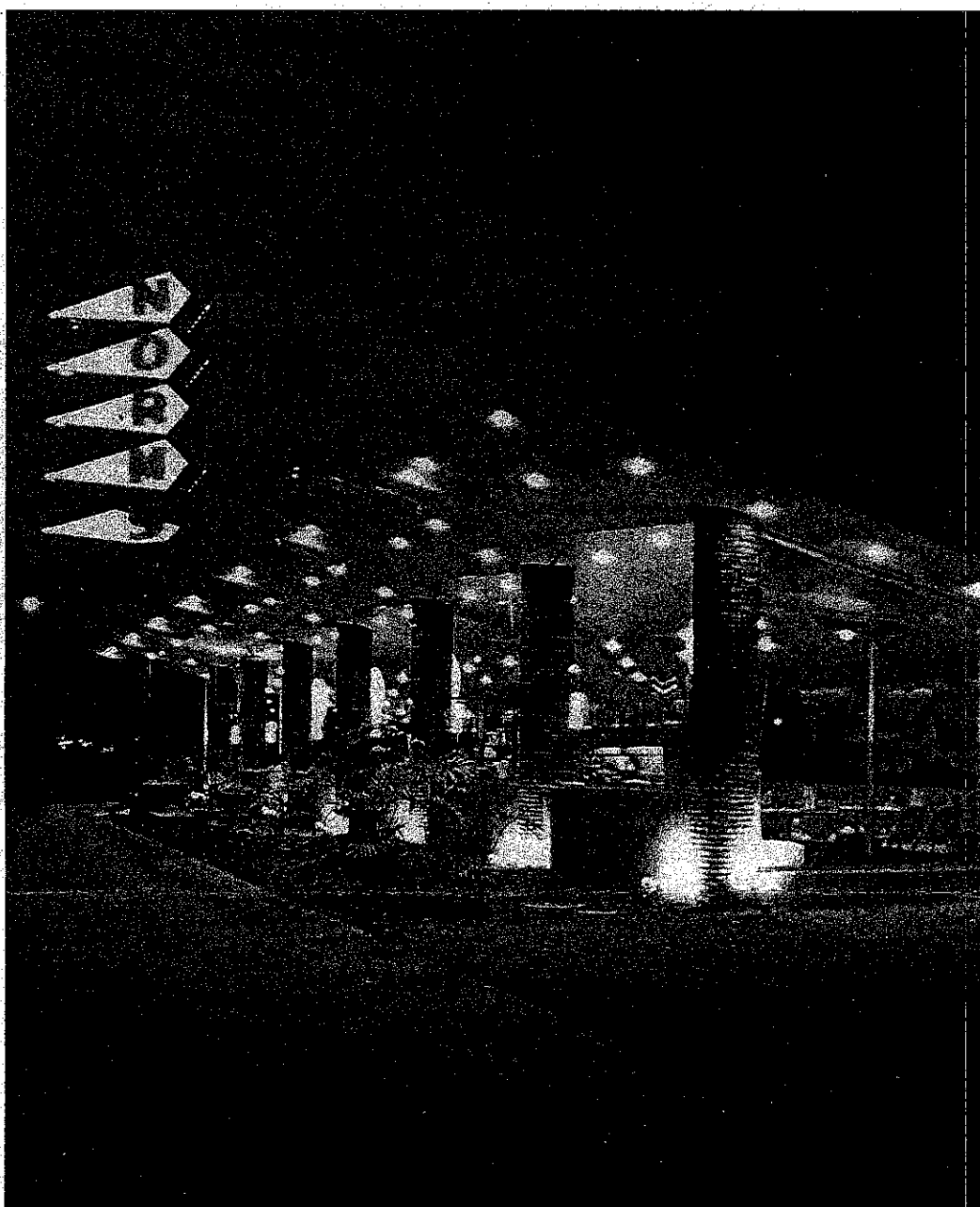
He hired architect Eldon Davis, who was busy fathering the kooky California coffee shop for chains such as the Clock and Huddle restaurants. At a time when America was in love with aerodynamic design, Davis made Norm's resemble an airplane wing with a roof that tilted down toward the back.

But the piece de resistance was the sign, a spiky shout in "Norm's orange," as the company calls the shade. Norm wanted the sign to dance like the snazzy neons in Las Vegas, and he got his wish. Davis scrawled the design on a Norm's napkin in 1950: a veritable light show with the letters N-O-R-M-S stacked vertically from top to bottom, each letter blazing from its own pennant-shaped background with "washing" white neon (lighting lingo for a horizontal effect).

"If you were brain dead you'd still see it and go in there to eat," says Santa Monica architect Victor Newlove, current partner of Davis, who is semi-retired. Indeed, the Norm's sign became such an integral part of the landscape that in 1964, Ed Ruscha immortalized it in his painting "Norm's, La Cienega, on Fire," which is in the Broad Art Foundation and has been exhibited at the L.A. County Museum of Art.

By the '70s, the energy crisis was dimming Norm's enthusiasm for flashing lights. The neon tubes were vulnerable to moisture, and every time it rained, some lights would go out, requiring costly repairs. The flaming white pennants were turned off, leaving only the orange NORMS letters constantly lit. Noisy signs were going out of vogue, and in 1986, Santa Monica cited code violations in ordering its Norm's to remove the sign by 1999.

But over the next decade or so, Southern California got hip to its history. Santa Monica saw the light, and in early 2000, its City Council declared the Norm's sign,



One of the early Norm's restaurants at Sunset Boulevard and Vermont Avenue.

which had yet to be removed, of meritorious distinction. Focus groups assembled by Norm's last year suggested that restoring the flash would be good business to boot. The family-owned chain has 17 locations from Los Angeles County to Riverside, but metropolitan L.A. has lost several restaurants over the years.

New technology has made flashing neon more cost-effective. So amid much hoopla, Norm's recently restored and re-ignited the signs at its restaurants on La Cienega Boulevard north of the Beverly Center, on Pico Boulevard in Westwood and on Lincoln Boulevard in Santa Monica. The Norm's in Bellflower joined the pack in late July after that city exempted Norm's from its ban on moving and blinking lighted signs.

At \$40,000 to restore each sign, good taste doesn't come cheap, even at Norm's, where every bite is a bargain. "There's very little . . . of this style of architecture and sign design left," Newlove says. "It's the ultimate 1950s homage to Jetsons architecture, and it survived. So flaunt it."—IRENE LACHER

Photograph by Jack Laxer

LOS ANGELES TIMES MAGAZINE, August 3, 2003 7