

Appendix D

Cultural Resources

Appendix D.1

Cultural Resources Report



Cultural Resources Technical Appendix
6430-6440 Hollywood Boulevard and 1624-1636 Wilcox Avenue
Los Angeles, CA

April 2019

TABLE OF CONTENTS

I.	Introduction and Executive Summary	1
II.	Consultant Qualifications.....	3
III.	Regulatory Setting.....	4
IV.	Historic Contexts.....	7
V.	Identification of Historical Resources.....	10
VI.	Thresholds for Determining Significance of Impacts	29
VII.	Assessment of Project Impacts	31
VIII.	Conclusion.....	34
IX.	Bibliography	35

Attachments

- Attachment A: Current Maps and Aerials
- Attachment B: Historic Maps and Aerials
- Attachment C: Contemporary Photographs of Subject Property
- Attachment D: Historic Photographs
- Attachment E: Proposed Project Plans

I. INTRODUCTION AND EXECUTIVE SUMMARY

This technical report evaluates potential impacts of a proposed mixed-use development project (proposed project) located at 6430-6440 Hollywood Boulevard and 1624-1636 Wilcox Avenue (Assessor Parcel Numbers 5546-007-001, 5546-007-002, 5546-007-029, 5546-007-030, and 5546-007-007, referred to hereinafter as “project site” or “subject properties” or “properties”) on historical resources under the California Environmental Quality Act (CEQA). The subject properties are located in the Hollywood neighborhood of Los Angeles, California. They are bounded by Hollywood Boulevard to the north, North Cahuenga Boulevard to the east, Selma Avenue to the south, and Wilcox Avenue to the west. The subject properties are located within the Hollywood Redevelopment Project Area, for which a historic resources survey was prepared in 2009 by Chattel Architecture, Planning, and Preservation, Inc. for the former Community Redevelopment Agency of the City of Los Angeles (2009 CRA survey).

Four of the five parcels, 6430 Hollywood Boulevard, 6436 Hollywood Boulevard, 1624-1626 Wilcox Avenue, and 1636-1644 Wilcox Avenue, are developed with one building each, while the fifth parcel does not have street frontage and is a surface parking lot. The four parcels that contain buildings are as follows:

- 6430 Hollywood Boulevard contains one commercial building constructed in 1932. The property is located within the boundary of the National Register of Historic Places (National Register)-listed Hollywood Boulevard Commercial and Entertainment District. However, the property was determined ineligible as a contributing property of the district by the California State Historical Resources Commission and the Keeper of the National Register. It is not an historical resource under CEQA.
- 6436 Hollywood Boulevard, also known as the Attie Building, contains one commercial building constructed in 1931. This property is located within the boundary of the National Register-listed Hollywood Boulevard Commercial and Entertainment District and continues to contribute to the district. It is an historical resource under CEQA.
- 1624-1626 Wilcox Avenue contains one commercial building constructed in 1939 and is surrounded by a surface parking lot. This property was previously found ineligible as an historical resource in a prior historic resource survey. It is not an historical resource under CEQA.
- 1636-1644 Wilcox Avenue is developed with one commercial building constructed in 1940 and is surrounded by a surface parking lot. This property has been previously found ineligible as an historical resource in a prior historic resource survey. It is not an historical resource under CEQA.

The proposed project includes rehabilitation and restoration of the Attie Building, demolition of 6430 Hollywood Boulevard as well as demolition of 1624-1626 Wilcox Avenue and 1636-1644 Wilcox Avenue, and construction of a one-story commercial building on Hollywood Boulevard and an 11- to 15-story, mixed-use building on the remaining portion of the site.

This technical report includes discussion of the regulatory setting, with a summary of historic preservation law and policies at the federal, state and local levels, as well as a fresh evaluation of historic resource eligibility of each of the four above-listed properties. These properties are evaluated for eligibility for listing locally as City of Los Angeles Historic-Cultural Monuments (HCMs), and for

listing in the California Register of Historical Resources (California Register) and National Register, in order to determine whether or not historical resources are present.

This report evaluates potential historical resources impacts of the proposed project, finding the proposed rehabilitation and restoration of the Attie Building in conformance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties (Secretary's Standards)*, and to have a beneficial effect on the Hollywood Boulevard Commercial and Entertainment District.

Additionally, this report considers direct and indirect impacts of the proposed development on other adjacent and nearby historical resources. The subject properties are within and adjacent to the Hollywood Boulevard Commercial and Entertainment District ("Hollywood Boulevard historic district" or "historic district"), which was listed in the National Register in 1985. The Hollywood Boulevard historic district consists of 63 contributing properties along both sides of Hollywood Boulevard between El Cerrito Place to the west and Argyle Avenue to the east. The district is significant as a commercial corridor associated with the "Golden Era of Hollywood" as well as for its "eclectic and flamboyant architectural mix."¹ This report also concludes that while the proposed project has the potential to cause direct and indirect impacts to the Hollywood Boulevard historic district, it is anticipated that these impacts will be less than significant.

¹ Christy Johnson McAvoy, Hollywood Heritage, "Hollywood Commercial and Entertainment District," National Register of Historic Places Nomination Form, listed January 2, 1985

II. CONSULTANT QUALIFICATIONS

This report was prepared by Jenna Snow with assistance from Kathryn McGee. Ms. Snow and Ms. McGee visited and photographed the site on March 2015, January 2017, March 2017, and September 2017.

Jenna Snow

In January 2015, Jenna Snow launched an independent historic preservation consulting practice with offices in Los Angeles. With over fifteen years of professional experience, Ms. Snow has a strong and broad understanding of best historic preservation practice, including federal, state, and local regulations. She has worked on a wide range of projects on both the east and west coasts, as well as internationally. Ms. Snow holds a M.S. in Historic Preservation from Columbia University and a B.A. in Fine Arts focusing on architectural history from Brandeis University. She meets the Secretary of the Interior's Professional Qualifications Standards in Architectural History. Throughout her career, Ms. Snow has authored, co-authored, and/or served as project manager for nearly 100 historic preservation projects, including a wide variety of historic resource assessments, National Register nominations, and historic resources surveys. She regularly contributes to environmental impact reports, historic preservation certification applications, Section 106 reviews and other work associated with historic building rehabilitation and preservation planning. Ms. Snow has prepared multiple National Register nominations, including the Twohy Building in San José, CA; the Beverly Hills Women's Club in Beverly Hills, CA; the Sam and Alfreda Maloof Compound in Rancho Cucamonga, CA; the Boyle Hotel/Cummings Block in Los Angeles, CA; the West Los Angeles Veterans Affairs Historic District in Los Angeles, CA, and Temple Ohave Israel in Brownsville, PA. She has completed historic resources surveys, including coauthoring historic context statements in Hollywood, Whittier, CA, and South Los Angeles. Prior to her consulting work, Ms. Snow worked for the New York City Department of Design and Construction in New York, NY, the Freedom Trail Foundation in Boston, MA, and the Neighborhood Preservation Center in New York, NY.

Kathryn McGee

Ms. McGee is an architectural historian and historic preservation planner based in Los Angeles. She has over nine years of experience in the field of historic preservation consulting and launched an independent practice in 2015. Her educational background includes a Bachelor of Arts degree in architectural history from the University of California, Santa Barbara and a Master of Urban and Regional Planning degree from the University of California, Irvine. She has also completed the Summer Program in Historic Preservation at the University of Southern California and is a LEED Accredited Professional with specialty in Neighborhood Development. Her consulting work entails writing reports for purposes of environmental and local project review; preparation of historic resource assessments and surveys; preparation of technical reports for General Plan Updates; evaluation of properties seeking or complying with Mills Act Contracts; and consultation on adaptive reuse and federal Investment Tax Credit projects.

III. REGULATORY SETTING

National Register

The National Register of Historic Places is “an authoritative guide to be used by federal, state, and local governments, private groups, and citizens to identify the nation’s cultural resources and indicate what properties should be considered for protection from destruction or impairment.”²

Administered by the National Park Service, the National Register is the nation’s official list of historic and cultural resources worthy of preservation. Properties listed in the National Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archaeology, engineering, and culture. Resources are eligible for the National Register if they meet one or more of the following criteria for significance:

- A) are associated with events that have made a significant contribution to the broad patterns of our history; or
- B) are associated with the lives of significant persons in our past; or
- C) embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D) have yielded or may be likely to yield, information important in history or prehistory.³

Once a resource has been determined to satisfy one of the above criteria, then it must be assessed for “integrity.”⁴ Integrity refers to the ability of a property to convey its significance. Evaluation of integrity is based on “an understanding of a property’s physical features and how they relate to its significance.” The National Register recognizes seven aspects or qualities of integrity: location, design, setting, materials, workmanship, feeling, and association. To retain integrity, a property must possess several, and usually most, of these aspects.

Relationship to Project

The Attie Building is a contributing resource of the National Register-listed Hollywood Boulevard historic district and has California Historical Resource Status Code “1D,” which means “Contributor to a district or multiple resource property listed in the NR [National Register] by the Keeper. Listed in the CR [California Register].” The Los Angeles County Historic Property Data File, updated to March 2011, notes the subject property is significant under criterion C. Listed in 1985, the historic district includes 63 contributing properties, including the Attie Building (Maps 3-4). As part of the listing of the Hollywood Boulevard historic district, 6430 Hollywood Boulevard was determined to be ineligible as a contributing resource to the historic district by the California State Historical Resources Commission and the Keeper of the National Register. Neither 1624-1626 Wilcox Avenue nor 1636-1644 Wilcox Avenue have been previously identified in survey as eligible for listing in the National Register. This report confirms that finding.

² National Register Bulletin #16A: *How to Complete the National Register Registration Form* (National Park Service, 1997).

³ National Register Bulletin #15, *How to Apply the National Register Criteria for Evaluation* (National Park Service, 1990, revised 2002).

⁴ National Register Bulletin #15, *How to Apply the National Register Criteria for Evaluation*.

California Register

Based substantially on the National Register, the California Register is “an authoritative guide... used by state and local agencies, private groups, and citizens to identify the state's historical resources and to indicate what properties are to be protected.”⁵ For a property to be eligible for listing in the California Register, it must be found by the State Historical Resources Commission to be significant under at least one of the following four criteria:

- 1) is associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage; or
- 2) is associated with the lives of persons important in our past; or
- 3) embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual or possesses high artistic values; or
- 4) has yielded, or may be likely to yield, information important in prehistory or history.

Also included in the California Register are properties which have been formally determined eligible for listing in, or are listed in the National Register; are registered State Historical Landmark Number 770, and all consecutively numbered landmarks above Number 770; and Points of Historical Interest, which have been reviewed and recommended to the State Historical Resources Commission for listing.

The primary difference between eligibility for listing in the National and California Registers is integrity. Properties eligible for listing in the National Register generally have a higher degree of integrity than those only eligible for listing in the California Register. There is, however, no difference with regard to significance.

Relationship to Project

As the Hollywood Boulevard historic district is listed in the National Register, it is also listed in the California Register. The Attie Building therefore contributes to a California Register-listed historic district while 6430 Hollywood Boulevard does not. Neither 1624-1626 Wilcox Avenue nor 1636-1644 Wilcox Avenue have been previously identified in survey as eligible for listing in the California Register. This report confirms that finding.

California Environmental Quality Act (CEQA)

The California Environmental Quality Act (CEQA) was enacted in 1970 and offers protection for identified historical resources. In general, for purposes of CEQA and environmental review, an “historical resource” is that which has been determined eligible for listing in the California Register, or one that is designated at the local level. The term “historical resource” includes the following:

1. A resource listed in, or determined to be eligible by the State Historical Resources Commission for listing in the California Register of Historical Resources (Pub Res Code SS5024.1, Title 14 CCR, Section 4850 et seq).
2. A resource included in a local register of historical resources, as defined in Section 5020.1(k) of the Public Resources Code or identified as significant in an historical resource survey meeting the requirements Section 5024.1(g) of the Public Resources Code, shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of evidence demonstrates that it is not historically or culturally significant.

⁵ California Public Resources Code §5024.1(a),
<<http://codes.lp.findlaw.com/cacode/PRC/1/d5/1/2/s5024.1>>.

3. Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered to an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record.

Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register including the following (Pub Res Code SS5024.1, Title 14 CCR, Section 4852):

1. Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
2. Is associated with the lives of persons important in the past;
3. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
4. Has yielded, or may be likely to yield, information important in prehistory or history.

The fact that a resource is not listed in, or determined to be eligible for listing in the California Register of Historical Resources, not included in a local register of historical resources (pursuant to 5020.1 (k) of the Public Resources Code), or identified in an historical survey (meeting the criteria in Section 5024.1(g) of the Public Resources Code) does not preclude a lead agency from determining that the resource may be an historical resource as defined in Public Resources Code Sections 5020.1 (j) or 5024.1.

Relationship to this report:

As a contributing resource to the Hollywood Boulevard historic district, the Attie Building is a historical resource under CEQA. Because 6430 Hollywood Boulevard has been identified as a non-contributing resource to the historic district, it is not a historical resource under CEQA. Similarly, neither 1624-1626 Wilcox Avenue nor 1636-1644 Wilcox Avenue are eligible for listing in the California Register and are therefore not historical resources under CEQA.

City of Los Angeles

§22.171.7 of the Los Angeles Administrative Code defines criteria for designation of a Historic-Cultural Monument (HCM). For ease in applying local eligibility, the following numbers are assigned to the criteria, which align, to a large degree, with National and California Register criteria. Resources eligible for HCM designation are:

- 1) Historic structures or sites in which the broad cultural, economic or social history of the nation, state or community is reflected and exemplified; identified with important events in the main currents of national, state, or local history; or
- 2) Historic structures or sites identified with personages in the main currents of national, state or local history; or
- 3) Historic structures or sites which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction or a notable work of a master builder, designer, or architect whose individual genius influenced his age.

An HPOZ is defined as:

a planning tool which recognizes the special qualities of areas of historic, cultural, or

architectural significance. An HPOZ does not change the underlying zoning, rather it lays an added level of protection over a zone through local board oversight.⁶

The HPOZ criteria for evaluation state that structures, natural features, or sites within the involved area, or the area as a whole, shall meet one or more of the following:

- A. Adds to the historic architectural qualities or historic associations for which a property is significant because it was present during the period of significance, and possess historic integrity reflecting its character at that time.
- B. Owing to its unique location or singular physical characteristics, represents an established feature of the neighborhood, community, or City.
- C. Retaining the structure would help preserve and protect an historic place or area of historic interest in the City.⁷

Relationship to Project

None of the buildings on the subject properties are locally designed HCMs. Only the Attie Building appears eligible as an individual HCM, given its excellent architectural design. None of the buildings are located within an existing HPOZ.

⁶ *Cultural Heritage Masterplan*, City of Los Angeles Cultural Affairs Department. Adopted 2000: 44. preservation.lacity.org. Web. May 2016.

⁷ *Cultural Heritage Masterplan*, 45. City of Los Angeles Cultural Affairs Department. Adopted 2000. Web. May 2016.

IV. HISTORIC CONTEXT

The following is background on the historical development of Hollywood Boulevard.

Hollywood Boulevard Commercial and Entertainment Historic District

The National Register nomination form describes the Hollywood Boulevard historic district:

The Hollywood Boulevard District is a 12 block area of the commercial core along Hollywood's main thoroughfare, which contains excellent examples of the predominant architecture styles of the 1920s and 1930s. The area contains a mix of Classical Revival, Spanish Colonial Revival, and Art Deco structures. Over 100 buildings are included. The development pattern of the 1920s, with high-rise buildings at major intersections, flanked by one and two-story retail structures, remains intact to this day...

When Hollywood was established as an independent city in 1903, it was a small agricultural community of 700 people. At that time, Hollywood Boulevard was called Prospect Avenue and was developed with large estates. The independent City of Hollywood, with over 4,000 residents, incorporated into the neighboring City of Los Angeles in 1910. The following is excerpted from the Historic Context Statement prepared in conjunction with 2009 CRA survey and further describes the history of the Hollywood Boulevard:⁸

Prior to its annexation by the City of Los Angeles in 1910, Hollywood had been a small residential city. However, commerce in Hollywood, particularly along Hollywood Boulevard, steadily increased in the years following annexation. Hollywood's post-annexation commercial core is an important example of a High Density Urban Core. This led to the 1985 listing of twelve blocks of Hollywood Boulevard from Argyle to Cerrito in the National Register of Historic Places as the "Hollywood Boulevard Commercial and Entertainment District."⁹ By 1913, the block between Cahuenga and Wilcox on Hollywood Boulevard block [sic] was completely commercial, and by 1915 more than one hundred businesses were located along the length of the boulevard.¹⁰ By the beginning of the 1920s, Hollywood was the largest of the outlying [commercial] centers in the Los Angeles area.

More than 200 stores lined Hollywood Boulevard in the eight blocks between Cahuenga and Highland.¹¹ Promoters of the district touted not only the mass-market appeal usually associated with a metropolitan center, but also the district's exclusiveness.¹² As a wealthy community outside the city center, the district had neither the pressing crowds characteristic of the downtown Los Angeles retail area, nor were segments of the population undesirable to the affluent as readily visible (although both prostitution and poverty were visible within the bounds of

⁸ Chattel Architecture, Planning & Preservation, Inc., "Intensive Historic Resources Survey, Hollywood Redevelopment Project Area," prepared for the Community Redevelopment Agency of the City of Los Angeles, February 2010, revised January 2012.

⁹ See Leslie Heumann and Christy Johnson McAvoy, principal investigators for Hollywood Heritage. *Hollywood Historical Survey: Proposed Hollywood Redevelopment Project*. City of Los Angeles: Community Redevelopment Agency, 1985, 6.

¹⁰ Gregory Paul Williams, *The Story of Hollywood: An Illustrated History* (Los Angeles: BL Press, 2005), 69-80.

¹¹ Richard Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles 1920-1950*, (Cambridge, MA: MIT Press, 1997) 83.

¹² Longstreth, *City Center to Regional Mall*, 84.

the district as early as 1920).¹³ Hollywood's exclusiveness was reflected in the types of stores that located within the district, the goods offered for sale, and in the patrons themselves. Department stores abounded while companies such as Maytag, Frigidaire and General Electric, establishing showrooms for display of the new consumer goods still out of the reach of many people, contributed to the aura of exclusivity. Fancy restaurants also catered to the well-to-do, while an abundance of chain drug and food stores catered to patrons' more commonplace needs.¹⁴

As the decade of the 1920s unfolded, the elegant residences of the previous decades lining Hollywood Boulevard increasingly gave way to more intensive commercial use. This type of growth was directed by developers in the district, under the auspices of the newly-formed Hollywood Chamber of Commerce who decided that Hollywood Boulevard's days as a residential street were over.¹⁵ Developers such as C.E. Toberman took concrete steps to make it an important financial and office center that could compete with the downtown area by offering services previously available only there.¹⁶ Apparently, such efforts to recast Hollywood as a center for commerce were fruitful, for in the years preceding the Depression, the rate of Hollywood's skyscraper construction was unprecedented both within Los Angeles as well as in the rest of the nation. Seven tall office buildings, such as the Taft Building (1924, 6290 Hollywood Boulevard) and Hollywood First National Bank (1927, 6777 Hollywood Boulevard) rose along Hollywood Boulevard.¹⁷ New commercial buildings rose at a rapid rate along what was increasingly becoming defined as Hollywood's business core, and these new buildings often replaced not only residential buildings but even smaller scale commercial buildings built just years beforehand.¹⁸ The first height-limit building to rise was the thirteen-story Guarantee Building, 6331 Hollywood Boulevard, in 1923, followed by others such as the First National Bank, 6777 Hollywood Boulevard, in 1927 and the Hollywood Equitable Building, 6253 Hollywood Boulevard, in 1929.¹⁹

As Hollywood developed quickly from a rural but wealthy enclave in the 1910s to a bustling commercial district in the 1920s, retailers sought to project the district's newly established urbanity with stores to rival those in New York and Chicago. The Chamber of Commerce explicitly mandated that Hollywood Boulevard stores reflect the quality of those in the East.²⁰ By the mid 1920s, the stylish women's clothing purveyed in Hollywood stores increasingly defined the district

¹³ Because of the high moral tenor pervasive in the district since Hollywood's founding, pains may have been taken by residents to make "urban vices" such as prostitution less visible in Hollywood. However, prostitution in Hollywood was evidenced as early as 1914 as many of the young women drawn to Hollywood by the lure of the movie industry found themselves in desperate circumstances as they struggled to establish themselves professionally. The good intentions of actress and real estate developer Mary Pickford and movie mogul wife Bessie Lasky, as they donated funds for the construction of the Studio Club, a home for such single women, made the problem less publicly visible. See Williams, 89.

¹⁴ Longstreth, *City Center to Regional Mall*, 84.

¹⁵ Williams, *The Story of Hollywood*, 103.

¹⁶ Heumann and McAvoy, *Hollywood Historical Survey: Proposed Hollywood Redevelopment Project*. 9. See also Longstreth, *City Center to Regional Mall*, 90.

¹⁷ Longstreth, *City Center to Regional Mall*, 89.

¹⁸ Longstreth, *City Center to Regional Mall*, 83.

¹⁹ Longstreth, *City Center to Regional Mall*, 90.

²⁰ Williams, *The Story of Hollywood*, 117.

as a center of fashion. In 1923, I. Magnin, the northern California department store known for its distinguished ambience, opened its first branch in Hollywood at 6340 Hollywood Boulevard.²¹ By 1928, when the downtown Los Angeles-based Dyas Department store built a branch of its store in Hollywood larger than its downtown precedent at 6300 Hollywood Boulevard, it signified Hollywood's commercial ascendancy.²² With department stores such as the CRS Co. (later Robertson's) having as many as 43 individual departments within its enclosure, the Hollywood Boulevard Association proudly proclaimed Hollywood the "World's Largest Department Store" shortly after the group's foundation in 1928.²³

Hollywood Boulevard gradually began to shift after World War II, from a center of fashion with stylish department stores to a seedier scene by the 1970s. This shift is contemporaneous with a transition in the types of entertainment-related buildings in the area from primarily movie making to incorporating more television and radio studios. The Hollywood Freeway (Hwy 101), completed in 1954 through the Cahuenga Pass, was another sign of change, as the dominant transportation mode into and through the area morphed from the interurban Pacific Electric Railway to automobiles. By the 1960s, the rising youth culture began to establish itself in Hollywood. Playmates was the first place in Los Angeles to offer hip-hugging bellbottoms for sale while nearby Frederick's of Hollywood was the first in the nation to offer French bikinis, which resulted in the arrest on a California beach of an "immodestly" clad bikini-wearer shortly after their introduction.²⁴

The National Register-listed Walk of Fame was an attempt by business interests to revive an earlier, more glamorous image of Hollywood. The Walk of Fame was funded through a tax bill and required every owner along Hollywood Boulevard to pay an assessment. The first eight names were placed in 1958, and the Walk of Fame currently extends along Hollywood Boulevard from La Brea Avenue to Gower Street and along three blocks of Vine Street from Yucca Street to Sunset Boulevard. Stars for actress Irene Dunne, alternative rock band Jane's Addiction, and comedian Richard Pryor are located in the sidewalk in front of the Attie Building.

²¹ Longstreth, *City Center to Regional Mall*, 84.

²² Longstreth, *City Center to Regional Mall*, 84-86.

²³ Longstreth, *City Center to Regional Mall*, 96.

²⁴ Williams, *The Story of Hollywood*, 321.

V. IDENTIFICATION OF HISTORICAL RESOURCES

Site (Maps 1-5)

The subject properties are located in a highly urban environment, situated on the southeast corner of Hollywood Boulevard and North Wilcox Avenue. They consist of five separate assessor parcels (APNs 5546-007-001, 5546-007-002, 5546-007-029, 5546-007-030, and 5546-007-007), with the addresses 6436 Hollywood Boulevard, 6430-6434 Hollywood Boulevard, 1624-1626 Wilcox Avenue, and 1636-1644 Wilcox Avenue. The fifth parcel is located mid-block, without any street frontage, and functions as a surface parking lot. All four buildings are constructed to the sidewalk edge along Hollywood Boulevard and Wilcox Avenue. 6436 Hollywood Boulevard, the Attie Building, directly abuts the commercial building 6430-6434 Hollywood Boulevard to the east. A shallow walkway along its south elevation separates The Attie Building from the commercial building located at 1636-1644 Wilcox Avenue. 1624-1626 Wilcox Avenue is located at the south side of the project site, separated from 1636-1644 Wilcox Avenue by driveways to the surface parking lots that surround two sides of the subject properties on Wilcox Avenue. The National Register-listed Hollywood Walk of Fame runs along the sidewalk of Hollywood Boulevard adjacent to the subject properties.

As noted above, Hollywood Boulevard consists of commercial buildings with a mix of architectural styles. The buildings range from one- to 12-stories, with taller buildings generally anchoring corners and major intersections. North of the subject properties on Hollywood Boulevard is the tall 4-story Warner Theater building (1927, district contributor) with two radio antennas along the east and west sides of its roof. Other nearby contributing resources to the historic district along Hollywood Boulevard include the 12-story Guaranty Building (1923), located at the northeast corner of Hollywood Boulevard and Ivar Avenue, the Creque Building (1913/1931), located at 6400 Hollywood Boulevard at the southeast corner of Hollywood and Cahuenga Boulevards; the 7-story Security Trust building (1921, district contributor), located at the northeast corner of Hollywood and Cahuenga Boulevards; Holly Cinema (1920), located at 6523 Hollywood Boulevard, the southeast corner of Hollywood Boulevard and Hudson; and Hillview Apartments (1917), located at 6531 Hollywood Boulevard at the southwest corner of Hollywood Boulevard and Hudson Avenue. 1615 Wilcox Avenue, the United States Post Office, Hollywood Station, is located across Wilcox Avenue from the subject properties at the northwest corner of Wilcox Avenue and Selma Avenues. The United States Post Office was individually listed in the National Register in 1985 for both its architecture and “as a sign that the federal government recognized the importance of the Hollywood community.”²⁵

Attie Building, 6436 Hollywood Boulevard

Exterior (Figures 1-14)



Designed in the Art Deco style, the Attie Building is a rectangular commercial and office building, with its narrower frontage on Hollywood Boulevard. Two stories high along Hollywood Boulevard, the building steps down to one story along North Wilcox Avenue. A decorative parapet extends above the roofline, concealing from street view the vaulted shape of the roof and several pyramidal skylights. An elevator and mechanical penthouse are located on the roof, along with three, solid-panel roof signs mounted on superstructures. Fenestration generally consists of double-hung wood sash.

²⁵ Denver Miller and Christy Johnson, “U.S. Post Office,” Historic Resources Inventory, Department of Parks and Recreation, form prepared October 1979.

Art Deco elements are concentrated at the second floor on north and west elevations. Providing a strong sense of verticality, a single row of second floor windows is separated by fluted pilasters of glazed terracotta that extend above the roofline. Windows are generally grouped in threes, with a wider, more dramatic fluted pilaster every third window. Decorative cast stone spandrel panels of geometric and floral bas-relief are located above and below window openings. Walls are capped in a narrow, glazed terracotta cornice with a vertical line pattern. Second floor decorative elements wrap the west edge of the south elevation and north edge of the east elevation.

The north elevation ground floor contains two retail storefronts, with the west storefront roughly the width of one bay, and the wider, east storefront roughly the width of two bays.²⁶ Both storefronts have contemporary glazed storefront door and window systems, each with a pair of swinging doors flanked by fixed storefront windows and transoms above. Both have exterior, wall-mounted, metal roll-up security gates. Above storefronts are blank wall areas for tenant signage. The wall area above the east storefront extends up to the base of second floor window sash, while the wall area above the west storefront sits lower, revealing decorative spandrel panels below second-floor windows.

The west elevation ground floor contains two large, fixed-sash windows in its northernmost bay, with a blank wall area above for tenant signage. To the south, the second, third, and fourth bays encompass a solid wall with a Hollywood-themed painted mural at the ground floor (painted in 1983, described in greater detail later in this report). Decorative horizontal trim extends south across the remaining portion of the elevation. The fifth bay is two-thirds of the width of the other bays and includes a single swinging door surrounded by a glass tile block wall with a small marquee sign above. The sixth bay encompasses the entire one-story portion of the building, and has a blank, smooth stucco wall with space for small advertisements including movie posters.

The south elevation is secondary and void of ornament, with exception of the previously noted decoration that wraps a portion of the second floor. It is clad in smooth stucco and contains several secondary doors and windows. The east elevation directly abuts 6430-6434 Hollywood Boulevard such that only a portion of the elevation is visible above the adjacent building. This portion is secondary and void of ornament, with exception of the terra cotta that wraps from the north elevation. Finished in smooth stucco, the east elevation has several casement windows at the second floor.

Interior (Figures 15-26)

The interior has commercial tenant spaces at the ground floor, including the two rectangular retail spaces (east and west tenant spaces) accessed through the north elevation storefronts and extending south through the building. Both tenant spaces have an interior stair at the rear providing access to a partial basement used for storage. The east tenant space has terrazzo flooring spelling out the former tenant's name ("Playmates") near the storefront entrance.

The west elevation entrance, which provides access to second floor offices, opens to an elevator and stair lobby with a terrazzo floor featuring a geometric pattern. The Art Deco elevator cab has wood panels with integrated, gold-painted chevron designs, and gives access to the second-floor offices and roof. The stair is carpeted, has a simple metal rail, and leads up to a second-floor landing where there is a reception area and access to private offices and larger event spaces, some of which have high ceilings and skylights. Interior floor, ceiling, and wall finishes are generally contemporary.

²⁶ The architectural term "bay" refers to the vertical divisions of the building. Typically, a bay is defined either by fenestration or piers or some other organizing principal.

History of Alterations

With the exception of the storefronts, the Attie Building appears much as it did when it was constructed in 1931.²⁷ Originally constructed with only one commercial space on the first floor, the space was divided into two in 1940.²⁸ The east storefront was altered again in 1946 to accommodate Graysons, a lower price clothing store for women. The alterations were designed by the firm Gruen + Krummeck and are described in several building permits, dated between February and April 1946.²⁹ Historic photos show a deeply inset, glazed entrance, enhanced by a curved lintel. Bars of neon create a swooping effect and script lettering outlined in neon stretches across the lintel.

Interior alterations were made to the west storefront in 1964 to accommodate a new tenant, See's Candies.³⁰ The east storefront windows were altered again in 1983, removing the distinctive, curved lintel.³¹ There are no remaining features or materials of the Gruen + Krummeck designed storefront. The building was re-roofed in 1941 and 1963.³² There are multiple permits for new signage, likely changing with both tenants and styles. It is not known when the entrance to the second-floor offices along the west elevation was altered. However, it is possible the work was completed in the 1980s based on the use of glass brick surrounding the door, a common material during that time period. The mural on the west elevation was painted in 1983 and restored in 2007.³³

Property History

Constructed in 1931, the Attie Building replaced an earlier, two-story, Classical Revival style Bank of Italy on the site. The current building was designed as a commercial building for stores and offices and was constructed for owner Capital Company, a subsidiary of Bank of America, which was then located in the Transamerica Building in Los Angeles.³⁴ The reinforced concrete building was completed for \$38,000. Although not on listed on the original permit, architect H.M. Minton (biography below) and contractor H.M. Baruch (company description below) are listed on permits that were issued a week later, indicating they the likely original architect and contractor.³⁵

Henry A. Minton

Born and raised in Boston, Massachusetts, Henry A. Minton (1883-1948) received his Bachelor of Arts degree from Harvard College in 1903 and completed his architectural studies at Lawrence

²⁷ City of Los Angeles Department of Building and Safety, "Application for Erection of Frame Building," Permit #13214, July 1, 1931.

²⁸ City of Los Angeles Department of Building and Safety, "Application to Alter, Repair or Demolish," Permit #32573, August 16, 1940.

²⁹ City of Los Angeles Department of Building and Safety, "Application to Alter, Repair or Demolish," Permit #4917, February 21, 1946; Permit # 9988, April 8, 1946; Permit #10474, April 10, 1946; Permit #10770, April 15, 1946.

³⁰ City of Los Angeles Department of Building and Safety, "Application to Alter, Repair or Demolish," Permit #LA56801, January 21, 1964.

³¹ City of Los Angeles Department of Building and Safety, "Application to Alter, Repair or Demolish," Permit #LA61929, April 14, 1983.

³² City of Los Angeles Department of Building and Safety, "Application to Alter, Repair or Demolish," Permit #12180, May 15, 1941; Permit #LA37930, May 13, 1963.

³³ Tiffany Hsu, "Stars to shine more brightly after touch-up," *Los Angeles Times*, July 17, 2007.

³⁴ City of Los Angeles Department of Building and Safety, "Application for Erection of Frame Building," Permit #13214, July 1, 1931.

Bank of America was the name of the holding company formed by Amadeo Peter Giannini in the 1920, the largest of which was Transamerica Company. Giannini has previously established Bank of Italy in 1904, which became the largest commercial bank in the world by serving members of the community such as the working class, immigrant populations, and small businesses that had not previously had access to financial institutions.

³⁵ City of Los Angeles Department of Building and Safety, "Application for Erection of Frame Building," Permit #13722, July 8, 1931.

Scientific School in 1905.³⁶ After the 1906 San Francisco earthquake, Minton moved across the country, where he briefly worked for J.W. Dolliver on drawings for Sonoma County Court House before working for William D. Shea. After 1911, he was employed by the City of San Francisco designing buildings for the auxiliary water-supply system, the garbage disposal system, municipal railways, and tunnels. During this period, he completed a few private residential projects.³⁷ He opened his private practice full time in 1918, and remained in private practice until his death.³⁸ He often collaborated with architect Wilton Smith. Henry Minton's son, John G. Minton, followed his father into architecture and continued the private practice, designing additions to many of his father's buildings.³⁹ Henry Minton also often collaborated with pioneering landscape architect Thomas Church.⁴⁰

Henry Minton was quite prolific. A finding aid for his archives at Avery Architectural & Fine Arts Library at Columbia University lists over 375 projects, not including the Attie Building. He primarily worked for two clients: The Bank of Italy (later Bank of America) and the Catholic Church, specifically the San Francisco Archdiocese. An article about Minton was published during his lifetime in one of the leading architectural publications of the time, *The Architect and Engineer*, and noted the following:

If we were to attempt a generic classification of the architectural accomplishments of Mr. Minton in San Francisco and California we should be apt to decide that his talents have been concentrated chiefly upon the architectural glorification of two great motivating ideals of human life: Financial Confidence as expressed in Banks, and Religious Faith as expressed in Ecclesiastical Edifices.⁴¹

In addition to the Attie Building, other buildings designed for the Bank of Italy by Henry Minton are a 14-story Beaux Art tower in San Jose (1925, extant), and two buildings in San Francisco, one at 1645 Ocean Avenue (1927, extant) and the other at the corner of Pine and Montgomery streets (1930, extant). Branch banks designed by Henry Minton were constructed in Salinas (1927, not extant); Palo Alto (1928, extant); Merced (1928, extant); Petaluma (1928, not extant); San Mateo (not extant); Los Gatos (1931, extant); and Long Beach (1930, extant). Most of these branch banks were designed in a Beaux Arts style, which was very typical for banks. Often appearing like a Greek or Roman Temple, bank buildings, even those of more modest size in smaller towns, took a more monumental form to imply solidity and permanence. Many of Minton's Bank of Italy buildings look very similar to one another, a fact not overlooked in the aforementioned article in *The Architect and Engineer*, which noted, "Although their plans naturally bear a similarity, their exteriors and interiors present a diversity of design agreeably surprising in this era of 'chain store' ideas."⁴² The Attie

³⁶ Established in 1847, Lawrence Scientific School provided advanced education in engineering and science at Harvard University.

³⁷ "Henry A. Minton and John G. Minton architectural records and papers, 1914-1974; Biographical Note," Columbia University Libraries Archival Collections, Avery Architectural & Fine Arts Library.

³⁸ "Questionnaire for Architects' Roster and/or Register of Architects Qualified for Federal Public Works," American Institute of Architects Archives," May 2, 1946, public.aia.org/sites/hdoaa/wiki/Wiki%20Pages/What%27s%20here.aspx.

³⁹ "Henry A. Minton and John G. Minton architectural records and papers, 1914-1974; Biographical Note," Columbia University Libraries Archival Collections, Avery Architectural & Fine Arts Library.

⁴⁰ "Questionnaire for Architects' Roster and/or Register of Architects Qualified for Federal Public Works," American Institute of Architects Archives," May 2, 1946, public.aia.org/sites/hdoaa/wiki/Wiki%20Pages/What%27s%20here.aspx.

⁴¹ Rev. Richard J. Curtis, "Recent Work of H.A. Minton, Architect," *The Architect and Engineer*, December 1932, Vol 111, no. 3, 11.

⁴² Rev. Richard J. Curtis, "Recent Work of H.A. Minton, Architect," *The Architect and Engineer*, December 1932, Vol 111, no. 3, 20.

Building appears somewhat unique in its Art Deco style for use as commercial building. The only other building designed for Bank of Italy that incorporates some elements of Art Deco style was the building in San Mateo, photographed for *The Architect and Engineer*. Photographs show low bas-relief figures as pier capitals flanking the main entry and a shallow, stepped pediment.

Herbert M. Baruch Corporation

Between 1920 and 1955, the Herbert M. Baruch Corporation was one of the largest general contractors in Southern California, building over 500 projects, most in Los Angeles County.⁴³ The Herbert M. Baruch Corporation was also responsible for construction of Wilshire Boulevard Temple (1929, HCM #116, listed in the National Register) as well as the Hollywood Plaza Hotel (1924), also a contributing resource to the Hollywood Boulevard historic district.

History of Ownership

Capital Company owned the property until 1938, when it was sold to Ethel May Duffy (1910-1991).⁴⁴ Daughter of a Buffalo, New York silk manufacturer, Ethel May Duffy owned the property until 1967.⁴⁵ That year, the property transferred to 3732 Main Building Corporation, owned by George Nathanson, who held the property until his death, at which point it passed to his heirs.⁴⁶ The heirs, in turn, sold the property to Eli Attie and Naomi Attie in 1976. The property remained in the Attie family until 2003.⁴⁷ The subject property became known as the Attie Building in the 1985 National Register nomination form.

Eli Attie (1905-1985),⁴⁸ a Syrian Jewish immigrant, came to the United States with his family in 1909 as a young child. Shortly after his marriage to Naomi Helfman, he opened a linen store in New York City.⁴⁹ By the mid-1950s, Attie and his family had moved to Southern California, by way of Miami Beach,⁵⁰ and rented the east retail space at the subject property for Playmates, a lingerie store.⁵¹ As noted above, Attie later purchased the property in 1976. In the early-1980s, Eli's son, Michael Attie, took over running the family business. Michael Attie, who was living and meditating in northern California at a Japanese Zen temple,⁵² became known as "The Lingerie Monk." He told the *Jewish Journal*, "I created the tongue-and-cheek Lingerie Zen Sect, which claimed that the fast way to enlightenment was to meditate in a lingerie store. I had meditation classes upstairs and occasionally I'd do ceremonies in the store, like the Feather Boa Dance."⁵³

⁴³ Caroline Luce and Karen Wilson, "Building the Metropolis," scalar.usc.edu/hc/from-the-bowl-to-the-boulevard/index.

⁴⁴ Los Angeles County, Deeds Book, June 3, 1938.

State of California. *California Death Index, 1940-1997*. Sacramento, CA, USA: State of California Department of Health Services, Center for Health Statistics. Aside from her death in Santa Barbara, CA, little information can be found on Ethel May Duffy Peters.

⁴⁵ Los Angeles County, Deeds Book, July 27, 1967.

⁴⁶ Los Angeles County, Deeds Book, Volume 3248, September 4, 1974; Los Angeles County, Deeds Book, Volume 590, November 26, 1976.

⁴⁷ Los Angeles County, Deeds Book, Volume 03-1288214, April 28, 2003.

⁴⁸ Social Security Administration. *Social Security Death Index*.

⁴⁹ United States of America, Bureau of the Census. *Fifteenth Census of the United States, 1930*. Washington, D.C.: National Archives and Records Administration, 1930, *Brooklyn, Kings, New York*; Roll: 1497; Page: 25A; Enumeration District: 1293.

⁵⁰ United States of America, Bureau of the Census. *Sixteenth Census of the United States, 1940*. Washington, D.C.: National Archives and Records Administration, 1940, *Miami Beach, Dade, Florida*; Roll: T627_581; Page: 26B; Enumeration District: 13-39B.

⁵¹ *Los Angeles Street Address Directory*, (Pacific Telephone and Telegraph Company, 1956).

⁵² Steve Harvey, "Only in L.A.," *Los Angeles Times*, December 13, 1990, B2.

⁵³ Ellie Kahn, "Lingerie and Meditation," *The Jewish Journal*, February 2, 2006, www.jewishjournal.com/lifecycles/article/lingerie_and_meditation_20060203.

History of Tenants

Florsheim Shoes was the first retail tenant along Hollywood Boulevard and the west retail space until the late 1940s. Florsheim Shoes was established in 1892 in Chicago, Illinois as Florsheim & Co, a small, family-owned shoe store. By 1910, the company had 600 workers at its factory, and by 1920, had annual sales of \$3 million, five Chicago-area factories, and 2,500 employees.⁵⁴ According to company history, “Florsheim shoes came to symbolize success.”⁵⁵ In 1933, in addition to the store at the Attie Building, there were five other Florsheim Shoes outlets in Los Angeles and environs.⁵⁶ In the 1940s, after the Hollywood Boulevard retail space was divided into two, Grayson’s Clothing Co. opened in the second retail space. Meanwhile, the second-floor office space was occupied by dentist Dr. Cowen, who advertised his “painless dentistry.”⁵⁷ Dr. Sam Cowen was a chain dentist in and around Los Angeles from the 1930s to the 1960s.⁵⁸

The retail space at 6440 Hollywood Boulevard (west tenant space), at the southeast corner of Hollywood Boulevard and North Wilcox Avenue, turned over from Florsheim Shoes to Winthrop Shoes by 1951, later becoming a retail outlet for See’s Candies in 1967. The retail space at 6438 Hollywood Boulevard (east tenant space) transferred from Grayson’s to Playmates by 1956. Finally, dentist Dr. J Sweetnam replaced Dr. Cowen in the second-floor office space by 1967.⁵⁹

The following list of tenants has been compiled from *Los Angeles City Directories* and references in the *Los Angeles Times*:

Year	6440 Hollywood	6438/6436 Hollywood	1646 (1648) Wilcox
1932	Florsheim Shoes		Cowen S M Dr Hollywood Office
1938	Florsheim Shoes		Dr. S M Cowen
1939	Florsheim Shoes		Dr. S M Cowen
1942	Florsheim Shoes		Dr. S M Cowen
1947	Florsheim Shoes	Grayson's	Dr. S M Cowen
1951	Roe Winthrop's Shoes		Dr. S M Cowen
1956	Winthrop Shoes	Playmates	Dr. S M Cowen
1960	Winthrop Shoes	Attie's/Playmates	Dr. S M Cowen
1963	Winthrop Shoes	Playmates	Dr. S M Cowen
1964		Playmates	Dr. S M Cowen
1967	See's Candy Shops, Ltd	Playmates	Sweetnam J Dr-Dentist
1969	See's Candy Shops, Ltd	Playmates	Sweetnam J Dr-Dentist
1973	See's Candy Shops, Ltd	Playmates	
1987	Ness Shoes	Playmates (Michael Attie)	Cecilia's Design Studio/Loretta Thomas

⁵⁴ Mark R. Wilson, Stephen R. Porter, and Janice L. Reiff, “Florsheim Shoe Co.,” *Encyclopedia of Chicago: Dictionary of Leading Chicago Businesses (1820-2000)*, www.encyclopedia.chicagohistory.org/pages/2668.html.

⁵⁵ “Our History,” Florsheim, www.florsheim.com/shop/aboutUs.html#aboutHistory.

⁵⁶ “Display Ad,” *Los Angeles Times*, February 2, 1933, 3.

⁵⁷ “Display Ad,” *Los Angeles Times*, March 3, 1935, 12.

⁵⁸ *Los Angeles City Directories*.

⁵⁹ *Los Angeles City Directories*.

The 20 x 30-foot mural on North Wilcox Avenue, entitled “You are the Star,” was painted in 1983 by Thomas Suriya and depicts movie stars as an audience in a movie theater. The former CRA describes the mural as “giv[ing] all passersby the opportunity to inadvertently become part of the show and provide entertainment for these film icons.”⁶⁰ The self-trained artist Thomas Suriya lived with Michael Attie near Nevada City, CA. When Michael Attie took over the family business, he asked Thomas Suriya to paint a mural on the wall of the building the year prior to the Summer Olympics in Los Angeles. This was Suriya’s first mural and when he restored the mural in 2007, he told the *Los Angeles Times* “it was all so hard. I’d never painted murals before.”⁶¹ Suriya restored the mural with the assistance of art conservator Nathan Zakheim Associates and with funds provided by the CRA. The mural has been identified by the Mural Conservancy of Los Angeles (MCLA).

Art Deco Architecture

Art Deco originated as an early Modernism movement first introduced in Paris and featured prominently at the 1925 *Exposition Internationale des Arts Décoratifs et Industriels Moderns* – a world’s fair from which the movement derived its name. Unlike other Modernist architectural movements, which completely avoided ornamental reference to earlier periods, Art Deco combined updated interpretations of ancient Egyptian, Mayan, Aztec, Greek, Roman, and Medieval Gothic ornamentation, which can be attributed to the era’s numerous archaeological discoveries, with elements from emerging abstract design movements, like cubism and futurism. It also celebrated the beauty of technology in the early twentieth century, in a society where technology and machines were being increasingly idolized. Art Deco buildings emphasize simple geometric forms and repetition. They often have a sleek, linear appearance with stylized, often geometric ornamentation. Primary façades often feature a series of set-backs that create a stepped outline. Chevrons, zigzags, and other geometrical motifs are common forms of ornament. In applied arts, the Art Deco movement combined technology and geometry. Paintings from this time period contain many references to trains, planes, cars, and skyscrapers, mixing art with scientific advancement.

Summary of Significance

The Hollywood Boulevard historic district is listed in the National Register for its significance under three criteria: A, B, and C. The National Register nomination form states:

Hollywood Boulevard, the main street of the film capital of the world, has been famous since the 1920s. The Golden Era of Hollywood is clearly depicted in this area of the commercial corridor with its eclectic and flamboyant architectural mix. The district is a thematic one, representing the retail, financial, and entertainment functions of the street and the relationship of the various structures to the movie industry, a 20th century phenomenon which helped to shape the culture of the nation as a whole.⁶²

As a contributing building to the National Register-listed historic district, the Attie Building is primarily significant for its distinctive architectural style as well as for its design by notable architect, Henry Minton, under National Register criterion C/3/3. The subject building, with its glazed terra cotta, fluted pilasters, spandrel panels of geometric and floral bas-relief, and cornice with a vertical line pattern, is an excellent example of the style and embodies a high quality of design and essential character-defining features. As the architect of many of Bank of Italy buildings, Henry Minton was

⁶⁰ Community Redevelopment Agency, A Designated Local Authority, “Thomas Suriya, You are the Star,” www.crala.org/internet-site/Other/Art_Program/artist_list/thomas_suriya1.cfm.

⁶¹ Tiffany Hsu, “Stars to shine more brightly after touch-up,” *Los Angeles Times*, July 17, 2007.

⁶² Christy Johnson McAvoy, Hollywood Heritage, “Hollywood Commercial and Entertainment District,” National Register of Historic Places Nomination Form, listed January 2, 1985.

recognized in his time as an important architect as evidenced by the 12-page spread dedicated to him in one of the leading publications of the time, *The Architect and Engineer*.

The Hollywood Boulevard historic district is also significant as a commercial center under criterion A/1/1. While the Attie Building may have contributed to that significance when it was constructed and through the 1950s, it no longer retains sufficient integrity to convey that significance. Ground floor retail spaces have been significantly altered on both the exterior and interior and do not retain any physical features of earlier tenants. In addition, while there are many people associated with the Attie Building, none rise to the level of significance to warrant consideration under criterion B/2/2.

Although painted outside of the period of significance, the mural may be significant as one of the oldest and last surviving murals in Hollywood from the early 1980s, one area of the city that once had a concentration of murals. It is also important to note that the *You Are a Star* mural was painted in preparation for the 1984 Summer Olympics. Highly visible from Hollywood Boulevard, the mural depicts an entertainment industry-related theme appropriate to popular imagination of Hollywood.

Period of Significance

The period of significance for the Attie Building begins in 1931, with construction of the building, and ends in 1939, which is the date the National Register historic district maintains as the end of the period of significance.⁶³

Character-Defining Features

Character-defining features are those visual and tangible aspects of a historic building that identify a particular architectural style, property type, and/or period of construction. The following identified significant character-defining features:

Exterior

- Two-story height along north portion, stepping down to one story
- Two primary elevations – north and west
- Ground level retail along Hollywood Boulevard
- Glazed terra cotta on second floor
- Emphasis on verticality
- “You Are A Star” mural on west elevation
- Art Deco detailing, including fluted pilasters, cornice detailing, and spandrel panels
- Fenestration pattern of groups of three windows
- Wood, double-hung sash
- Solid pier at corner storefront
- Roof skylights

Interior

- Elevator cab
- Elevator lobby to second floor with terrazzo floor
- Skylights in second floor offices

Exterior features that have been altered and are therefore not character-defining include ground floor storefronts and signage, rooftop signs, south elevation finishes and openings, and entry to the

⁶³ When the National Register nomination form was completed, 1939 represented an arbitrary 45-year cut-off. More than 25 years later, the period of significance for the historic district should be re-examined to explore if this date accurately reflects the period of significance. This study is beyond the scope of this report.

second floor along the west elevation. Interior features that have been altered and are therefore not character-defining include ground floor retail spaces and the terrazzo that spells out “Playmates.”

6430-6434 Hollywood Boulevard

Physical Description (Figures 27-32)

6430-6434 Hollywood Boulevard (Assessor Parcel Number 5546-007-002) directly abuts the Attie Building (6436 Hollywood Boulevard), which is located to the west. Oriented north, the property contains a one-story, commercial building, rectangular in plan and built to lot lines, with a barrel-vaulted roof and flat parapet at the primary, north, façade. The building has no discernable architectural style. The north facade is one bay wide, with storefronts covered with a corrugated metal security door, and a metal cornice and blank stucco wall above. Simple storefronts have full-height glazing. East and west elevations are not accessible, as they directly adjoin adjacent buildings. The south elevation is utilitarian in character, though fenestration and doors are not readily visible. The interior contains two long, rectangular tenant spaces, each with an entrance from the north facade. Used most recently as a bar-lounge, the east tenant space consists of a high-volume open plan space with contemporary booths for seating. The ceiling is covered in draped fabric. Lighting consists of chandeliers hanging from the ceiling. Used most recently for retail, the west tenant space is similar, as it is also a high-volume open plan space. The ceiling structure is visible and contains one skylight.

History of Alterations



Left: Aerial photograph, 6430-6434 Hollywood Boulevard at center indicated with arrow, see Historic Photograph 4 (source: Hollywood Photographs, 1938)

Center: 6430-6434 Hollywood Boulevard at center indicated with arrow, view southeast, see Historic Photograph 14 (source: Hollywood Photographs, 1979)

Right: 6430-6434 Hollywood Boulevard indicated with arrow (source: Google maps, 2017)

6430-6434 Hollywood Boulevard has been so extensively altered since it was constructed, it bears no resemblance to how it appeared in 1931, when it was constructed. Specifically, storefronts and interior retail spaces have changed numerous times with each change in tenant.

The existing building replaced an earlier commercial building that housed a Bank of America⁶⁴ and Postal Telegraph Company.⁶⁵ Permits were issued to demolish that building in 1931,⁶⁶ and another

⁶⁴ City of Los Angeles, Department of Building and Safety, “Application to Alter, Repair, or Demolish,” Permit #35720, September 4, 1924.

⁶⁵ City of Los Angeles, Department of Building and Safety, “Application to Alter, Repair, or Demolish,” Permit #12894, April 28, 1926.

⁶⁶ City of Los Angeles, Department of Building and Safety, “Application to Alter, Repair, or Demolish,” Permit #11393 and 11394, June 3, 1931.

permit was issued the same year to construct a new, three-room store-and-office building.⁶⁷ The new building was to be one-story, 50'x130' in size, built to lot lines, thirty-feet in height, with reinforced concrete exterior walls, frame, and foundation, and wood joists, floors, and roof. Like the Attie Building next door, the building was constructed for Capital Company. While the architect and contractor are not listed on the original permit, they are listed on permits issued for the property later the same month and include H.A. Minton, architect, and H.M. Baruch Corporation, contractor, also the same as the adjacent Attie Building.⁶⁸ The building was completed by 1932.⁶⁹ The same year, a permit was issued to add a 15'x85' "concrete passageway" in the basement with stairs at each end, a rear addition, and new stores at the front.⁷⁰ As the building does not have a basement, it does not appear this alteration was ever completed. Two separate permits were issued to remove and/or remodel storefronts in 1936.⁷¹ In 1946-1947, major changes were made to the building, including addition of a 17-foot high, 120-foot long partition to the interior,⁷² reconfiguring the space to house multiple tenants; removal of the roof to the first truss; removal of non-structural terra cotta (presumably at façade); addition of a new curtain wall and furred ceiling; and additional remodeling of storefronts.⁷³

Historic building permits from later decades show storefronts and signage were repeatedly altered over ensuing years. Additionally, historic buildings permits dating to 1933 reference a mezzanine.⁷⁴ Permits were issued over time to modify the mezzanine, including expansion to house offices in 1948.⁷⁵ There is no longer a mezzanine on the interior.

Property History

Early building permits show the original owner was Capital Company,⁷⁶ headquartered at Transamerica Building, the same owner at the adjacent Attie Building. Based on building permits, Capital Company appears to have owned the property until at least 1936.⁷⁷

6430-6434 Hollywood Boulevard housed a variety of tenants over time, with no tenant staying in the building for an especially long period. The building was originally configured to contain a single retail

⁶⁷ City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, or Demolish," Permit #13215, July 1, 1931.

⁶⁸ City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, or Demolish," Permit #13723, July 9, 1931; City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, or Demolish," Permit # 13887, July 11, 1931.

⁶⁹ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1932).

⁷⁰ City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, or Demolish," Permit #05382, March 24, 1932.

⁷¹ City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, or Demolish," Permit # 05330, March 19, 1936; City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, or Demolish," Permit #07298, March 30, 1936.

⁷² City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, or Demolish," Permit #15379, June 5, 1946.

⁷³ City of Los Angeles, Department of Building and Safety, "Application To Alter, Repair Or Demolish And For A Certificate of Occupancy," Permit #28224, November 25, 1947; City of Los Angeles, Department of Building and Safety, "Application To Alter, Repair Or Demolish And For A Certificate of Occupancy," Permit #35898, December 12, 1947.

⁷⁴ City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, Move, or Demolish," Permit # 10802, February 15, 1933.

⁷⁵ City of Los Angeles, Department of Building and Safety, "Application To Alter, Repair Or Demolish And For A Certificate of Occupancy," Permit #04239, March 16, 1948.

⁷⁶ City of Los Angeles, Department of Building and Safety, "Application for the Erection of Buildings, Class "C," Permit #13215, July 1, 1931.

⁷⁷ City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair, Move or Demolish," Permit # 06705, March 24, 1936.

space. The earliest known tenant was Kirby's Shoe Store, which occupied the building in 1932.⁷⁸ I.E. Silver Company, a department store, occupied the building from 1934-1936.⁷⁹ There is very little available information about the history of Kirby's Shoe Store or I.E. Silver Company in the historic *Los Angeles Times*, suggesting neither company made substantial contributions to history. By 1942, the building was reconfigured to house multiple tenants, including three clothing and shoe stores (listed in below table of tenants).⁸⁰ The building continued to house retail stores selling apparel through the 1950s.⁸¹ In the 1960s, retail users shifted to the music business, with tenants such as the Denels Music Shop occupying the building from 1960 through at least 1973. In 1975, the building changed occupancy from store to restaurant to house a Pizza Hut.⁸² In 1983, a portion of the building contained a shoe store, Patrini Shoes.⁸³ A complete table of known tenants follows, compiled from *Los Angeles City Directories*, building permits, and historic photos:

Year	6430 Hollywood	6432 Hollywood	6434 Hollywood
1932	Kirby's Shoe Stores ⁸⁴		
1934-1936	I.E. Silver Company, department store ⁸⁵		
1942	Green's, women's clothing retailer ⁸⁶	Milton Barnett, clothing retailer ⁸⁷	Edison Brothers Store, Inc., shoe retailer ⁸⁸
1947-	Dottie Dean Company ⁸⁹		Edison Brothers Stores
1956	Nan's Sportswear and		Leed's Shoe Stores

⁷⁸ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1932).

⁷⁹ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1934 & 1936). I.E. Silver Company declared bankruptcy in 1936; "Auction Sales," *Los Angeles Times*, April 5, 1936: 10.

⁸⁰ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1942).

⁸¹ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1956).

⁸² City of Los Angeles, Department of Building and Safety, "Application for Inspection—Addition-Alter-Repair-Demolish And For Certificate of Occupancy," Permit #18972, December 29, 1975.

⁸³ City of Los Angeles, Department of Building and Safety, "Application for Inspection of Signs," Permit #80085, January 9, 1984.

⁸⁴ Kirby's Shoes also had locations at 4611 S Broadway and 408 S Hill Street; *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1932).

⁸⁵ I.E. Silver Company also had a location at 5523 Santa Monica Boulevard; *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1934 & 1936).

⁸⁶ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1942).

⁸⁷ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1942).

⁸⁸ Edison Brothers Stores also had a location at 718 S Broadway; *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1942).

⁸⁹ City of Los Angeles, Department of Building and Safety, "Application to Alter, Repair or Demolish and for Certificate of Occupancy," Permit #06417, February 2, 1948.

Year	6430 Hollywood	6432 Hollywood	6434 Hollywood
1960			Denels Music Shop; Franklin Music Shop
1965	Beahan A Sheet Music; Discount Record Center		Denels Music Shop; Rohrer-Drake-Assoc.
1969	Discount Record Center		Denels Music Shop
1973	Discount Record Center		Denels Music Shop
1979	Fairview		Pizza Hut
1987			Patrini Shoes

Eligibility

6430-6434 Hollywood Boulevard has repeatedly and consistently been found ineligible as a contributing resource to the Hollywood Boulevard historic district due to its numerous alterations over the years. While the building may have, at one time, contributed to Hollywood Boulevard as a commercial center, it was never an architecturally distinguished building. Historically, 6430-6434 Hollywood Boulevard was a one-story, undistinguished commercial building. Unfortunately, the building is indistinguishable to how it appeared historically. Ground floor retail spaces have been significantly altered on both the exterior and interior and do not retain any physical features of earlier architectural design or tenants, leading to a lack of integrity, specifically integrity of design, materials, workmanship, feeling, and association. The following evaluates 6430-6434 Hollywood Boulevard under each of the seven aspects of integrity:

- *Location:* The building has not been moved and therefore retains integrity of location.
- *Design:* The primary, street-facing façade of the building has been substantially altered, with removal of mezzanine-level windows and multiple storefront alterations over the years. The building looks entirely different than it did when it was constructed and does not retain integrity of design.
- *Setting:* Located within the boundary of the Hollywood Boulevard historic district, the building has a similar relationship to surrounding buildings as it did historically. Therefore, the building retains integrity of setting.
- *Materials:* The original design of the building has substantially changed with removal and replacement of all storefront materials, including windows and storefronts, at the facade. Therefore, the building does not retain integrity of materials.
- *Workmanship:* Loss of early materials destroys the ability to convey early design through workmanship. Therefore, the building does not retain integrity of workmanship.
- *Feeling:* Loss of workmanship makes it impossible to convey any of the building's original feeling as a commercial building associated with the early history of Hollywood Boulevard. Therefore, the building does not retain integrity of feeling.
- *Association:* Loss of workmanship also makes it impossible to convey any of the building's original association as an early commercial building. Therefore, the building does not retain integrity of association.

Due to multiple and substantial alterations, the building at 6430-6434 Hollywood Boulevard does not retain any semblance to how it looked when constructed in 1931, or even from any other date during the period of significance for the Hollywood Boulevard historic district. It therefore does not retain sufficient integrity to convey any significance connected to Hollywood Boulevard as a commercial center and is not a contributing resource to the historic district.

1624-1626 Wilcox Avenue

Physical Description (Figures 33-34)



The property at 1624-1626 Wilcox Avenue (APN 5546-007-030) is oriented west toward Wilcox Avenue. The property contains one commercial building, wrapped by an L-shaped surface parking lot to the north and east. The building is one story high and rectangular in plan with a flat roof. There is no predominant architectural style. Exterior elevations are finished in smooth stucco. The primary (west) façade has two vertical divisions corresponding to two separate retail spaces. Primary building entrances are contained within storefronts, with awnings above. The north storefront has the

main entrance in its south end, with fixed storefront windows to the north, while the south storefront has the main entrance centered, recessed, and flanked by fixed metal sash storefront windows. The north and east elevations are secondary and unadorned. The south elevation is located immediately adjacent to the building to the south and is not visible.

History of Alterations

The current building at the property was constructed in 1939 when a permit was issued to owners, the Muller Brothers, to construct a one-story building with wood frame construction, stucco walls, and composition roof.⁹⁰ There was no architect listed on the permit. The engineer was John. E. Mackel and the contractor was Horace Shidler. The Muller Brothers continued to own 1624-1626 Wilcox Avenue in 1947, when a permit was issued to them to remodel the storefronts at 1624 Wilcox Avenue, including replacement of doors to allow an outward swing, and new plate glass windows.⁹¹ In 1957, a permit was issued to owner M. Greenstein for interior work, including partitions and new ceiling at 1626 Wilcox Avenue.⁹²

Muller Brothers

The Muller Brothers appear to have developed 1624-1626 Wilcox Avenue, along with 1636-1644 Wilcox Avenue as investment properties. The two brothers, Walter (1892-1961) and Frank B. (1895-1972) operated the Muller Bros automobile service store and gas station at 6380 Sunset Boulevard (not extant),⁹³ and the business continued operation in this location until at least 1961.⁹⁴ They expanded their business interests over time to include developing property in Hollywood. In 1938, the Muller Brothers purchased the property located at 1636-1644 Wilcox Avenue from the Sackett Estate,⁹⁵ shortly after purchasing the adjacent property at 1624-1626 Wilcox Avenue. They planned to develop their new property with “a business building.” Prior to the subject properties, other real estate interests in Hollywood included development of a concrete automobile dealership for Ford at the southeast corner of Sunset Boulevard and Wilton Place in 1931 (not extant)⁹⁶ and a commercial

⁹⁰ City of Los Angeles Department of Building and Safety, “Application for the Erection of a Building of Class “D,” Permit #38390, October 2, 1939.

⁹¹ City of Los Angeles Department of Building and Safety, “Application to Alter, Repair or Demolish and for a Certificate of Occupancy,” Permit #26063, October 2, 1947.

⁹² City of Los Angeles Department of Building and Safety, “Application to Alter, Repair or Demolish and for a Certificate of Occupancy,” Permit #83576, October 1, 1957.

⁹³ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1920).

⁹⁴ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1961).

⁹⁵ “Large Hollywood Construction Project and Realty Deal Told,” *Los Angeles Times*, February 27, 1938: E1.

⁹⁶ “Automobile Sales Building Started,” *Los Angeles Times*, February 8, 1931: D5; “Automobile Agency Occupies Boulevard Unit,” *Los Angeles Times*, April 12, 1931: D5.

building for Old World Galleries at 6636 Sunset Boulevard (extant), also in 1931.⁹⁷ In 1947, they owned the property at 6361-65 Sunset Boulevard and leased it to American Broadcasting Company (not extant).⁹⁸ Additionally, they owned a Hollywood Oldsmobile dealership in 1956 (location unknown).⁹⁹

Little personal background could be found about Walter and Frank Muller outside the 1920 and 1930 United States Census. In 1920, they lived at 6368 Sunset Boulevard with their parents and siblings. Both men worked as proprietors in the automobile accessory business.¹⁰⁰ By the 1930 Census, Walter Muller had moved to 105 North McCadden Place, where he resided with his wife Margaret, two children, and a maid. Walter was identified as a manager of a retail auto supply store at the time.¹⁰¹ Frank was age 33 as of the 1930 Census, at which time he still lived with his parents and worked as an employer of retail in the automobile industry.¹⁰² There is no other available information on the Muller Brothers in the historic *Los Angeles Times*.

John Edward Mackel

John E. Mackel (1901-1992) served as engineer for construction of 1624-1626 Wilcox Avenue, as well as 1636-1644 Wilcox Avenue. A search of the historic *Los Angeles Times* provided limited information about Mackel's engineering work, but showed he served as engineer on a variety of property types in the post-World War II era, such as:

- Addition of 3-story brick building to existing Hollywood Reporter building, 6709-6713 W. Sunset Boulevard (1947).¹⁰³
- Addition to existing Curtition Company (manufacturers of accordion folding doors) factory, 2227 Sawtelle Boulevard (1952).¹⁰⁴
- Extensive remodeling and an addition to the Delta Chi fraternity house at University of Southern California, 920 W 28th Street (1953).¹⁰⁵
- New one-story, tilt-up concrete building with 90-foot clear span roof system without posts for Thomas & Betts Co., a manufacturer of electrical specialties, 145 S. Anderson Street (1956).¹⁰⁶
- New 30'-high, one story, concrete tilt-up construction warehouse and office building for Beverly Hills Transfer & Storage Company, 7th Street and Colorado Avenue (1963).¹⁰⁷
- Addition of a 12,500 square-foot freezer addition of the Certi-Fresh Sea Foods of Rupert Fish Company, 624 Ceres Street, Los Angeles (1964).¹⁰⁸

⁹⁷ "Sunset Boulevard Building to Rise," *Los Angeles Times*, November 15, 1931: D2.

⁹⁸ "Real Estate: New Plant's Plans Ready," *Los Angeles Times*, September 28, 1947: A3.

⁹⁹ "Article 22 – No Title," *Los Angeles Times*, April 15, 1956: C6.

¹⁰⁰ 1920 United States Census, Census Place: Los Angeles Assembly District 63, Los Angeles, California; Roll: T625_106; Page: 5A; Enumeration District: 166.

¹⁰¹ 1930 United States Census, Census Place: Los Angeles, Los Angeles, California; Roll: 136; Page: 4A; Enumeration District: 0097; FHL microfilm: 2339871.

¹⁰² 1930 United States Census, Census Place: Los Angeles, Los Angeles, California; Roll: 136; Page: 7A; Enumeration District: 0096; FHL microfilm: 2339871.

¹⁰³ Los Angeles Department of City Planning Recommendation Report, Historic Cultural Monument Application, Hollywood Reporter Building, Case Number CHC-2017-2032-HCM, June 15, 2017, available planning.lacity.org/StaffRpt/CHC/2017/6-15-2017/3_Hollywood%20Reporter%20Building_6709-6713WSunsetBlvd.pdf.

¹⁰⁴ "Ground is Broken for New Addition," *Los Angeles Times*, June 8, 1952: F2.

¹⁰⁵ "Article 43 – No Title," *Los Angeles Times*, September 20, 1953: E9.

¹⁰⁶ "Newly Completed Plant Occupied by Electrical Firm," *Los Angeles Times*, April 15, 1956: F11.

¹⁰⁷ "Storage Firm Warehouse Set," *Los Angeles Times*, January 20, 1963: I10.

¹⁰⁸ "Freezer Unit Added to Plant," *Los Angeles Times*, August 2, 1964: M10.

- Addition of 10,000 square-feet to Kermin Frozen Food Company's plant, 490 Bauchet Street in Los Angeles (1964).¹⁰⁹

Horace Shidler

Horace Shidler was the contractor responsible for construction of 1624-1626 Wilcox Avenue in 1939 and a portion of the building at 1636-1644 Wilcox Avenue. He shared a business address of 5504 Hollywood Boulevard with the Muller Brothers, suggesting that Shidler may have been an employee at the time. However, by 1942, he owned his own contracting business.¹¹⁰ No other information on Shidler's work could be identified. In 1941, he served as president of the Los Angeles chapter of the Building Contractors Association.¹¹¹ Prior to working as a building contractor, Shidler managed a building and loan office in 1930.¹¹² In 1942 he filled out a World War II draft registration card, noting his residence was located at 324 Fremont Street in Las Vegas at the time, though his wife, Elizabeth, still lived at 1500 N. Kings Road.¹¹³ Shidler died in Nevada at age 57 in 1952.¹¹⁴

History of Tenants

The history of tenants is compiled based on available historic city directories. No listings for the address were found in the 1939 directory, the year the building was constructed. The only available directory from the 1940s is the 1942 directory, but no listings for the address were found in that directory. A 1941 building permit provides that the tenant at the time was Doctor E.L. Dudley, though Dudley could not be found in the 1942 city directory. Later available listings are below and show that the only long-time tenants were Triangle Launderette, a tenant over ten years, from 1956-1969, and Sophari Restaurant, a tenant for eight years, from 1961-1969.

Year	1624 Wilcox	1626 Wilcox
1956	Triangle Launderette	Joe Bonica Movie of the Month Club; Movie Newsreels Movie of the Month
1961	Triangle Launderette	Sophari Restaurant
1965	Triangle Launderette	Sophari Restaurant
1969	Triangle Launderette	Sophari Restaurant
1973	Instamatic Printing	Not listed

Eligibility

1624-1626 Wilcox Avenue was previously evaluated in the 2009 CRA survey.¹¹⁵ The property was found ineligible as an historical resource in that survey and assigned California Historical Resource Status Code "6Z." This evaluation confirms that finding. The following considers 1624-1626 Wilcox Avenue for eligibility under each of the criterion at federal, state and local levels under a single heading.

¹⁰⁹ "Food Company Adds to Plant," *Los Angeles Times*, July 26, 1964: M12.

¹¹⁰ *Los Angeles City Directory* (Los Angeles, CA: Los Angeles Directory Company, 1939).

¹¹¹ "New Type Insurance to be Tried Here," *Los Angeles Times*, April 27, 1941:

¹¹² *1930 United States Census*, Census Place: Beverly Hills, Los Angeles, California; Roll: 124; Page: 10A; Enumeration District: 0830; FHL microfilm: 2339859.

¹¹³ "Horace Shidler," *World War II Draft Registration Card*, The National Archives at St. Louis; St. Louis, Missouri; World War II Draft Cards (Fourth Registration) for the State of Nevada; Record Group Title: Records of the Selective Service System, 1926-1975; Record Group Number: 147; Box or Roll Number: 16..

¹¹⁴ *Nevada, Death Records, 1911-1965*. Provo, UT, USA: Ancestry.com Operations, Inc., 2016.

¹¹⁵ "1624 Wilcox Avenue, Los Angeles, CA, 90028," State of California Department of Parks and Recreation Primary Record, prepared by Chattel Architecture, Planning & Preservation, Inc. for the Community Redevelopment Agency of the City of Los Angeles, January 21, 2009.

Criterion A/1/1: Is associated with events that have made a significant contribution to the broad patterns of our history and cultural heritage.

1624-1626 Wilcox Avenue has not been shown to have made a significant contribution to the broad patterns of our history. Constructed in 1939, the building is modestly sized and was constructed as an investment. The property followed the pattern of commercial development in the surrounding area by nearly a decade. As 1624-1626 Wilcox Avenue cannot be shown to have made any contribution to the broad patterns of our history, it is therefore not individually eligible under criterion A/1/1. Located off of Hollywood Boulevard, 1624-1626 Wilcox Avenue was constructed at the end of the period of significance for the historic district and cannot be shown to be occupied the year of its construction. It is therefore not eligible to contribute to Hollywood Boulevard as a commercial center under criterion A/1/1 as part of the historic district.

Criterion B/2/2: Is associated with the lives of persons important in our past.

Few individuals can be associated with 1624-1626 Wilcox Avenue. The building, constructed as an investment property for Walter and Frank Muller, housed several tenants over the years. The property was not the Muller Brothers' only investment, nor have they been shown to be persons important in our past. No individual associated with the tenants could be identified and therefore none rise to the level required to warrant consideration under Criterion B/2/2: association with the lives of persons important in our past. Therefore, 1624-1626 Wilcox Avenue is not eligible under Criterion B/2/2.

Criterion C/3/3: Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual or possesses high artistic values.

1624-1626 Wilcox Avenue does not possess distinctive characteristics or high artistic values. It is a very modest building with no architectural style. There is no architect listed on the original building permit. Neither the engineer, John E. Mackel, nor the contractor, Horace Shidler, appear to have been important creative individuals. Therefore 1624-1626 Wilcox Avenue is not eligible under Criterion C/3/3.

Criterion D/4: Has yielded, or may be likely to yield, information important in prehistory or history.

1624-1626 Wilcox Avenue cannot be reasonably expected to yield information important in prehistory or history; therefore, it is not eligible under Criterion D/4.

1636-1644 Wilcox Avenue, Los Angeles, CA

Physical Description (Figures 35-36)



Located immediately south of the Attie Building, the property at 1636-1644 Wilcox Avenue (APN 5546-007-029) contains one commercial building wrapped by an L-shaped surface parking lot to the south and east. The building is one story high and rectangular in plan with a flat roof. There is no predominant architectural style, though the building has elements of Art Deco, specifically stepped, vertical pilasters that serve as divisions between the five storefronts. Exterior elevations are clad in smooth stucco with tile bulkheads at the storefronts. Primary building entrances are contained within storefronts. They are recessed and consist of single doors with transom

lights flanked by fixed metal-sash storefront windows. Awnings shade each storefront. South and east elevations are secondary and unadorned. The north elevation is not visible due to its close proximity to the Attie Building.

History of Alterations

1636-1644 Wilcox Avenue was constructed in 1940 with additions to the south elevation constructed in 1945 and 1947 over three phases of construction. The first phase of construction occurred in 1940, when a permit was issued to owners, the Muller Brothers (biography above), for construction of a new store building at 1642-44 Wilcox Avenue.¹¹⁶ The new building was 40-foot by 80-foot, 1- and 2-stories, and 20-feet in height, with wood frame construction, exterior walls of stucco, and a composition roof. The engineer was John E. Mackel (biography above) and the contractor was Horace Shidler (biography above). Five years later, in 1945, another permit was issued to the Muller Brothers to add a 40-foot by 80-foot wood-frame and stucco addition for two stores to the existing building.¹¹⁷ The address of the new addition was 1638-1640 Wilcox Avenue. Again, John E. Mackel served as engineer while the contractor was Ray V. Anderson. Finally, in 1947, a permit was issued to owner Muller Holding and Investment Company to add a 80-foot by 85-foot one-story wood-frame addition for a store to the existing building.¹¹⁸ The address of the new addition was 1636 Wilcox Avenue. John E. Mackel engineered this addition as well and Ray V. Anderson was the contractor.

History of Tenants

The history of tenants is compiled based on available historic city directories from the building's date of construction in 1940. The only available directory from the 1940s is from 1942. Available listings are below. Long-time tenants include Mayfair Riding and Sport Shop, from 1942-1969; Western Telegraph Company, 1936-1973; and Landeen Brothers Shoe Repair, from 1942-1965. Other short-term tenants included clothing cleaners, beauty salon, and private investigative services.

¹¹⁶ City of Los Angeles Department of Building and Safety, "Application for the Erection of a Building of Class "D," Permit #21738, June 4, 1940.

¹¹⁷ City of Los Angeles Department of Building and Safety, "Application to Alter, Repair, Move or Demolish, A Building of Type 1," Permit #20492, December 13, 1945.

¹¹⁸ City of Los Angeles Department of Building and Safety, "Application to Alter, Repair or Demolish and for Certificate of Occupancy," Permit #4171, February 26, 1947.

Year	1636 Wilcox	1638 Wilcox	1640 Wilcox	1642 Wilcox	1644 Wilcox
1942					Mayfair Riding & Sport Shops (no other known listings)
1956	Western Telegraph Company	Ivy's One Hour Cleaners	Maurice Beauty Salon	Landeen Bros Shoe Repairing	Mayfair Riding and Sport Shops
1961	Western Union	Wilcox Cleaners-Dyers	Elegante Beauty Salon	Landeen Bros	Mayfair Riding Sport Shop
1965	Not listed	S-W Cleaners	Not listed	Landeen Shoe Repair	Mayfair Riding-Sports
1969	Not listed	Beverly Hills Investigators; Bond Street Books	Not listed	RJD TV Service	Mayfair Riding-Sports
1973	Western Union Telegraph Co.	Beverly Hills Investigating Service; Bond Street Books	Universal Money Order Corp.	Not listed	J's Riding Shop

Evaluation

1636-1644 Wilcox Avenue was previously evaluated in the 2009 CRA survey.¹¹⁹ The property was found ineligible as an historical resource in that survey and assigned California Historical Resource Status Code "6Z." This evaluation confirms that finding. The following considers 1636-1644 Wilcox Avenue for eligibility under each of the criterion at federal, state and local levels under a single heading.

Criterion A/1/1: Is associated with events that have made a significant contribution to the broad patterns of our history and cultural heritage.

1636-1644 Wilcox Avenue has not been shown to have made a significant contribution to the broad patterns of our history. Constructed in several phases beginning in 1940, the building was constructed as an investment. The property did not establish a pattern of development, but rather followed the pattern of commercial development in the surrounding area by a decade. As 1636-1644 Wilcox Avenue cannot be shown to have made any contribution to the broad patterns of our history, it is therefore not individually eligible under criterion A/1/1. Located off of Hollywood Boulevard, 1636-1644 Wilcox Avenue was constructed after the period of significance for the historic district. It is therefore not eligible to contribute to Hollywood Boulevard as a commercial center under criterion A/1/1 as part of the historic district.

Criterion B/2/2: Is associated with the lives of persons important in our past.

Few individuals can be associated with 1636-1644 Wilcox Avenue. The building, constructed as an investment property for Walter and Frank Muller, housed many tenants over the years. The property was not the Muller brother's only investment, nor have they been shown to be

¹¹⁹ "1636 Wilcox Avenue," Los Angeles, CA, 90028," State of California Department of Parks and Recreation, Record, prepared by Chattel Architecture, Planning & Preservation, Inc. for the Community Redevelopment Agency of the City of Los Angeles, January 21, 2009.

persons important in our past. No individual associated with the tenants could be identified and therefore none rise to the level required to warrant consideration under Criterion B/2/2: association with the lives of persons important in our past. Therefore, 1636-1644 Wilcox Avenue is not eligible under Criterion B/2/2.

Criterion C/3/3: Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual or possesses high artistic values.

1636-1644 Wilcox Avenue does not possess distinctive characteristics or high artistic values. Constructed in several phases, stepped pilasters, somewhat reminiscent of Art Deco style, separate each construction phase. This one feature appears accidental, and not a deliberate application of the style. The building is not a distinctive example of any architectural style. There is no architect listed on any building permits. Neither the engineer, John E. Mackel, nor the initial contractor, Horace Shidler, appear to have been important creative individuals. Therefore 1636-1644 Wilcox Avenue is not eligible under Criterion C/3/3.

Criterion D/4: Has yielded, or may be likely to yield, information important in prehistory or history.

1636-1644 Wilcox Avenue cannot be reasonably expected to yield information important in prehistory or history; therefore, it is not eligible under Criterion D/4.

VI. THRESHOLDS FOR DETERMINING SIGNIFICANCE OF IMPACTS

California Environmental Quality Act (CEQA) Statutes

According to the CEQA Guidelines, a project would result in a significant impact to historical resources if it would cause a *substantial adverse change* in the significance of an historical resource. A substantial adverse change is defined in CEQA Guidelines §15064.5(4)(b)(1), as “physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the *significance of an historical resource would be materially impaired*.” The significance of an historical resource is materially impaired, according to CEQA Guidelines §15064.5(4)(b)(2), when a project:

- (A) Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources; or
- (B) Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to §5020.1(k) of the Public Resources Code or its identification in an historical resources survey meeting the requirements of §5024.1(g) of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of the evidence that the resource is not historically or culturally significant; or
- (C) Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA.¹²⁰

CEQA Guidelines also specify a means of evaluating the relative significance of project impacts on historical resources. CEQA Guidelines §15064.5(b)(3) state:

Generally, a project that follows the *Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* or the *Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings* (Secretary’s Standards, Weeks and Grimmer, 1995), shall be considered as mitigated to a level of less than a significant impact on the historical resource.¹²¹

The City of Los Angeles 2006 publication *LA CEQA Thresholds Guide* identifies the following thresholds for determining if the project will result in a significant impact:

- Demolition of a significant resource;
- Relocation that does not maintain the integrity and significance of a significant resource;
- Conversion, rehabilitation, or alteration of a significant resource which does not conform to the *Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*; or
- Construction that reduces the integrity or significance of important resources on the site or in the vicinity.

Under CEQA, the key issue relates to how a proposed development may impact the potential eligibility of a structure(s) or a site for designation as an historic resource. The *Secretary’s Standards* were developed by the U.S. Department of the Interior as a means to evaluate and approve work for

¹²⁰ CEQA Guidelines §15064.5(4)(b)(2). Emphasis added.

¹²¹ CEQA Guidelines §15064.5(b)(3).

federal grants for historic buildings and then for the federal rehabilitation tax credit (see 36 Code of Federal Regulations Section 67.7). Similarly, the City's Cultural Heritage Ordinance provides that compliance with the *Secretary's Standards* is part of the process for review and approval by the Cultural Heritage Commission of proposed alterations to Historic-Cultural Monuments (see Los Angeles Administrative Code Section 22.171.14. a.1). Therefore, the *Secretary's Standards* are used for regulatory approvals for designated resources but not for resource evaluations. Similarly, CEQA recognizes the value of the *Secretary's Standards* by using them to demonstrate that a project may be approved without an EIR. In effect, CEQA has a "safe harbor" by providing either a categorical exemption or a negative declaration for a project which meets the *Secretary's Standards* (see State CEQA Guidelines Section 15331 and 15064.S(b)(3)).

According to Appendix G of the State CEQA Guidelines, the appropriate threshold of significance is whether a project causes a substantial adverse change in the significance of a historical resource as defined in State CEQA Guidelines Section 15064.5. That section provides a detailed definition of "substantial adverse change." In summary, the definition of substantial adverse change and, hence, the threshold of significance is whether a project demolishes or materially alters in an adverse manner the physical characteristics that convey historical significance of the resource or that justify its eligibility for the California Register of Historical Resources or a local register such as the list of Historic-Cultural Monuments. In other words, if a project would render an eligible historic resource ineligible then there would be a significant adverse effect under CEQA. This refinement to the factors listed in the City's *CEQA Thresholds Guide* has been reviewed and concurred with by the City of Los Angeles Planning Department's Office of Historic Resources.

VII. ASSESSMENT OF PROJECT IMPACTS

Description of Proposed Project

The proposed project is described in a 46-page site plan review submittal prepared by GMPA Architects and dated August 24, 2016, as well as an 8-page drawing set prepared for a community scoping meeting, also prepared by GMPA Architects and dated June 8, 2017 (Attachment E).

The proposed project involves rehabilitation of the Attie Building, including restoration of storefronts based on historic photographs. No physical evidence of the historic storefronts exists. Non-destructive testing was conducted by GB Geotechnics in January and March 2017. No physical evidence of earlier storefronts was revealed though Infrared Thermal Imaging, a boroscope that provided visibility behind existing walls, and ground penetrating radar. Existing, contemporary storefronts are proposed to be removed, including removal of contemporary signage. As seen in historic photographs, the cornice line above the storefronts will be continued from Wilcox Avenue along Hollywood Boulevard. At the corner, the fluted pier will be extended to the ground. The Hollywood Boulevard elevation will be restored to a three-bay configuration with new sign bands above each of the three bays. Inset entrances will be placed within each bay with display windows at the sidewalk line. A low bulkhead will run along the base of the storefronts. Display windows will also be restored along the north side of the west elevation. Storefront surrounds will be clad in masonry. Terra cotta spandrel panels, currently covered or removed by existing, contemporary signage, will be restored or recast, based on the pattern evident along the west elevation. Terra cotta cladding throughout the building envelope will be cleaned and repaired as necessary. Window sash and frames will be stripped and repaired as necessary and will be repainted an olive-green color, based on color analysis undertaken by Griswold Conservation Associates. Along the west elevation, the mural is proposed to be retained, while glass block surrounding the entrance to the second floor, will be removed. Finishes in interior retail spaces will be removed and rebuilt with contemporary materials. Roof skylights will be retained and restored.

A new, one-story, commercial building is proposed to replace 6430-6434 Hollywood Boulevard, immediately adjacent to the Attie Building. The new building will be contemporary in style and is proposed to be approximately 34-feet high, aligning with the adjacent Attie Building. The new building will be divided into three bays by simple pilasters with the main entrance inset in the center bay at grade. Thin fins will break up glazing on the first and second floors. The cornice and pilasters separating bays will be finished in white marble.

1624-1626 Wilcox Avenue and 1636-1644 Wilcox Avenue are proposed to be demolished and replaced with a new, mixed-use building constructed along Wilcox Avenue. The new building is proposed to be 11 stories high (or 125-feet) with an additional four stories along the south elevation (or 160-feet). The proposed project includes two levels of subterranean parking and three levels of above-grade parking along the east elevation. The building is proposed to be contemporary in style with floors grouped in pairs with strong horizontal elements. This grid steps out from the plane of the building with nearly continuous fenestration behind. The building is proposed to be clad in white fiber cement with colored vertical bands spanning between paired floors. Commercial spaces and residential pedestrian access will be located along the west elevation facing Wilcox Avenue, along with vehicle parking access. A connection to the new commercial building on Hollywood Boulevard will occur at the fourth floor of the mixed-use building, with a pool deck located on the roof of the new commercial building. Above the third floor, units are arranged along a U-shaped double-loaded corridor. A roof deck is proposed for the north elevation of the twelfth floor.

Direct Impacts

The proposed project will not have a direct impact on historical resources. The only historical resource at the project site is the Attie Building. Demolition of 6430-6434 Hollywood Boulevard,

1624-1626 Wilcox Avenue, or 1636-1644 Wilcox Avenue will not constitute a direct impact on historical resources as none of the buildings have been identified as eligible for designation, either individually or as part of the Hollywood Boulevard historic district.

Rehabilitation of the Attie Building and restoration of the storefronts conforms with the *Secretary's Standards* and thus will not be a direct impact. Rather, rehabilitation of the Attie Building, and restoration of the storefronts and other missing features, will have a beneficial impact on the building, as well as the Hollywood Boulevard historic district as a whole by restoring a lost feature. As many historic storefronts have been substantially altered on Hollywood Boulevard, restoration of the storefronts at the Attie Building would serve as an example to other buildings.

Specifically, in conformance with Standard 1, the Attie Building will be used as it was historically, with retail on the ground floor and offices on the second floor. In conformance with Standard 2, the historic character of the building will be retained and preserved. No distinctive materials will be removed; rather, contemporary materials, such as contemporary signage, will be removed to reveal historic material. Careful study of historic photographs, as well as extensive non-destructive testing was undertaken, to understand the composition of the storefronts during the period of significance, 1931-1939. While there is some evidence of deeply inset display windows at the east storefront, these alterations likely took place in the late 1940s. This alteration is outside the period of significance and has not taken on significance over time. Similarly, interior retail spaces do not retain any distinctive materials. In conformance with Standard 3, no changes will be added that create a false sense of historical development. Restoration of storefronts is based on careful study of historic photographs (see specifically Historic Photographs 1-6). In conformance with Standard 4, changes to the property that have acquired historic significance, specifically the mural along the west elevation, will be retained and preserved. In conformance with Standard 5, distinctive materials, including the terra cotta cladding, will be preserved, cleaned, and repaired as necessary. In addition, window sash and frames will be stripped of paint, repaired as necessary, and painted a color from the building's period of significance. In conformance with Standard 6, deteriorated historic features, such as missing spandrel panels behind contemporary signage, will be replaced to match the existing spandrel panels in design, material, color, and texture. In conformance with Standard 7, the building will be cleaned using the gentlest means possible. In conformance with Standard 9, new masonry storefront surrounds will be compatible with other materials used throughout the building, but will be differentiated from the old.¹²²

Removal of a non-contributing resource and construction of a new, one-story commercial building adjacent to the Attie Building at 6430-6434 Hollywood Boulevard, will also conform with the *Secretary's Standards* and will not have a direct impact on the Hollywood Boulevard district. As noted above, due to multiple and substantial alterations, the building at 6430-6434 Hollywood Boulevard does not retain any semblance to how it looked historically when it was constructed in 1931, or even from any other date during the period of significance for the Hollywood Boulevard historic district. In fact, these alterations to 6430-6434 Hollywood Boulevard no longer has any visual relationship to its earlier appearance or nearby contributing buildings to the historic district and can be read as having had a damaging impact on the historic district.

Restoration of 6430-6434 Hollywood Boulevard back to an earlier appearance was considered. Restoration as a treatment is defined as "the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration

¹²² Note Standard 8, which focuses on archaeology, and Standard 10, which focuses on additions, do not apply to rehabilitation of the Attie Building.

period.”¹²³ However, due to a lack of sufficient documentation, either physical or photographic, it would not be possible to restore the appearance in conformance with the *Secretary’s Standards*, specifically Restoration Standard 7 which states, “Replacement of missing features from the restoration period will be substantiated by documentary and physical evidence. A false sense of history will not be created by adding conjectural features, features from other properties, or by combining features that never existed together historically.” No photographs have been located that clearly depict the façade of the building during the period of significance. In addition, given the substantial alterations over time, it is highly unlikely any historic fabric remains. Therefore, restoration of 6430-6434 Hollywood Boulevard was determined to be infeasible.

Rehabilitation standards 9 and 10 deal specifically with new additions and the proposed new building at 6430-6434 Hollywood Boulevard meets both standards. The new building is proposed to be compatible with surrounding retail buildings, specifically the Attie Building, in size, scale, proportion, and massing, in conformance with Standard 9. The building will align in height with the Attie Building and the rhythm of three bays separated by pilasters is informed by the Attie Building. However, the design is contemporary, differentiating it from surrounding historic buildings and not competing architecturally with contributing resources to the historic district. In addition, in conformance with Standard 10, the new building could be removed in the future without destroying the essential form and integrity of the historic district.

Indirect Impacts

As the proposed development consists of new construction immediately adjacent to identified historical resources, specifically the Hollywood Boulevard historic district as a whole and the Attie Building specifically, there is the potential for indirect impacts to the setting of historical resources. In general, CEQA describes an *indirect* impact as one that results from the “...alteration of the resource or *its immediate surroundings* such that the significance of an historical resource would be materially impaired” (emphasis added - CEQA Guidelines §15064.5(b)(1)). The following considers indirect impacts to the setting of the Hollywood Boulevard Historic District generally and the Attie Building specifically. For the proposed project to have an indirect impact, it would have to destroy the setting to such a degree that the Attie Building would no longer be eligible as a contributing resource to the historic district.

As described above, although Hollywood Boulevard predominately consists of commercial buildings, they vary greatly in height, from one to 12-stories. In addition, a new, 11-story hotel was recently completed located very close by, mid-block on Selma Avenue between Wilcox Avenue and Cahuenga Boulevard. While the proposed new building along Wilcox Avenue is quite tall, it is not out of scale with the varied heights along Hollywood Boulevard, specifically the radio towers atop the Warner Theater across Hollywood Boulevard from the subject properties, the 7-story Security Trust Building at the northeast corner of Hollywood and Cahuenga Boulevards, and the 12-story Guaranty Building, located a short distance away at the northeast corner of Hollywood Boulevard and Ivar Avenue. In addition, the proposed new building steps back from Hollywood Boulevard, with the tallest section at the south side of the building. Given the slope of the topography down to the south, the proposed new building will not appear taller than surrounding buildings and will not alter the varied pattern of building heights in the area. Along Wilcox Avenue, the proposed new building will be set apart from the Attie Building by an alley.

In addition, the proposed new project is compatible with proportions and design elements of the Attie Building. The proposed new building will continue the height of the cornice above the storefronts along Wilcox Avenue and along the cornice line of the storefronts of the new building. In

¹²³ U.S. Department of the Interior, National Park Service, Technical Preservation Services, <https://www.nps.gov/tps/standards/four-treatments/treatment-restoration.htm>.

addition, the paired floors of the proposed new building will be approximately the same height as the second floor of the Attie Building, further creating visual continuity. Finally, vertical elements of the proposed new building pick up on the fluted terra cotta pilasters of the Attie Building. By breaking up the mass through both strong horizontal elements and colorful vertical elements, the proposed new building will not destroy the spatial relationships that characterize the Hollywood Boulevard historic district or the Attie Building, in conformance with Secretary's Standard 9. In addition, the proposed new building is designed in a contemporary style that does not create a false sense of historic development, in conformance with Standard 3.

The proposed new project also does not pose an indirect impact to the setting of the U.S. Post Office across Wilcox Avenue, a partial block south of the project site. Significant for its architecture and as well as a symbol of the federal government's recognition of Hollywood, the surrounding environs is not a character-defining feature of the property. The significance of the property is that it is located within Hollywood and not the relationship of the building to any surrounding buildings. In fact, the U.S. Post Office is surrounded on two sides by surface parking. Therefore, a new building across Wilcox Avenue and some distance to the north would not have an impact on the setting of the historical resource.

Cumulative Impacts

There are a total of 107 related projects in the vicinity of the Project Site. While the majority of the related projects are located a substantial distance from the Hollywood Boulevard historic district, three are located within the historic district with an additional eight projects located within one block of the Hollywood Boulevard historic district. The three projects within the Hollywood Boulevard historic district are:¹²⁴

- 13. Pantages Theater Office, 6225 W. Hollywood Boulevard
- 17. Hotel & Restaurant Project, 6381 W. Hollywood Boulevard
- 22. Hudson Building, 6523 W. Hollywood Boulevard

The eight projects located within a block of the Hollywood Boulevard historic district are:

- 26. Mixed-Use, 1600-1610 N. Highland Avenue
- 36. Las Palmas Residential, 1718 N. Las Palmas Avenue
- 66. Crossroads Hollywood, 1540-1552 Highland Avenue
- 67. Wilcox Hotel, 1717 N. Wilcox Avenue
- 80. CitizenM Hotel, 1718 Vine Street
- 92. 1600 Schrader, 1600 Schrader Boulevard
- 102. 1723 North Wilcox Residential, 1723 N. Wilcox Avenue
- 105. 1719 Whitley Hotel, 1719 N. Whitley Avenue

Only one of the above projects identified impacts to historical resources: Crossroads Hollywood. However, impacts to historical resources identified in that EIR did not identify impacts to the Hollywood Boulevard historic district.

The proposed project considered in this report would not result in a cumulative impact to any historical resources. CEQA §15355 defines a cumulative impact as "two or more individual effects which, when considered together, are considerable or which compound or increase other environmental impacts." The proposed project has not been shown to have either a direct or an indirect impact on historical resources. In addition, no historical resource impacts on the Hollywood Boulevard historic district were identified for either the three projects within the historic district or

¹²⁴ All numbers correspond to the related projects number in the Environmental Impact Report.

eight projects within a block of the historic district. Therefore, the proposed project would be less than cumulatively considerable because there are no historical resources at the project site or any related project.

VIII. CONCLUSION

A proposed development project at the subject properties was evaluated for potential direct and indirect impacts on identified historical resources. There is one historical resource at the project site, the Attie Building, a contributing resource to the Hollywood Boulevard Commercial and Entertainment District. The Attie Building is proposed to be rehabilitated and restored in conformance with the *Secretary's Standards*. The proposed project also includes new buildings on Hollywood Boulevard and Wilcox Avenue, which will also conform with the *Secretary's Standards*. Specifically, the new building on Hollywood Boulevard, located at 6430-6434 Hollywood Boulevard conforms with the *Secretary's Standards* 9 and 10, specifically addressing new construction. As the new 12 to 15-story mixed-use residential apartment building is located adjacent to the Hollywood Boulevard historic district, potential impacts to the settings of the historic district were evaluated in this report. It does not appear the proposed project will cause direct or indirect impacts to historical resources. Therefore, the proposed project has a less than significant impacts to historical resources under CEQA.

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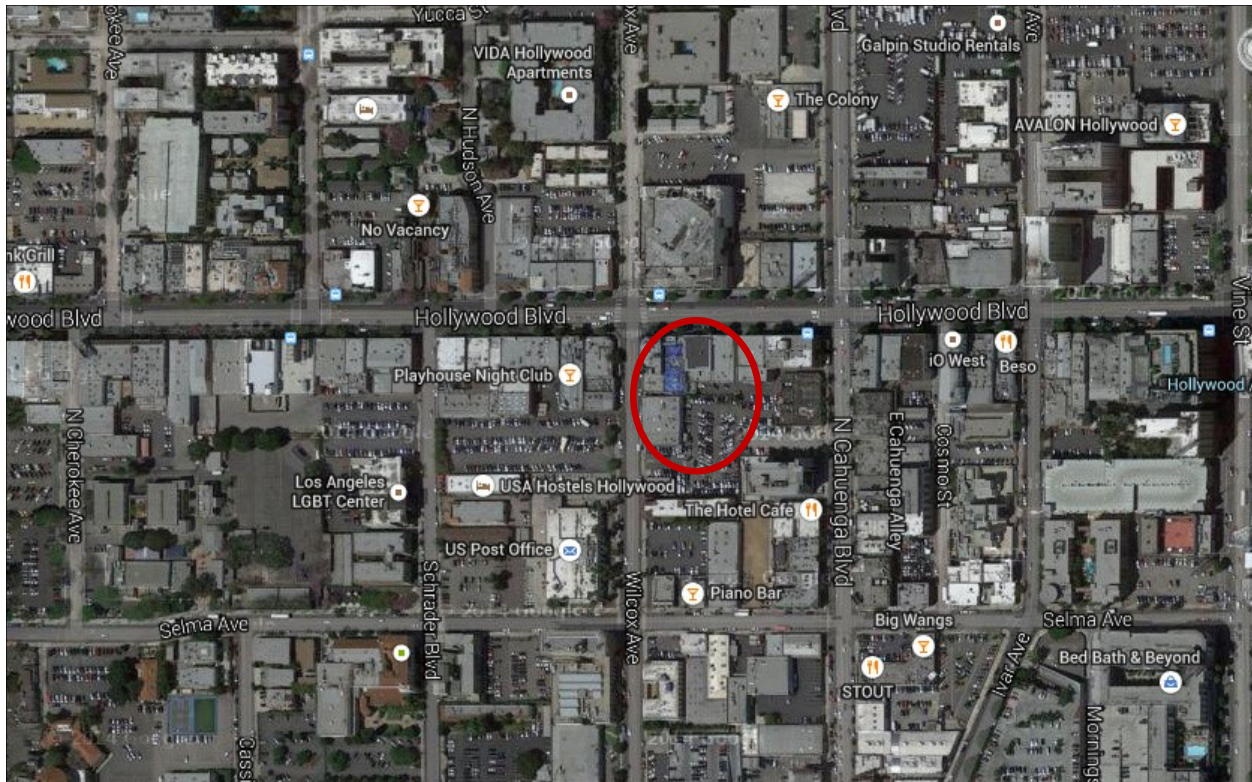
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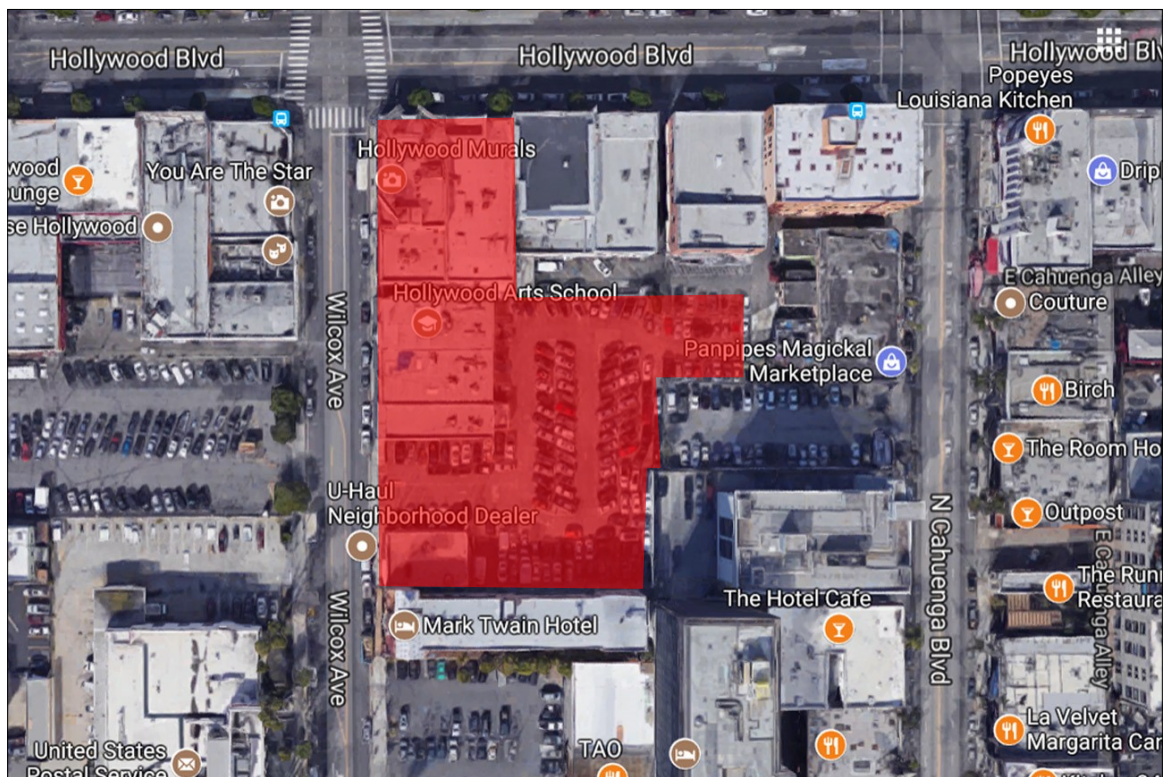
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Attachment A: Maps



Map 1: Location map, project site circled (Source: Google maps, 2015)



Map 2: Detail of location map, project site highlighted red (Source: Google maps, 2017)

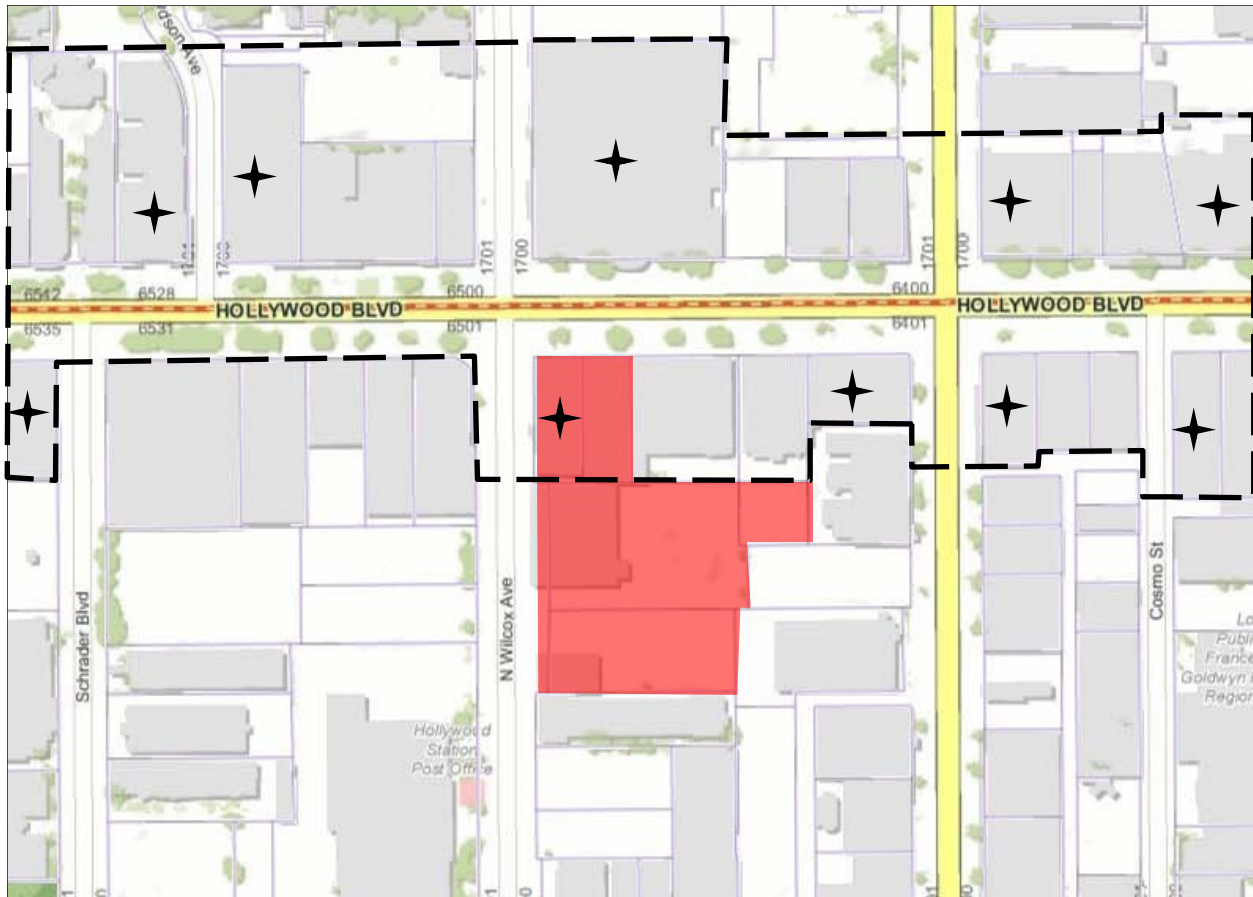
Attie Building, 6436 Hollywood Boulevard

Attachment A: Maps



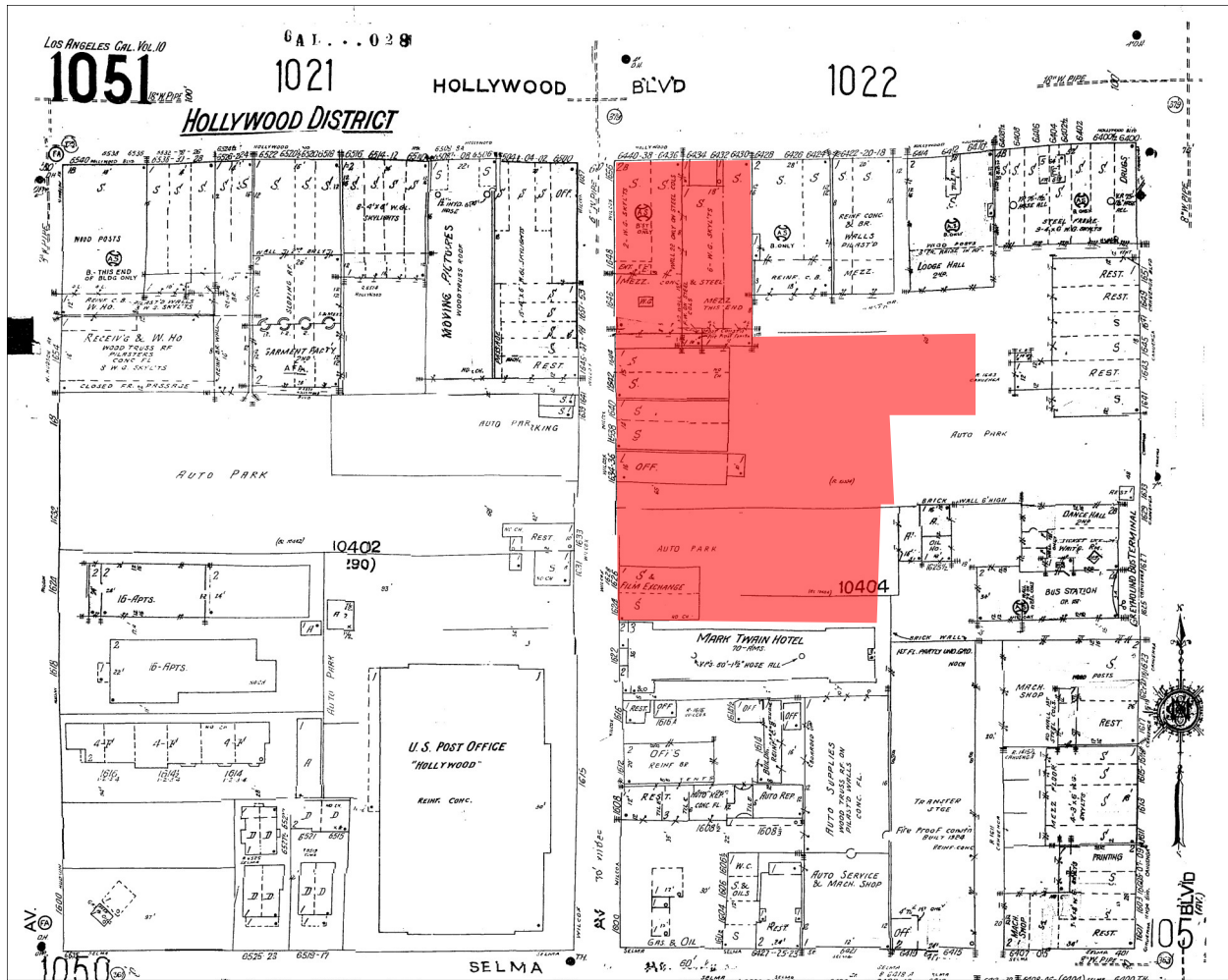
Map 3: Full extent of Hollywood Boulevard Commercial and Entertainment District shown in orange line, contributing resources indicated with stars, subject property circled (Source: CRA/LA 1985)

Attachment A: Maps



Map 4: Site plan, full extent of project site highlighted red, boundaries of portion of Hollywood Boulevard Commercial and Entertainment District shown in dashed line, contributing resources indicated with stars (Source: Los Angeles County Assessor, 2015)

Attachment B: Historic Maps



Map 5: Sanborn Fire Insurance map, approximate location of project site highlighted (updated to 1950)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 1: South side of Hollywood Boulevard between Cahuenga Boulevard and Wilcox Avenue (right) Attie Building, 6436 Hollywood Boulevard at right, panorama view south moving east to west (Snow, 2015)



Figure 2: Attie Building, 6436 Hollywood Boulevard, north façade, view south, (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 3: Attie Building, 6436 Hollywood Boulevard, east storefront along north (Hollywood Boulevard) façade, view south (Snow, 2015)



Figure 4: Attie Building, 6436 Hollywood Boulevard, detail of east storefront along north façade, note terrazzo spells out “Playmates” (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard



Figure 5: Attie Building, 6436 Hollywood Boulevard, west storefront along north (Hollywood Boulevard) façade, view southwest (Snow, 2015)



Figure 6: Attie Building, 6436 Hollywood Boulevard, north façade and west elevation, view southeast (Snow, 2015)

Attachment C: Contemporary Photographs



Figure 7: Attie Building, 6436 Hollywood Boulevard, west elevation, panorama view east moving north to south (Snow, 2015)



Figure 8: Attie Building, 6436 Hollywood Boulevard, west elevation, view northeast (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 9: Attie Building, 6436 Hollywood Boulevard, detail of entrance to second floor along Wilcox Avenue, view east (Snow, 2015)



Figure 10: View northeast along Wilcox Avenue, subject property at left (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 11: Attie Building, 6436 Hollywood Boulevard, south (rear) elevation, view east (Snow, 2015)



Figure 12: Attie Building, 6436 Hollywood Boulevard, south (rear) elevation, detail of door openings, view north (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 13: Attie Building, 6436 Hollywood Boulevard, roof, view northwest (Snow, 2015)



Figure 14: Attie Building, 6436 Hollywood Boulevard, elevator penthouse at roof, view south (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 15: Attie Building, 6436 Hollywood Boulevard, interior of east storefront, view south (Snow, 2015)



Figure 16: Attie Building, 6436 Hollywood Boulevard, interior of east storefront, view north (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 17: Attie Building, 6436 Hollywood Boulevard, interior of west storefront, view south (Snow, 2015)



Figure 18: Attie Building, 6436 Hollywood Boulevard, interior of west storefront, view south (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 19: Attie Building, 6436 Hollywood Boulevard, stairs to basement from west storefront interior (Snow, 2015)



Figure 20: Attie Building, 6436 Hollywood Boulevard, basement (Snow, 2015)

Attachment C: Contemporary Photographs



Figure 21: Attie Building, 6436 Hollywood Boulevard, interior lobby, view west (Snow, 2015)



Figure 22: Attie Building, 6436 Hollywood Boulevard, interior, elevator (Snow, 2015)



Figure 23: Attie Building, 6436 Hollywood Boulevard, interior, second floor, note wood sash, double hung windows, view northwest (Snow, 2015)



Figure 24: Attie Building, 6436 Hollywood Boulevard, interior, note glazed terra cotta on exterior, view northwest (Snow, 2015)

Attachment C: Contemporary Photographs



Figure 25: Attie Building, 6436 Hollywood Boulevard, interior, view northeast (Snow, 2015)



Figure 26: Attie Building, 6436 Hollywood Boulevard, interior, detail of skylight (Snow, 2015)

Attachment C: Contemporary Photographs



Figure 27: 6430-6434 Hollywood Boulevard, north façade, view south (Snow, 2015)



Figure 28: 6430-6434 Hollywood Boulevard, roof, view northeast from Attie Building (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 29: 6430-6434 Hollywood Boulevard, interior, east tenant space, view south (Snow, 2015)



Figure 30: 6430-6434 Hollywood Boulevard, interior, west tenant space, view north (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 31: 6430-6434 Hollywood Boulevard, interior, west tenant space, view south (Snow, 2015)



Figure 32: 6430-6434 Hollywood Boulevard, interior, west tenant space, detail of storefront, view north (Snow, 2015)

Attie Building, 6436 Hollywood Boulevard

Attachment C: Contemporary Photographs



Figure 33: 1624-1626 Wilcox Avenue, north elevation (left) and south façade (center), view southeast, note the new hotel on Selma Avenue in background (McGee, 2017)



Figure 34: 1624-1626 Wilcox Avenue, north elevation (left) and south façade (center), view southeast (McGee, 2017)

Attachment C: Contemporary Photographs



Figure 35: 1636-1644 Wilcox Avenue, west façade, view southeast (McGee, 2017)

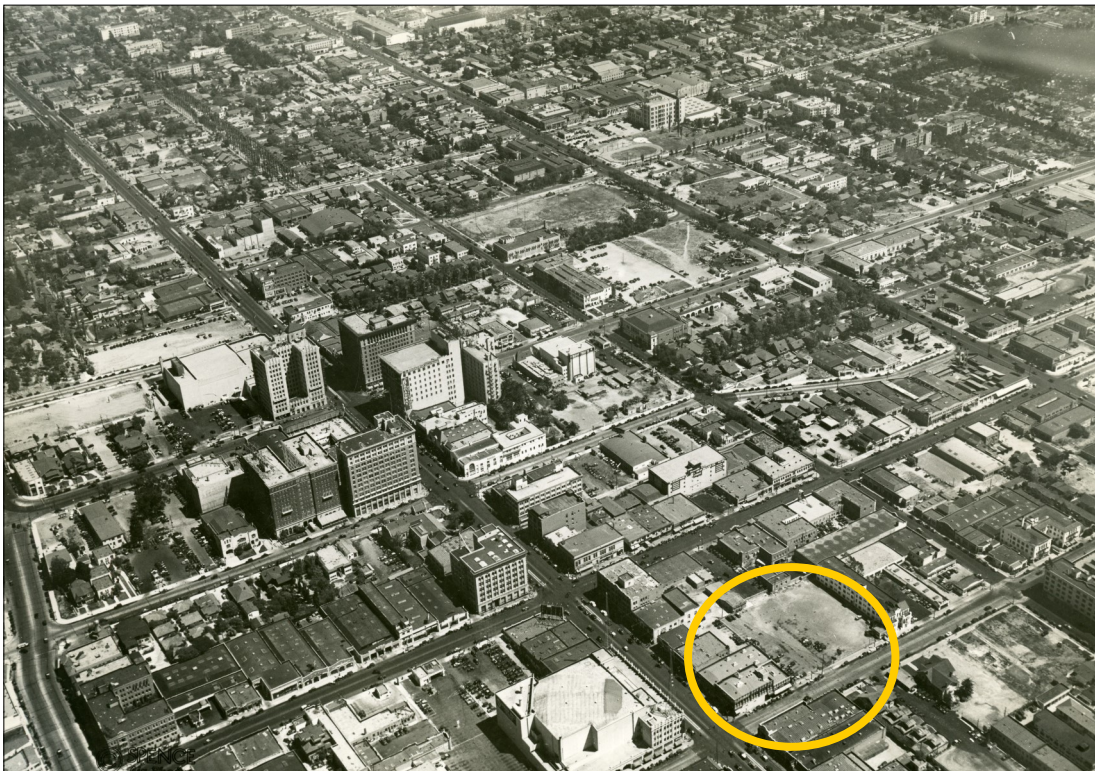


Figure 36: 1636-1644 Wilcox Avenue, south elevation, view north (McGee, 2017)

Attachment D: Historic Photographs



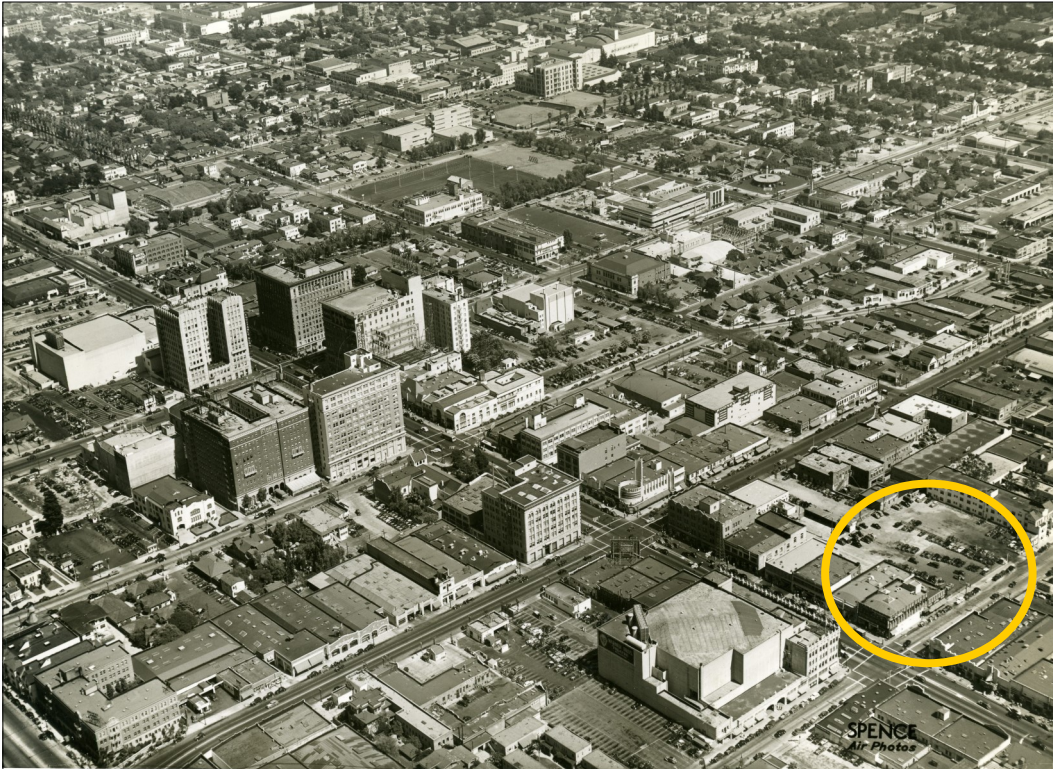
Historic Photograph 1: Hollywood Boulevard, view east from Wilcox Avenue, note Attie Building and 6430-6434 Hollywood Boulevard at far right indicated with arrows (source: Hollywood Heritage, circa 1933)



Historic Photograph 2: Aerial view of Hollywood, view southeast, subject property circled (source: Hollywood Photographs, 1934)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



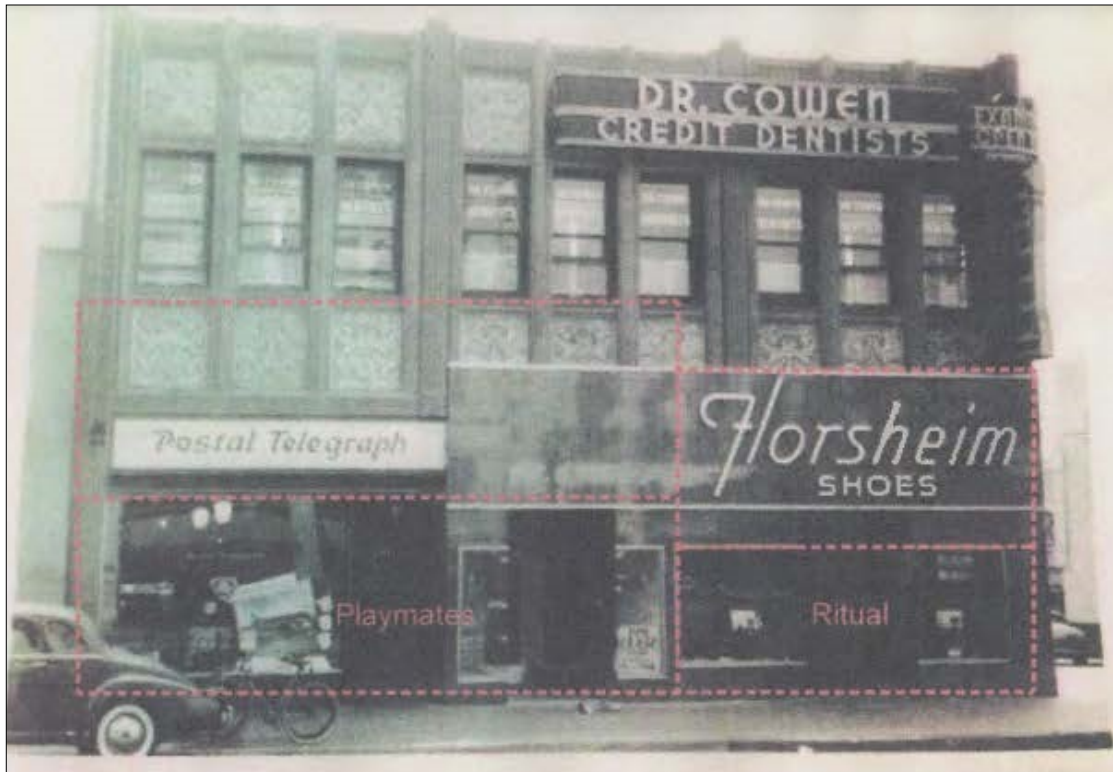
Historic Photograph 3: Aerial view of Hollywood, view southeast, subject property circled (source: Hollywood Photographs, 1938)



Historic Photograph 4: Crop of above photo showing project site, view southeast (source: Hollywood Photographs, 1938)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



Historic Photograph 5: Attie Building, north façade, view south (source: Hollywood Heritage, circa 1930s)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



Historic Photograph 6: Attie Building, north façade (far left) and west elevation (center), view southwest (source: ebay, circa early 1940s)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



Historic Photograph 7: Hollywood Boulevard, view southeast, note Attie Building and 6430-6434 Hollywood Boulevard at far right indicated with arrows (source: Bison Archives, 1946)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



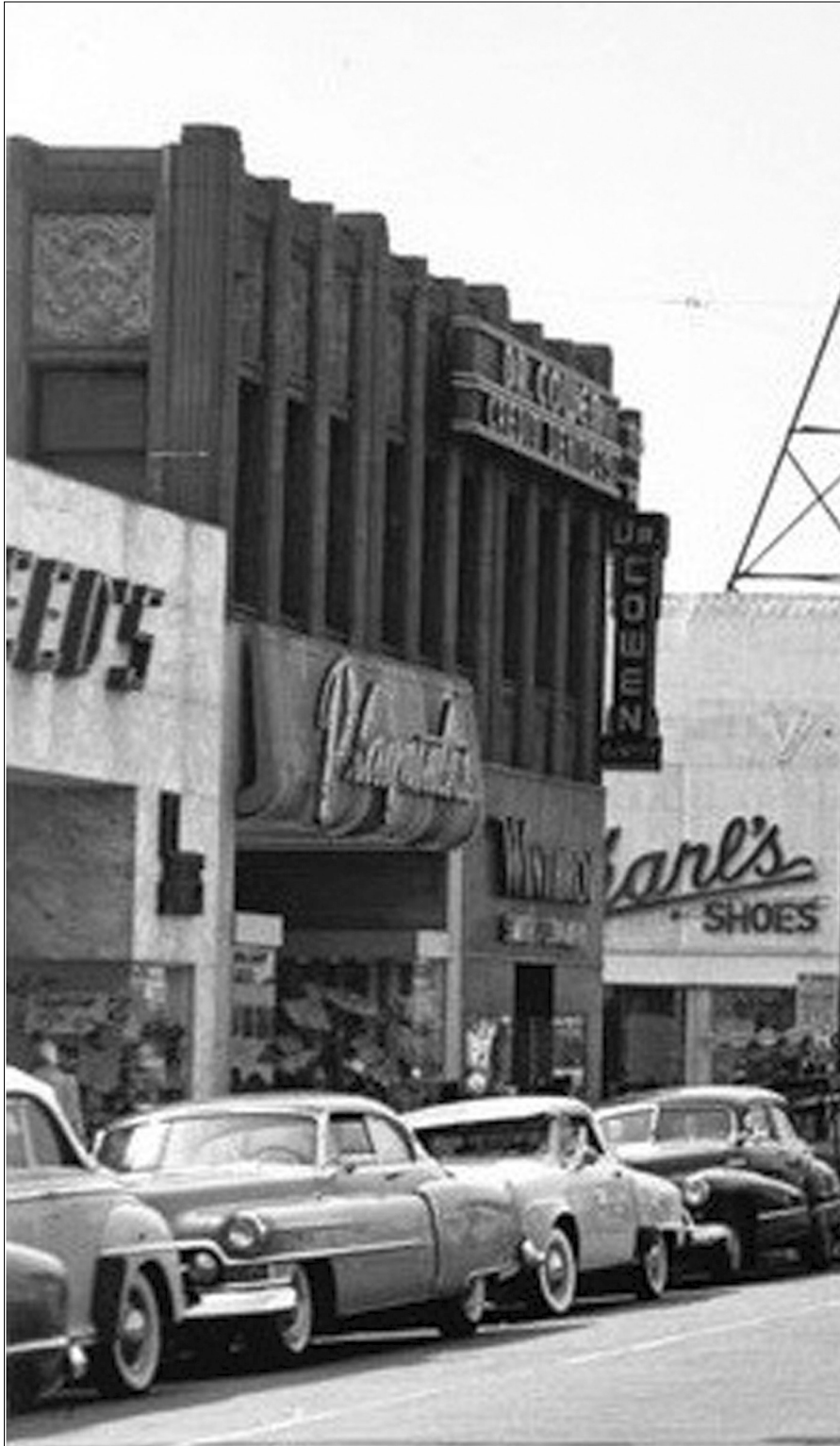
Historic Photograph 8: Hollywood Boulevard, view southwest, note Attie Building and 6430-6434 Hollywood Boulevard at center indicated with arrows (source: Bison Archives, 1948)



Historic Photograph 9: Attie Building, north façade storefront, view southwest (source: Forum Magazine, circa late 1940s)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



Historic Photograph 10: Attie Building and 6430-6434 Hollywood Boulevard, north façade storefronts, view southwest (source: ???, 1952)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



Historic Photograph 11: Hollywood Boulevard, view east from Wilcox Avenue, note Attie Building at far right (source: Hollywood Heritage, 1952)



Historic Photograph 12: Wilcox Avenue, view northeast toward Hollywood Boulevard (source: Hollywood Photographs, 1972)

Attie Building, 6436 Hollywood Boulevard

Attachment D: Historic Photographs



Historic Photograph 13: Attie Building, north façade (left) and west elevation (right), view southeast (source: Hollywood Photographs, 1979)



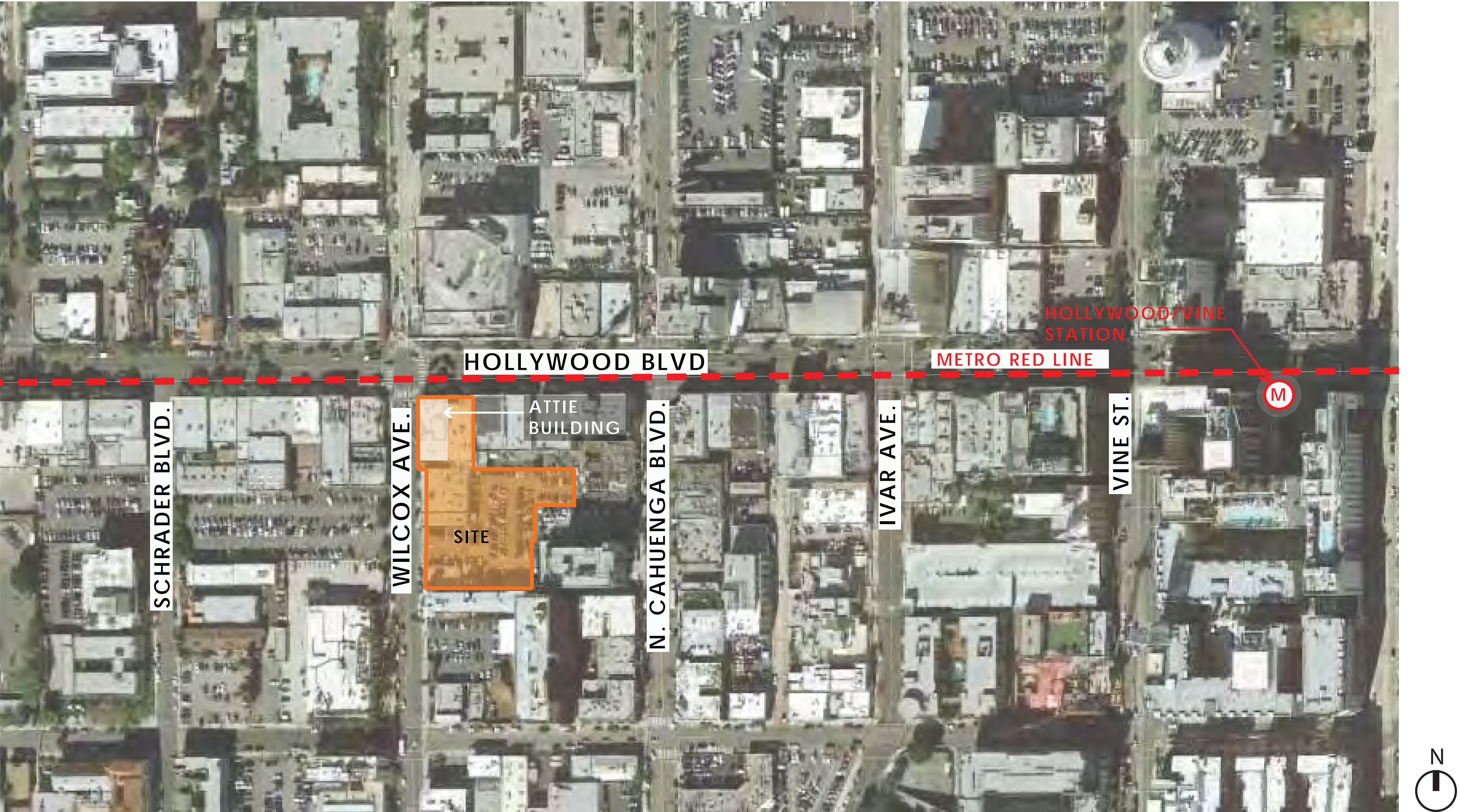
Historic Photograph 14: 6430-6434 Hollywood Boulevard at center indicated with arrow, view southeast (source: Hollywood Photographs, 1979)

Attie Building, 6436 Hollywood Boulevard



HOLLYWOOD & WILCOX

CITY OF LOS ANGELES



PROJECT TEAM

OWNER / DEVELOPER	6436 HOLLYWOOD BLVD LLC & 1624 WILCOX AVE. LP
ARCHITECT	GMPA ARCHITECTS, INC.
LANDUSE CONSULTANT	ARMBRUSTER GOLDSMITH & DELVAC LLP
ENVIRONMENTAL	EYESTONE ENVIRONMENTAL
CIVIL ENGINEER	PSOMAS
LANDSCAPE ARCHITECT	LRM LANDSCAPE ARCHITECTURE
GEOTECHNICAL / SEISMIC	EARTH SYSTEMS SOUTHERN CALIFORNIA
HISTORIC CONSULTANT	JENNA SNOW
TRAFFIC / PARKING	GIBSON TRANSPORTATION CONSULTING

SHEET INDEX

2	AERIAL VIEW & SHEET INDEX
3	PROJECT SUMMARY
4	PLOT PLAN
5	SURVEY
6	SURVEY
7	SURVEY
8	PROJECT DESCRIPTION
9	SITE CONTEXT PHOTOS
10	SITE CONTEXT PHOTOS
11	SITE CONTEXT AND ANALYSIS
12	HOLLYWOOD NEIGHBORHOOD STUDY
13	ATTIE BUILDING STUDY
14	HOLLYWOOD BLVD STREETSCAPE STUDIES
15	ELEVATION STUDY
16	PROJECT RENDERING
17	PROJECT RENDERING
18	PROJECT RENDERING
19	PROJECT RENDERING
20	COMPOSITE SITE PLAN
21	FLOOR PLANS
22	FLOOR PLANS
23	CUB PLAN AND SUMMARY
24	FLOOR PLANS
25	FLOOR PLANS
26	FLOOR PLANS
27	UNIT PLANS
28	ELEVATIONS
29	ELEVATIONS
30	COLORED ELEVATIONS
31	COLORED ELEVATIONS
32	SECTIONS
33	SECTIONS
34	MATERIALS
35	MATERIALS
36	LANDSCAPE OVERALL SITE PLAN
37	LANDSCAPE NOTES AND CALCULATIONS
38	LEVEL 1 OVERALL LANDSCAPE PLAN
39	LEVEL 1 ENLARGED LANDSCAPE PLANS
40	LANDSCAPE LEVEL 2 OVERALL AND ENLARGED PLAN
41	LEVEL 4 OVERALL LANDSCAPE PLAN
42	LEVEL 4 ENLARGED LANDSCAPE PLANS
43	LANDSCAPE LEVEL 12 SKY DECK
44	LANDSCAPE LEVEL 12 SKY DECK ENLARGED PLAN
45	TREE PROTECTION REPORT
46	PLANT PALETTE

REVISIONS

1	SITE PLAN REVIEW SUBMITTAL	8.24.2016
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PROJECT SUMMARY

ADDRESSES	6430 - 6440 HOLLYWOOD BLVD, LOS ANGELES, 90028 1624 - 1648 WILCOX AVE, LOS ANGELES, 90028
COUNCIL DISTRICT	CD-13
LOT SIZE	59,933 SF (PER SURVEY) [ADDITIONAL 2,043 SF DUE TO MAPPING AND MERGER OF EXCESS R/W] TOTAL LOT SIZE = 61,976 SF (PER VESTING TENTATIVE TRACT MAP - TRACT NO. 74371)
ZONE EXISTING	C4-2D-SN / C4-2D
ZONE PROPOSED	C4-2D-SN / C4-2D (AMENDED D LIMITATION TO ALLOW AN FAR OF 4.5:1)
GENERAL PLAN LAND USE	REGIONAL CENTER COMMERCIAL
DENSITY	REGIONAL CENTER COMMERCIAL ALLOWS FOR R5 DENSITY = 61,976 SF / 200 SF = 309 DWELLING UNITS (309.88)
DENSITY PROPOSED	RESIDENTIAL 260 DWELLING UNITS COMMERCIAL EXISTING ATTIE BUILDING = 9,000 SF NEW ON HOLLYWOOD BLVD = 5,600 SF NEW ON WILCOX AVE = 3,200 SF TOTAL NEW PROPOSED COMMERCIAL = 17,800 SF
UNIT MIX PROPOSED	STUDIO 8% = 20 UNITS 1 BR 54% = 140 UNITS 2 BR 33% = 87 UNITS 3 BR 5% = 13 UNITS TOTAL = 260 UNITS
FAR EXISTING	29,200 SF
FAR PROPOSED	(59,933 SF + 2,043 SF) X 4.5 = 61,976 SF x 4.5 = 278,892 SF
PERMITTED HEIGHT	45' / UNLIMITED
PROPOSED HEIGHT	42.5' UP TO 160'

PARKING REQUIRED	RESIDENTIAL	20 STUDIO X 1 SPACE/UNIT = 20 CARS 140 1 BR X 1.5 SPACE/UNIT = 210 CARS 87 2 BR X 2 SPACE/UNIT = 174 CARS 13 3 BR X 2 SPACE/UNIT = 26 CARS SUBTOTAL PARKING = 430 CARS 10% REDUCTION WITH IN LIEU BIKE PARKING = - 43 CARS TOTAL RESIDENTIAL PARKING = 387 CARS
	COMMERCIAL	PARKING = 17,800 SF @ 1 SPACE/500 SF = 36 CARS 10% REDUCTION WITH IN LIEU BIKE PARKING = - 3 CARS TOTAL COMMERCIAL PARKING = 33 CARS
PARKING PROVIDED	RESIDENTIAL	P2 = 102 CARS P1 = 100 CARS L1 = 19 CARS L2 = 74 CARS L3 = 92 CARS TOTAL = 387 CARS
	COMMERCIAL	L1 = 33 CARS TOTAL = 33 CARS

NOTE: ANY ADDITIONAL PARKING IS FOR OWNERS USE

BICYCLE PARKING

RESIDENTIAL	
LONG TERM - 260 UNITS X 1 SPACE	= 260 SPACES
SHORT TERM - 260 UNITS X 0.1 SPACE	= 26 SPACES

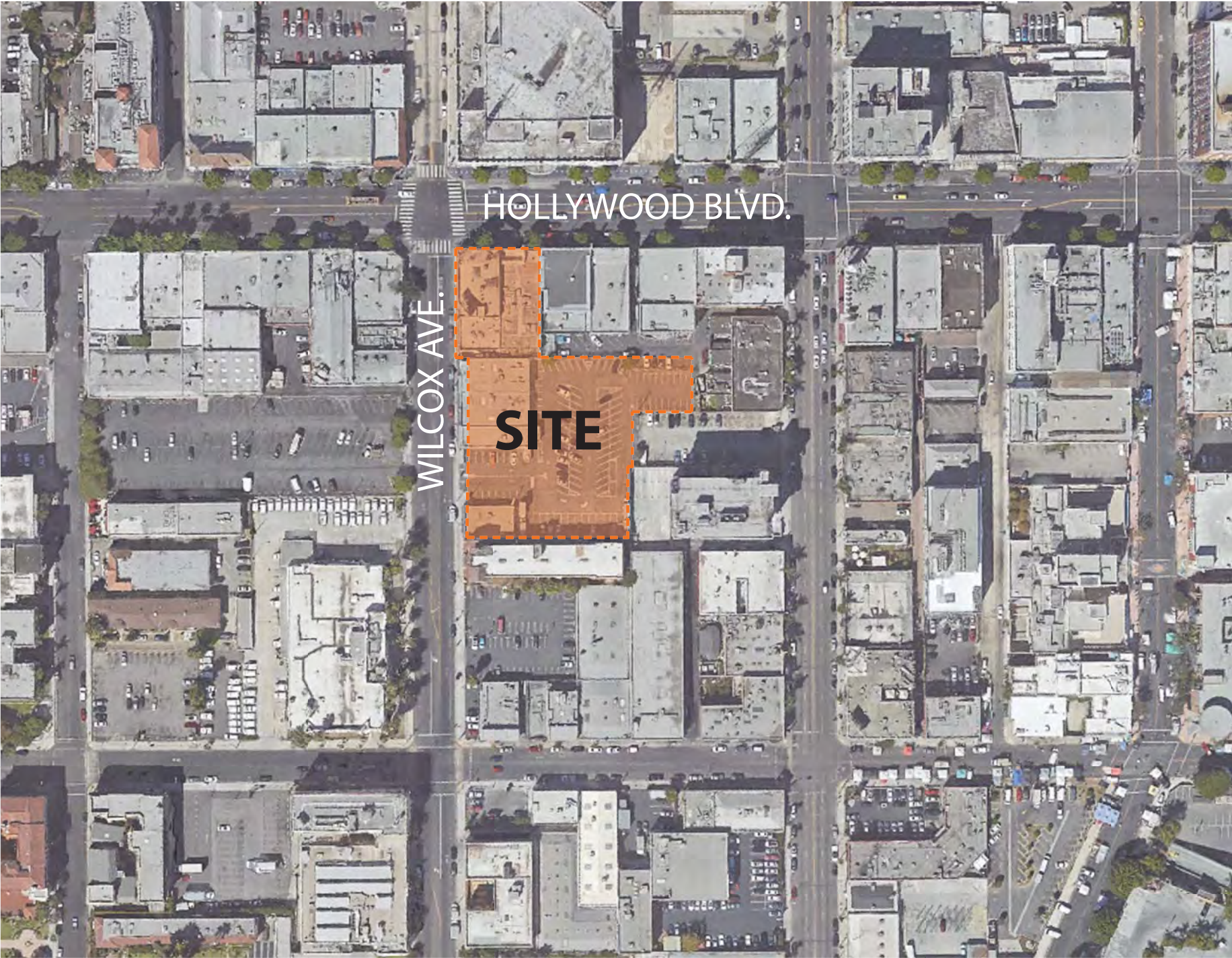
COMMERCIAL	
LONG TERM - 17,800 SF X 1 SPACE / 2,000 SF	= 9 SPACES
SHORT TERM - 17,800 SF X 1 SPACE / 2,000 SF	= 9 SPACES

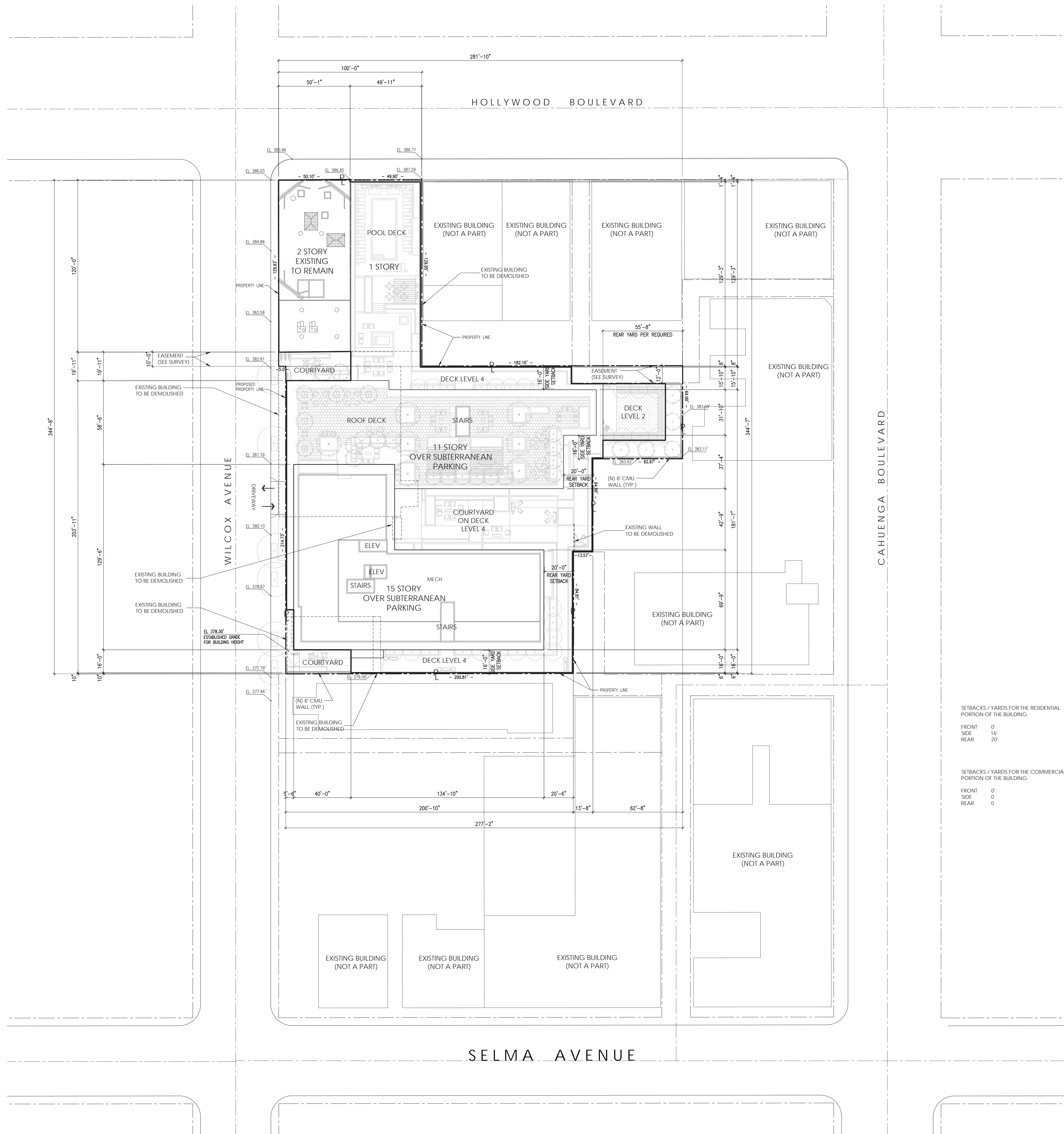
TOTAL LONG TERM PARKING REQUIRED AND PROVIDED	= 269 SPACES
TOTAL SHORT TERM PARKING REQUIRED AND PROVIDED	= 35 SPACES

OPEN SPACE

REQUIRED	20 STUDIO X 100 SF = 2,000 SF 140 1BR X 100 SF = 14,000 SF 87 2BR X 125 SF = 10,875 SF 13 3BR X 175 SF = 2,275 SF TOTAL REQUIRED OPEN SPACE = 29,150 SF
PROVIDED	PRIVATE OPEN SPACE (50 SF X 70 DU) = 3,500 SF LEVEL 1 iWORK LOUNGE = 700 SF LEVEL 2 THEATER = 950 SF LEVEL 4 LIBRARY / MUSIC ROOM = 600 SF LEVEL 4 GYM AND YOGA STUDIO = 2,000 SF LEVEL 4 POOL DECK = 5,600 SF LEVEL 4 INNER COURTYARD = 4,600 SF LEVEL 12 SKY DECK = 11,200 SF TOTAL PROVIDED OPEN SPACE = 29,150 SF

ADDITIONAL PROVIDED BEYOND REQUIRED (OWNERS DISCRETION)	
LEVEL 2 DOG RUN DECK	= 1,800 SF
LEVEL 4 TERRACES 12 DU x 50 SF	= 600 SF
LEVEL 4 INNER COURTYARD - EAST	= 1,200 SF
LEVEL 4 LIBRARY TERRACE	= 1,000 SF
TOTAL ADDITIONAL OPEN SPACE	= 4,600 SF



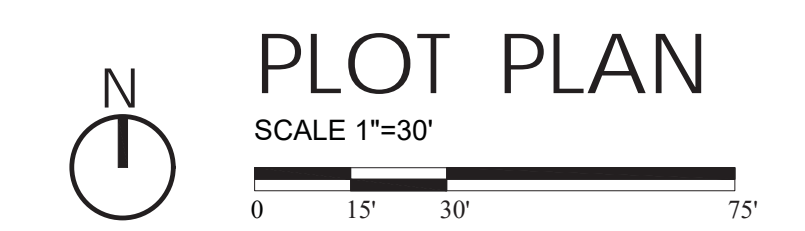


SETBACKS / YARDS FOR THE RESIDENTIAL PORTION OF THE BUILDING:

FRONT	0'
SIDE	16'
REAR	20'

SETBACKS / YARDS FOR THE COMMERCIAL PORTION OF THE BUILDING:

FRONT	0'
SIDE	0'
REAR	0'



COMMENTS:

BOUNDARY LINESWERE ESTABLISHED FROM RECOVERED CITY, COUNTY AND/OR PRIVATE SURVEY MONUMENTS WHOSE CHARACTER AND SOURCE ARE SO NOTED ON THE SURVEY.

LEGAL DESCRIPTIONFROM INFORMATION SUPPLIED BY CLIENT. USUALLY A TITLE POLICY OR TITLE REPORT..

EASEMENTSPLOTTABLE EASEMENTS ARE SHOWN FROM AN OWNER SUPPLIED TITLE REPORT. NON-PLOTTABLE ONES ARE NOTED ON THE SURVEY AS HAVING "EFFECT OF". BECAUSE OUR SERVICE IS LIMITED TO REPORTING ON EASEMENT LOCATIONS WE STRONGLY RECOMMEND LEGAL COUNSEL BE RETAINED TO REPORT ON TITLE PAPERS IN THEIR ENTIRETY.

TITLE REPORTCHICAGO TITLE COMPANY PRELIMINARY TITLE REPORTS NO. 34441-994-X49 DATED FEBRUARY 4, 2015.

○ INDICATES TITLE REPORT EXCEPTION NO.

BASIS OF BEARINGSTHE BEARING SOUTH 89° 56' 30" WEST OF THE CENTERLINE OF HOLLYWOOD BOULEVARD, AS SHOWN ON THE SACKETT TRACT FILED IN BOOK 16 PAGE 150, WAS TAKEN AS THE BASIS OF BEARINGS FOR THIS SURVEY .

AREABASED UPON MEASURED BEARINGS AND DISTANCES AS SHOWN HEREON, THE AREA IS:

GROSS 63,050 SQ. FT. = 1.4475 ACRES
NET 59,933 SQ. FT. = 1.3760 ACRES

WHERE "GROSS" IS DEFINED AS THE AREA OF THE SUBJECT FEE PARCEL AS LEGALLY DESCRIBED HEREON AND "NET" IS DEFINED AS THE REMAINING SUBJECT PARCEL AFTER SUBTRACTION OF EXISTING STREET EASEMENTS.

FLOOD ZONESUBJECT PROPERTY LIES WITHIN FLOOD ZONE "X" (AREAS DETERMINED TO BE OUTSIDE THE 0.2% ANNUAL CHANCE FLOODPLAIN) AS SHOWN ON FLOOD INSURANCE RATE MAP COMMUNITY PANEL NO. 060137C1605F (09/26/2008), AS PUBLISHED BY FEDERAL EMERGENCY MANAGEMENT AGENCY.

ZONING & BUILDING SETBACKZONING REPORT NOT PROVIDED.

STREET WIDENING.REQUIRED STREET WIDENING WILL BE DETERMINED BY THE LOCAL AGENCY ONCE DEVELOPMENTAL PLANS ARE SUBMITTED FOR REVIEW. SEE SURVEYOR'S NOTE 3.

HOLLYWOOD BOULEVARD IS DESIGNATED AS A MAJOR HIGHWAY - CLASS 11 WITH WIDTH = 104' AND WILCOX BOULEVARD IS DESIGNATED AS A SECONDARY HIGHWAY WITH WIDTH OF 90 FEET. INFORMATION IS PER CITY OF LOS ANGELES (NAVIGATE LA), STREET WIDTHS PER CITY OF LOS ANGELES, BUREAU OF ENGINEERING, "STANDARD STREET DIMENSIONS", STANDARD PLAN S-470-0.

- EFFECT OFPROPERTY TAXES, LIENS AND ASSESSMENTS.
- ① THE FOLLOWING MATTERS AFFECT PARCELS 1, 2 AND 3:
- EFFECT OFCOVENANTS, CONDITIONS AND RESTRICTIONS ESTABLISHING A 5 FOOT BUILDING SETBACK FROM THE RIGHT-OF-WAY LINE OF WILCOX AVENUE PER DOCUMENT RECORDED IN BOOK 3945 PAGE 300 OF OFFICIAL RECORDS. AFFECTS PARCEL 1. PLOTTED HEREON
- ② EASEMENT FOR USE AS A PRIVATE ALLEY WITH THE RIGHT TO DEDICATE FOR USE AS A PUBLIC ALLEY PER DOCUMENT RECORDED IN BOOK 2651 PAGE 182 OF DEEDS. PLOTTED HEREON. AFFECTS PARCEL 2.
- ③ EASEMENT OVER LOTS 3 AND 4 OF BLOCK 14 HOLLYWOOD TRACT AND THAT PART OF LOT 15, ALL DESCRIBED HEREIN AS PARCEL 2, FOR POLES AND WIRES FOR PUBLIC UTILITY PURPOSES AS CLAIMED BY THE CITY OF LOS ANGELES. NO DOCUMENT PROVIDED.
- ④

UTILITY INFORMATION

UTILITY	SERVICE BY	TELEPHONE NO.	ADDRESS
POWER	CITY OF LOS ANGELES, DWP	(213) 977-6000	201 N. FIGUEROA, 4TH FLOOR, L.A., CA
WATER	CITY OF LOS ANGELES, DWP	(213) 977-6000	201 N. FIGUEROA, 4TH FLOOR, L.A., CA
TELEPHONE	AT&T	(214) 965-2964	22411 BROOKHURST STREET SUITE 203, DALLAS, TEXAS 75244
TELEPHONE	QWEST	(800) 551-5555	1300 S. SYCAMORE #1300, DENVER CO, 80229
GAS	THE GAS COMPANY	(310) 687-2099	201 N. BULLIES RD, COMPTON, CA
STORM DRAIN	CITY OF LOS ANGELES	(213) 977-6000	201 N. FIGUEROA, 4TH FLOOR, L.A., CA
SEWER	CITY OF LOS ANGELES	(213) 977-6000	201 N. FIGUEROA, 4TH FLOOR, L.A., CA

SUBSTRUCTURE PLAN INDEX		
CITY OF LOS ANGELES		
SUBS38-11 & -19	PLAN D-1128-2	
PLAN D-1282-5		

The only substructure information made available by public agencies and public utilities is their location within public right-of-way. Therefore, no private substructures are shown on this map. The location of private substructures should be determined and verified from other sources before the beginning of any excavation.

CALL UNDERGROUND SERVICE ALERT (CUSA) 1-800-842-2444 USA represents many, but not necessarily all, utility and soil mapping data that has underground lines with the marked symbol. In order to avoid damage to these lines, contact USA two working days prior to digging or excavation. USA will assist in identifying those companies that they represent which have utility lines in the area and contacting the respective companies they represent to have those lines marked on the ground.

SURVEYOR'S CERTIFICATE:

TO: HOLLYWOOD & WILCOX AND CHICAGO TITLE INSURANCE COMPANY:

THIS IS TO CERTIFY THAT THIS MAP OR PLAT AND THE SURVEY ON WHICH IT IS BASED WERE MADE IN ACCORDANCE WITH THE 2011 MINIMUM STANDARD DETAIL REQUIREMENTS FOR ALTA/ACSM LAND TITLE SURVEYS, JOINTLY ESTABLISHED AND ADOPTED BY ALTA AND NSPS, AND INCLUDES ITEMS 2, 3, 4, 6(b), 8, 11(a), 11(b), 13, 14, 16, 17 AND 18 OF TABLE A THEREOF. THE FIELD WORK WAS COMPLETED ON FEBRUARY 11, 2015.

Douglas R. Howard 8 / 23 / 2016
DOUGLAS R. HOWARD, PLS 6169 DATE
PSOMAS

NOTE: SECTION 8770.6 OF THE CALIFORNIA BUSINESS AND PROFESSIONS CODE STATES THAT THE USE OF THE WORD CERTIFY OR CERTIFICATION BY A LICENSED LAND SURVEYOR IN THE PRACTICE OF LAND SURVEYING OR THE PREPARATION OF MAPS, PLATS, REPORTS, DESCRIPTIONS OR OTHER SURVEYING DOCUMENTS ONLY CONSTITUTES AN EXPRESSION OF PROFESSIONAL OPINION REGARDING THOSE FACTS OR FINDINGS WHICH ARE THE SUBJECT OF THE CERTIFICATION AND DOES NOT CONSTITUTE A WARRANTY OR GUARANTEE, EITHER EXPRESSED OR IMPLIED.

COMMENTS (Cont.):

- EFFECT OFRIGHT-OF-WAY FOR ALLEY PURPOSES OVER THE NORTH 12 FEET OF PARCEL 3, AS SET OUT IN DECREE UNDER L.R. CASE NO. 171, SUPERIOR COURT. PLOTTED HEREON.
- ⑤ COVENANT AND AGREEMENT REGARDING MAINTENANCE OF BUILDING CONCERNING FIRE PROTECTION IN ADDITIONS TO STRUCTURES ON PROPERTY PER DOCUMENT RECORDED FEBRUARY 4, 1991 AS INSTRUMENT NO. 91-166183, OF OFFICIAL RECORDS.
- ⑥ COVENANT AND AGREEMENT TO HOLD PROPERTY AS ONE PARCEL PER DOCUMENT RECORDED FEBRUARY 4, 1991 AS INSTRUMENT NO. 91-166184, OF OFFICIAL RECORDS.
- ⑦ COVENANT AND AGREEMENT REGARDING MAINTENANCE OF BUILDING CONCERNING FIRE PROTECTION IN ADDITIONS TO STRUCTURES ON PROPERTY PER DOCUMENT RECORDED FEBRUARY 4, 1991 AS INSTRUMENT NO. 91-166187, OF OFFICIAL RECORDS.
- ⑧ IRREVOCABLE OFFER TO DEDICATE AN EASEMENT OVER A PORTION OF SAID LAND FOR PUBLIC STREET PURPOSES PER DOCUMENT RECORDED APRIL 7, 1992 AS INSTRUMENT NO. 92-604781 AND ACCEPTED BY THE CITY OF LOS ANGELES PER DOCUMENT RECORDED JANUARY 20, 1994 AS INSTRUMENT NO. 94-135253, BOTH OF OFFICIAL RECORDS. PLOTTED HEREON. AFFECTS PARCELS 1 AND 2.
- ⑨ WAIVER OF DAMAGES, INDEMNIFICATION AGREEMENT, AND RIGHT OF INGRESS AND EGRESS - COVENANT TO RUN WITH THE LAND ALLOWING BUILDINGS INSIDE THE 15 FOOT HIGHWAY DEDICATION PER DOCUMENT RECORDED OCTOBER 7, 1992 AS INSTRUMENT NO. 92-1868475, OF OFFICIAL RECORDS. ITEMS 11(A) THRU 11(L) PLOTTED HEREON.
- ⑩ ANY RIGHTS, CLAIMS OR INTEREST THAT MAY EXIST OR ARISE BY FACTS DISCLOSED BY ALTA/ACSM SURVEY DATED AUGUST 23, 2007, LAST REVISED DECEMBER 13, 2007, PSOMAS JOB NO. 1LEF010100T100. PLOTTED HEREON.
- ⑪ THE FOLLOWING MATTERS AFFECT PARCEL 4:
- EFFECT OFCOVENANT AND AGREEMENT THAT THE EASEMENT ACROSS THE SOUTH 10 FEET OF THE LOT AT 6436 HOLLYWOOD BLVD. WILL BE ONE OF THE REQUIRED MEANS OF INGRESS AND EGRESS PER DOCUMENT RECORDED DECEMBER 4, 1975 AS INSTRUMENT NO. 2975, OFFICIAL RECORDS.
- ⑫ ANY RIGHTS, CLAIMS OR INTEREST THAT MAY EXIST OR ARISE BY FACTS DISCLOSED BY ALTA/ACSM SURVEY DATED AUGUST 2, 2007 AND LAST REVISED ON JULY 26, 2012, PSOMAS JOB NO. 1LEF010100T101. ITEMS 13(A),(B),(C) & (D) PLOTTED HEREON.
- ⑬ THE FOLLOWING MATTERS AFFECT PARCEL 5:
- EFFECT OFEASEMENT FOR INGRESS, EGRESS AND PUBLIC UTILITIES PER DOCUMENT RECORDED IN BOOK 15836 PAGE 156 OF OFFICIAL RECORDS. PLOTTED HEREON. AFFECTS PARCEL 5.
- ⑭ ANY RIGHTS OF PARTIES IN POSSESSION OF A PORTION OF, OR ALL OF SAID LAND, WHICH RIGHTS ARE NOT DISCLOSED BY THE PUBLIC RECORDS. AFFECTS ALL PARCELS.
- ⑰

SURVEYOR'S NOTES:

- THIS SURVEY HAS BEEN PREPARED FOR TITLE INSURANCE PURPOSES
1. THE BOUNDARY DATA AND TITLE MATTERS AS SHOWN HEREON HAVE BEEN DEVELOPED FROM THE REFERENCED TITLE REPORT.
2. THIS SURVEY DOES NOT INCLUDE EASEMENTS EXCEPT THOSE SPECIFICALLY DELINEATED HEREON, NOR DOES IT SHOW THE LOCATION OF, OR ENCROACHMENTS BY SUBSURFACE FOOTINGS AND/OR FOUNDATIONS OF BUILDINGS SHOWN ON THIS MAP.
3. IF UNDERGROUND PUBLIC UTILITIES AND OTHER SUBSTRUCTURES, ZONES, SET BACK AND STREET WIDENING DATA ARE SHOWN HEREON, IT IS FOR INFORMATION ONLY, HAVING BEEN OBTAINED FROM A GENERAL REQUEST AT THE LOCAL AGENCY'S PUBLIC COUNTER AND/OR OTHER SOURCES NOT CONNECTED WITH THIS COMPANY. NO REPRESENTATION IS MADE AS TO THE ACCURACY, CURRENCY OR COMPLETENESS OF SAID INFORMATION AND ANY USERS OF SAID INFORMATION IS URGED TO CONTACT THE UTILITY OR LOCAL AGENCY DIRECTLY.

LEGAL DESCRIPTION

1624 & 1636 WILCOX AVENUE:

PARCEL 1:

LOT 5 AND THE NORTH 19 FEET 10 INCHES OF THE WEST 205.8 FEET OF LOT 6 IN BLOCK 14 OF "HOLLYWOOD", IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 28 PAGES 59 AND 60 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

EXCEPTING FROM SAID LOT 5 THAT PORTION THEREOF INCLUDED WITHIN THE FOLLOWING DESCRIBED LINES:

BEGINNING AT THE MOST NORTHERLY NORTHWEST CORNER OF LOT B OF SACKETT TRACT, IN THE COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 16, PAGE 150 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER, THENCE SOUTH 0°03'45" WEST ALONG THE WEST LINE OF SAID LOT B, 64.98 FEET TO AN ANGLE POINT THEREIN, THENCE NORTH 89°55'30" WEST ALONG THE BOUNDARY LINE OF SAID LOT B, 5.07 FEET, THENCE NORTH 0°03'45" EAST PARALLEL TO THE WEST LINE OF SAID LOT B TO THE WESTERLY PROLONGATION OF THE NORTH LINE OF SAID LOT B, THENCE SOUTH 89°55'45" EAST 5.07 FEET TO THE POINT OF BEGINNING.

PARCEL 2:

LOTS 3 AND 4 AND WESTERLY 8.5 FEET OF LOT 15 IN BLOCK 14 OF HOLLYWOOD, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 28 PAGES 59 AND 60 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

PARCEL 3:

LOT 16 IN BLOCK 14 OF HOLLYWOOD, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 28 PAGES 59 AND 60 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

EXCEPT EASTERLY 110.50 FEET THEREOF.

6430 HOLLYWOOD BOULEVARD:

PARCEL 4:

THE EAST 49.90 FEET OF THE WEST 100 FEET OF LOTS 1 AND 2 IN BLOCK 14 OF HOLLYWOOD, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 28 PAGES 59 AND 60 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

PARCEL 4A:

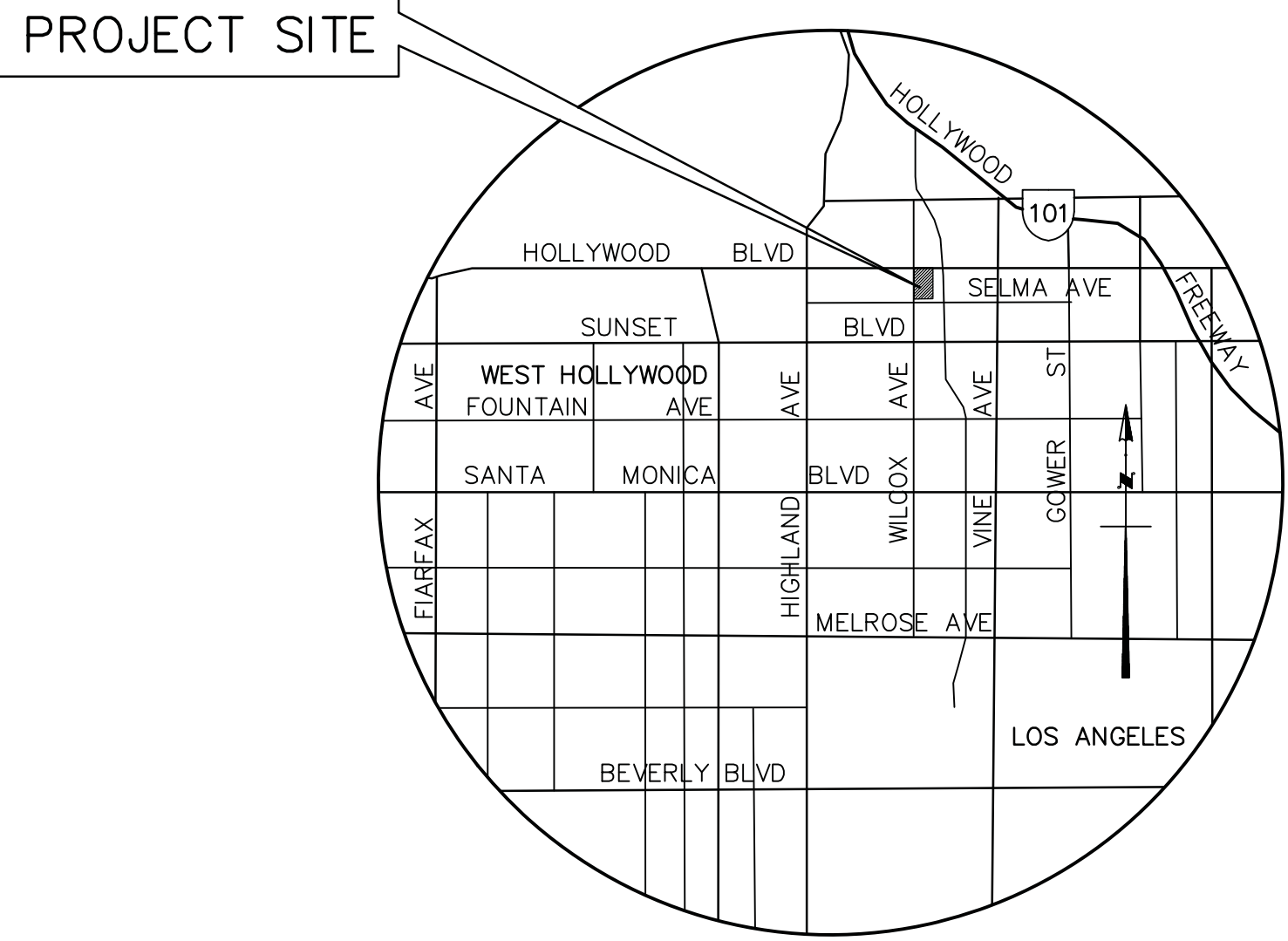
AN EASEMENT FOR INGRESS, EGRESS AND PUBLIC UTILITIES IN, OVER, ALONG AND UPON THE SOUTH 10 FEET OF THE WEST 50.10 FEET OF LOT 2 IN BLOCK 14 OF HOLLYWOOD, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 28 PAGES 59 AND 60 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

6436 HOLLYWOOD BOULEVARD:

PARCEL 5:

THE WEST 50.10 FEET OF LOTS 1 AND 2 IN BLOCK 14 OF HOLLYWOOD, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 28 PAGE 59 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

NOTE: LEGAL DESCRIPTION IS WRITTEN IN A METHOD WHERE IT MAY CREATE A POSSIBLE GAP OR OVERLAP OF THE EASTERLY LINE WITH THE WESTERLY LINE OF THE EAST 110.8 FEET OF LOTS 1 AND 2.

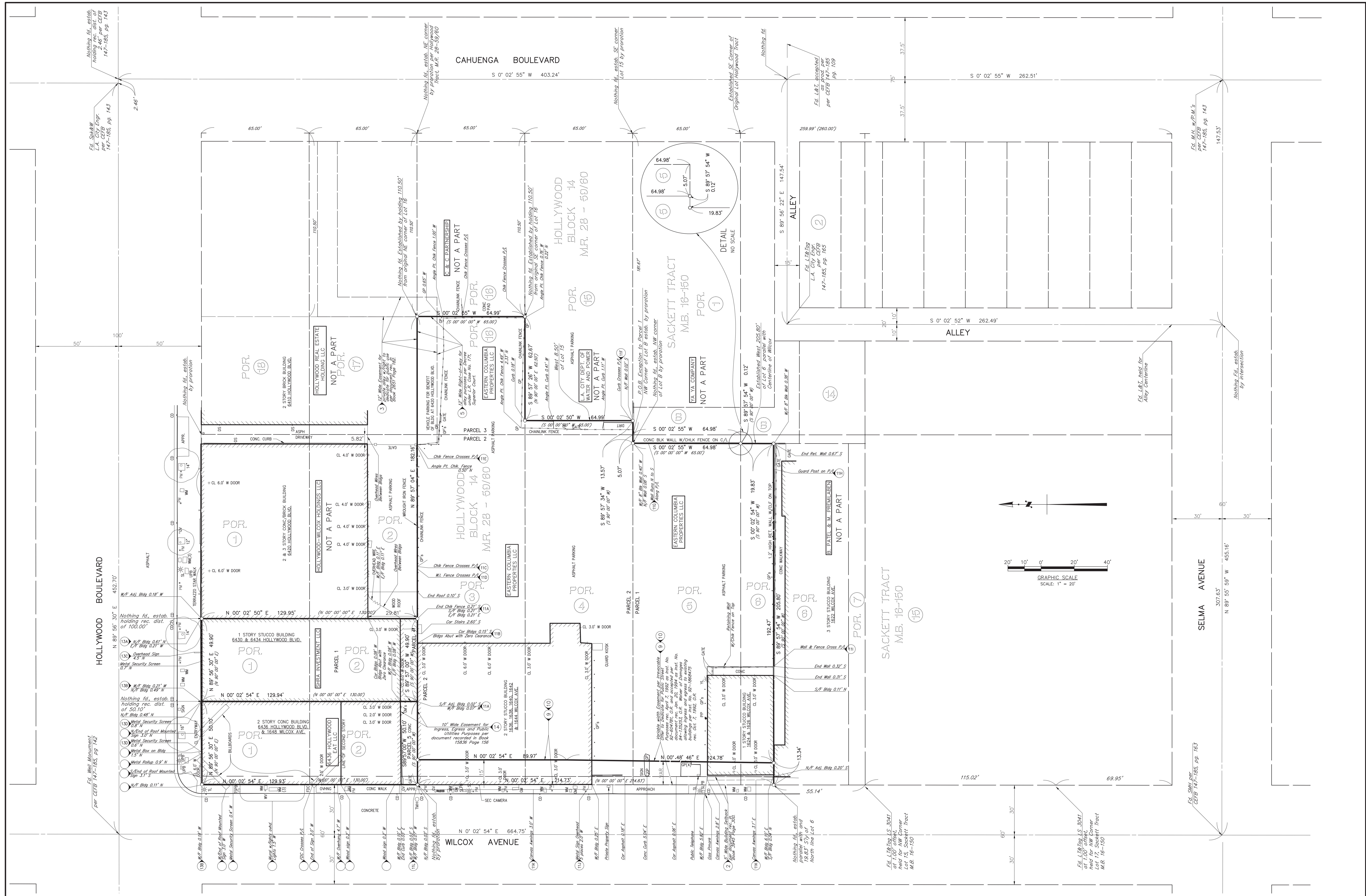


VICINITY MAP

LEGEND

---	PROPERTY / BOUNDARY LINE
---	STREET R/W LINE
---	CURB LINE (FROM 1"=20' ON TO 1"=200')
---	CURB LINE (1"=10' , 1"=8' , 1"=16')
---	CENTER LINE
---	FLOW LINE
---	LOT LINE / PARCEL LINE
---	EASEMENT LINE (WH/WHIT)
---	CONTOUR LINE (APPROXIMATE)
---	BUILDING FOOT PRINT LINE
---	OVERHANG LINE
---	FENCE LINE
---	GUARD RAIL
---	RETAINING WALL
---	CONC. BLOCK WALL
---	EDGE OF ASPHALT PAVING
---	CONCRETE PAVING
---	AREA DRAIN
---	CATCH BASIN W/ACCESS HOLE
---	MANHOLE (SEWER, STORM DRAIN, POWER, TELEPHONE)
---	POWER POLE (P.P.) / TELEPHONE POLE (T.P.)
---	STON (ALL KINDS)
---	STREET LIGHT
---	TRAFFIC SIGNAL
---	TRAFFIC SIGNAL W/STREET LIGHT
---	YARD LIGHT
---	FIRE HYDRANT
---	DOWNSPOUT
---	FIRE DEPARTMENT CONNECTION
---	PIV
---	POST INDICATOR VALVE
---	DIRECTION OF WATER DRAINAGE FLOW
---	PARKING METER
---	GAS / WATER METER
---	GAS / WATER VALVE
---	ELEC. (STREET LIGHT/TRAFFIC/UNKNOWN) PULL BOX
---	TREE IN WELL W/TRUNK DIAMETER
---	PLANTER
---	GUARD POST
---	APPROACH (DRIVEWAY)
---	BACKFLOW PREVENTER
---	CLEAN OUT
---	CHAINLINK (FENCE/GATE)
---	LOCATION OF BUILDING HEIGHT MEASUREMENT
---	TOPOGRAPHIC SPOT ELEVATION, NO LEADER
---	BACK OF WALK ELEVATION
---	EDGE OF CONCRETE ELEVATION
---	EDGE OF GUTTER ELEVATION
---	EDGE OF PAVEMENT ELEVATION
---	FLOW LINE ELEVATION
---	TOP OF CURB ELEVATION
---	TOP OF GRATE ELEVATION
---	TOP OF WALL ELEVATION
---	MANHOLE RIM ELEVATION
---	MANHOLE INVERT ELEVATION
---	CURB DRAIN
---	RECORD LOT / PARCEL NUMBER
---	(100.00')
---	RECORD DIMENSION OR BEARING IF DIFFERENT THAN MEASURED
---	IMPROVEMENT FACE
---	IMPROVEMENT EDGE
---	IMPROVEMENT END
---	NORTH/EAST/SOUTH/WEST LOCATION OF IMPROVEMENT
---	W/ RESPECT TO REFERENCE NORTH AND PROPERTY LINE.
---	ADJACENT PROPERTY OWNER
---	SANITARY SEWER (SIZE)
---	STORM DRAIN (SIZE)
---	WATER LINE (SIZE)
---	GAS LINE (SIZE)
---	OTL/PETROLEUM LINE (SIZE)
---	ELECTRICAL LINE
---	COMMUNICATION LINE
---	OVERHEAD UTILITY LINE(S)

	DESIGNED FJW		BENCH MARK CITY OF LOS ANGELES BENCH MARK NO. 12-20010	11N BOLT IN CONC MON HMD 1-1-A; 7.3FT W OF W CURB LINE WILCOX AVE 10FT N OF N CURB LINE SUNSET BLVD	ELEV. 355.751 ADJUSTMENT 2000 (NAVD 1988)	ALTA/ACSM LAND TITLE & DESIGN SURVEY FOR: HOLLYWOOD & WILCOX 1624 - 1648 WILCOX AVE. AND 6430 - 6440 HOLLYWOOD BLVD. IN THE CITY OF LOS ANGELES COUNTY OF LOS ANGELES STATE OF CALIFORNIA	DATE AUGUST 13, 2007	SHEET 1 3
	DRAFTED FJW						CHIEF DRH	
	BY DATE	DESCRIPTION	BY APPROVED				PROJECT NUMBER 1LEF020100 T100	OR



DESIGNED

FJW

DRAFTED

FJW

CHECKED

DRH

REV

DATE

DESCRIPTION

DRH

MR

HOO

DRH

BY

APPD

8-22-16	REVISED SURVEYORS CERT AND TITLE BLOCK NAME	DRH	MR
3-6-2015	ALTA UPDATE AND DESIGN SURVEY	HOO	DRH

BENCHMARK CITY OF LOS ANGELES BENCH MARK NO. 12-20010

11N BOLT IN CONC MON HMD 1-1-A; 7.3FT W OF W CURB LINE WILCOX AVE 10FT N OF N CURB LINE SUNSET BLVD

ELV. 355.751 ADJUSTMENT 2000 (NAVD 1988)

DATE 23, 2016 08:50:41 Dwg Name: W:\11E010100\SURVEY\DESIGN\PL\PL-0116.02.dwg Updated by: dward

PSOMAS

555 South Flower Street, Suite 4300
Los Angeles, CA 90071
(213) 223-1400 (213) 223-1444 fax
www.psomas.com

ALTA/ACSM LAND TITLE & DESIGN SURVEY FOR:

HOLLYWOOD & WILCOX

1624 - 1648 WILCOX AVE. AND 6430 - 6440 HOLLYWOOD BLVD.

IN THE CITY OF LOS ANGELES COUNTY OF LOS ANGELES STATE OF CALIFORNIA

DATE

AUGUST 13, 2007

SCALE

1"=20'

PROJECT NUMBER

1LEF020100 T100

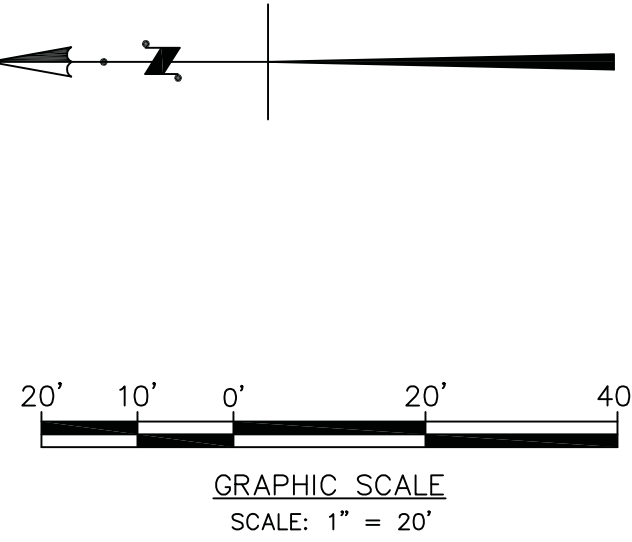
SHEET

2

3

1:5-2007 (1-2007) 2-A-01

REF: 1LEF010100; 1LEF010100-1T02; 1LEF010101



PROJECT DESCRIPTION

ARCHITECTURAL AND URBAN DESIGN NARRATIVE

DESIGN CONCEPT

The design of Hollywood & Wilcox has the goal of celebrating and revitalizing the historic fabric of Hollywood, especially in the National Register of Historic Places-listed Hollywood Boulevard Commercial and Entertainment District along the north end of the project site. At the same time, the southern portion of the site, currently occupied by nondescript one-story and two-story commercial buildings and a large parking lot, provides an opportunity to focus on the potential of present-day Hollywood to be a unique contributor to the vitality of 21st Century Los Angeles. The elements of the project combine in a harmonious blending of old and new, neighborhood and commercial, foreground and backdrop, thereby bridging the golden era of Hollywood and the here and now to discover a timeless architectural language that is distinctively ‘Hollywood.’ Programmatically, the mixed-use project works to help create a well-balanced urban neighborhood that is greater than the sum of its individual parts.

The project site’s most prominent corner is occupied by the Attie Building, which also features the celebrated “You Are The Star” mural. The mural will be preserved and the building will be restored/rehabilitated, particularly the ground level commercial space — which has been significantly altered many times over the years —back to an earlier configuration. Adjacent to this building, we propose the addition of a new low-rise commercial building to replace a small contemporary commercial building that is non-contributing to the Hollywood Boulevard Commercial and Entertainment District. The new commercial building is contemporary, but compatible with the Attie Building, borrowing its triple-bay façade pattern, but using clean modern lines and materials so as not to compete with the structure.

The largest portion of the site will be occupied by a modern mixed-use building that takes contextual cues from historic Hollywood apartment blocks and flagship commercial buildings built in the twenties, thirties, and forties. These inspirations include the Taft building at Hollywood and Vine, the Warner Theater Building, the Security Bank Building, along with the Equitable Building. The proposed building’s mostly white exterior combined with accents of color pulled from its neighbors presents an unabashedly modern building that is, nevertheless, anchored in its Hollywood locale through the use of a solid, cementitious exterior and its vertical façade rhythm.

With its frontage along Wilcox Avenue, the new mixed-use building takes advantage of an opportunity to bring the vitality of the Hollywood Boulevard streetscape to a relatively pedestrian-unfriendly stretch of Wilcox Avenue. Lined with commercial space, and residential lobby and resident amenity space in a double-story configuration, the ground level is specifically designed to activate Wilcox. The widened public sidewalk in front of the building creates a welcoming plaza with street furniture, planters and possible café-style seating for food-service customers.

Above, the residential tower provides a mix of unit plans to invite a diverse mix of households. Multiple common exterior spaces, including a pool deck over the new commercial building on Hollywood Blvd and higher decks with views, provide residents the opportunity to connect with one another and with their immediate Hollywood neighborhood.

Outside, the building’s exterior is composed of two exterior ‘skins’. The primary, outer cementitious wall projects solidity and a sense of permanence, not unlike the historic Hollywood apartment blocks. Meanwhile, the secondary, inner skin includes the building’s fenestration which allows for ample light and air.

The space between the two wall layers helps to shade the residential units, thereby lessening the need for air conditioning while giving the building a sense of depth. This façade depth is in the spirit of historic Hollywood architecture and is in contrast with the thin curtainwall membranes used on many comparable modern buildings. The depth between wall layers also create private outdoor patio space. Unlike hanging balconies, this integrated approach reinforces the unified building mass, creating a more authentically urban aesthetic.

CONNECTIVITY

The project is highly responsive to its immediate urban context. One of the project’s key goals is to repair gaps in the streetwall and thereby enhance activity and visual interest on both Hollywood Boulevard and Wilcox Avenue. Along Hollywood Boulevard, the Attie Building and its famous “You Are The Star” mural is sensitively preserved to help anchor this important corner. Next door, the proposed new commercial building provides a transparent storefront to enhance this stretch of Hollywood Boulevard and the viability of the pedestrian-oriented Commercial and Entertainment district.

While Wilcox Avenue connects directly to busy Hollywood Boulevard, it exhibits none of its vibrancy. The restored/rehabilitated building’s ground floor spaces will act as a gateway to this corridor, which when combined with the new mixed-use residential building along Wilcox, will expand the zone of pedestrian activity south to Wilcox. By drawing increased foot-traffic, we hope to make this important north-south corridor a true neighborhood connector.

Furthermore, we carefully designed the mixed-use apartment building’s frontage on Wilcox to create a streetscape that heightens the pedestrian experience. The ground level of the new mixed-use residential building is lined with commercial space and building lobby space with resident amenities that open onto the sidewalk-plaza. With more than 80% storefront glazing at ground level, the building exhibits a high degree of transparency, creates visual interest for passersby, and provides critical ‘eyes on street’ to improve both the actual and perceived safety of the area at night.

SCALE, DESIGN AND PRESERVATION OF COMMUNITY CHARACTER

Hollywood and the immediate project environs exhibit a wide range of building heights. Numerous billboards and tall antennae towers add to this diversity of heights. Similarly, our project uses a range of building heights as appropriate to the immediate context. We identified a relatively consistent height of the existing buildings along Hollywood, and wanted to match that height with the new proposed commercial space, even though that height is below the allowable by-right 45 foot height limit. The tallest portion of the project, the southern-most portion of the mixed-use residential building, is only slightly taller than the currently-under-construction Dream Hotel on the same block.

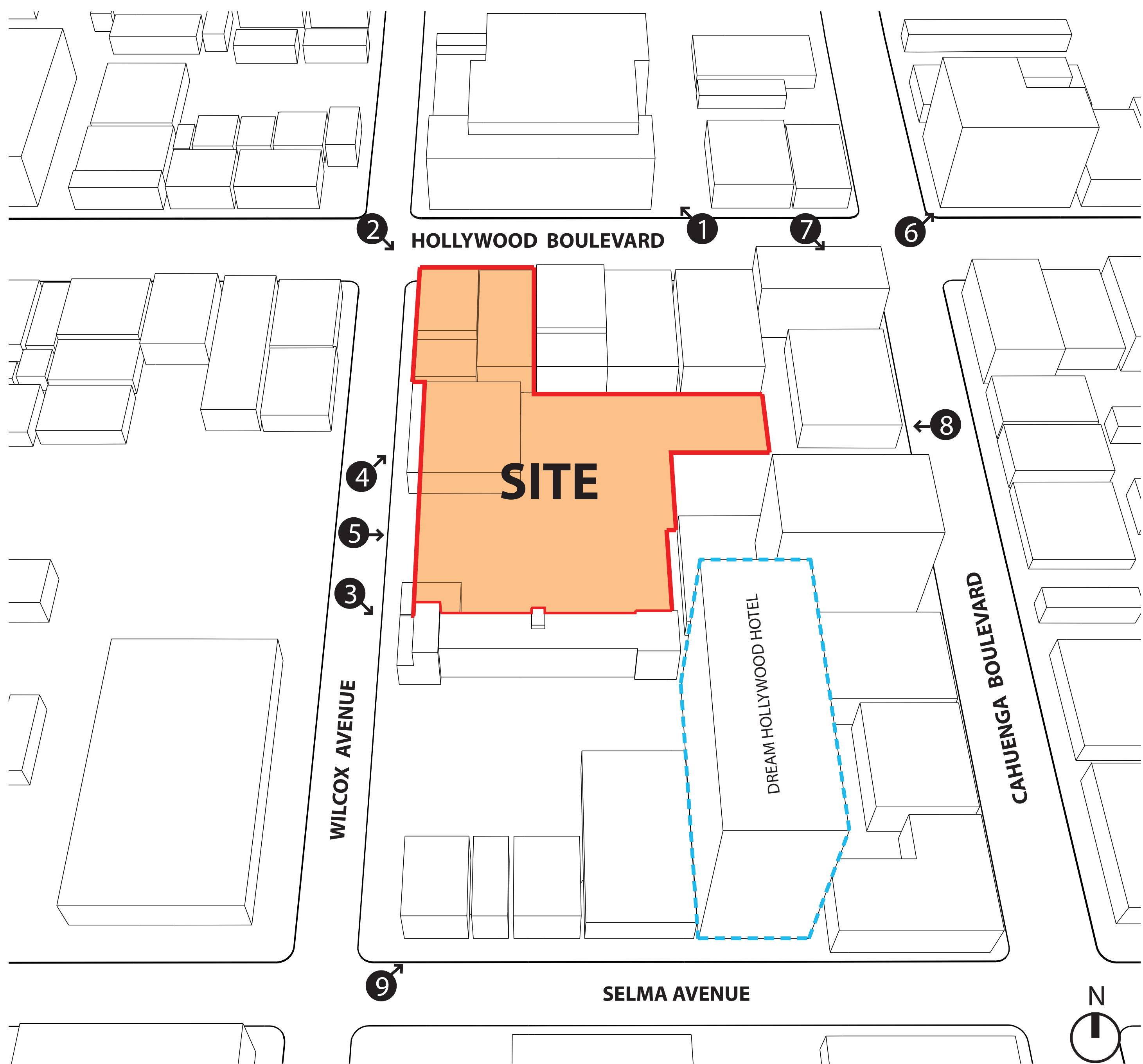
The mixed-use residential building is outside the boundary of the Hollywood Boulevard Commercial and Entertainment District and is carefully designed to not compete with the historic fabric along the Boulevard. Carefully sited a respectful distance from the Boulevard, the building steps down as it approaches Hollywood Boulevard, greatly reducing the building’s perceived height and mass. From Hollywood Boulevard the new mixed-use building is visible only at a low angle; it does not loom overhead, but instead stands at a respectful distance.

The mostly white, minimally adorned exteriors of the two new structures that are located behind and to the side of the Attie Building are meant to serve as a backdrop, so that the building’s Art Deco details can take center stage.

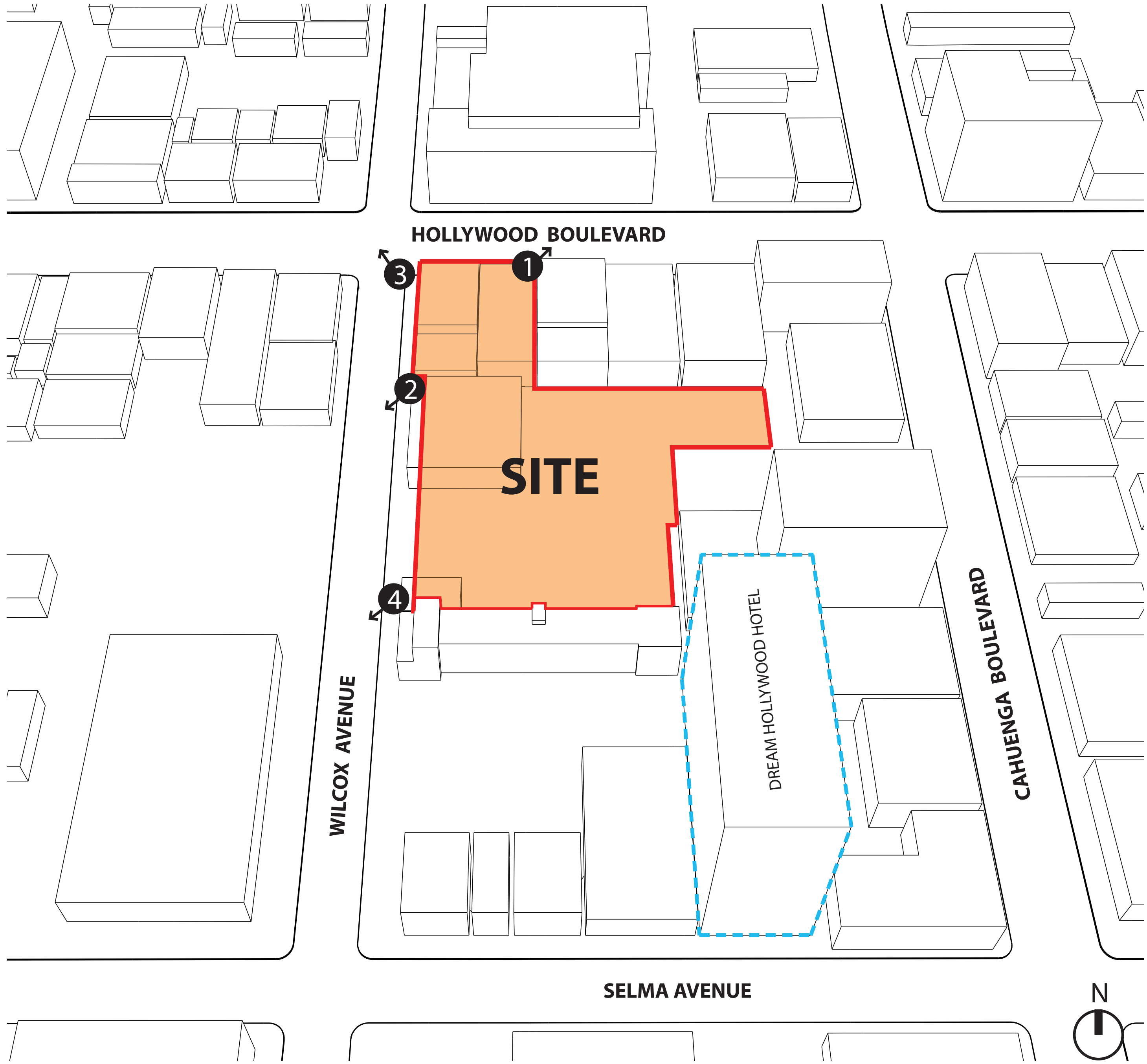
VEHICULAR SITE ACCESS AND CIRCULATION

The project strives to create an urban condition, where driveways and parking areas take a minimal amount of space and are unobtrusive. Over the combined 445 feet of frontage along Hollywood Boulevard and Wilcox Avenue, the only curb cut is a single two-lane driveway on Wilcox that provides access to resident drop-off, loading, trash and structured parking below, at, and above grade for both residents and commercial patrons. The parking area on levels 1 and 2 is hidden from view on Wilcox Ave. by the double-story ground level commercial space and resident lobby/amenity spaces. On level 3, apartments line the elevation along Wilcox Avenue to similarly hide the above grade parking from the street.

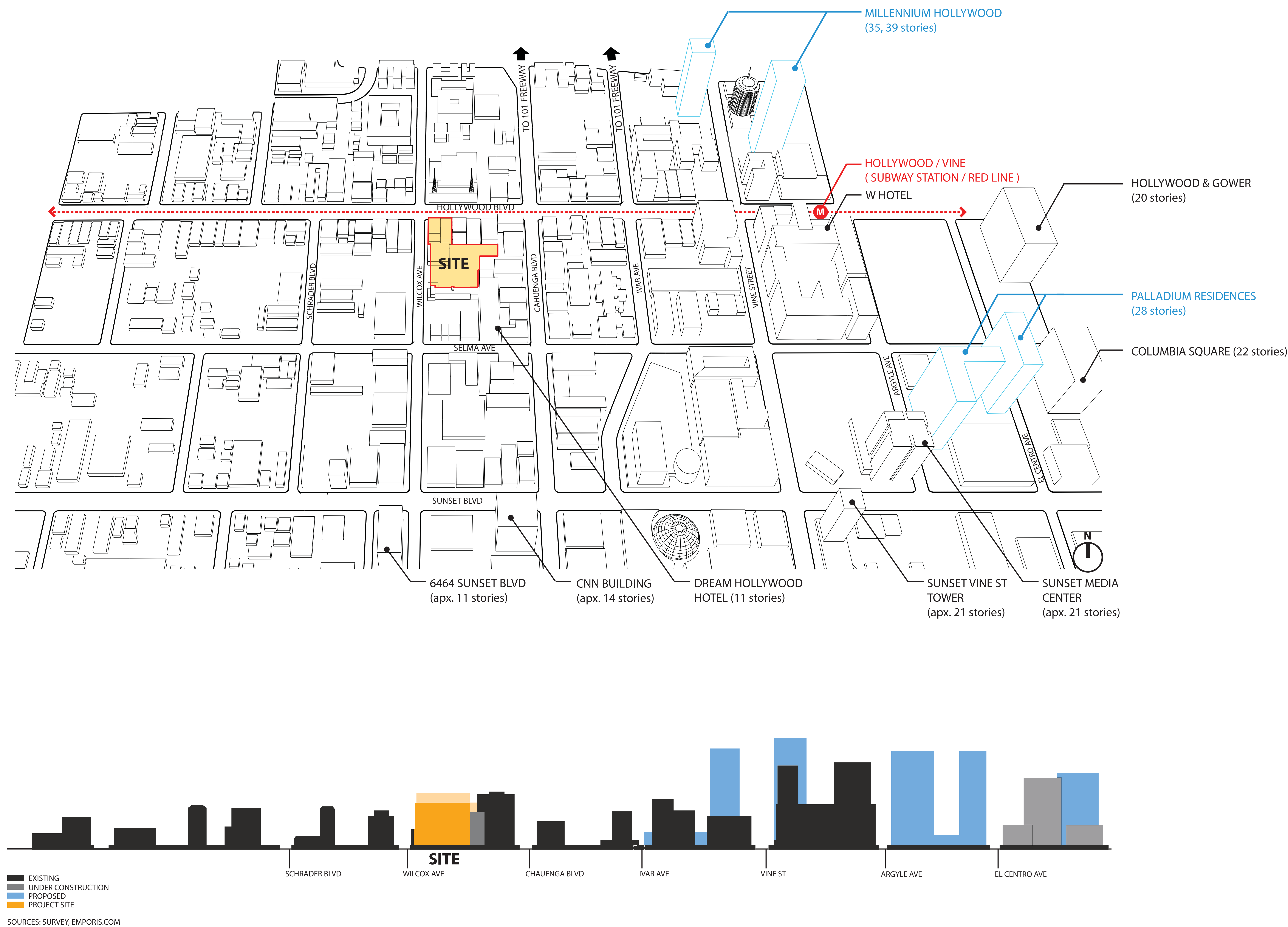
SITE CONTEXT



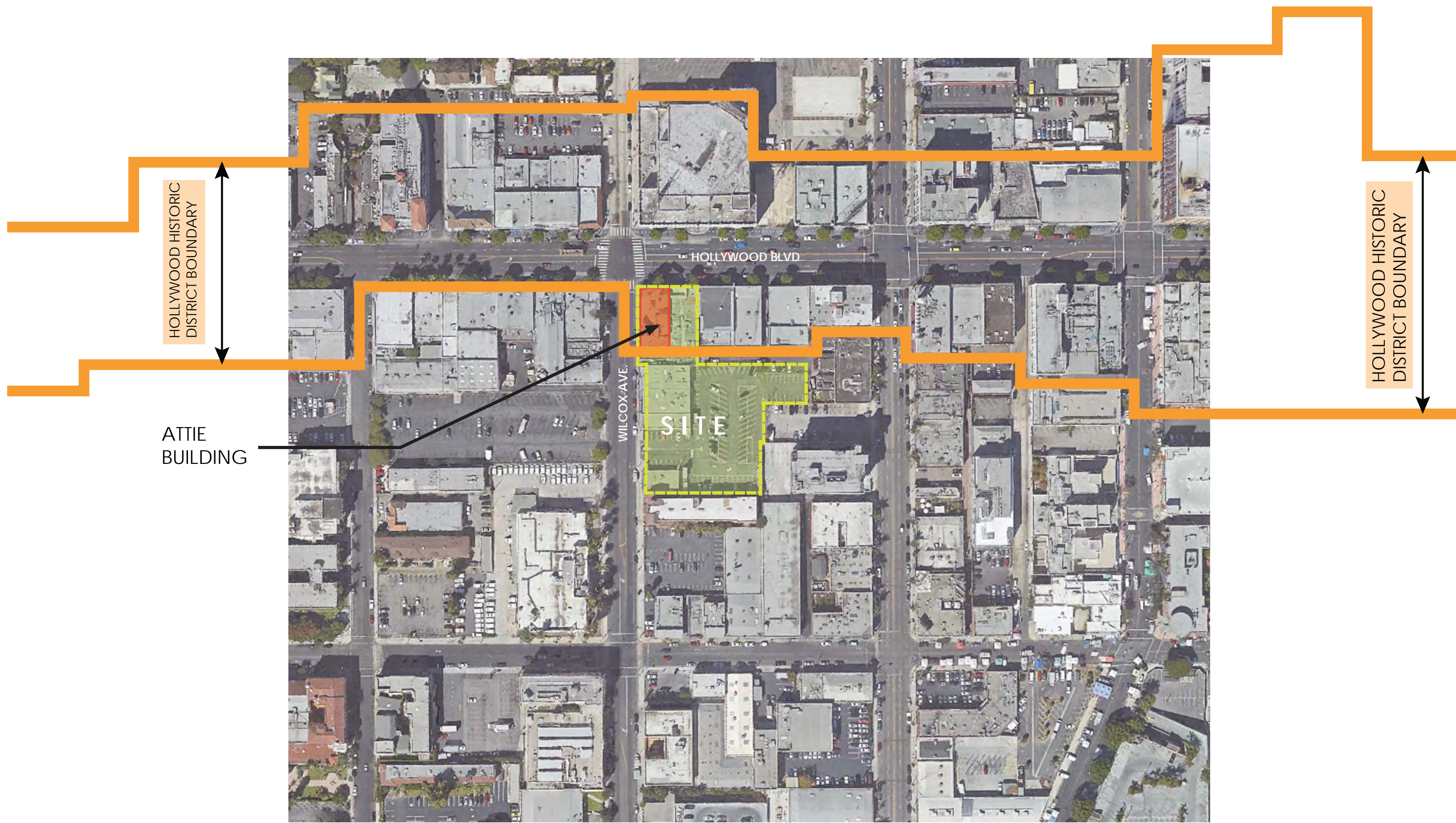
SITE CONTEXT



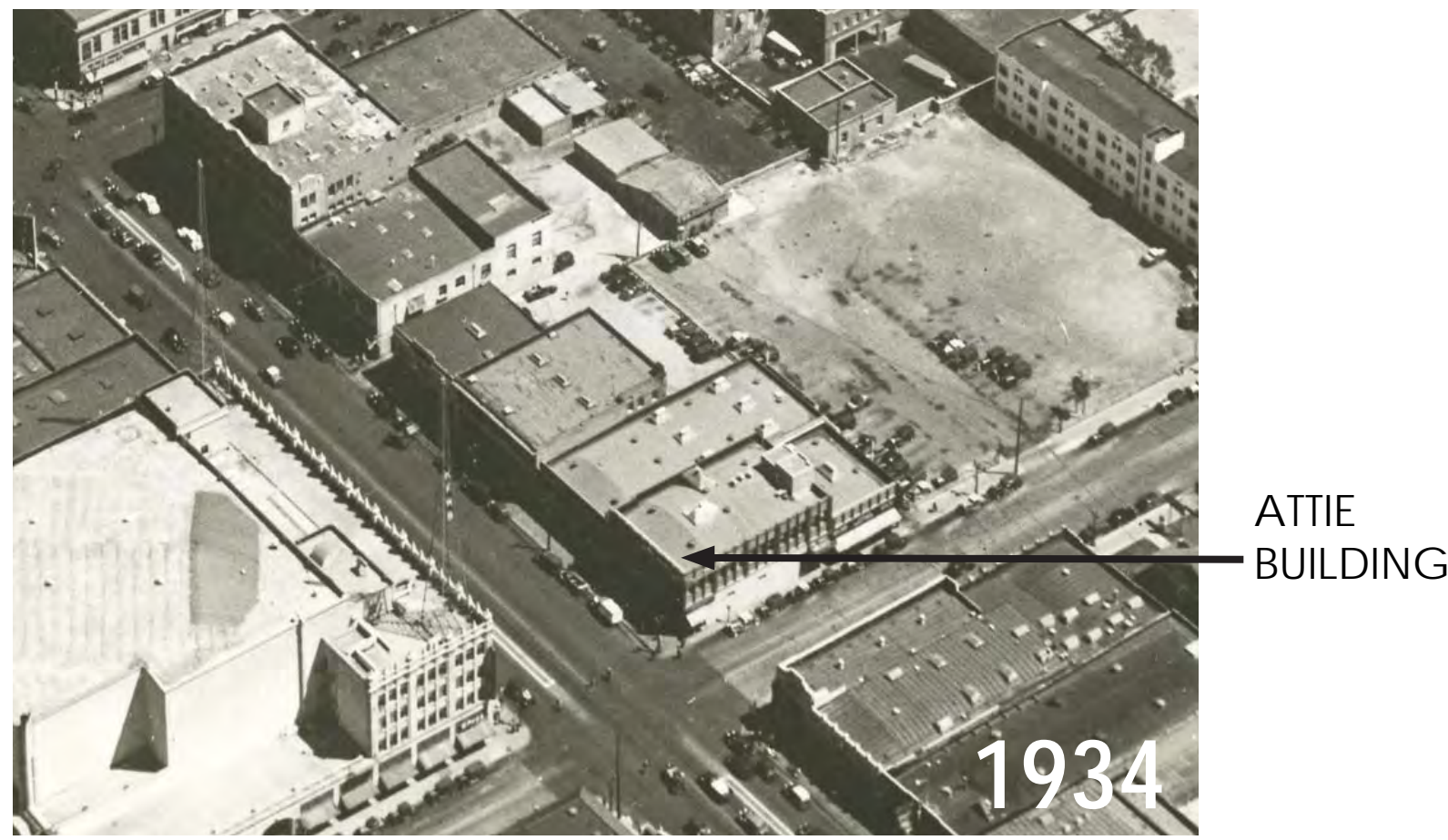
SITE CONTEXT



HOLLYWOOD NEIGHBORHOOD STUDY



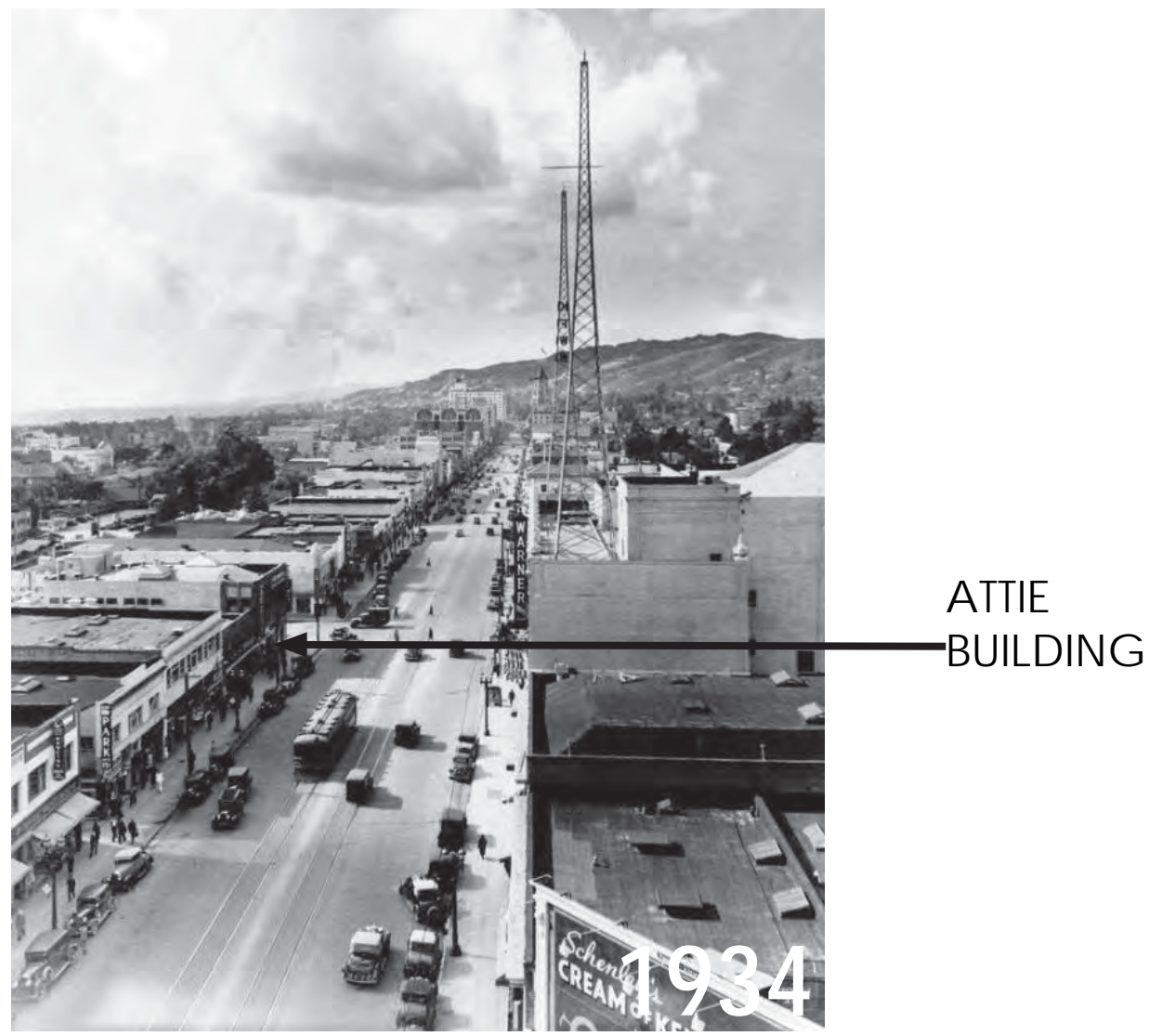
HOLLYWOOD HISTORIC DISTRICT OUTLINE
COMMUNITY REDEVELOPMENT AGENCY, 1985



HOLLYWOOD PHOTOGRAPH COLLECTION | HISTORIC CA. 1934



HOLLYWOOD PHOTOGRAPH COLLECTION | HISTORIC CA. 1938



HOLLYWOOD BOULEVARD AERIAL VIEW
ORIGINAL SOURCE UNKNOWN | HISTORIC CA. 1934



LOOKING EAST ON HOLLYWOOD BOULEVARD.
ORIGINAL SOURCE UNKNOWN | HISTORIC CA. 1938

HISTORIC IMAGES OF HOLLYWOOD SHOWING THE ATTIE BUILDING

THE ATTIE BUILDING

The Attie building at 6436 Hollywood Blvd. was built in 1931. It is an excellent example of the Art Deco period commercial architecture that is often associated with the golden era of Hollywood.

Although the mural on Wilcox Avenue is not original to the building, it has become an icon of Hollywood.



NORTH ELEVATION, DETAIL OF 'GRAYSON'S' STOREFRONT AT NIGHT.
LA FORUM ISSUE 7, ORIGINAL SOURCE UNKNOWN | HISTORIC CA. 1946



NORTH ELEVATION, VIEW SOUTHWEST.
BISON ARCHIVES | HISTORIC CA. 1947



NORTH ELEVATION, VIEW EAST ALONG HOLLYWOOD BLVD.
BISON ARCHIVES | HISTORIC CA. 1948



ORIGINAL SOURCE UNKNOWN | HISTORIC CA. 1950



ORIGINAL SOURCE UNKNOWN | HISTORIC CA. 1953



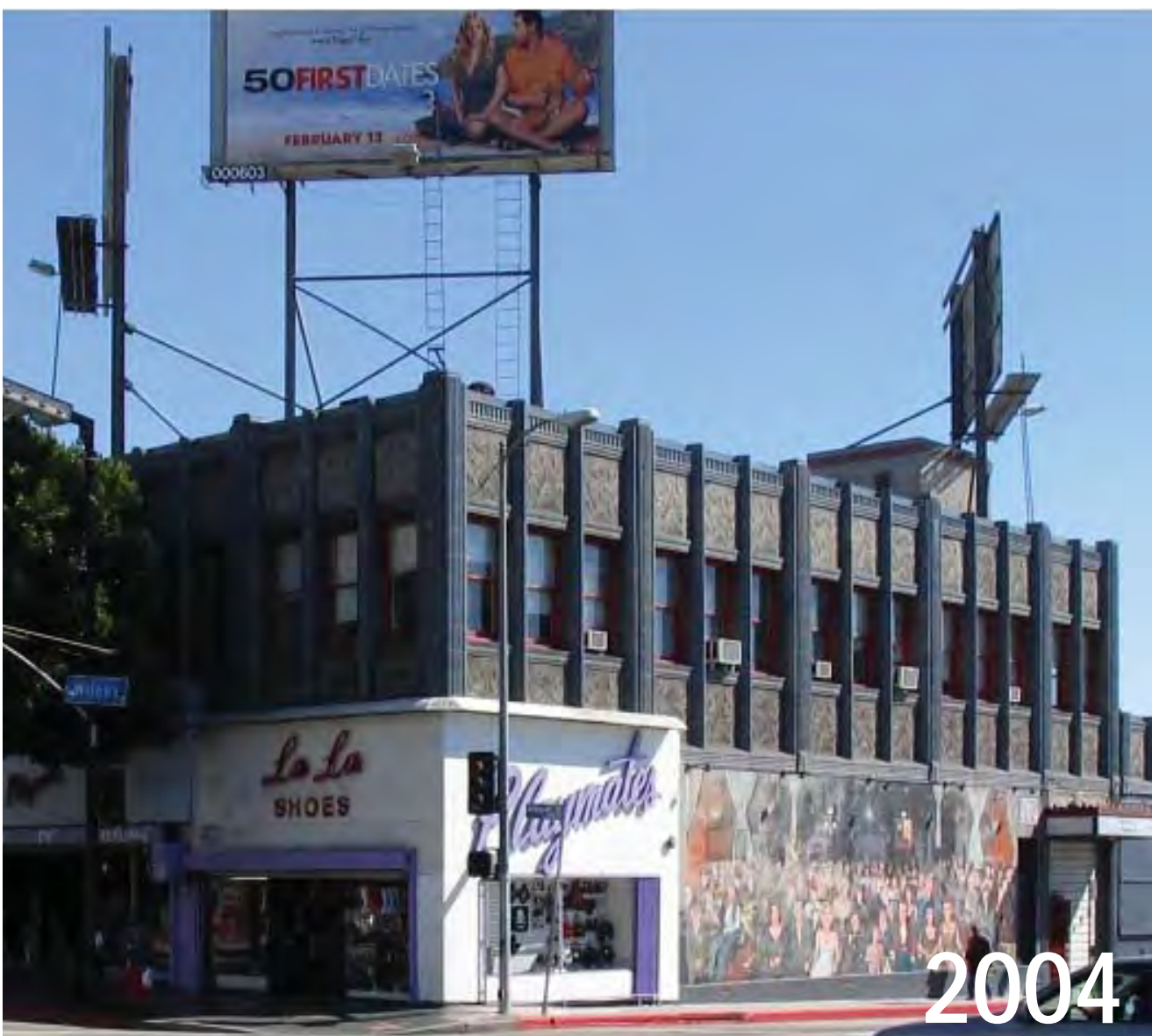
HOLLYWOOD PHOTOGRAPH COLLECTION | HISTORIC CA. 1972



HOLLYWOOD PHOTOGRAPH COLLECTION | HISTORIC CA. 1979



HOLLYWOOD PHOTOGRAPH COLLECTION | HISTORIC CA. 1979



SOURCE UNKNOWN | 2004

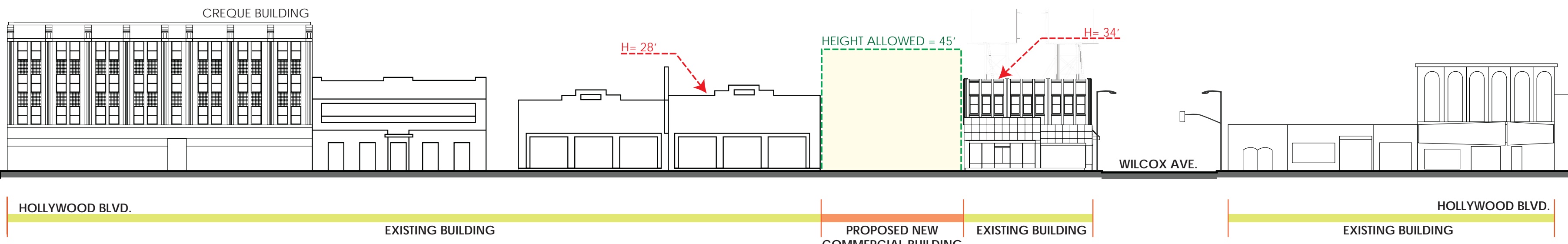


GMPA | 2016

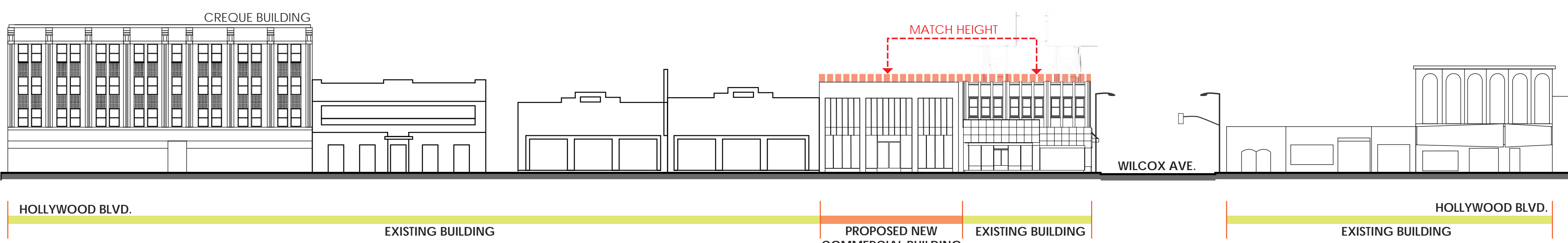
HOLLYWOOD BOULEVARD STREETSCAPE STUDIES



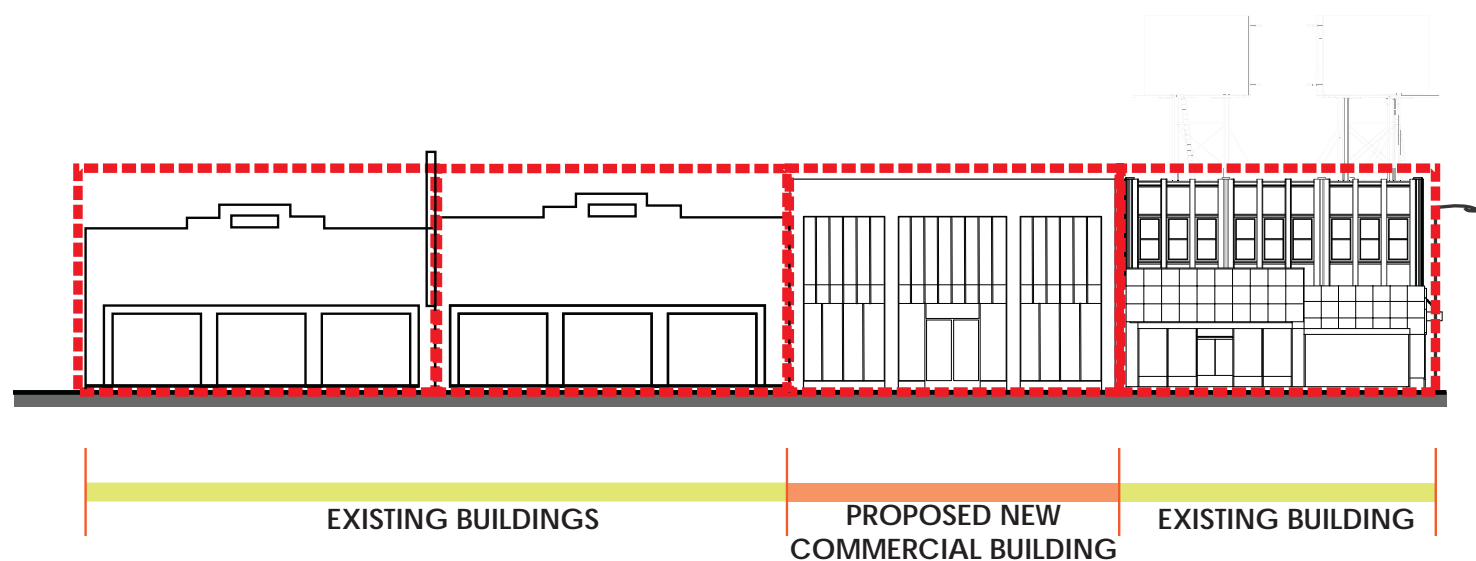
EXISTING STREETSCAPE ALONG HOLLYWOOD BLVD.



ALLOWABLE HEIGHT New construction on Hollywood Blvd is allowed up to a height of 45'. We propose a lower height to align with the height of the Attie building.

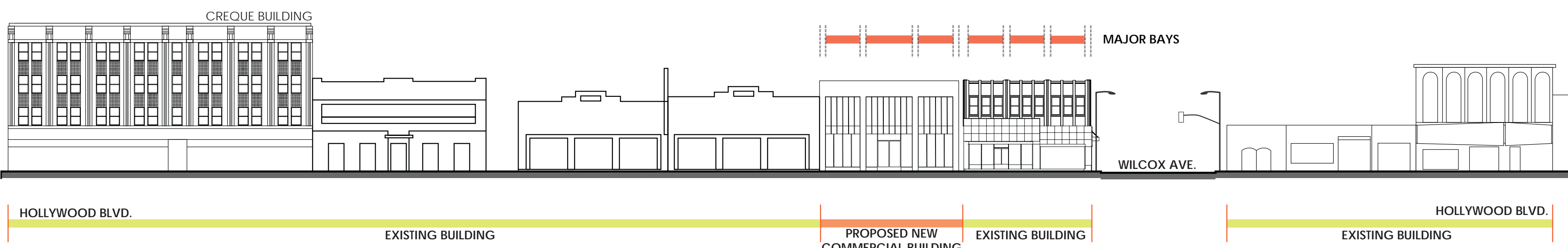


PROPOSED HEIGHT TO MAINTAIN A CONSTANT STREET WALL



The new commercial building would closely echo the width as well as the height of the Attie building.

ECHOING NEIGHBORING PROPORTIONS



FACADE PATTERN/ RHYTHM STUDY

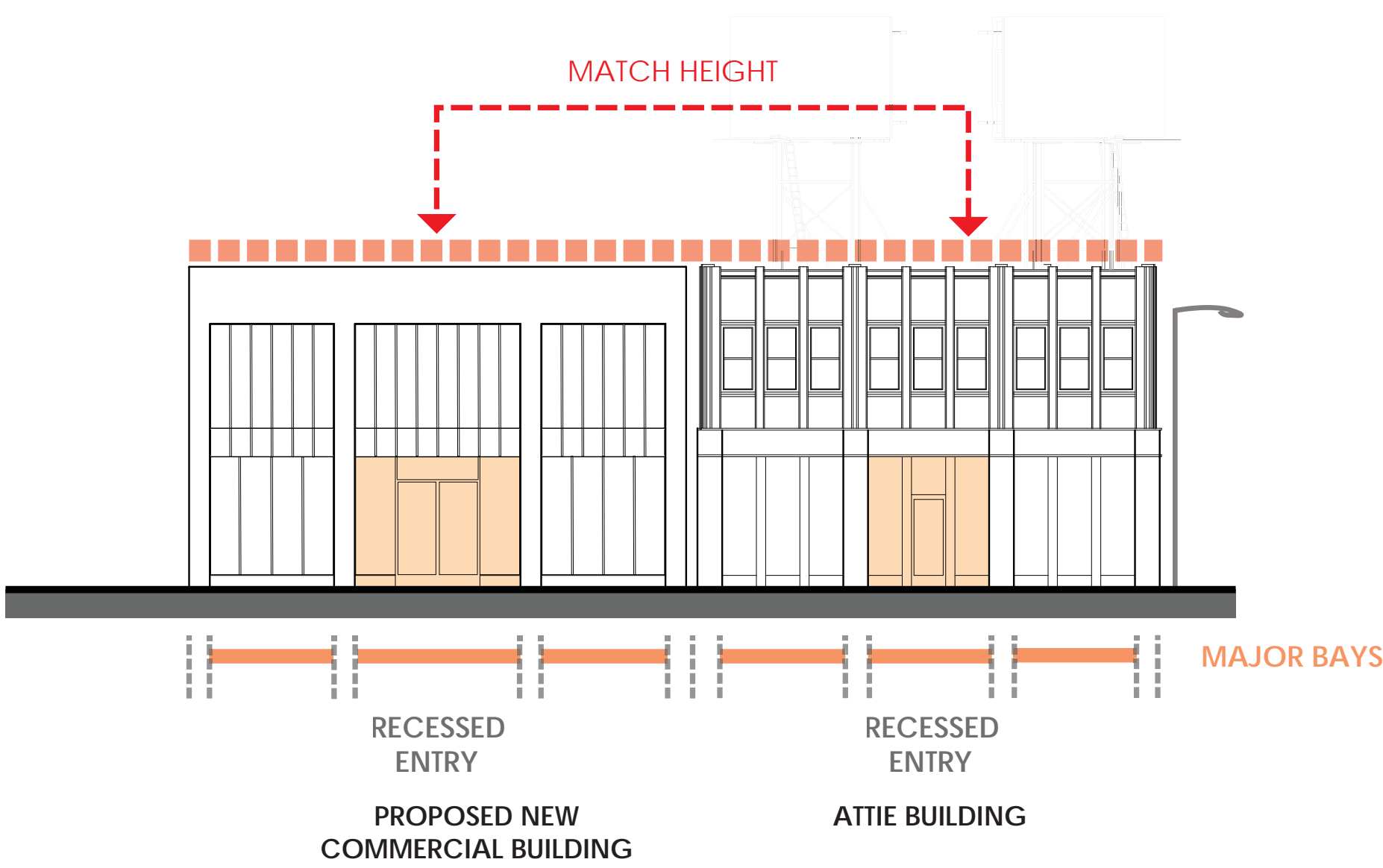


HOLLYWOOD STREETSCAPE WITH PROPOSED COMMERCIAL BUILDING

ATTIE BUILDING RESTORATION / REHABILITATION STUDIES



EXISTING STREET ELEVATION



ATTIE BUILDING AFTER PROPOSED RESTORATION / REHABILITATION AND THE PROPOSED CONTEMPORARY COMMERCIAL SPACE

The new commercial building follows the height datum established by the Attie building. The exterior of the new commercial building also borrows the Attie building's three major bay rhythm. For the restored/rehabilitated Attie Building storefront, the three major bays on the second story are brought down and reflected in the design of the first story. Now, the Attie building looks anchored and supported by its ground level.



ATTIE BUILDING AFTER PROPOSED RESTORATION / REHABILITATION AND THE PROPOSED CONTEMPORARY COMMERCIAL SPACE

Proposed Mixed-Use Residential Building

The new mixed-use residential building is outside of the Hollywood Boulevard Commercial and Entertainment District boundary. Nevertheless, this building was designed to be respectful to its neighbors to the north. The mixed-use residential building is designed to create a vibrant, pedestrian-oriented streetscape for this stretch of Wilcox Avenue where none presently exists. Taking cues from the Attie Building, the new mixed-use building continues the ground level public uses with commercial space and a transparent public-facing lobby. The second level of the new building is scaled so that it is in line with the second level of the Attie Building, and its design incorporates the vertical lines apparent in its neighbor.

Engaging the streetscape and bringing the building to the sidewalk was balanced with an effort to reduce the actual and perceived mass of the structure above, especially from Hollywood Boulevard, by stepping the building down to the north. While the building is a contemporary structure, taking cues from the existing Hollywood context was of foremost importance.

Horizontal and Vertical Detailing – Façade Expression

The proposed new building uses strong bands of vertical and horizontal lines, often accentuated by prominent bands of color to create a visual complexity that echoes the vibrancy and visual interest of classic Hollywood structures.

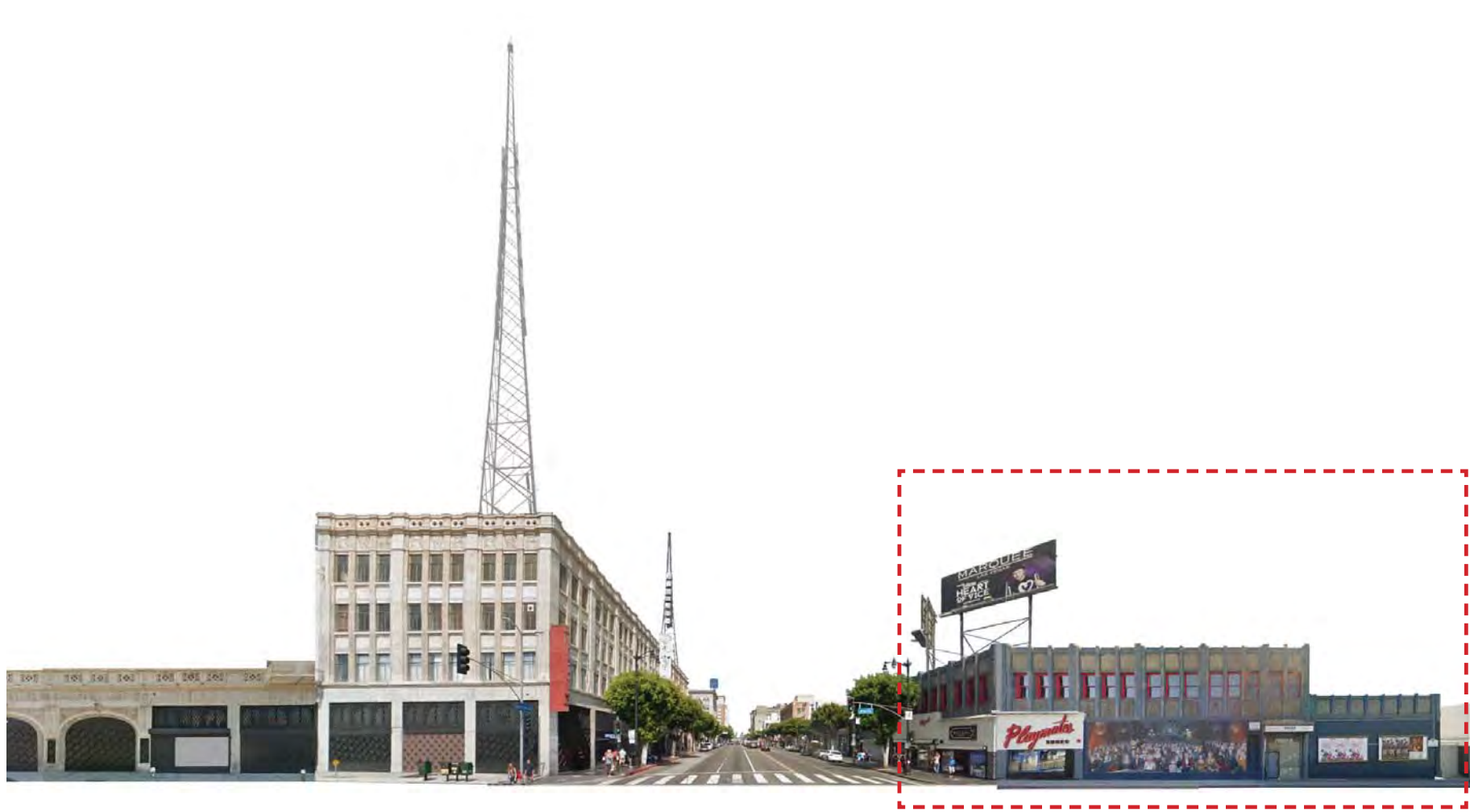
Façade Depth and Exterior Finish

Our building does not use a glass curtainwall as its skin. Instead, our strategy is to create a sense of depth, by utilizing a solid cementitious exterior, with the glazing recessed behind the primary layer, echoing the masonry exterior of historic Hollywood buildings and the depth within these elaborate facades. The interstitial space between the solid exterior and the inner glazing layer provides balcony space for the residents. This design means that the balconies are integrated within the building’s façade, rather than projecting from it.

Material and Color

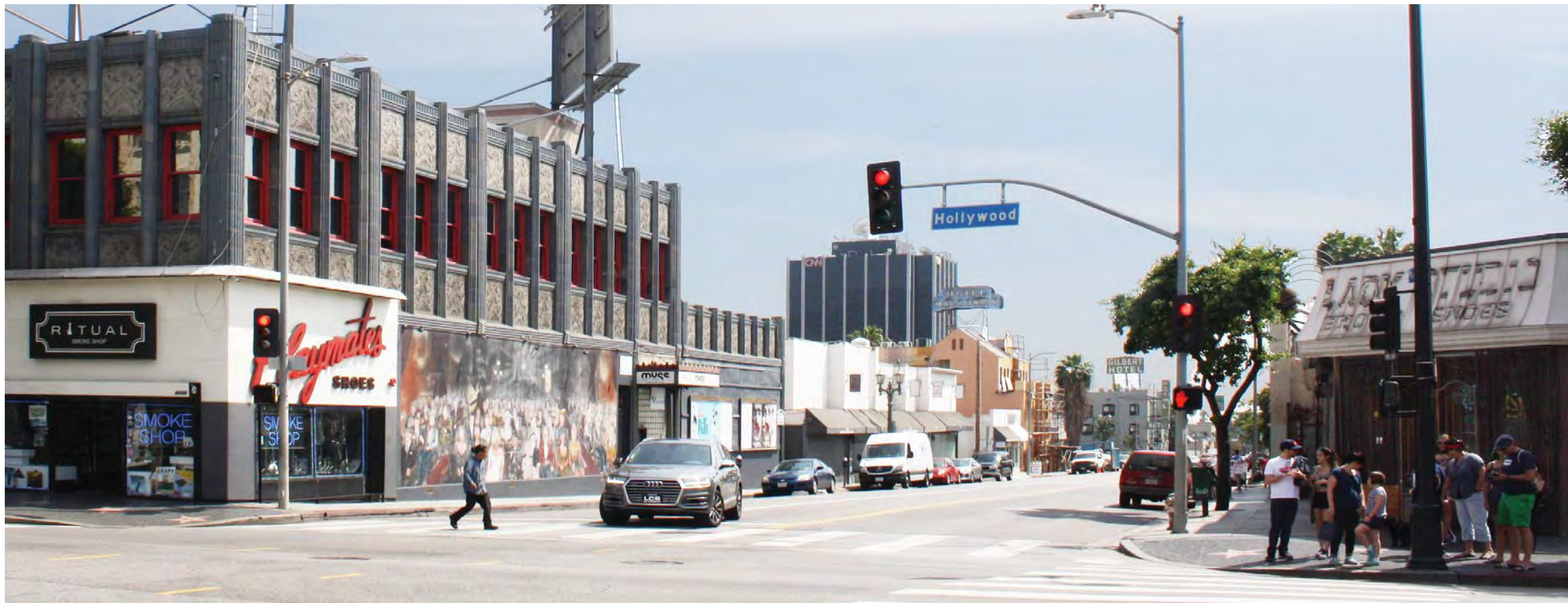
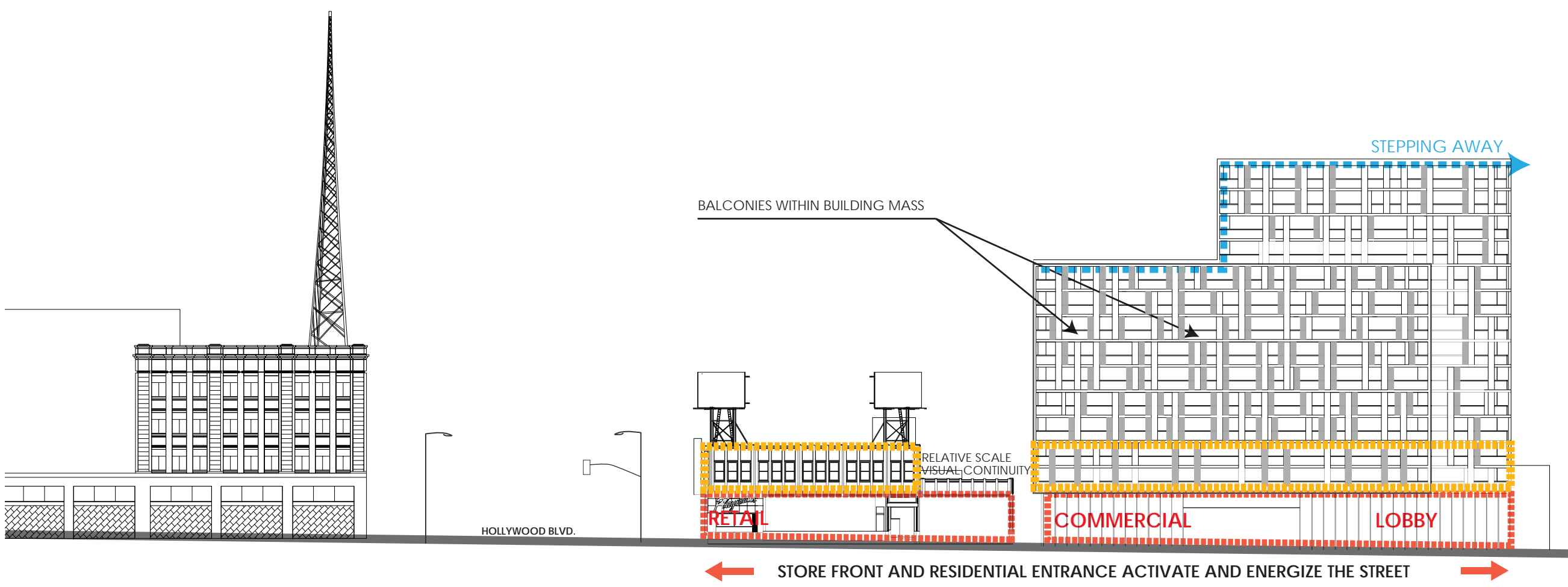
The proposed building uses a white fiber cement (cementitious) exterior as the dominant material. The use of light colors has abundant precedent in Hollywood. Many Art Deco buildings use bright white stucco or light colored and glazed terracotta. At the same time, darker colored accents at windows and trim are commonly found. The mixed-use building uses such color accents, in the form of vertical bands, to incorporate the color sensibilities of older landmark structures such as the Attie Building.

EXISTING WILCOX AVE. ELEVATION



BUILDING HEIGHT STEPS AWAY FROM HOLLYWOOD BLVD.

TAKING CUES OF SCALE AND PROPORTIONS FROM THE NEIGHBORING ATTIE BUILDING



EXISTING VIEW ALONG WILCOX AVE.



ACTIVATING STREETFRONT ON WILCOX AVENUE



PROPOSED PROJECT WITH ATTIE BUILDING AFTER RESTORATION / REHABILITATION



VIEW FROM HOLLYWOOD BLVD AT THE INTERSECTION OF HOLLYWOOD BLVD AND N. CAHUENGA BLVD. (LOOKING WEST)

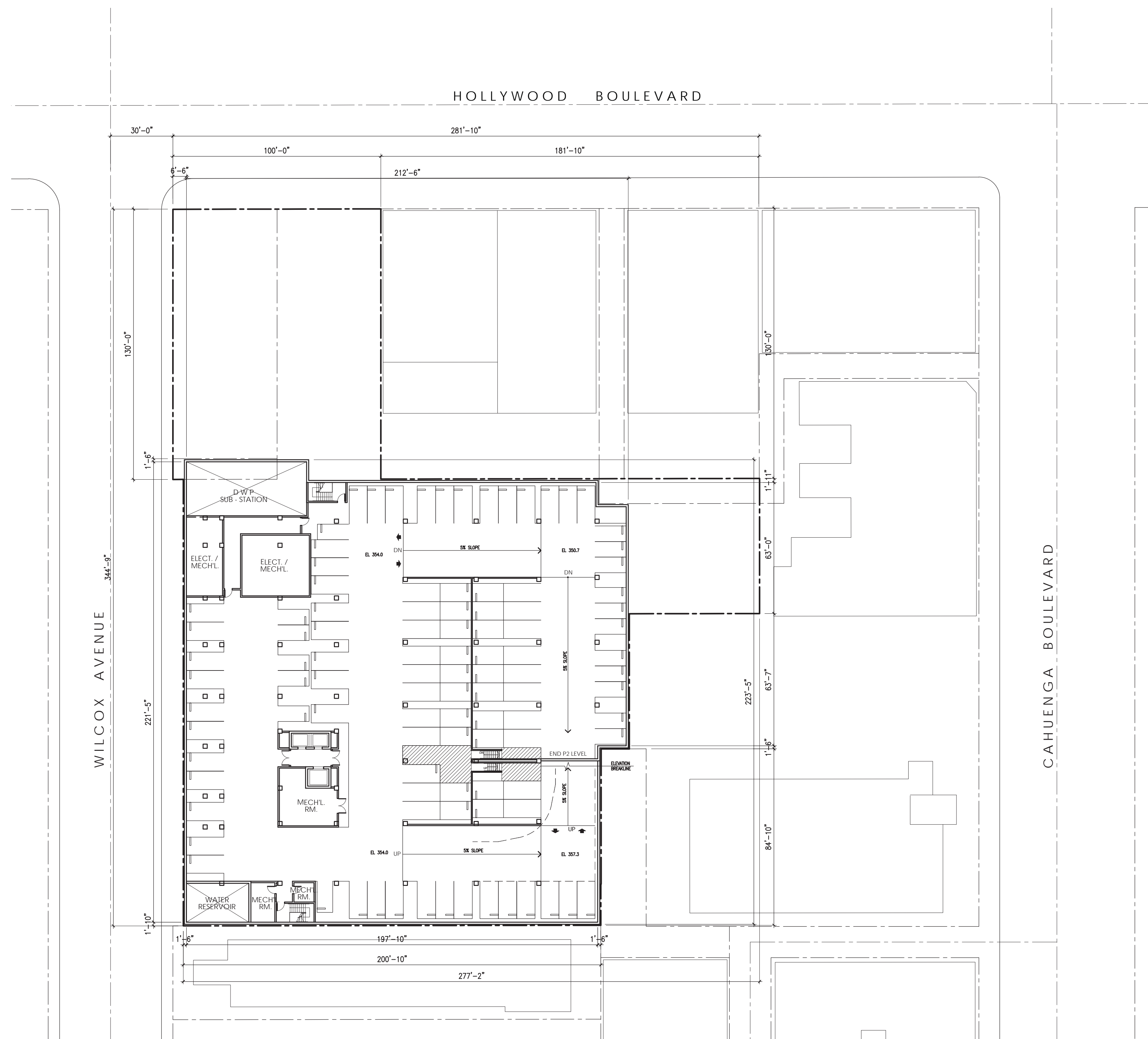


VIEW FROM WILCOX AVE. AT THE INTERSECTION OF WILCOX AVE. AND SELMA AVE. (LOOKING NORTH)

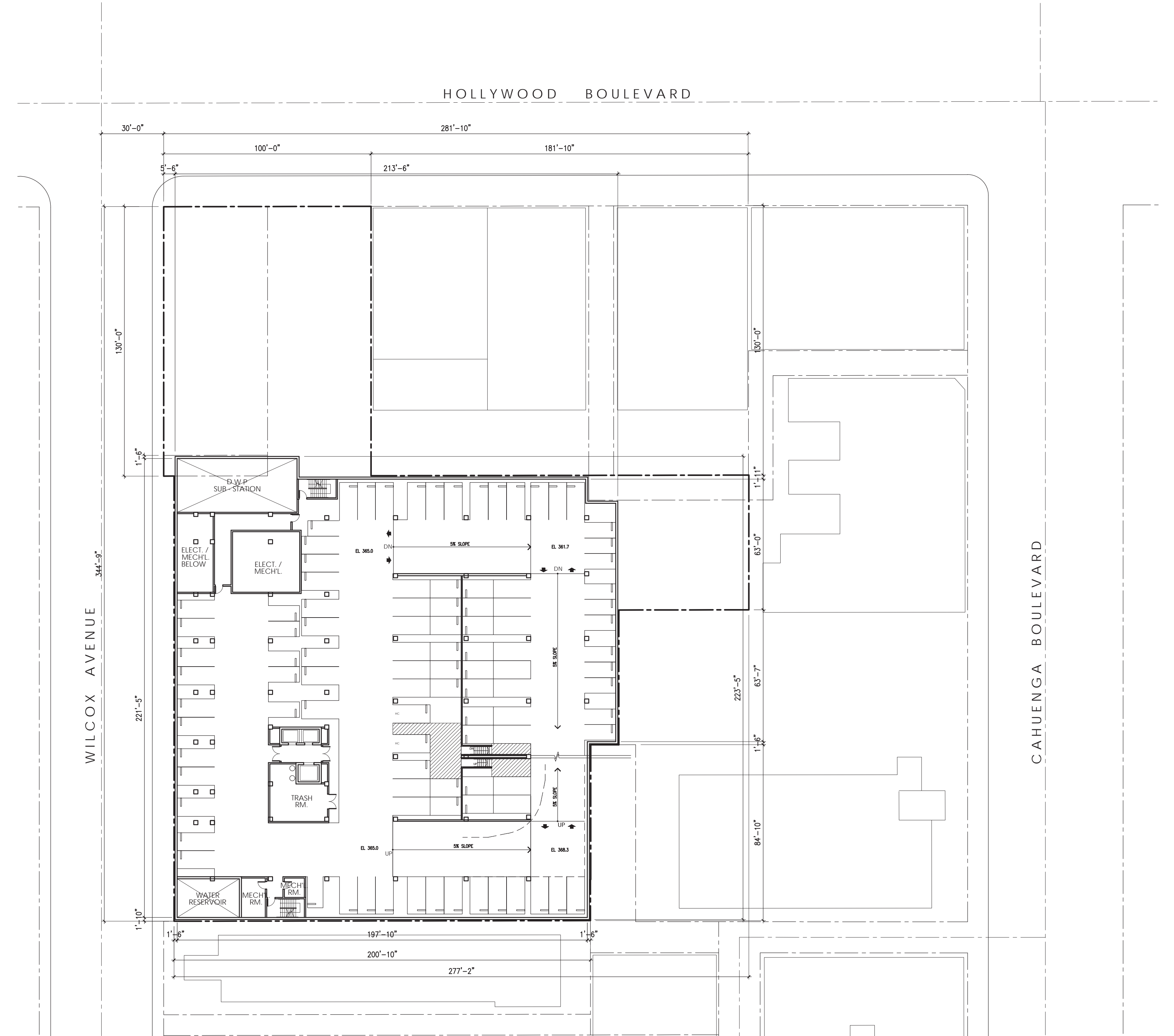


ACTIVATED URBAN ENVIRONMENT AFTER RESTORATION / REHABILITATION OF THE ATTIE BUILDING

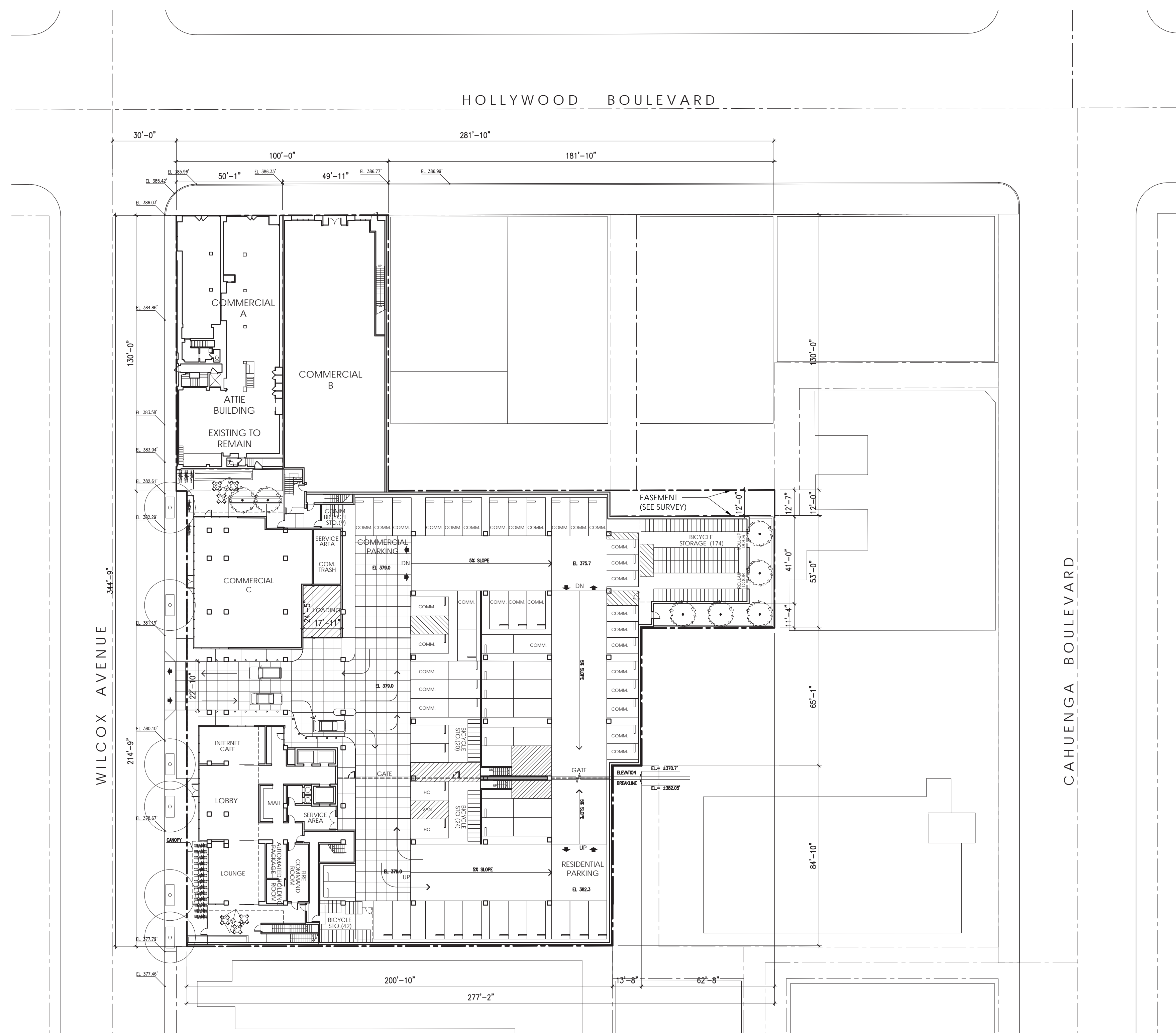




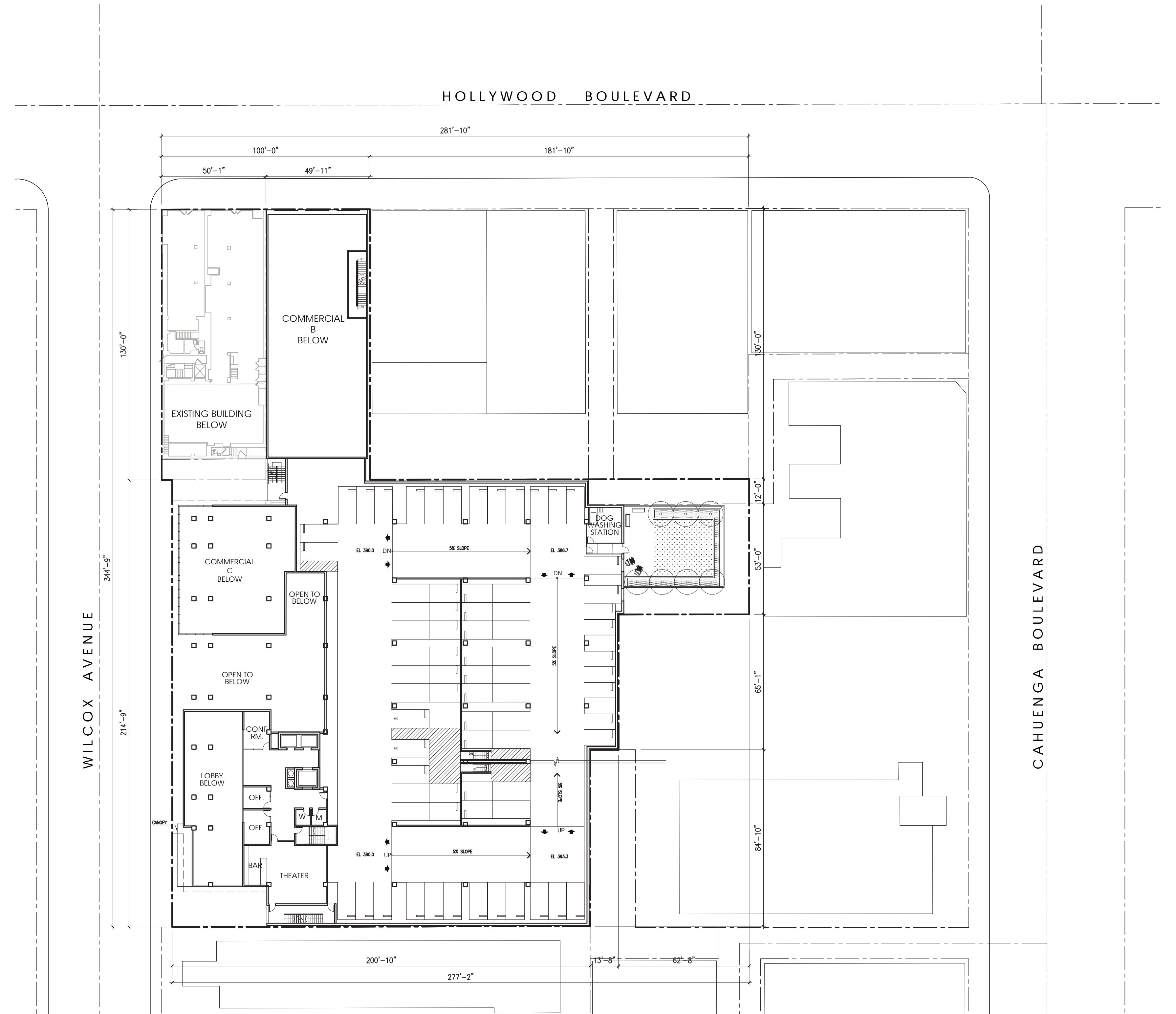
PARKING - P2



PARKING - P1



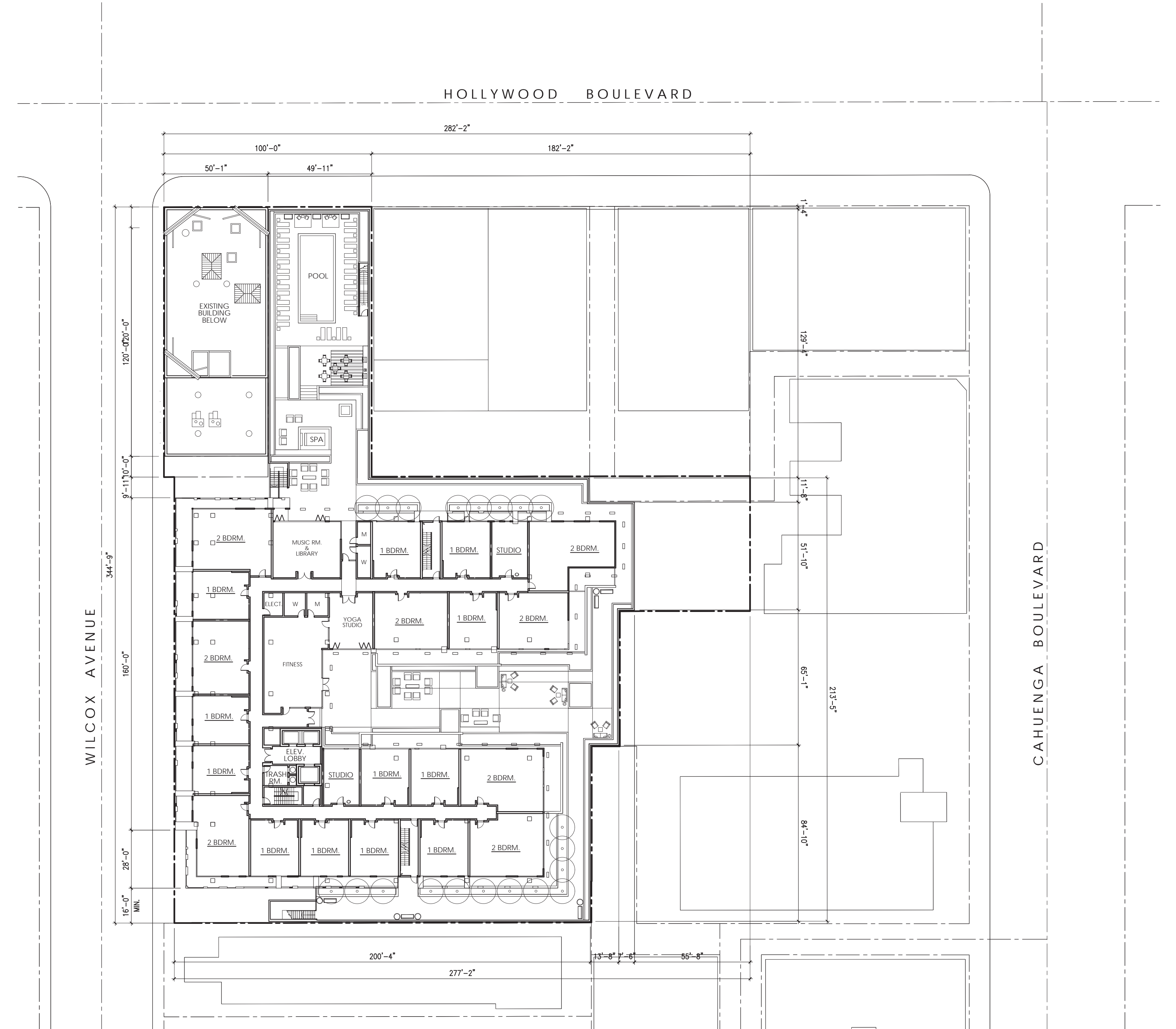
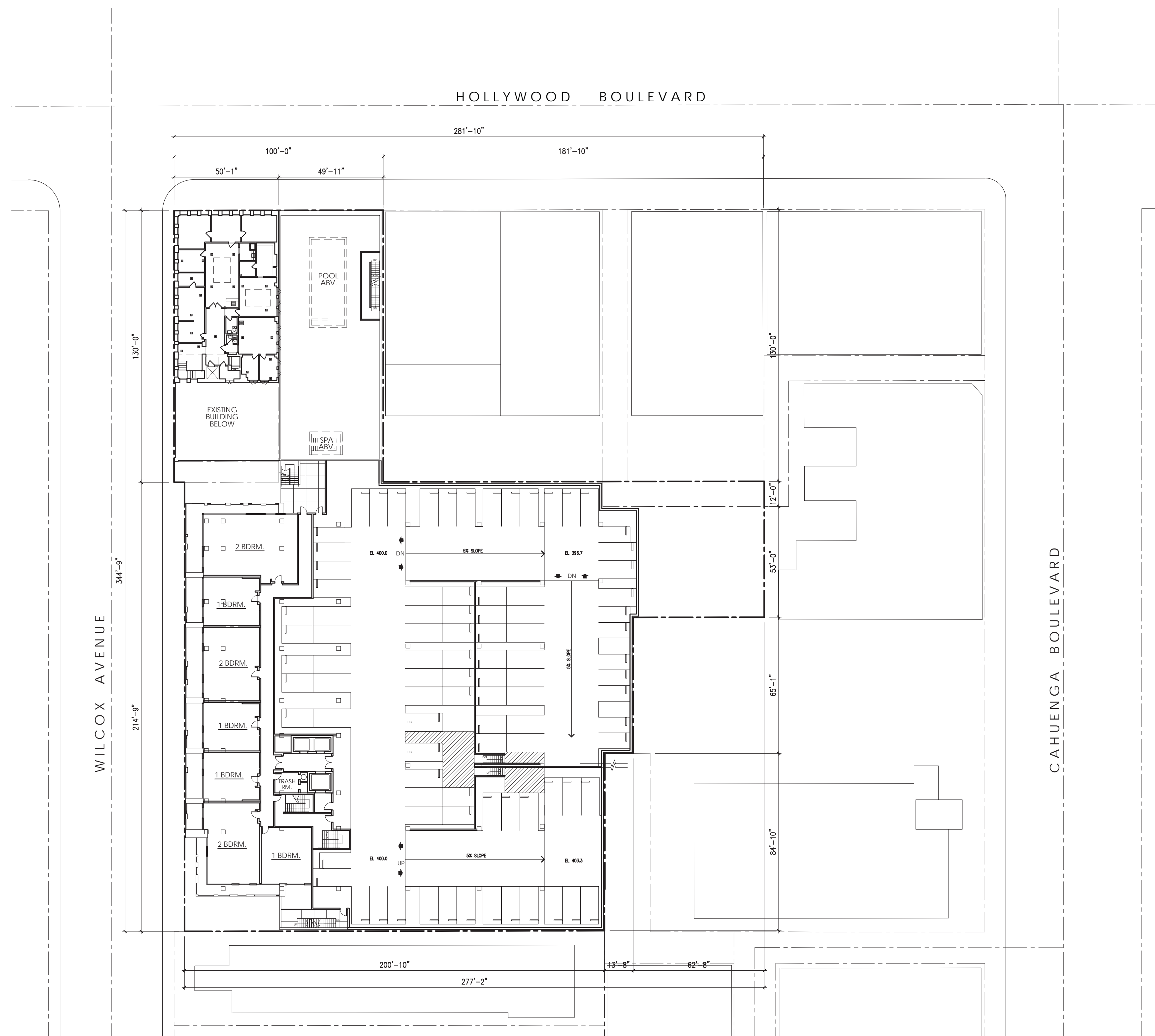
LEVEL 1

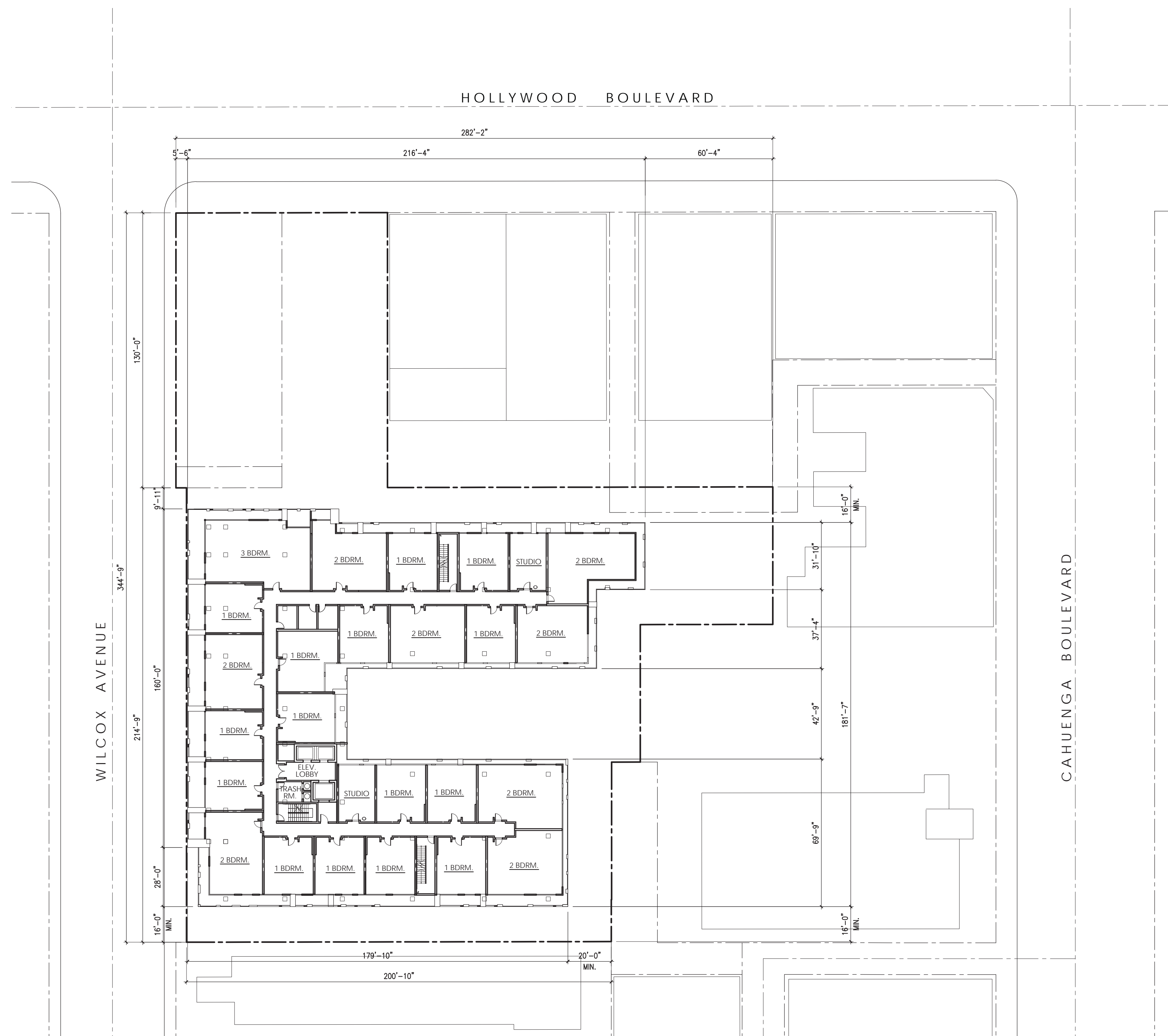


LEVEL 2

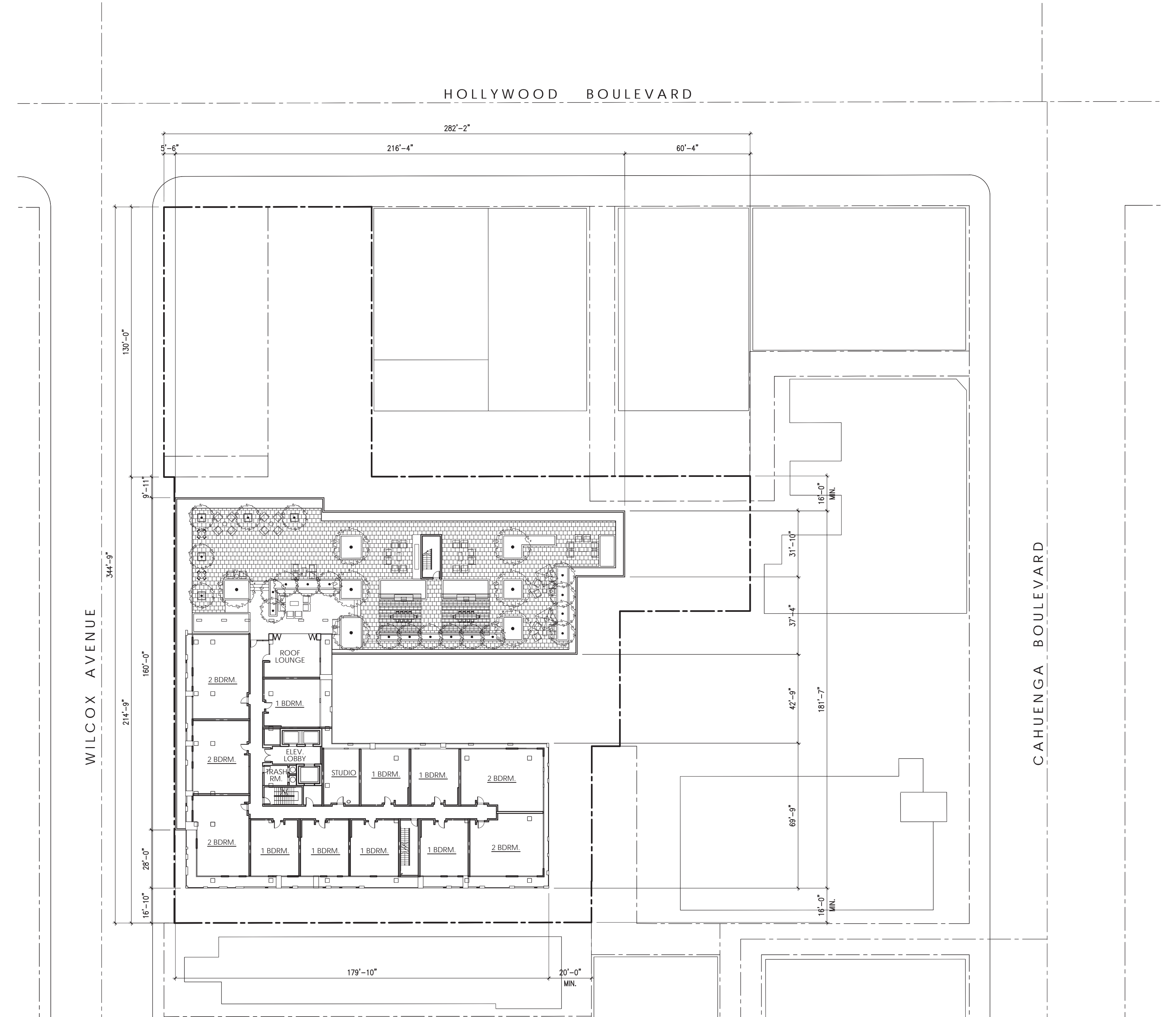


FLOOR PLANS
SCALE 1"=30'

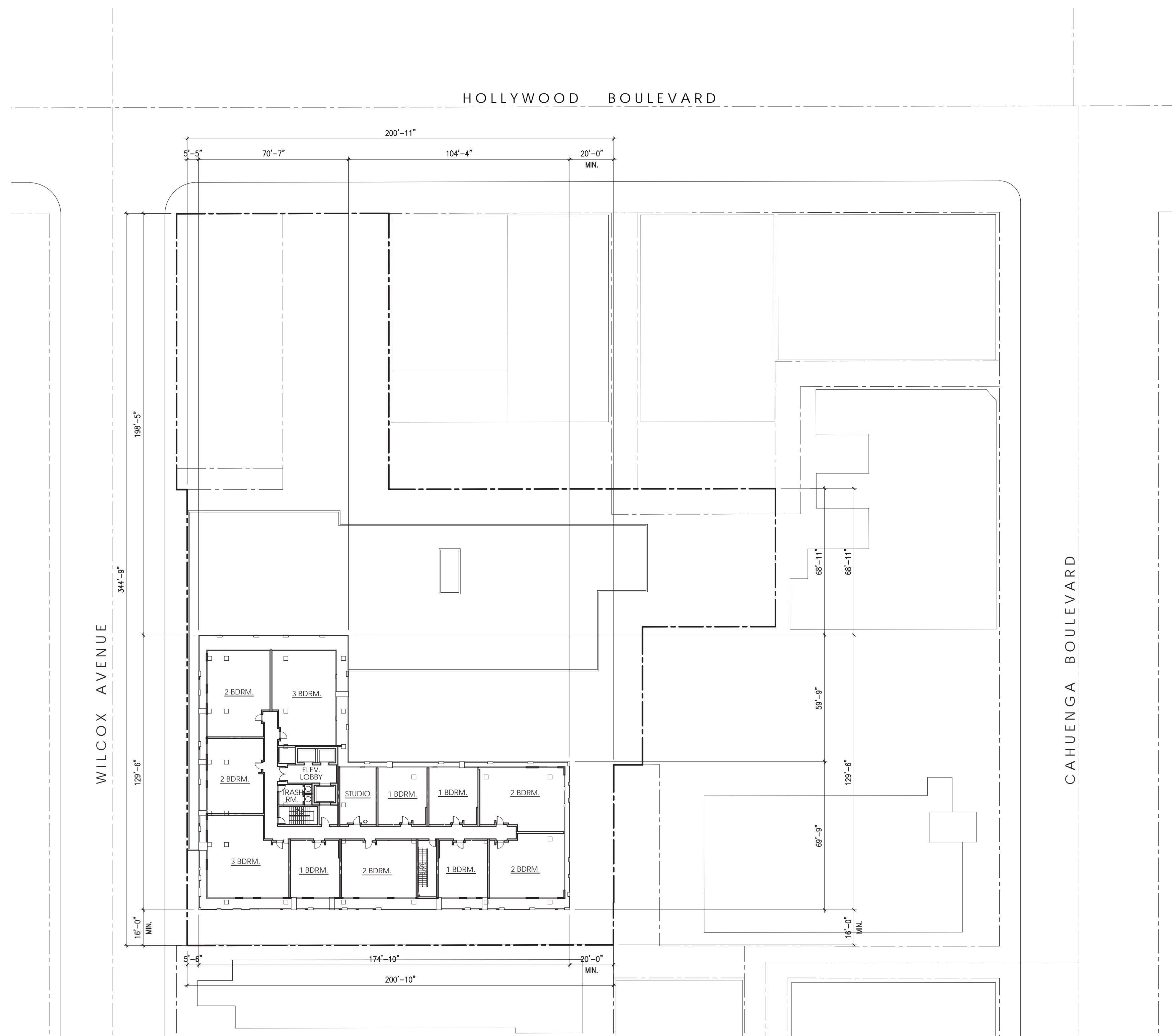




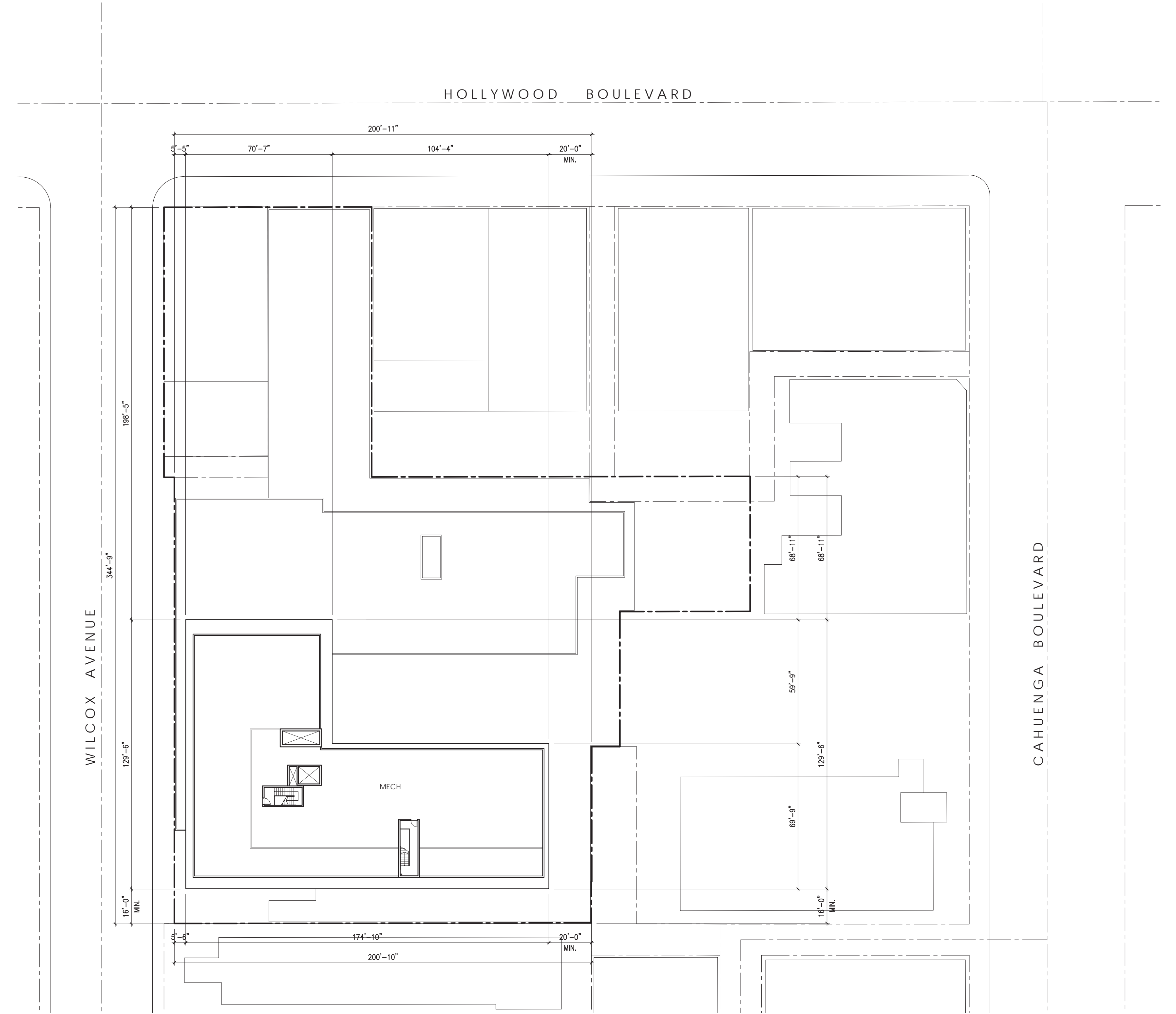
LEVEL 5 - 11



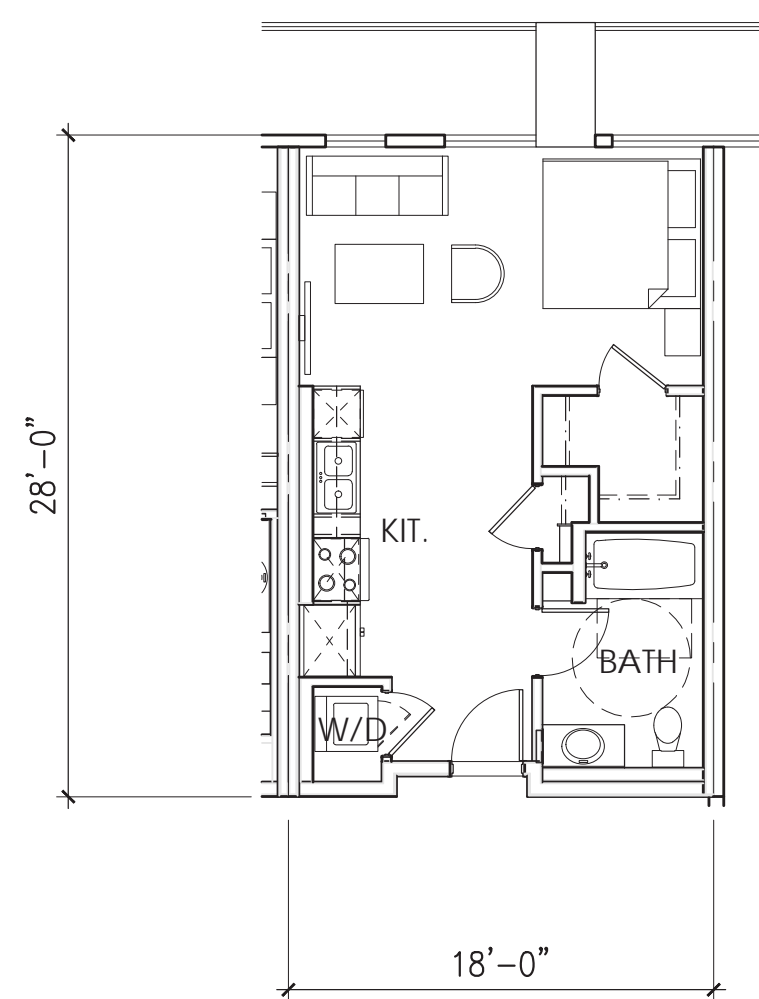
LEVEL 12



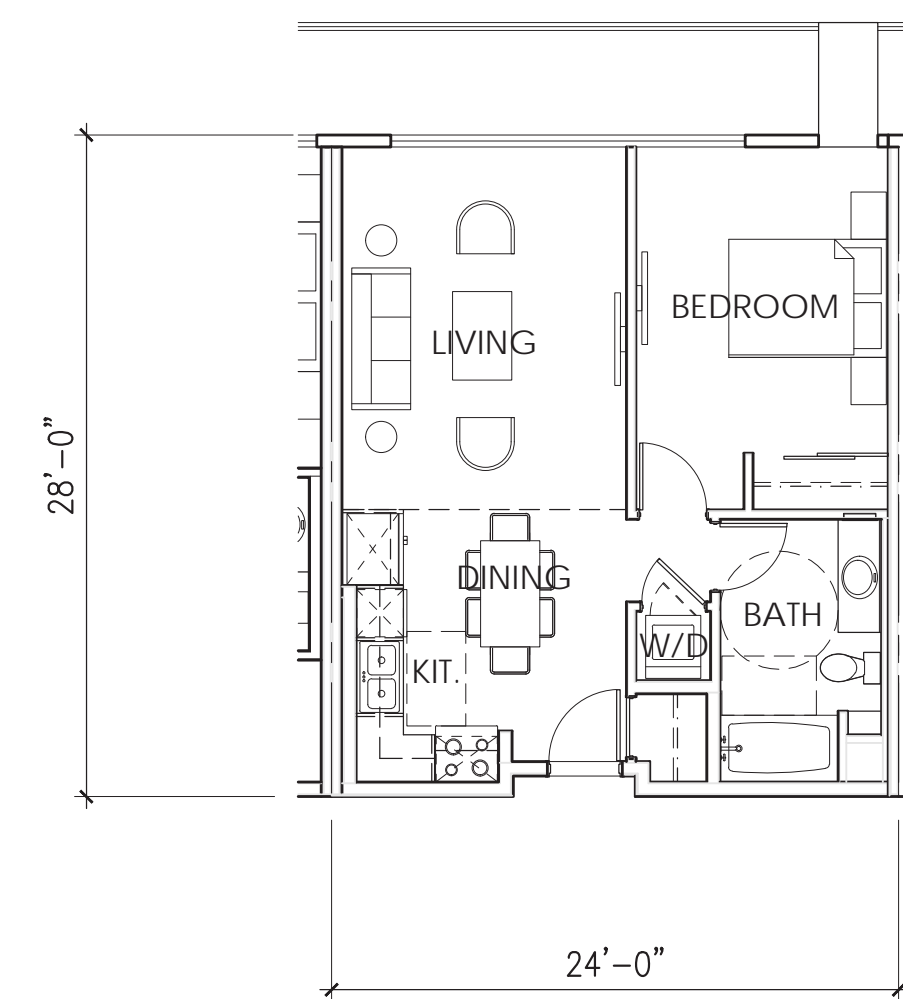
LEVEL 13 - 15



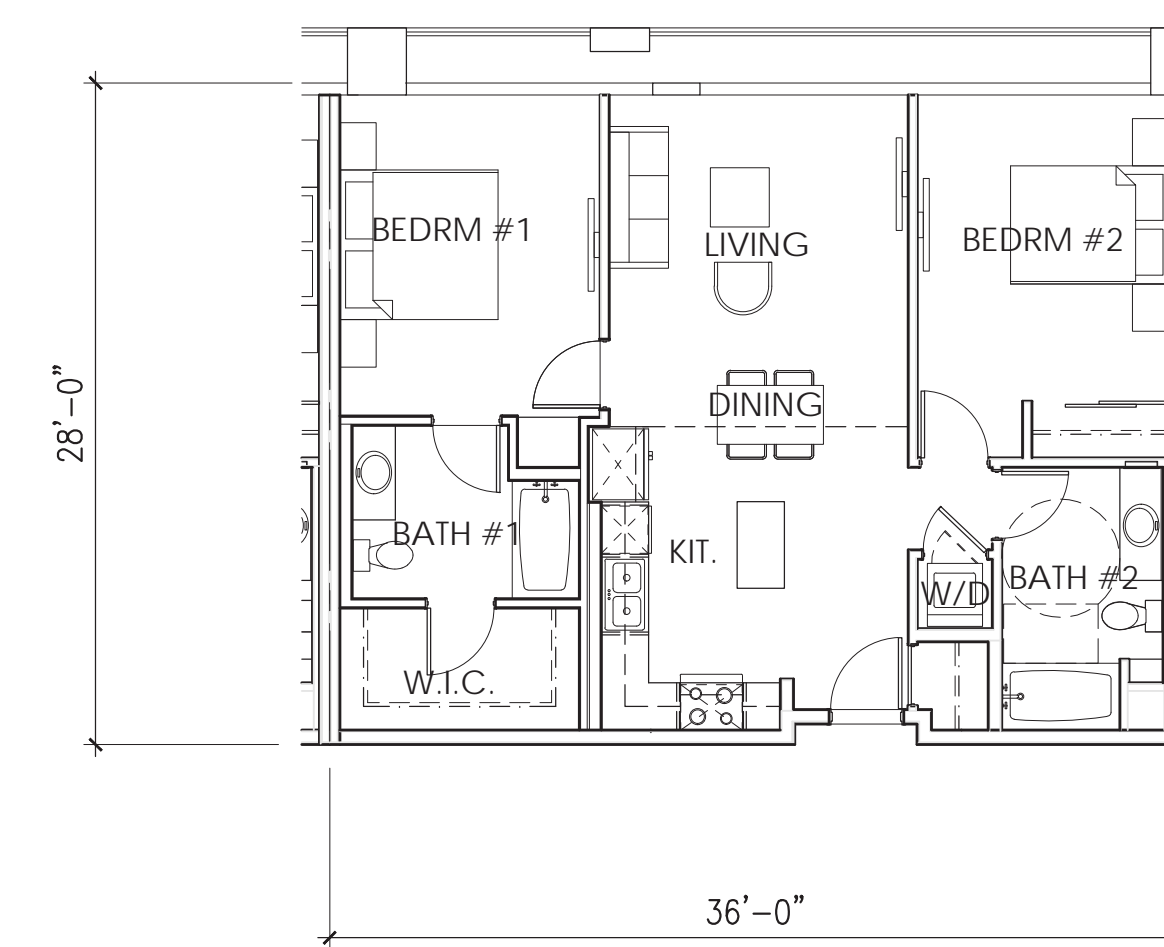
ROOF LEVEL



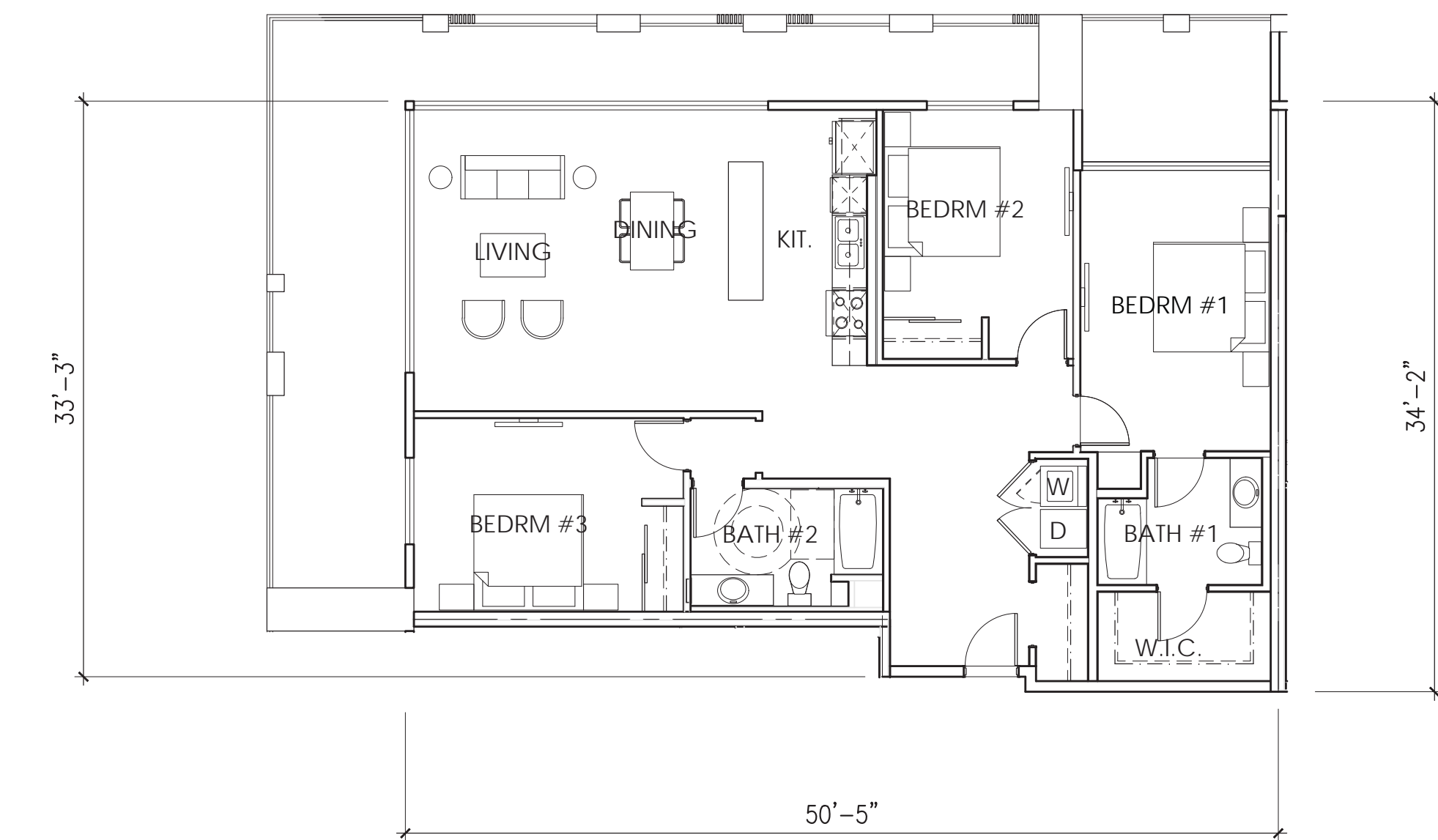
STUDIO



ONE BEDROOM



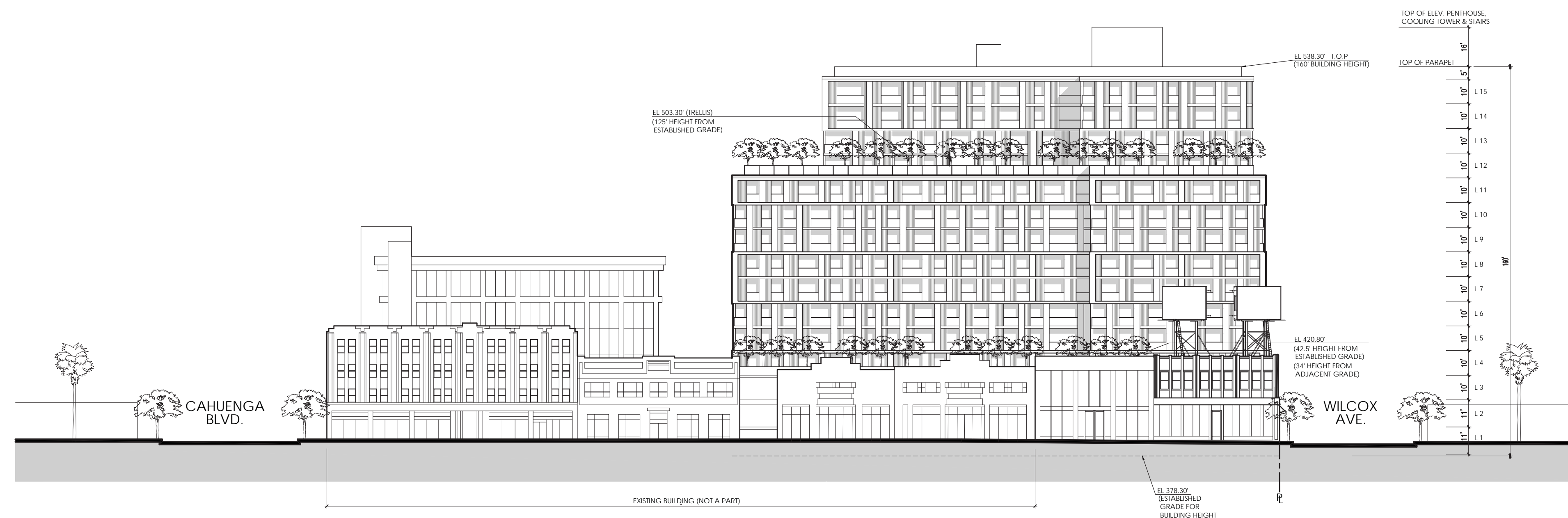
TWO BEDROOM



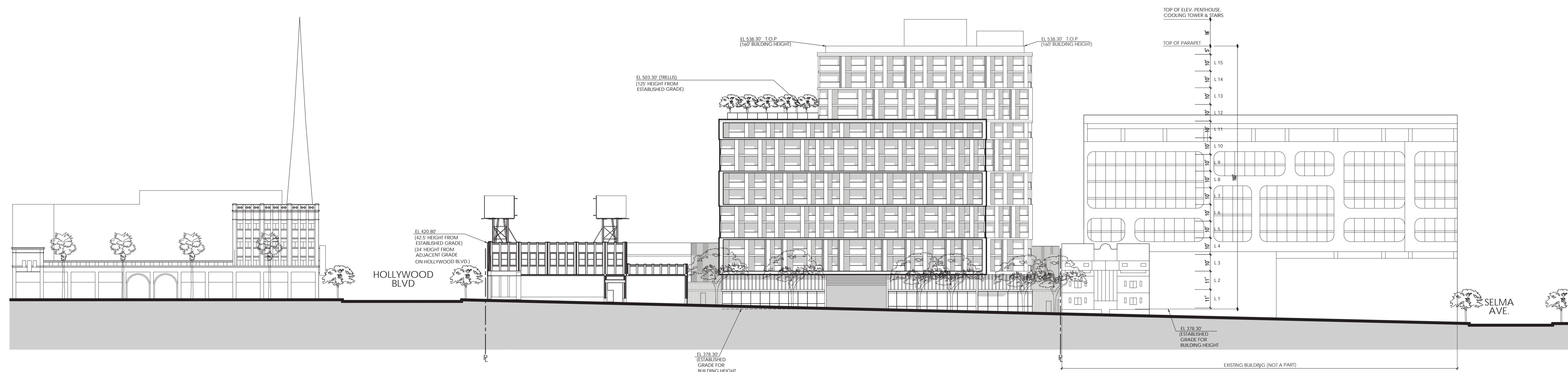
THREE BEDROOM

NOTE: UNIT PLANS ARE CONCEPTUAL AND SUBJECT TO CHANGE.

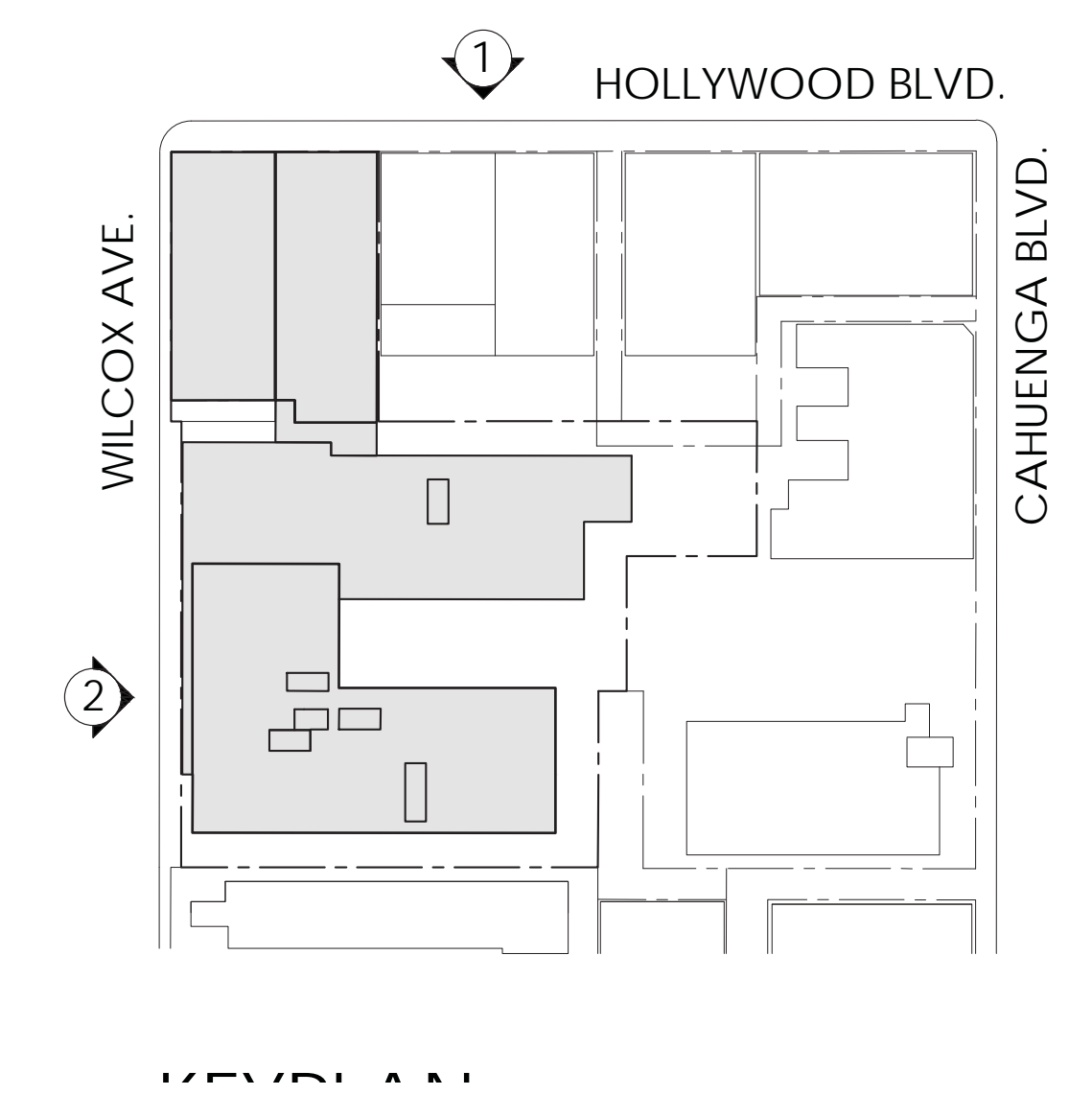
TYPICAL
UNIT PLANS
SCALE 1/8"=1'-0"

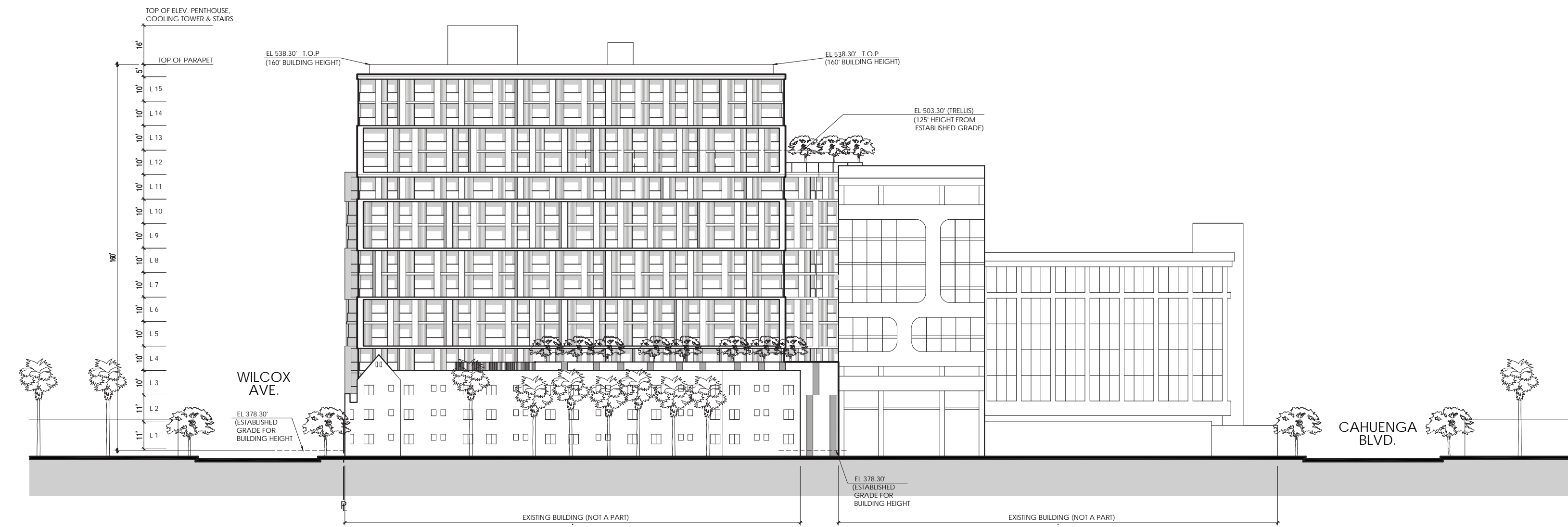


1 NORTH ELEVATION (ALONG HOLLYWOOD BLVD.)

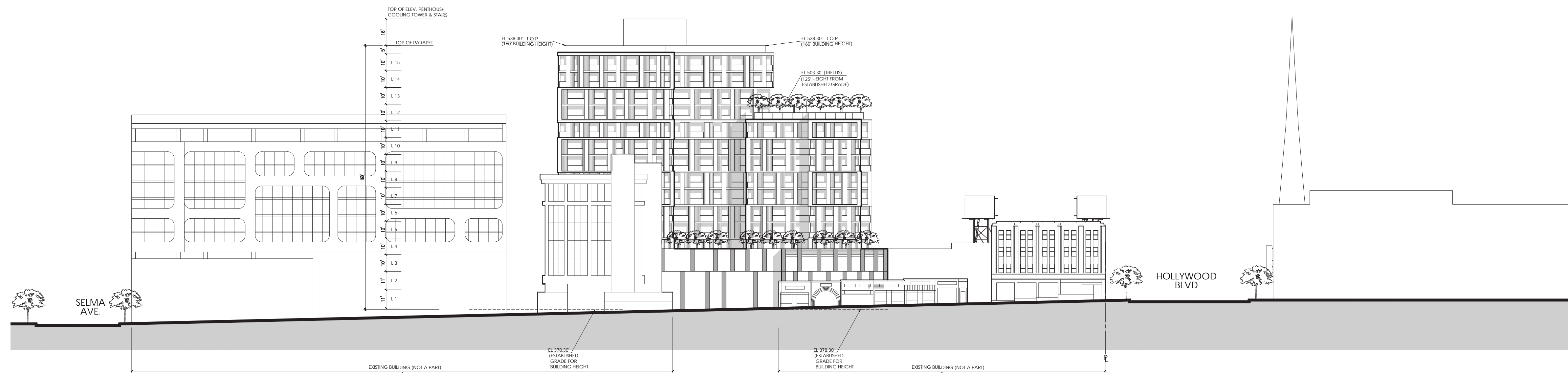


2 WEST ELEVATION (ALONG WILCOX AVE.)

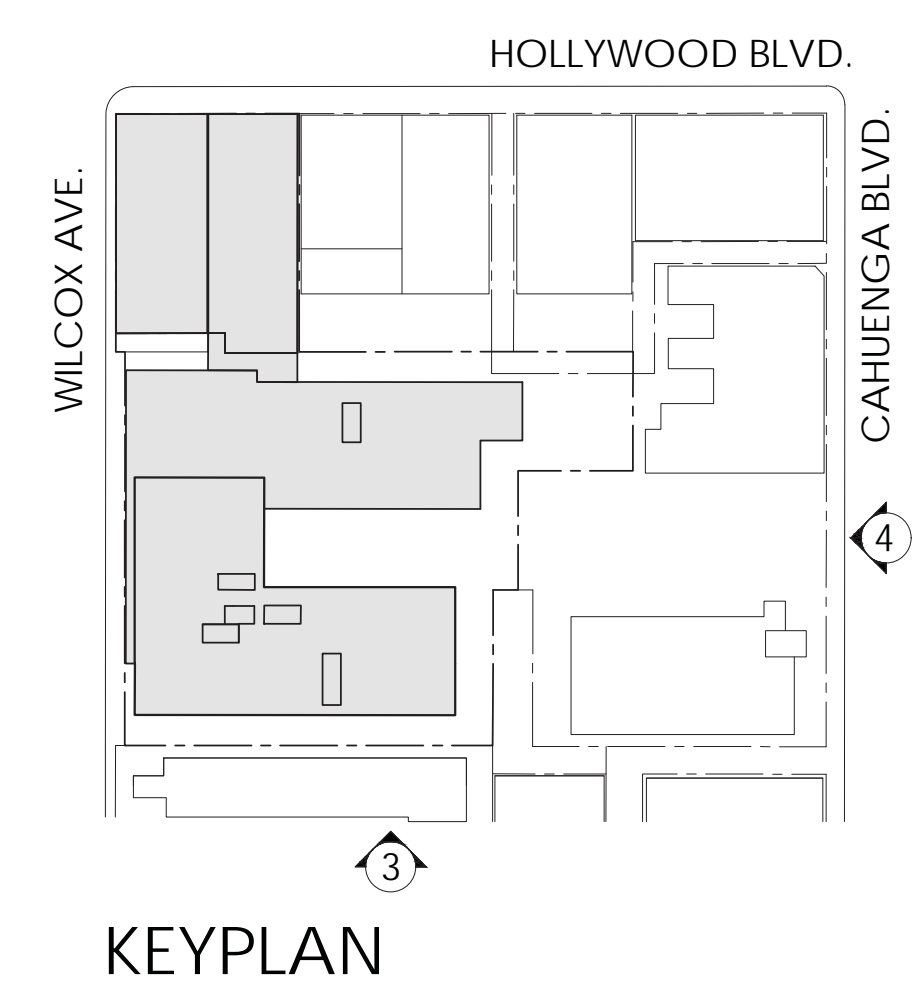




3 SOUTH ELEVATION



4 EAST ELEVATION



ELEVATIONS
SCALE 1"=30'



NORTH ELEVATION ALONG HOLLYWOOD BOULEVARD



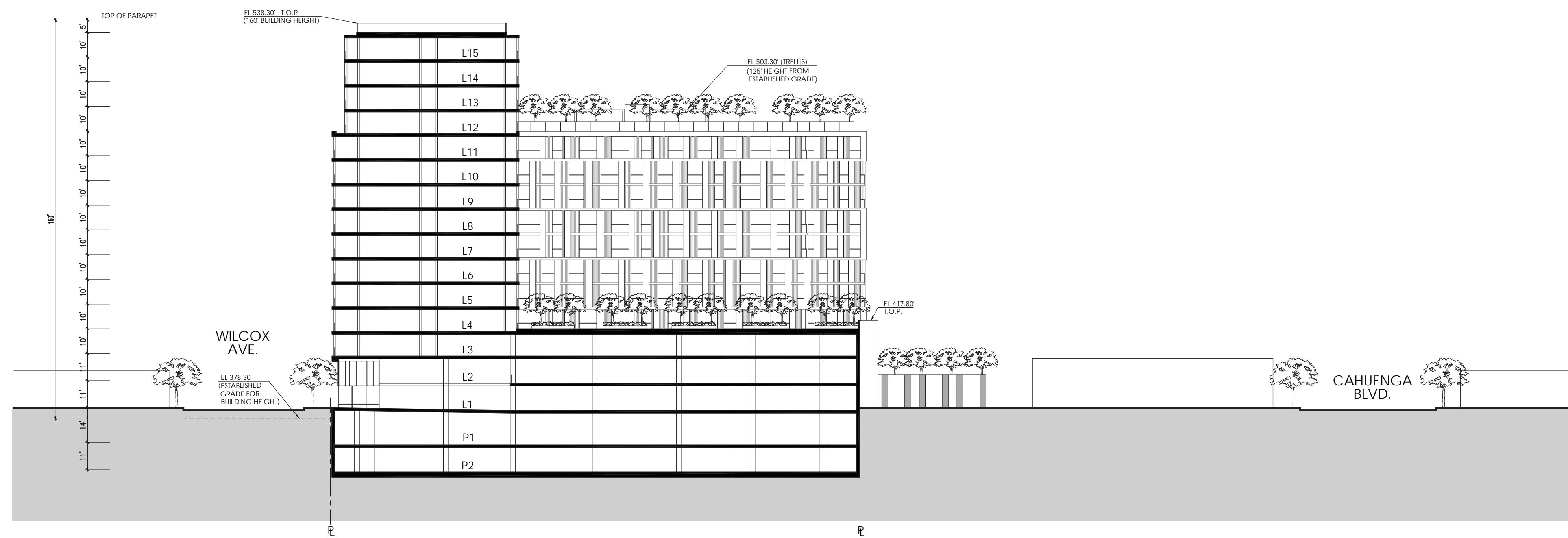
WEST ELEVATION ALONG WILCOX AVENUE



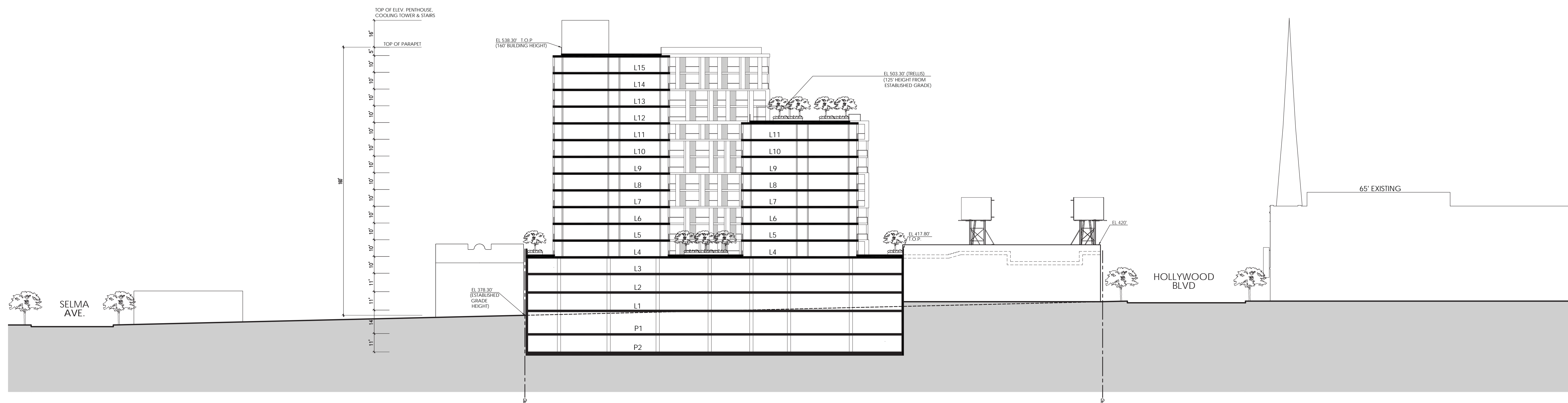
EAST ELEVATION



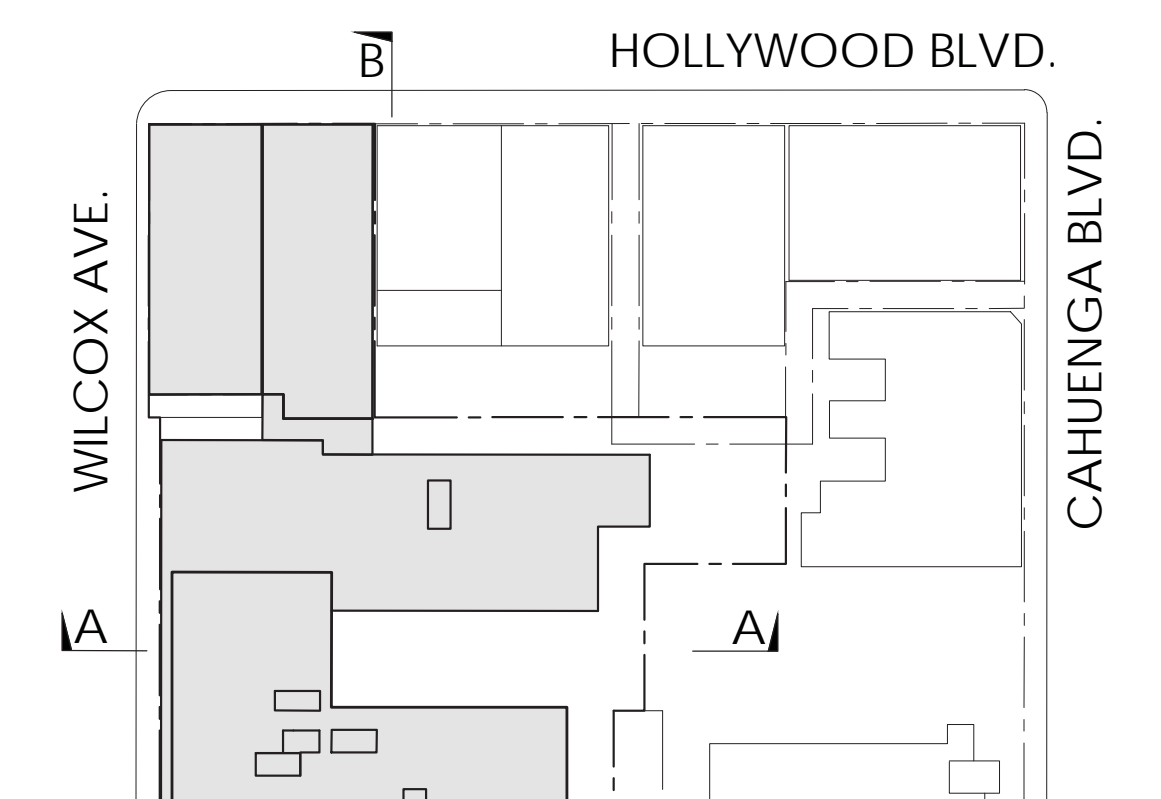
SOUTH ELEVATION



SECTION A-A



SECTION B-B





NORTH ELEVATION ALONG HOLLYWOOD BOULEVARD



WEST ELEVATION ALONG WILCOX AVENUE

MATERIALS LEGEND

	TO MATCH SHERWIN WILLIAMS PAINT COLOR SW 7009 PEARLY WHITE
①	<ul style="list-style-type: none"> GLASS FIBER REINFORCED CONCRETE PANELS POWDER COATED RESIDENTIAL WINDOW FRAMES PAINTED EXTERIOR CEMENT PLASTER, SMOOTH HAND TROWEL FINISH
	TO MATCH RAL POWDER COAT METALLIC COLOR 9006
②	<ul style="list-style-type: none"> METAL PICKET SCREEN WALL GUARDRAIL METAL FRAME BRAKE METAL ARCHITECTURAL FINISH
	STANDARD CLEAR GLAZING
③	<ul style="list-style-type: none"> STANDARD UPPER STORY WINDOW GLASS GUARDRAIL SAFETY GLASS
	TRANSPARENT COLORLESS GLAZING WITH NO REFLECTIVITY
④	<ul style="list-style-type: none"> STREET LEVEL AND COMMERCIAL WINDOW GLASS
	BRIGHT BRUSHED CLEAR ALUMINUM
⑤	<ul style="list-style-type: none"> STREET LEVEL AND COMMERCIAL WINDOW FRAMES PARKING GUARDRAIL METAL FRAME
	BLANCO ORO WHITE HONED MARBLE SLAB
⑥	<ul style="list-style-type: none"> STREET LEVEL EXTERIOR WALL CLADDING
	POLYCARBONATE LED BACK-LIGHTED PANEL, 3FORM KODA XT SUNNYSIDE Y17
⑦	<ul style="list-style-type: none"> LED BACK-LIGHTED ARCHITECTURAL PANEL
	POLYCARBONATE LED BACK-LIGHTED PANEL, 3FORM KODA XT BUTTERNUT 015
⑧	<ul style="list-style-type: none"> LED BACK-LIGHTED ARCHITECTURAL PANEL
	POLYCARBONATE LED BACK-LIGHTED PANEL, 3FORM KODA SHADE TO MATCH ATTIE BUILDING WINDOW FRAME
⑨	<ul style="list-style-type: none"> LED BACK-LIGHTED ARCHITECTURAL PANEL
	PRECAST CONCRETE
⑩	<ul style="list-style-type: none"> PRECAST CONCRETE INSTITUTE COLOR 109 WHITE SAND-BLASTED MEDIUM
	PRECAST CONCRETE
⑪	<ul style="list-style-type: none"> PRECAST CONCRETE INSTITUTE COLOR 107 WHITE SAND-BLASTED MEDIUM

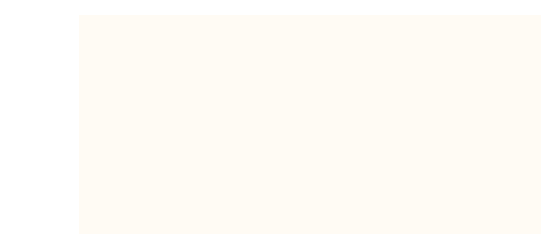


EAST ELEVATION



SOUTH ELEVATION

MATERIALS LEGEND



①

TO MATCH SHERWIN WILLIAMS PAINT COLOR SW 7009 PEARLY WHITE

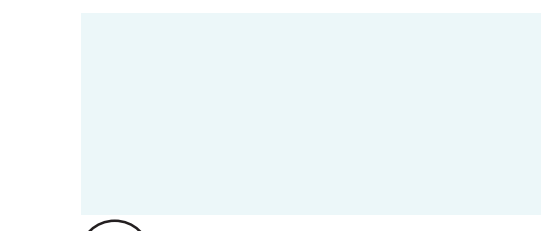
- GLASS FIBER REINFORCED CONCRETE PANELS
- POWDER COATED RESIDENTIAL WINDOW FRAMES
- PAINTED EXTERIOR CEMENT PLASTER, SMOOTH HAND TROWEL FINISH



②

TO MATCH RAL POWDER COAT METALLIC COLOR 9006

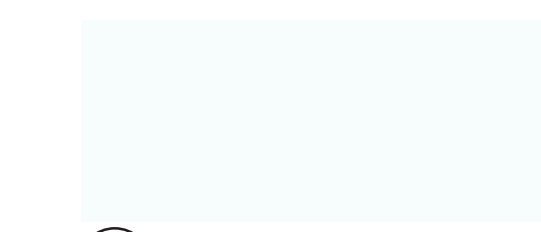
- METAL PICKET SCREEN WALL
- GUARDRAIL METAL FRAME
- BRAKE METAL ARCHITECTURAL FINISH



③

STANDARD CLEAR GLAZING

- STANDARD UPPER STORY WINDOW GLASS
- GUARDRAIL SAFETY GLASS



④

TRANSPARENT COLORLESS GLAZING WITH NO REFLECTIVITY

- STREET LEVEL AND COMMERCIAL WINDOW GLASS



⑤

BRIGHT BRUSHED CLEAR ALUMINUM

- STREET LEVEL AND COMMERCIAL WINDOW FRAMES
- PARKING GUARDRAIL METAL FRAME



⑦

POLYCARBONATE LED BACK-LIGHTED PANEL, 3FORM KODA XT SUNNYSIDE Y17

- LED BACK-LIGHTED ARCHITECTURAL PANEL



⑧

POLYCARBONATE LED BACK-LIGHTED PANEL, 3FORM KODA XT BUTTERNUT 015

- LED BACK-LIGHTED ARCHITECTURAL PANEL



⑩

PRECAST CONCRETE

- PRECAST CONCRETE INSTITUTE COLOR 109 WHITE SAND-BLASTED MEDIUM



⑪



PRECAST CONCRETE

- PRECAST CONCRETE INSTITUTE COLOR 107 WHITE SAND-BLASTED MEDIUM



N
OVERALL SITE PLAN
SCALE 1"=30'



GROUND LEVEL TREE LEGEND:		
SYMBOL	BOTANICAL NAME COMMON NAME	SIZE
	PLATANUS RACEMOSA CALIFORNIA SYCAMORE	24" BOX
	ARBUTUS MARINA STRAWBERRY TREE	24" BOX

UPPER LEVEL TREE LEGEND:		
SYMBOL	BOTANICAL NAME COMMON NAME	SIZE
	PLATANUS RACEMOSA CALIFORNIA SYCAMORE TIPUANA TIPU TIPU TREE	24" BOX
	ULMUS PARVIFOLIA EVERGREEN ELM KOELREUTERIA BIPINNATA CHINESE FLAME TREE	24" BOX
	CHAMAEROPS HUMILIS MEDITERRANEAN FAN PALM	24" BOX
	ARBUTUS MARINA STRAWBERRY TREE CERCIDIUM 'DESERT MUSEUM' PALO VERDE	24" BOX
	OLEA EUROPEANA 'SWAN HILL' SWAN HILL OLIVE	24" BOX

SEE PLANT PALETTE FOR ADDITIONAL INFORMATION REGARDING PLANTING CONCEPT INCLUDING SHRUB AND GROUND COVER PLANT MATERIALS. ALL SHRUBS TO BE PLANTED FROM 5 GALLON CONTAINERS AT 24" ON CENTER SPACING. ALL SHRUBS TO BE PLANTED FROM 1 GALLON CONTAINERS AT 18" ON CENTER SPACING

PLANTING NOTES:

- A. TREE LOCATIONS MAY BE ADJUSTED TO AVOID CONFLICTS WITH UNDERGROUND UTILITIES. CONSULT WITH LANDSCAPE ARCHITECT OR OWNERS REPRESENTATIVE PRIOR TO ADJUSTMENT OF TREE LOCATIONS, ESPECIALLY THOSE ARRANGED ON A SPECIFIED MODULE OR IN A GRID PATTERN.
- B. THE CONTRATOR SHALL BE RESPONSIBLE FOR THE REVIEW AND COORDINATION OF ALL DRAWINGS AND SPECIFICATIONS PRIOR TO THE START OF CONSTRUCTION. ANY DISCREPANCIES THAT OCCUR SHALL BE BROUGHT TO THE ATTENTION OF THE ARCHITECT, LANDSCAPE ARCHITECT OR THE ENGINEER PRIOR TO THE START OF CONSTRUCTION SO THAT A CLARIFICATION CAN BE ISSUED.
- C. ALL TREES LOCATED WITHIN 3' OF PAVEMENT OR STRUCTURES ARE TO HAVE ROOT CONTROL BARRIERS INSTALLED AT TIME OF PLANTING. UNLESS OTHERWISE SPECIFIED, A 12' LONG X 18" DEEP LINEAR BARRIER SHALL BE INSTALLED AT EDGE OF PAVEMENT / STRUCTURE, WITH LENGTH CENTERED AT THE TREE TRUNK.
- D. NURSERY STAKES ARE TO BE REMOVED AFTER PLANTING TREES AND STAKING OR GUYING AS SHOWN ON PLANS.
- E. TREES PLANTED IN TURF AREAS ARE TO HAVE TRUNKS PROTECTED WITH PERFORATED POLYETHYLENE TREE TRUNK PROTECTORS (ARBOR-GUARD+ OR EQUAL).
- F. CONTRACTOR IS RESPONSIBLE FOR PRUNING TREES AS DIRECTED BY LANDSCAPE ARCHITECT. NO PRUNING IS TO BE DONE UNLESS DIRECTED
- G. MULCH ALL AREAS (EXCEPT TURF, SLOPES 2:1 AND GREATER, AND AS NOTED ON PLANS) WITH 3" LAYER OF SPECIFIED MATERIAL. AREAS PLANTED WITH FLATTED MATERIAL ARE TO HAVE A 2" LAYER OF MULCH.
- H. SEE DETAIL FOR PLACEMENT OF SHRUBS IN IRREGULARLY SHAPED PLANTING AREAS
- I. WHERE GROUNDCOVER IS SHOWN ON PLANS: GROUNDCOVER PLANTING CONTINUES UNDER SHRUBS & TREES AT SPECIFIED SPACING. DO NOT PLANT GROUNDCOVER IN SHRUB TREE WATERING BASINS.
- J. ALL SLOPES 2:1 OR GREATER ARE TO BE STABILIZED WITH JUTE MESH PRIOR TO PLANTING. DO NOT INSTALL JUTE MESH ON SEEDED SLOPES. SEE SPECIFICATIONS.

CITY OF LOS ANGELES OPEN SPACE CALCULATION

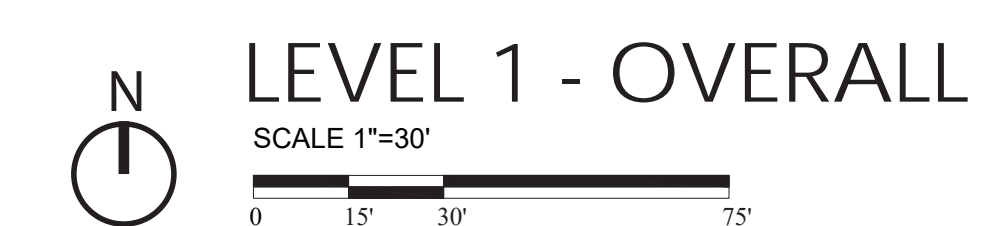
OPEN SPACE REQUIRED		
	20 STUDIO X 100 SF = 2,000 SF 140 1BR X 100 SF = 14,000 SF 87 2BR X 125 SF = 10,875 SF 13 3BR X 175 SF = 2,275 SF TOTAL REQUIRED OPEN SPACE = 29,150 SF	
PROVIDED		
	PRIVATE OPEN SPACE (50 SF X 70 DU) = 3,500 SF LEVEL 1 iWORK LOUNGE = 700 SF LEVEL 2 THEATER = 950 SF LEVEL 4 LIBRARY / MUSIC ROOM = 600 SF LEVEL 4 GYM AND YOGA STUDIO = 2,000 SF LEVEL 4 POOL DECK = 5,600 SF LEVEL 4 INNER COURTYARD = 4,600 SF LEVEL 12 SKY DECK = 11,200 SF TOTAL PROVIDED OPEN SPACE = 29,150 SF	25% OF THE COMMON OPEN SPACE SHALL BE PLANTED (TOTAL LESS PRIVATE 29,150-3500=25,650 SF) 25,650 SF X .25 = 6,412 SF PLANTING REQUIRED TOTAL COMMON OPEN SPACE PLANTING PROVIDED = 6,745 SF
ADDITIONAL PROVIDED BEYOND REQUIRED (OWNERS DISCRETION)		
	LEVEL 2 DOG RUN DECK = 1,800 SF LEVEL 4 TERRACES 12 DU x 50 SF = 600 SF LEVEL 4 INNER COURTYARD - EAST = 1,200 SF LEVEL 4 LIBRARY TERRACE = 1,000 SF TOTAL ADDITIONAL OPEN SPACE = 4,600 SF	
COMMON OPEN SPACE PLANTED		
	LEVEL 1 = 1,143 SF LEVEL 2 = 374 SF LEVEL 4 = 3,494 SF LEVEL 12 = 1,734 SF TOTAL COMMON OPEN SPACE PLANTING PROVIDED TOTAL COMMON OPEN SPACE PLANTING REQUIRED (25% OF CS)	6,745 SF 6,412 SF

AT LEAST ONE 24-INCH BOX TREE FOR EVERY FOUR DWELLING UNITS SHALL BE PROVIDED ON SITE AND MAY INCLUDE STREET TREES IN THE PARKWAY
260 UNITS PROVIDED, 65 TREES REQUIRED, 65 TREES PROVIDED.

SEE PLANT PALETTE FOR ADDITIONAL INFORMATION REGARDING PLANT SPECIES.

LEVEL 1	13
LEVEL 2	6
LEVEL 4	31
LEVEL 12	15
TOTAL TREES PROVIDED	65



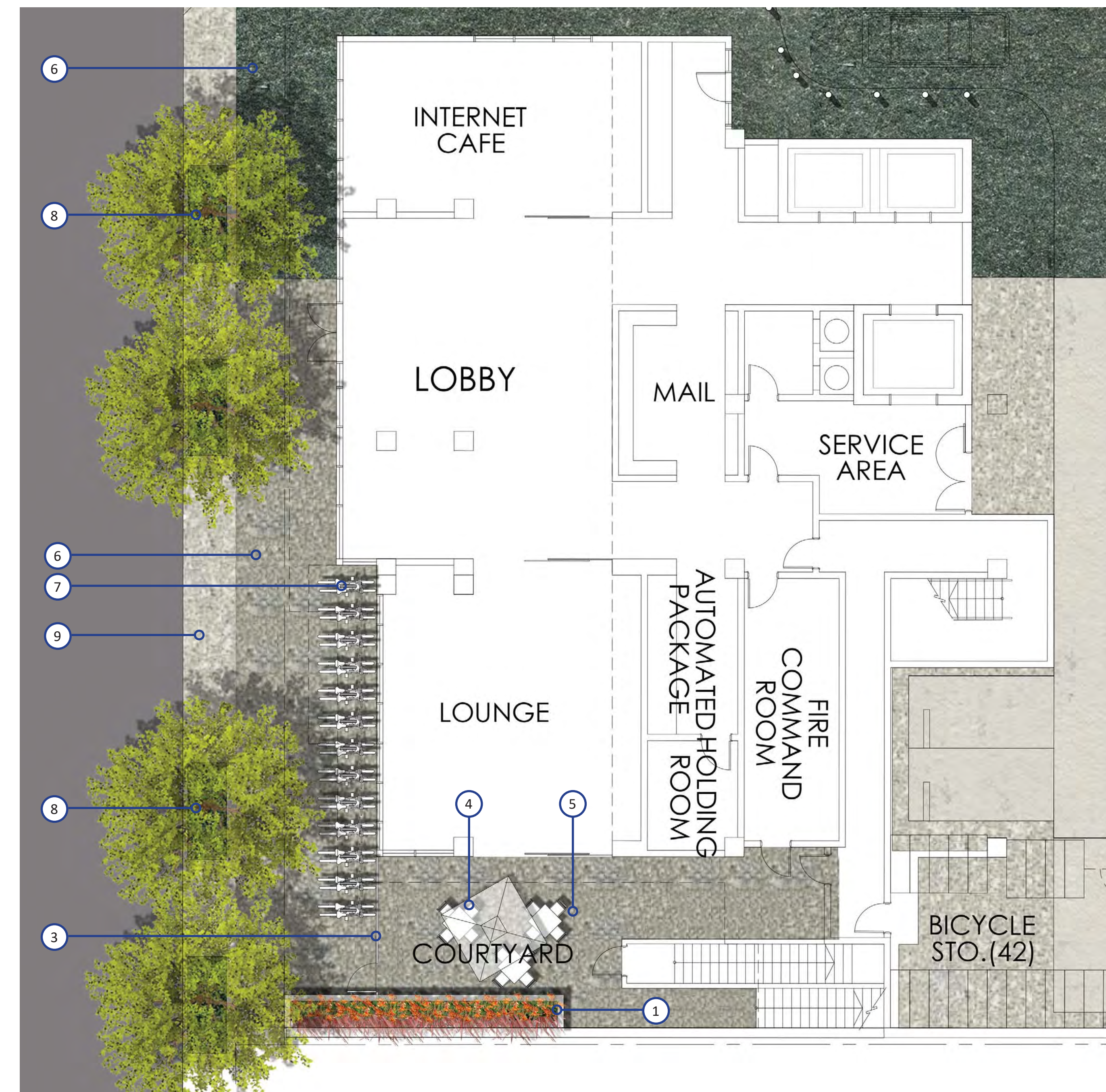
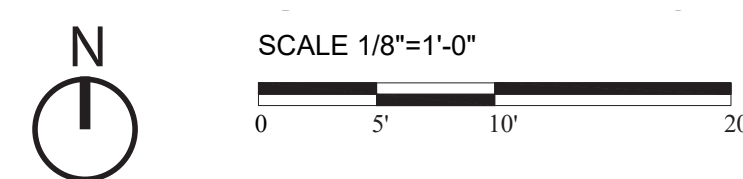




KEY NOTES:

- ① PROPOSED RAISED PLANTER
- ② PROPOSED SECURITY FENCE AND GATE
- ③ PROPOSED BIKE RACK
- ④ PROPOSED COURTYARD (FURNISHINGS TO BE COMPATIBLE WITH ADJACENT COMMERCIAL TENANT)
- ⑤ PROPOSED ACCENT PAVING
- ⑥ PROPOSED STREET TREE
- ⑦ CITY SIDEWALK

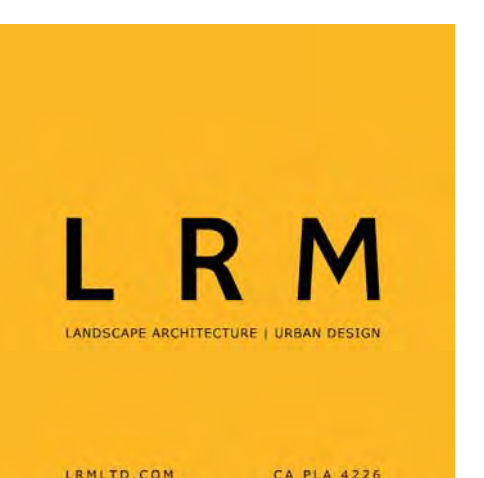
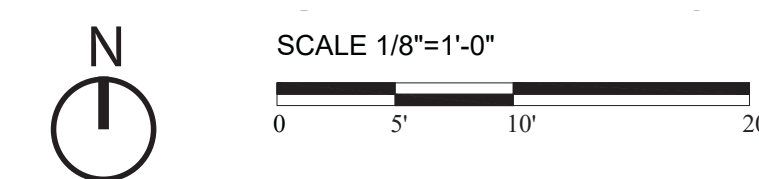
LEVEL 1 - NORTH COURTYARD ENLARGEMENT



KEY NOTES:

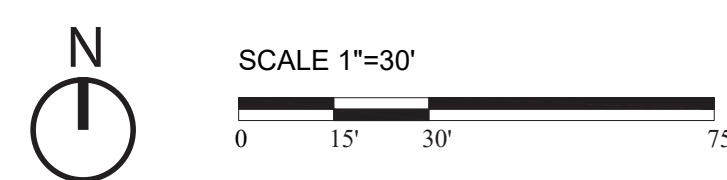
- ① PROPOSED RAISED PLANTER
- ② NOT USED
- ③ PROPOSED FENCE AND SECURITY GATE
- ④ PROPOSED TABLE AND CHAIRS
- ⑤ PROPOSED OUTDOOR LOBBY COURT
- ⑥ PROPOSED ACCENT PAVING
- ⑦ PROPOSED BIKE RACKS
- ⑧ PROPOSED STREET TREE
- ⑨ CITY SIDEWALK

LEVEL 1 - SOUTH COURTYARD ENLARGEMENT





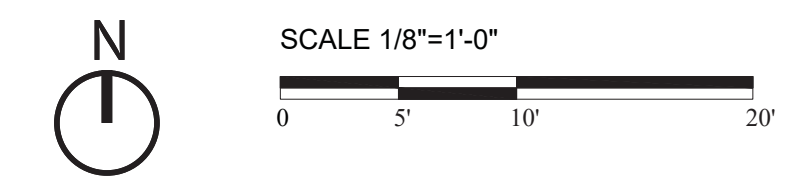
LEVEL 2 - OVERALL



KEY NOTES:

- ① PROPOSED ARTIFICIAL TURF
- ② PROPOSED DOG WASHING STATION
- ③ PROPOSED DOG WASHING STATION ENCLOSURE
- ④ PROPOSED SEATING
- ⑤ PROPOSED RAISED PLANTER
- ⑥ PROPOSED ACCENT PAVING

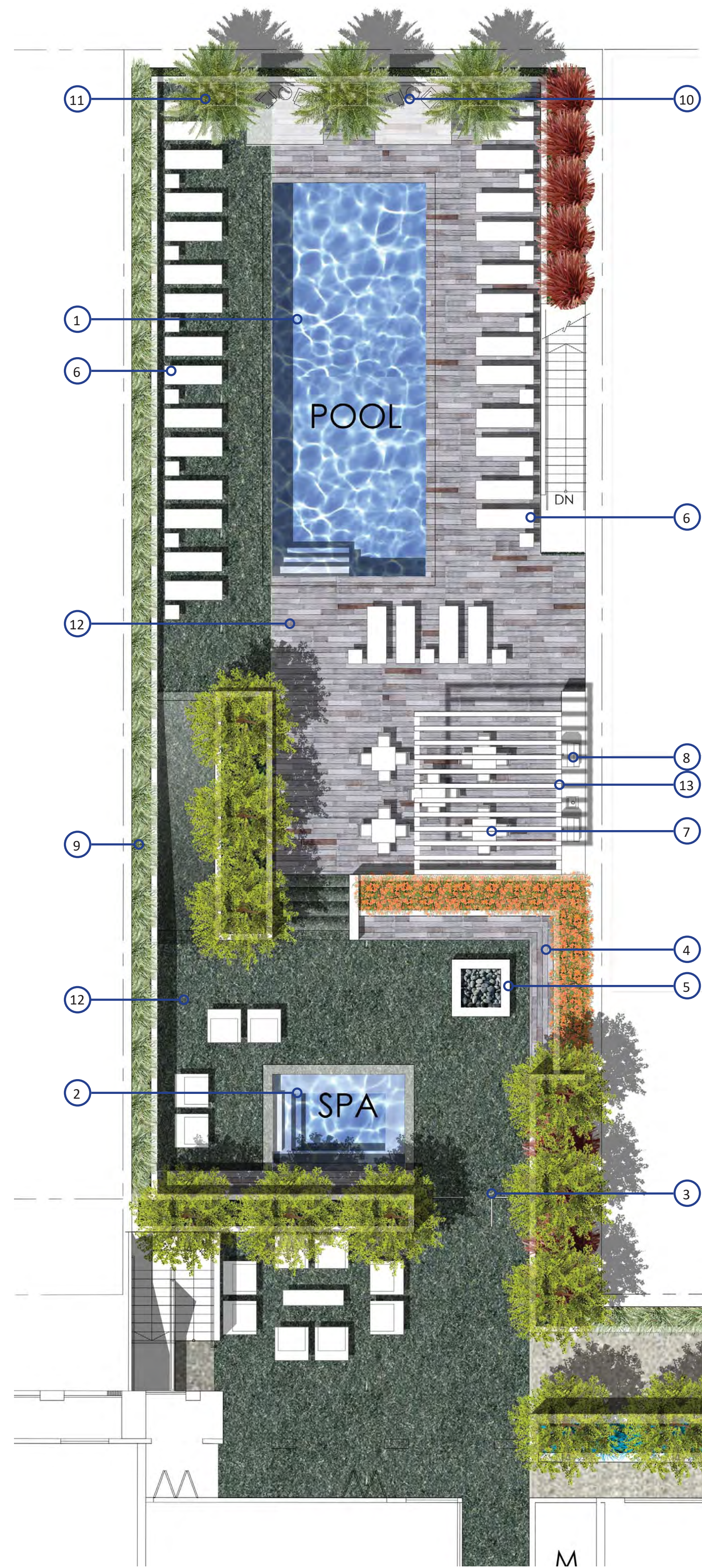
LEVEL 2 - DOG PARK ENLARGEMENT





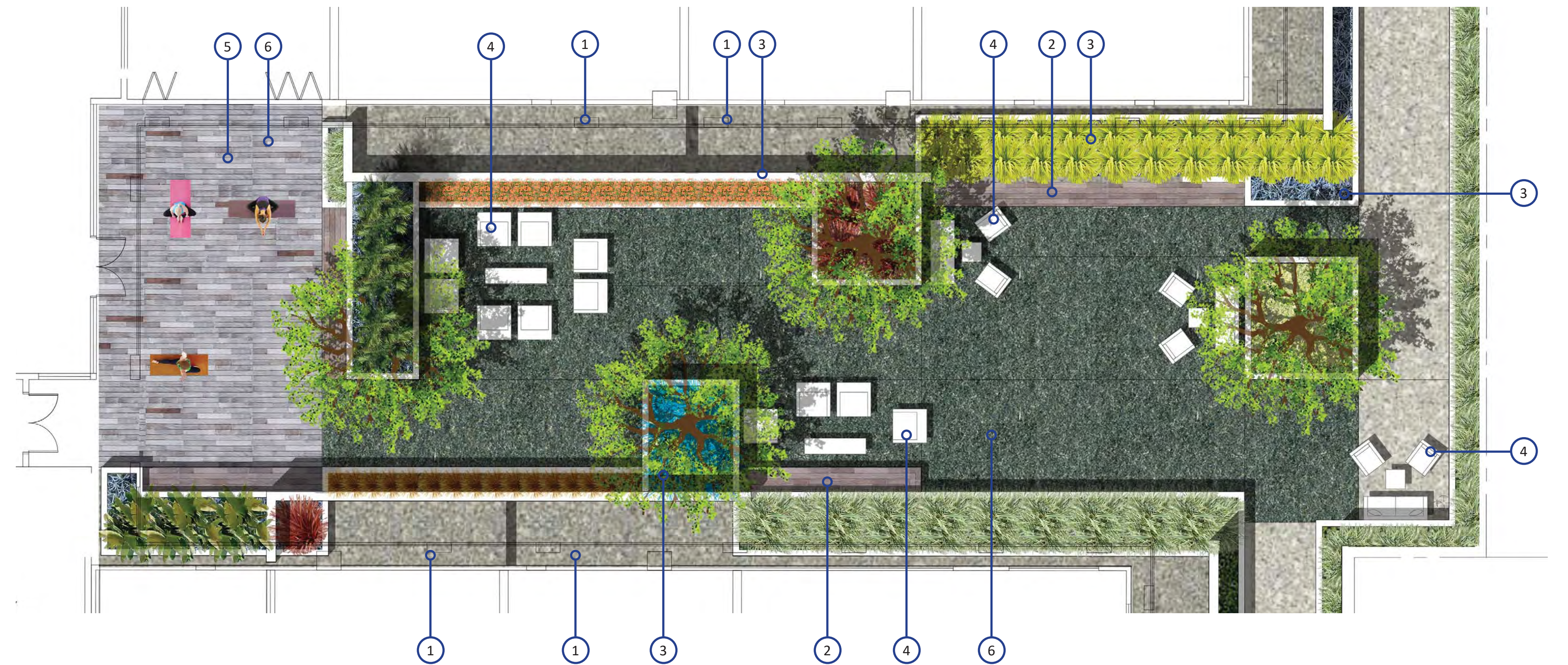
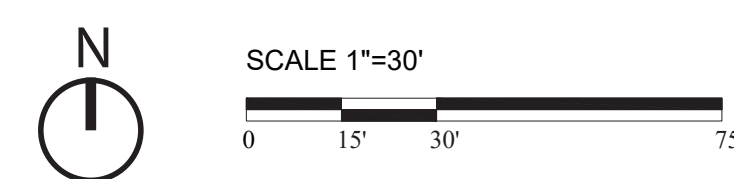
N
 LEVEL 4 - OVERALL
 SCALE 1"=30'
 0 15' 30' 75'





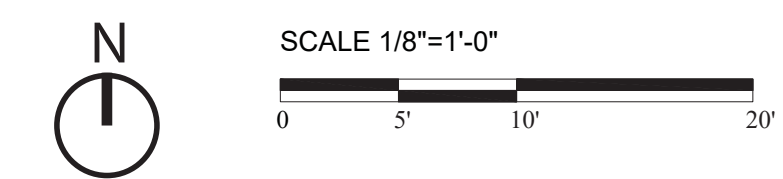
- KEY NOTES:**
- ① PROPOSED POOL
 - ② PROPOSED SPA
 - ③ PROPOSED POOL ENCLOSURE
 - ④ PROPOSED BUILT-IN BANQUETTE
 - ⑤ PROPOSED FIRE PIT
 - ⑥ PROPOSED CHAISE LOUNGE
 - ⑦ PROPOSED TABLE-CHAIR SETS
 - ⑧ PROPOSED BBQ COUNTER
 - ⑨ PROPOSED RAISED PLANTER
 - ⑩ PROPOSED CABANAS
 - ⑪ PROPOSED PORTABLE PLANTER
 - ⑫ PROPOSED ACCENT PAVING
 - ⑬ PROPOSED TRELLIS

LEVEL 4 - POOL DECK ENLARGEMENT



- KEY NOTES:**
- ① PROPOSED PRIVATE TERRACE/PATIO
 - ② PROPOSED BUILT-IN BANQUETTE
 - ③ PROPOSED RAISED PLANTER
 - ④ PROPOSED SOFT SEATING
 - ⑤ PROPOSED OUTDOOR FITNESS/YOGA AREA
 - ⑥ PROPOSED ACCENT PAVING

LEVEL 4 - COURTYARD ENLARGEMENT





N
 LEVEL 12 - SKY DECK
 SCALE 1"=30'
 0 15' 30' 75'

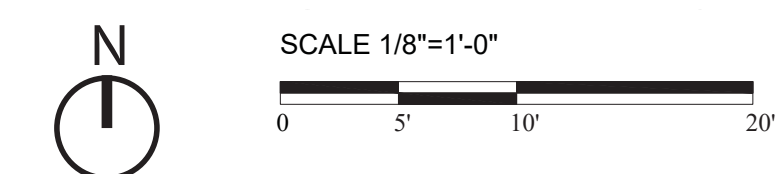




KEY NOTES:

- | | |
|-----------------------------------|-------------------------------|
| 1 PROPOSED FIREPLACE | 7 PROPOSED FAMILY-STYLE TABLE |
| 2 PROPOSED BUILT-IN BANQUETTE | 8 PROPOSED TV PROJECTOR |
| 3 PROPOSED BBQ COUNTER (2 GRILLS) | 9 PROPOSED RAISED PLANTER |
| 4 PROPOSED TRELLIS | 10 PROPOSED PORTABLE PLANTER |
| 5 PROPOSED SOFT SEATING | 11 PROPOSED ACCENT PAVING |
| 6 PROPOSED UMBRELLA | 12 PROPOSED TOPPING SLAB |

LEVEL 12 - SKY DECK ENLARGEMENT



10335 Jefferson Boulevard | Culver City, California 90232
T 310.839.6600 | F 310.559.1310 | W lrmtd.com



August 19, 2016

City of Los Angeles

Re: **Hollywood & Wilcox: Tree Protection Report**
Los Angeles, California

To Whom It May Concern:

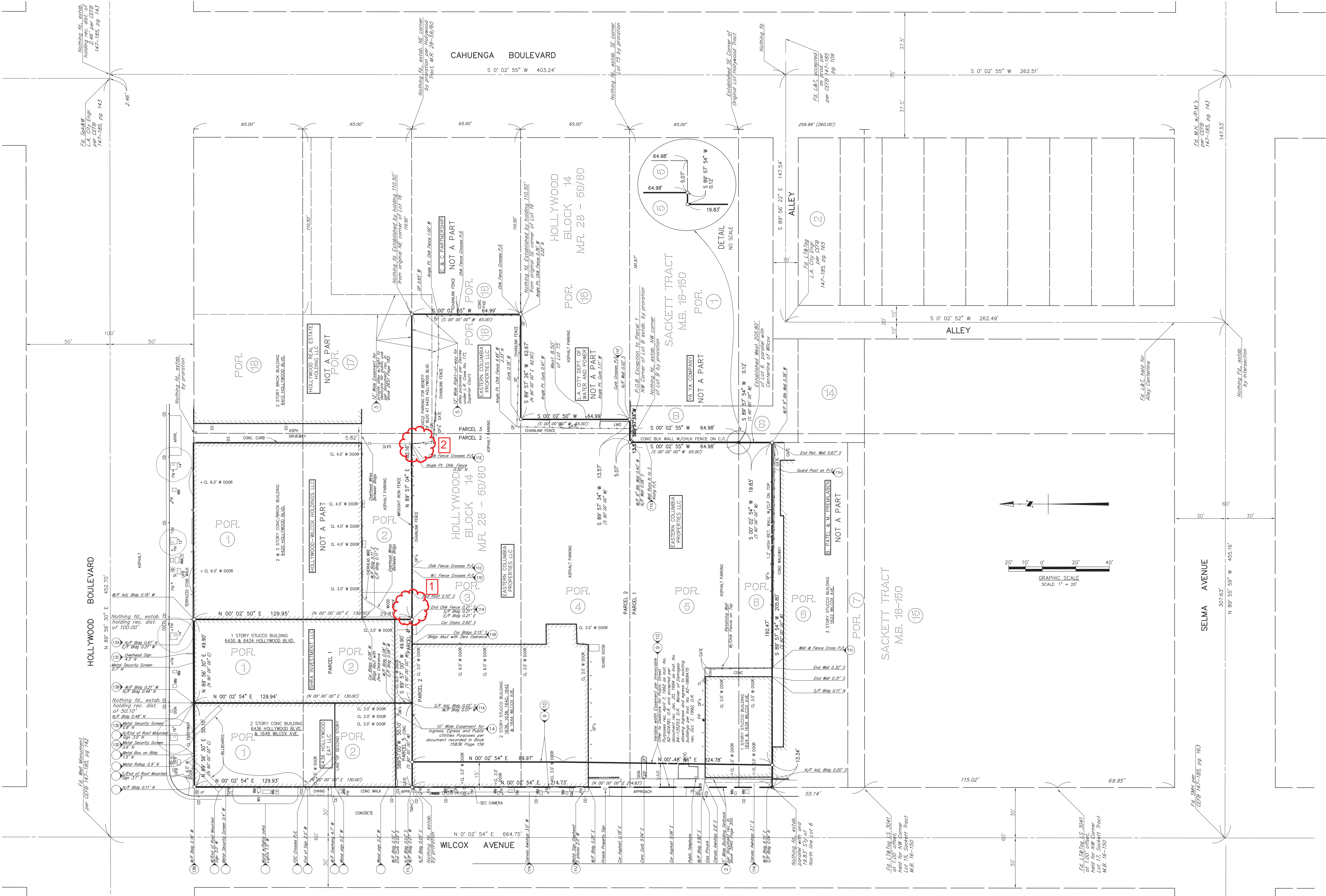
After review of the project site, we determined that there are no protected tree species existing on the site, and that the existing trees may be demolished for construction

Please see the attached Tree Inventory mapping the locations and further information on the existing trees.

Respectfully yours,

David K. Larkins
David K. Larkins
Managing Principal
DKL: dkl

License 4276

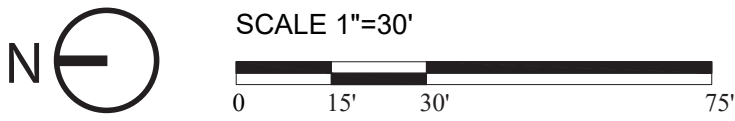


TREE INVENTORY SITE MAP

TREE INVENTORY									
BOTANICAL NAME	COMMON NAME	SPRING/FAULT TRUNK	DBH	DT	CANOPY SIZE	PROTECTED	ACTION	NOTES	
CITRUS SP.	CITRUS	SINGLE	0"	16"	15'	NO	SEMO	GROWING AT CHAINLINK FENCE, POSSIBLE VOLUNTEER, VEGETATION WATER SPOUT GROW, LARGE TREES	
COPLANOPSIS ANACARDIODES	CARROTWOOD	MULTI	0"	2"	12'	NO	SEMO	GROWING AT CHAINLINK FENCE, POSSIBLE VOLUNTEER	

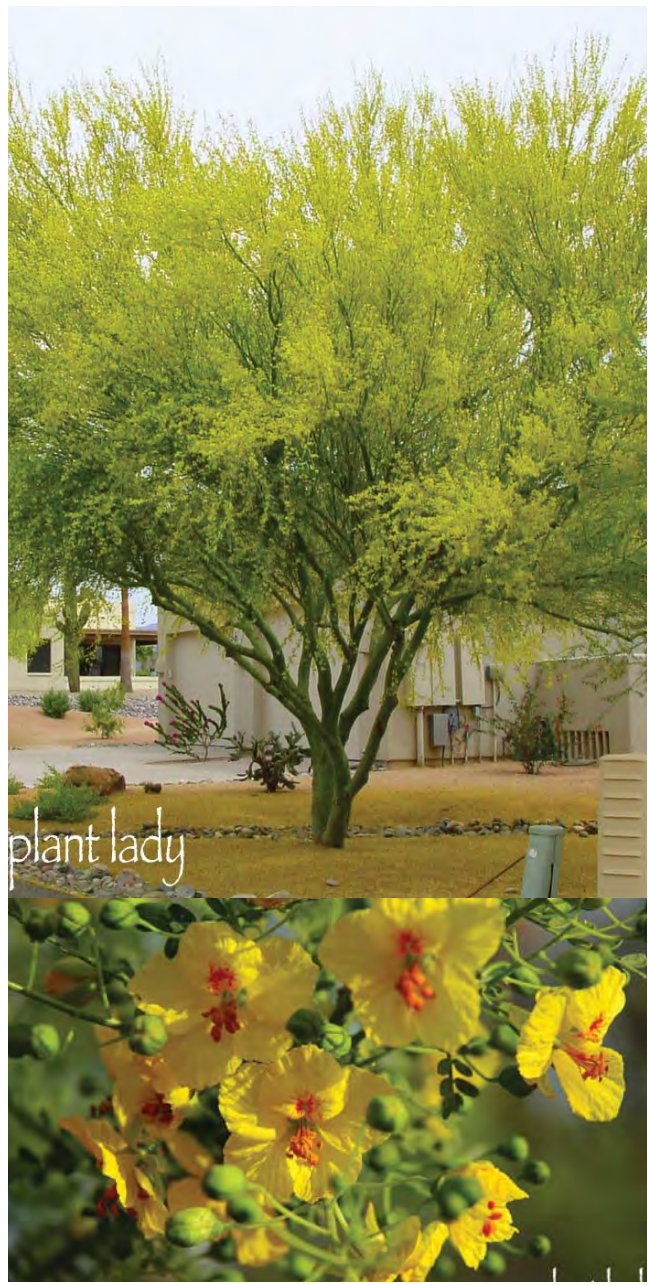
TREE INVENTORY

TREE PROTECTION REPORT





ARBUTUS 'MARINA'
strawberry tree



CERCIDIUM X DESERT MUSEUM
desert museum



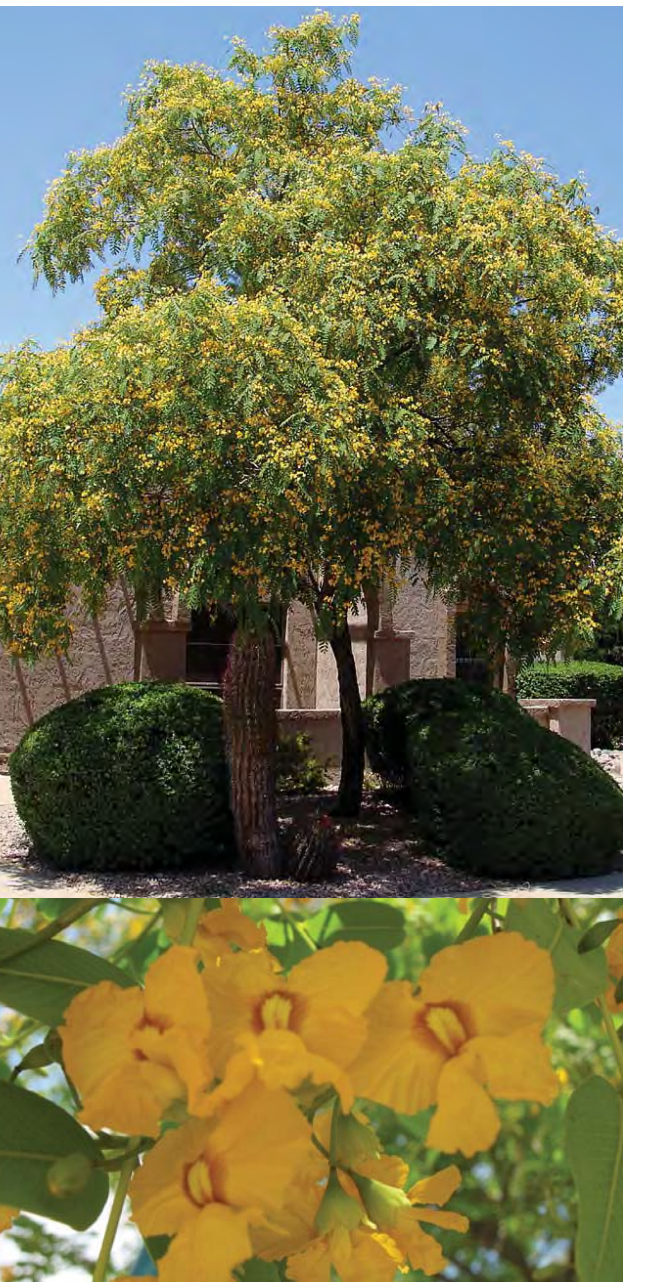
KOELREUTERIA BIPINNATA
chinese flame tree



OLEA EUROPAEA 'SWAN HILL'
swan hill olive



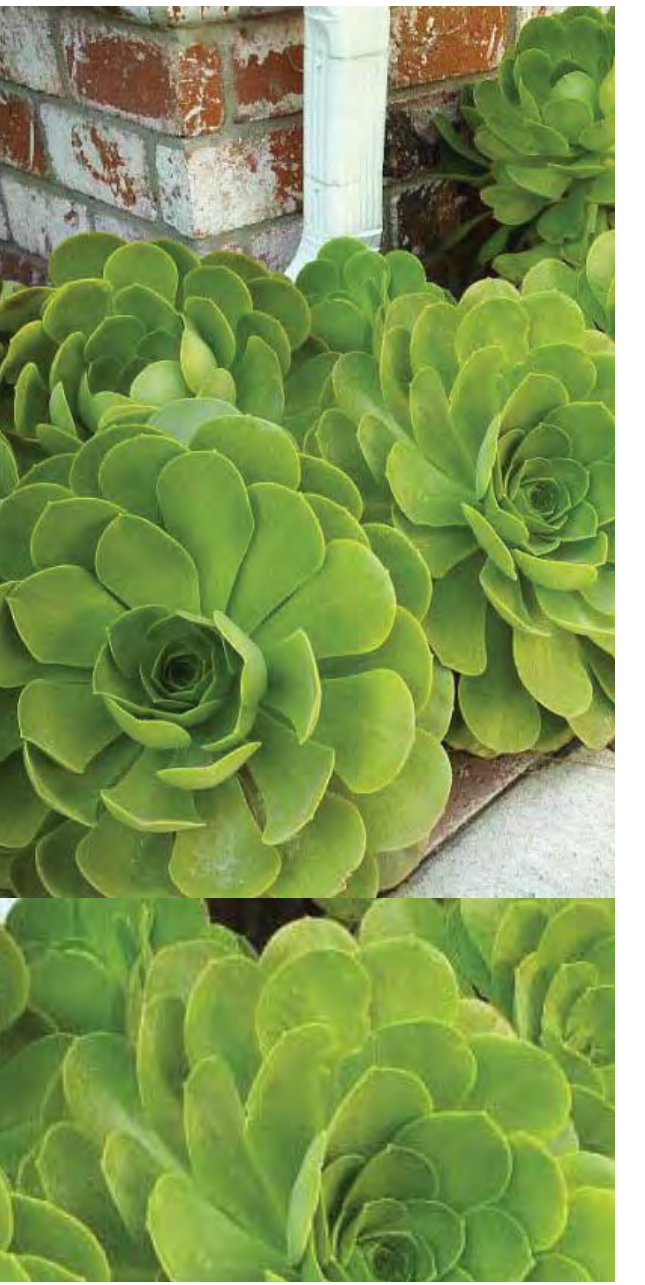
PLATANUS X A. 'BLOODGOOD'
london plane tree



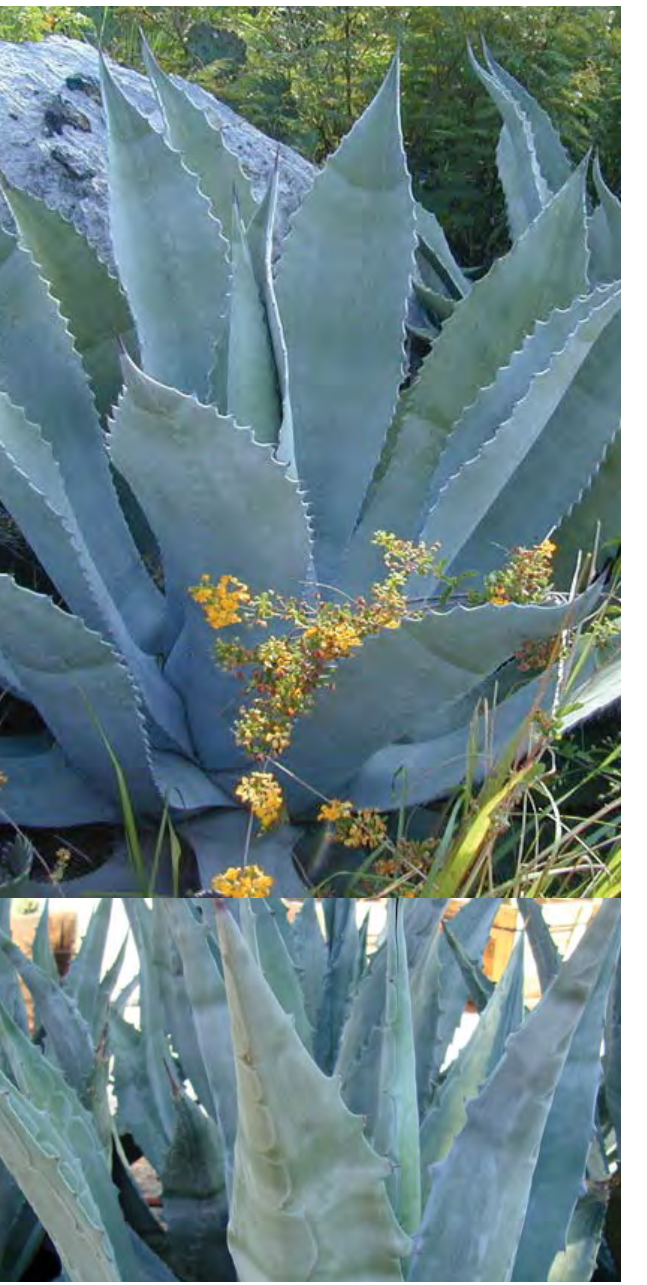
TIPUANA TIPU
tipu tree



ULMUS PARVIFOLIA
evergreen elm



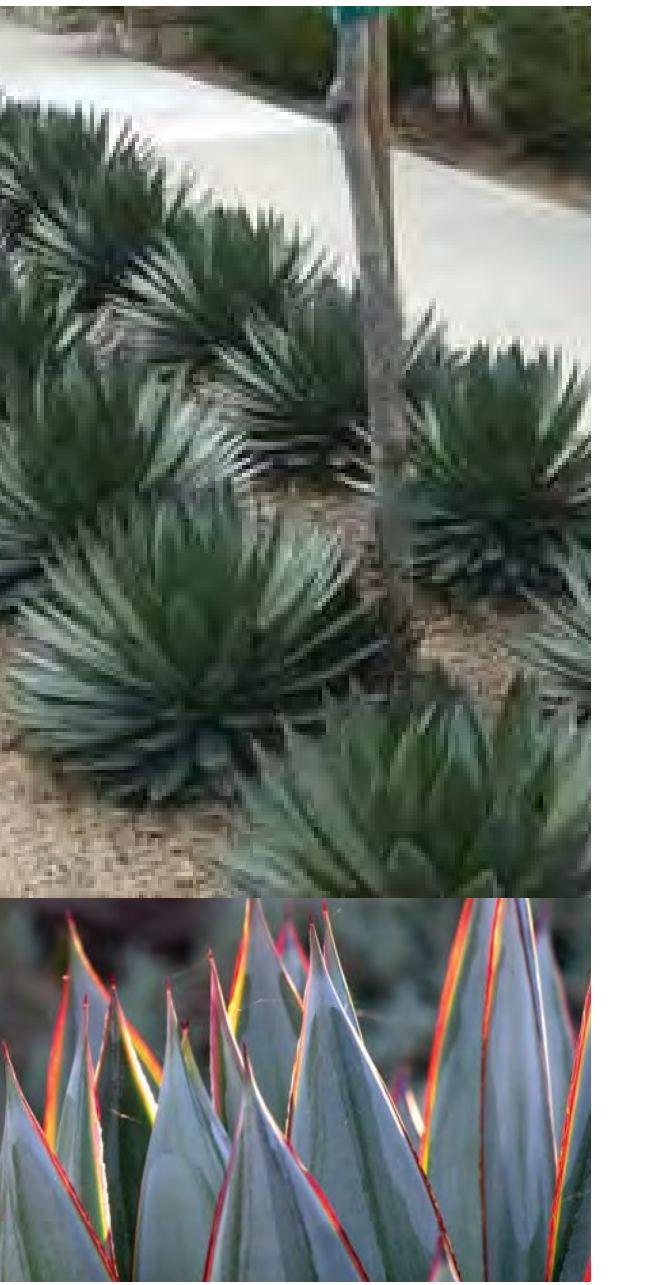
AEONIUM CANARIENSE
canary island aeonium



AGAVE AMERICANA
century plant



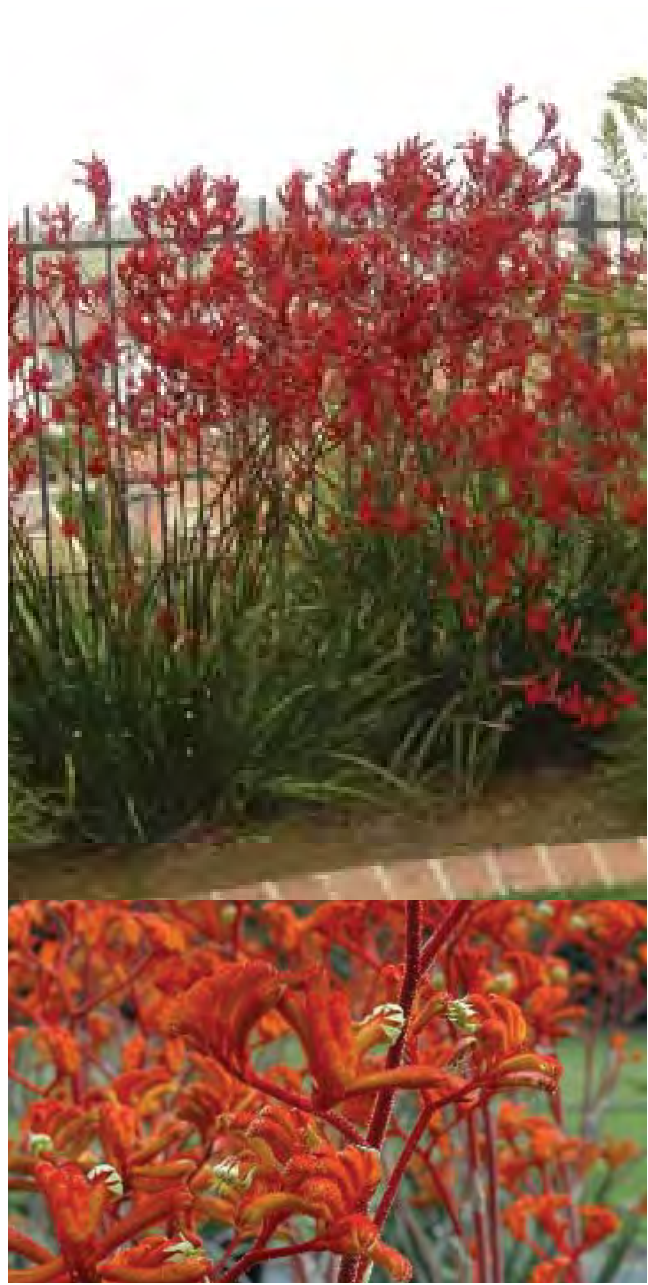
AGAVE ATTENUATA
foxtail agave



AGAVE 'BLUE GLOW'
blue glow agave



ANIGOZANTHOS HYBRID
kangaroo paw



ANIGOZANTHOS HYBRID
kangaroo paw



ASPARAGUS D. MYERS
foxtail fern



ASPIDISTRA ELATIOR
cast-iron plant



CHAMEROPS HUMILIS
mediterranean fan palm



CHONDROPETALUM TECTORUM
cape rush



DIANELLA T. 'VARIEGATA'
variegated flax lily



FESTUCA GLAUCA
blue fescue



FURCRAEA F. 'MEDIOPICTA'
mauritius hemp



LOMANDRA LONGIFOLIA 'BREEZE'
dwarf mat rush



LIRIOPE GIGANTEA
giant lilyturf



MYOPORUM P. 'PUTAH CREEK'
creeping myoporum



NASSELLA TENUISSIMA
mexican feather grass



PHILODENDRON 'XANADU'
winterbourne



PHORMIUM 'AMAZING RED'
amazing red flax



PHORMIUM TENAX 'BRONZE'
bronze flax



PHORMIUM 'YELLOW WAVE'
yellow wave flax



SENECIO MANDRALISCAE
blue chalksticks



SENECIO VITALIS
narrow-lead chalksticks



SANSEVIERIA HYBRID
snake plant



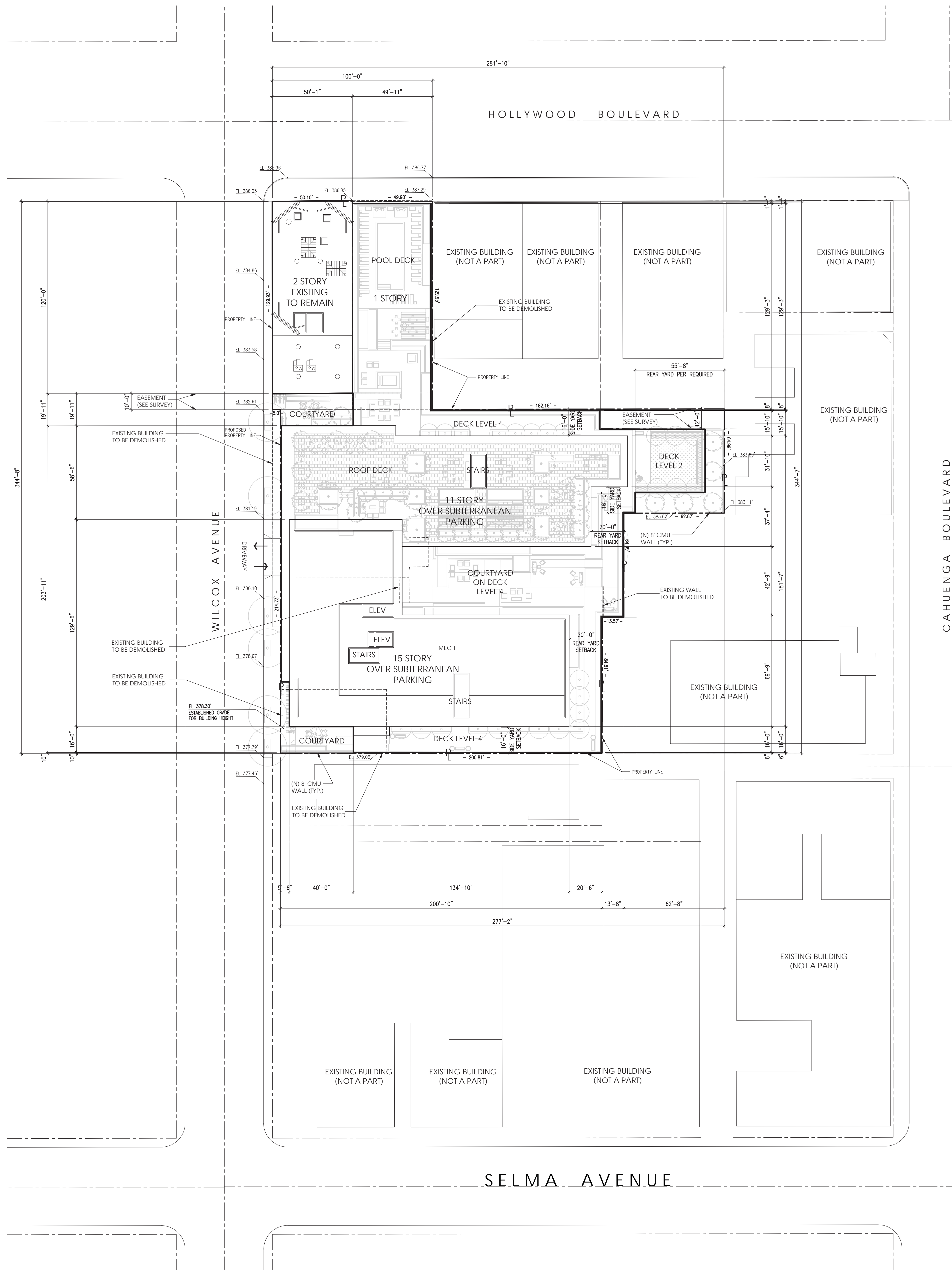
SANSEVIERIA HYBRID
snake plant



WESTRINGIA 'MORNING LIGHT'
coast rosemary

PLANT PALETTE



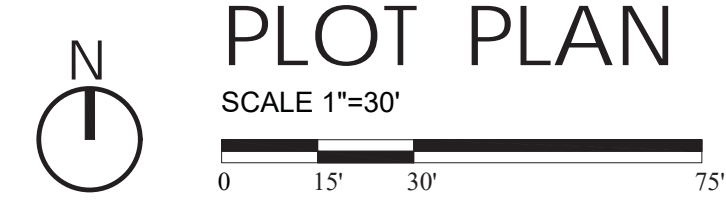


SETBACKS / YARDS FOR THE RESIDENTIAL
PORTION OF THE BUILDINGS:

FRONT 0'
SIDE 16'
REAR 20'

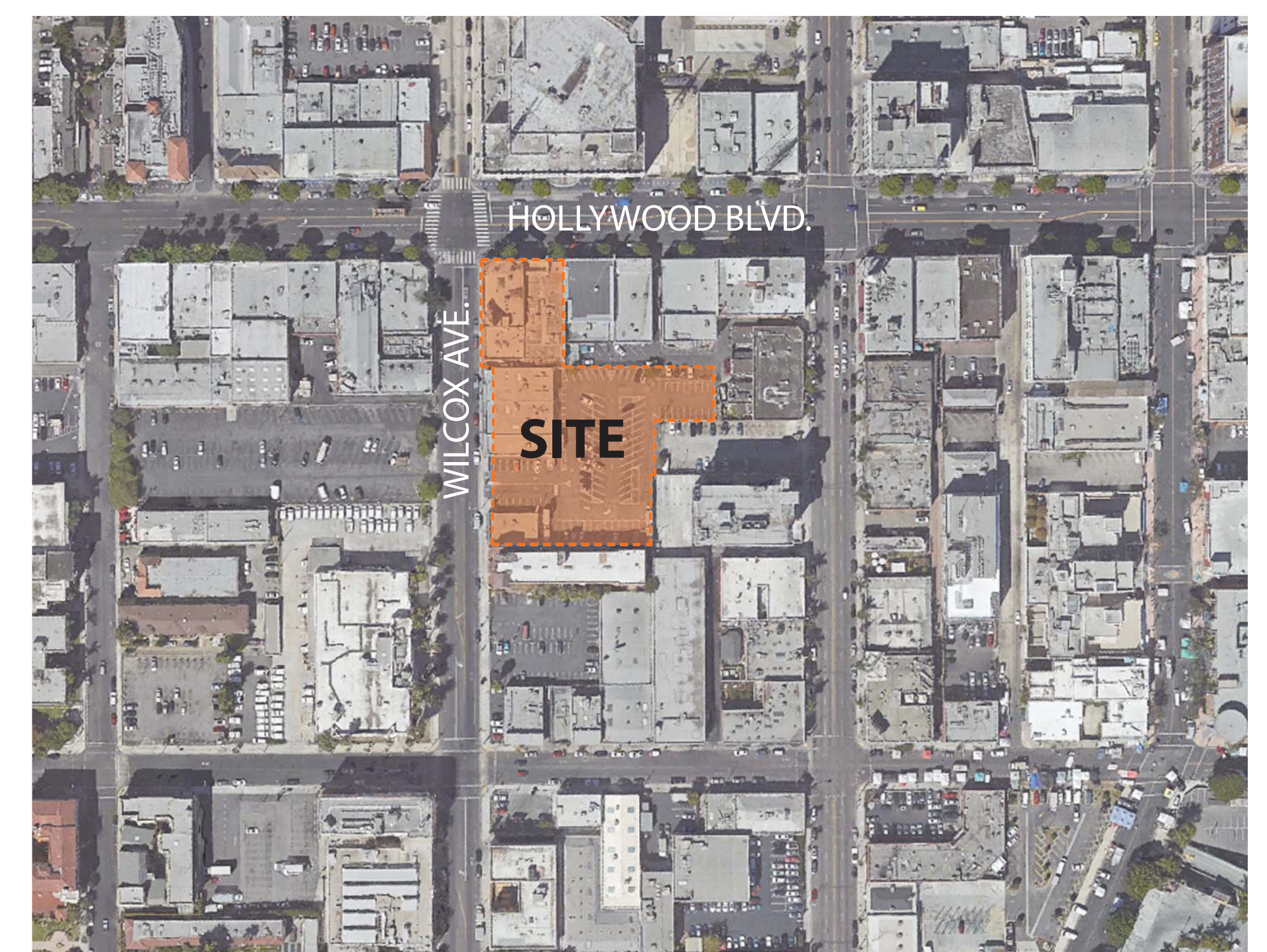
SETBACKS / YARDS FOR THE COMMERCIAL
PORTION OF THE BUILDING:

FRONT 0'
SIDE 0'
REAR 0'

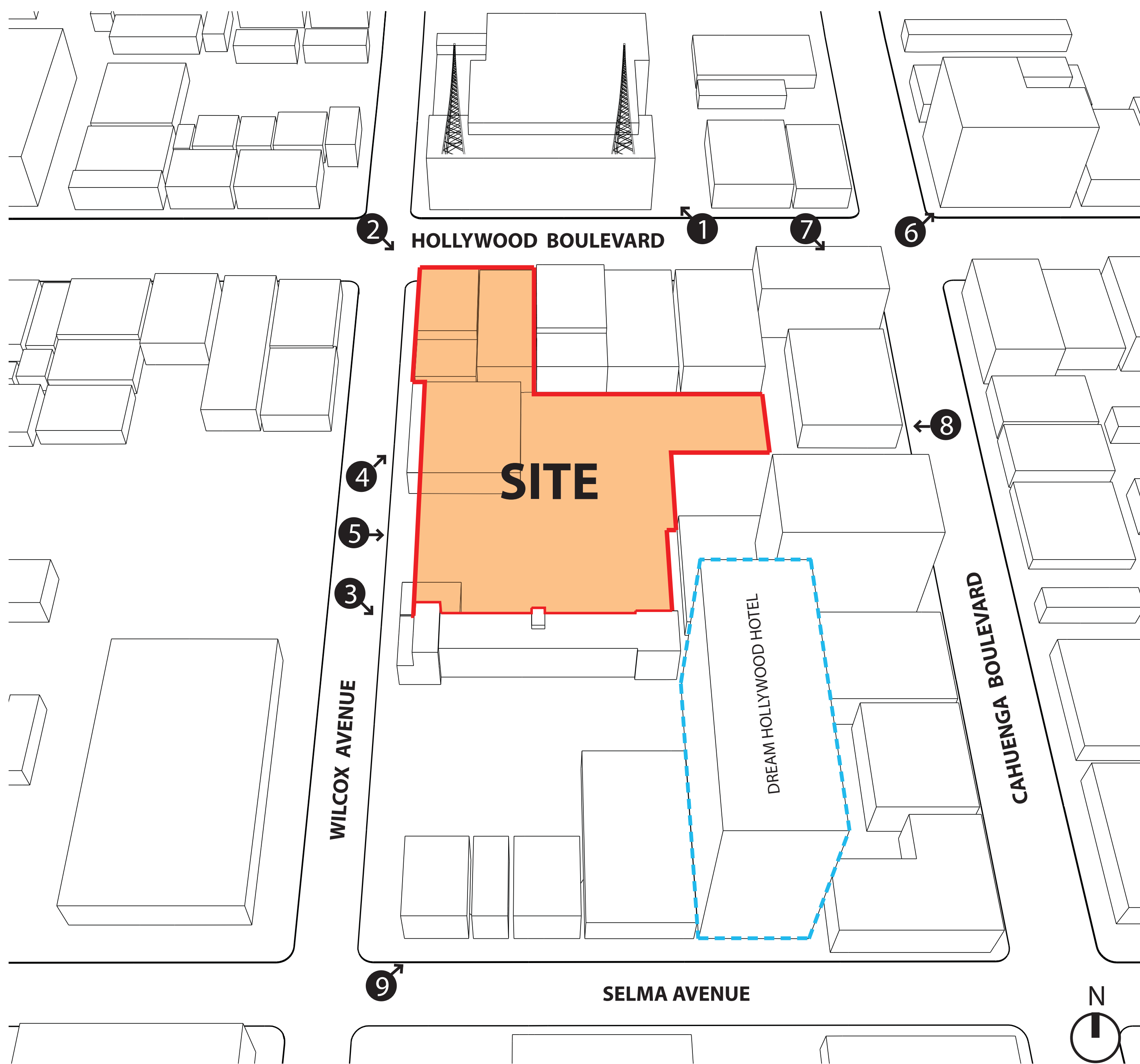
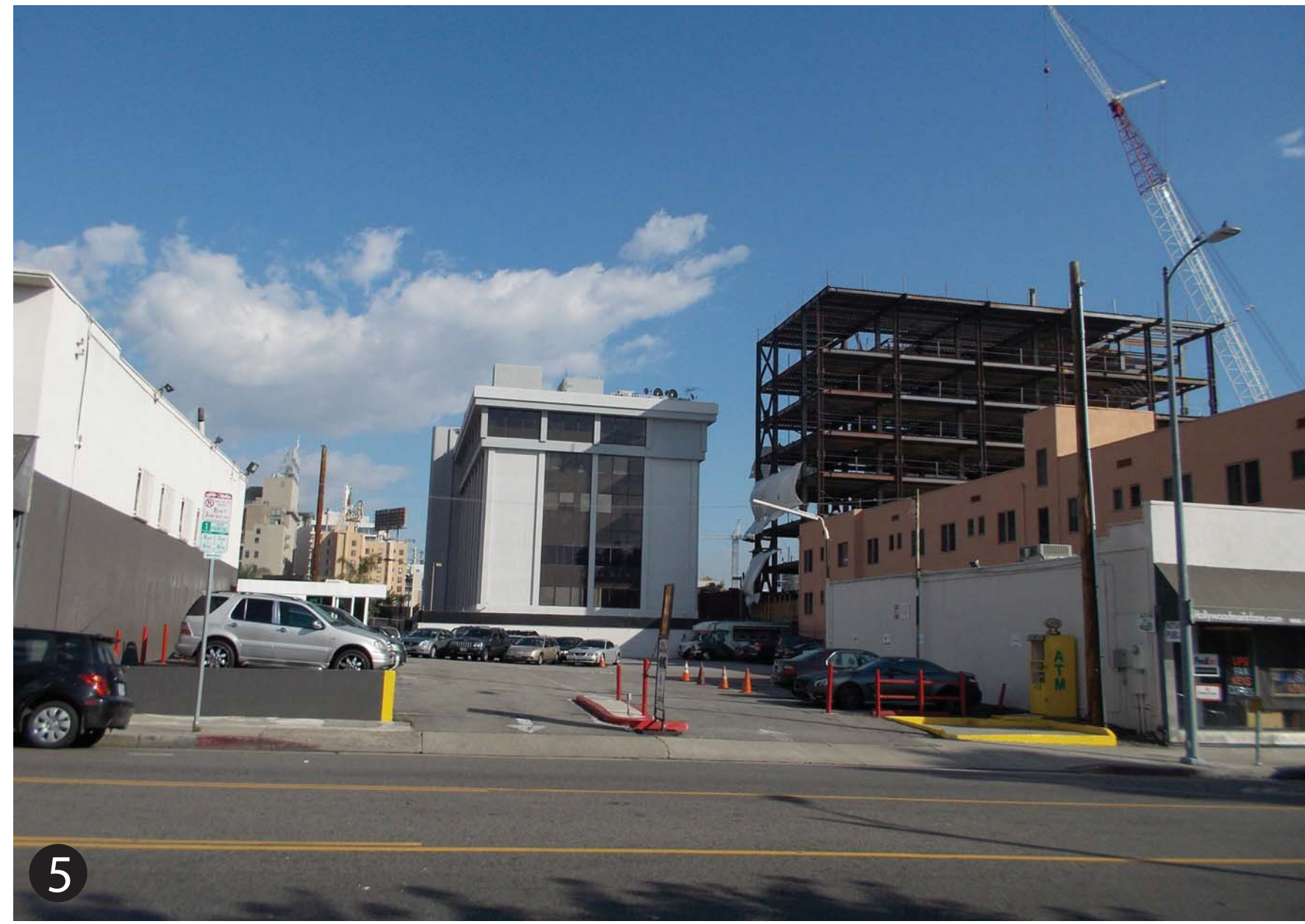
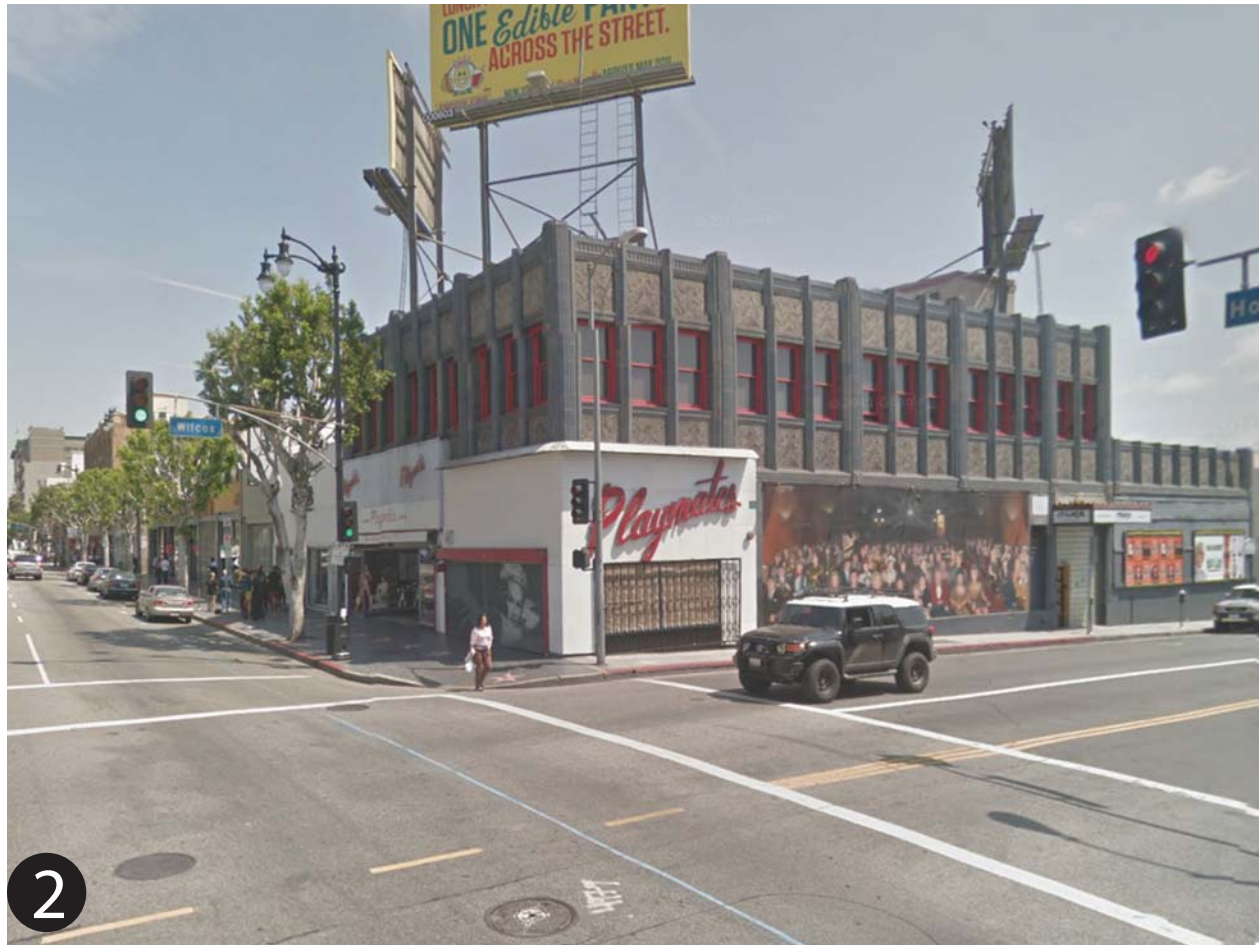


PROJECT SUMMARY

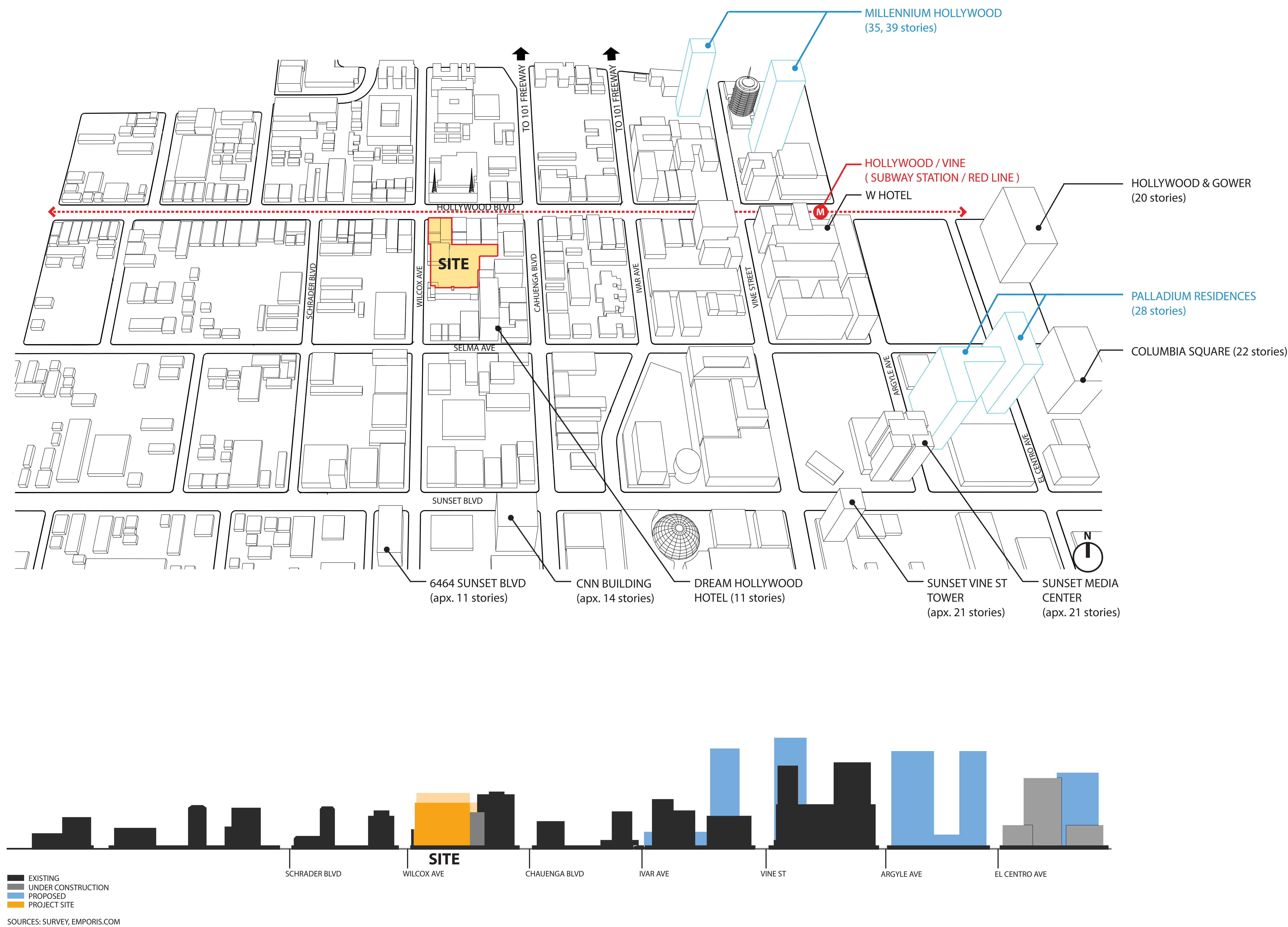
ADDRESSES	6430 - 6440 HOLLYWOOD BLVD, LOS ANGELES, 90028 1624 - 1648 WILCOX AVE, LOS ANGELES, 90028		
COUNCIL DISTRICT	CD-13		
LOT SIZE	61,976 SF		
ZONE EXISTING	C4-2D-SN / C4-2D		
ZONE PROPOSED	C4-2D-SN / C4-2D (AMENDED D LIMITATION TO ALLOW AN FAR OF 4.5:1)		
ENTITLEMENTS REQUESTED	<ul style="list-style-type: none">• SITE PLAN REVIEW• ZONE/HEIGHT DISTRICT CHANGE• CONDITIONAL USE PERMIT FOR ONSITE AND OFF-SITE CONSUMPTION OF ALCOHOL• VESTING CONDITIONAL USE PERMIT TO PERMIT FLOOR AREA RATIO AVERAGING IN A UNIFIED DEVELOPMENT• VESTING TENTATIVE TRACT MAP• HAUL ROUTE		
GENERAL PLAN LAND USE	REGIONAL CENTER COMMERCIAL		
DENSITY ALLOWED	REGIONAL CENTER COMMERCIAL ALLOWS FOR R5 DENSITY = 61,976 SF / 200 SF = 309 DWELLING UNITS (309.88)		
DENSITY PROPOSED	RESIDENTIAL	260	DWELLING UNITS (STUDIO, 1 BR, 2 BR & 3 BR UNITS)
	COMMERCIAL	EXISTING ATTIE BUILDING	= 9,000 SF
		NEW ON HOLLYWOOD BLVD	= 5,600 SF
		NEW ON WILCOX AVE	= 3,200 SF
		TOTAL NEW PROPOSED COMMERCIAL	= 17,800 SF
PARKING REQUIRED (REQUIRED AND PROVIDED)	RESIDENTIAL	387 CARS	
	COMMERCIAL	33 CARS	
BICYCLE PARKING (REQUIRED AND PROVIDED)	RESIDENTIAL	LONG TERM	= 260 SPACES
		SHORT TERM	= 26 SPACES
	COMMERCIAL	LONG TERM	= 9 SPACES
		SHORT TERM	= 9 SPACES



SITE CONTEXT



SITE CONTEXT



THE ATTIE BUILDING

The Attie building at 6436 Hollywood Blvd. was built in 1931. It is an excellent example of the Art Deco period commercial architecture that is often associated with the golden era of Hollywood.

Although the mural on Wilcox Avenue is not original to the building, it has become an icon of Hollywood.

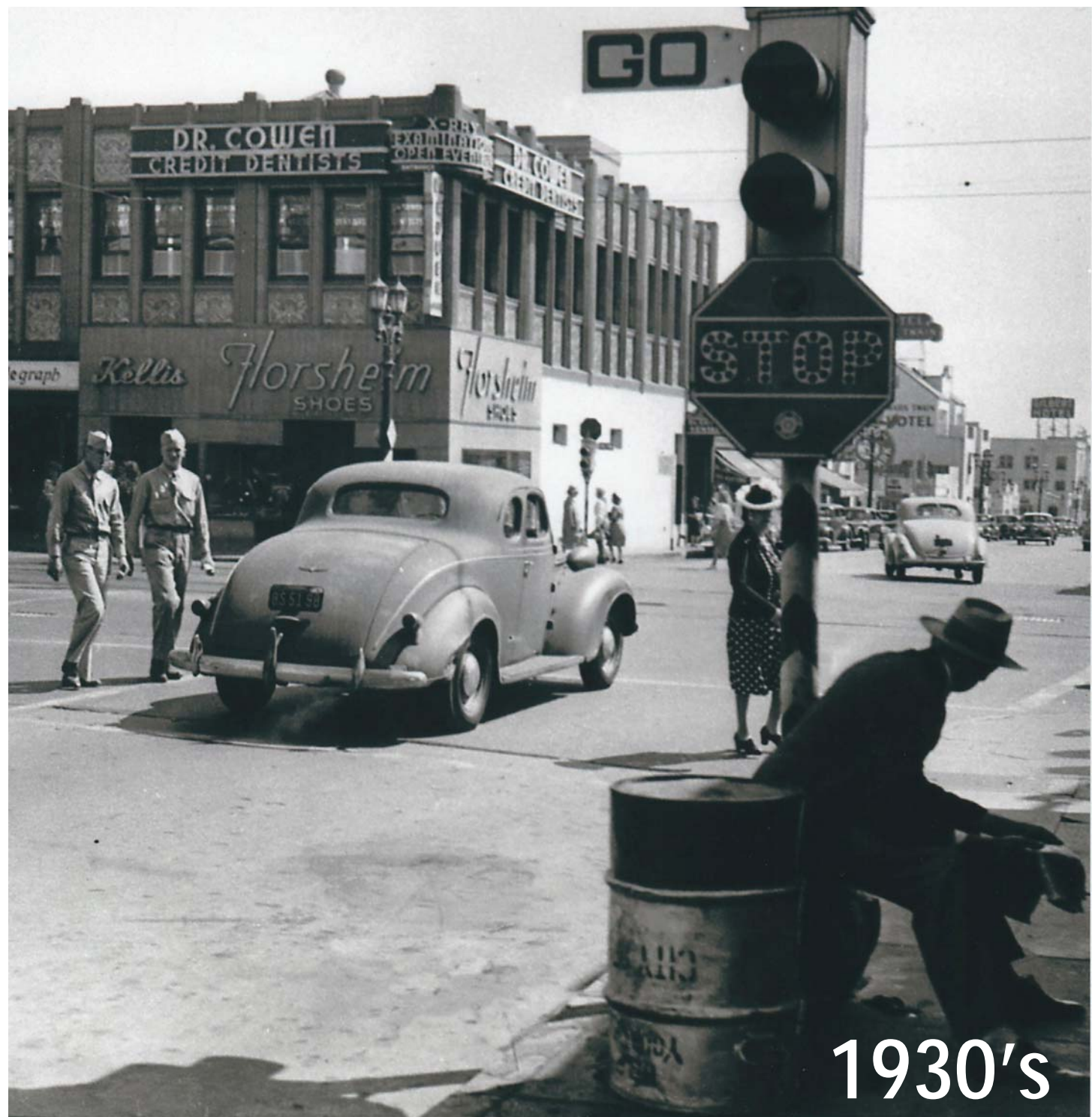
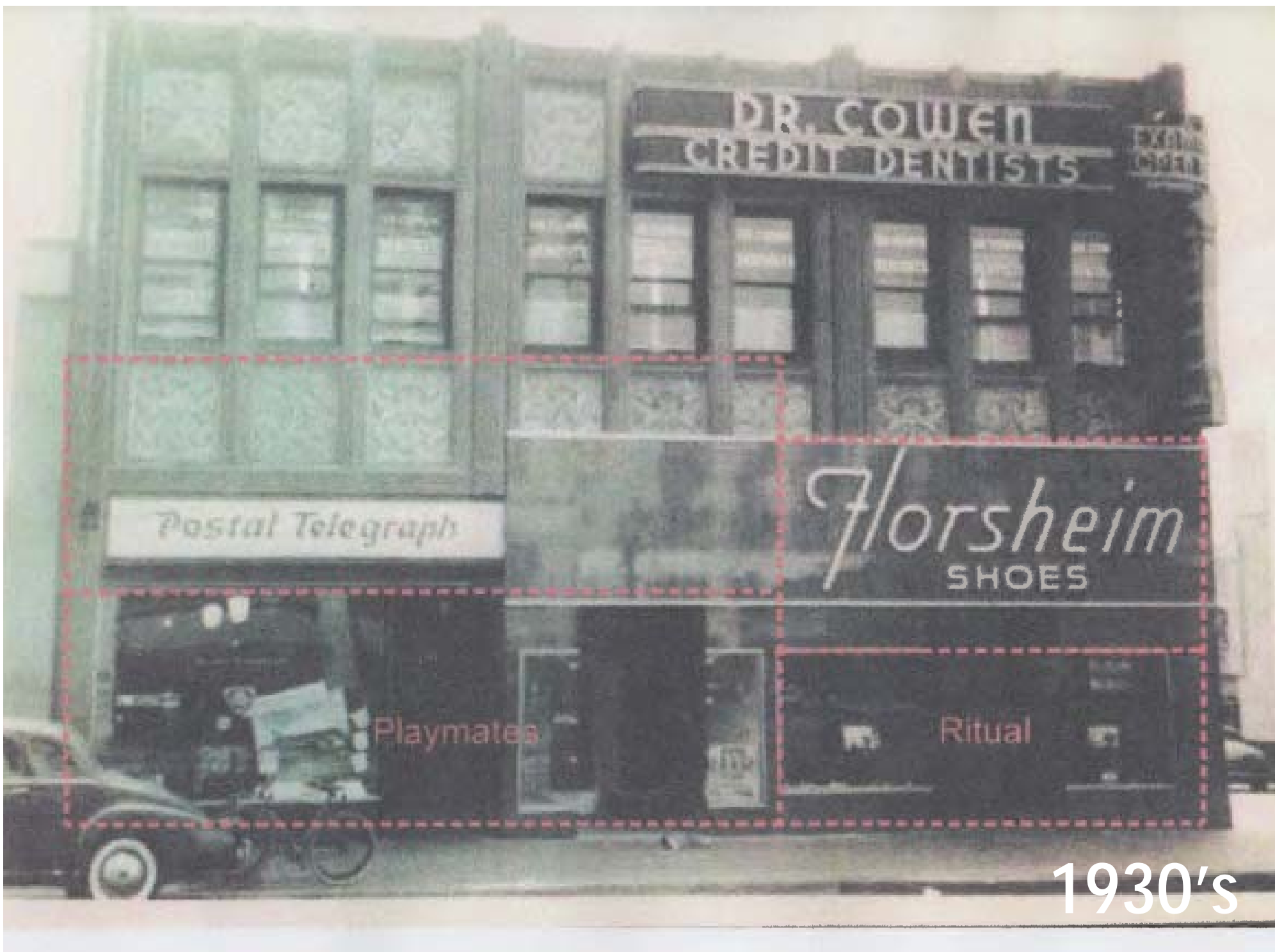
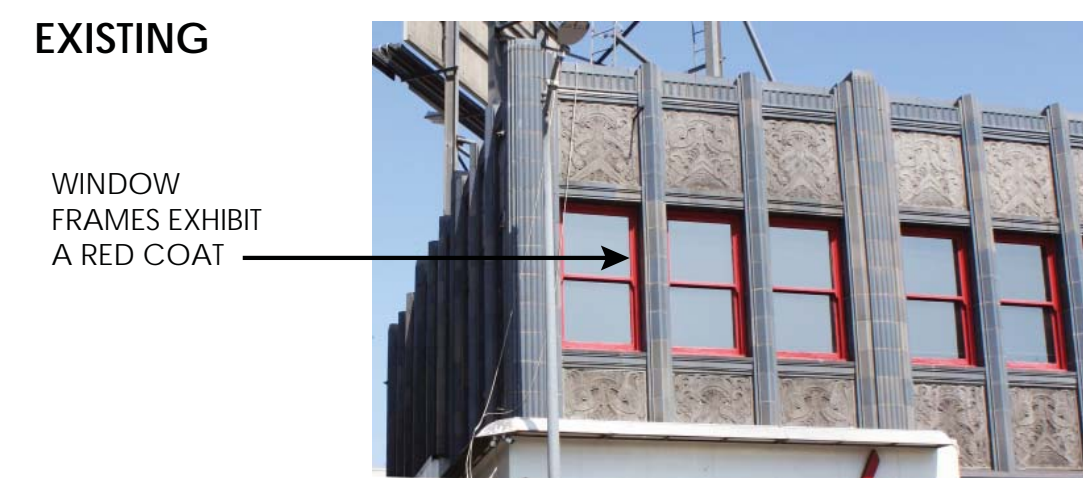


PHOTO ALONG HOLLYWOOD BLVD.
EBAY | CIRCA LATE 30S



EBAY | CIRCA LATE 30S

WINDOW FRAME COLOR COAT INVESTIGATION



Initial results show that the earliest coating on the exterior sills, surrounds, sash frames and sashes, at both the west and north elevations, was a semi-translucent, olive green-brown hue. This was applied directly to freshly planed wood, exhibiting no deterioration before the coating was applied. It appears to be a natural drying oil or oil-resin blend. This is immediately followed by a greenish-gray opaque color. Together, these two coating layers likely comprise the original finish: an oil-based sealing coat on untreated wood, followed by a thin, pigmented oil layer. The color is similar in hue to that of the glazed ceramic architectural terracotta comprising the facade cladding. There does not appear to be any aesthetic variation of hue or tonal value between the various window components.

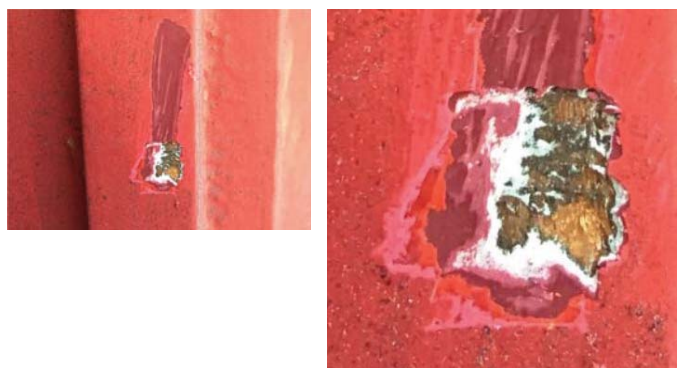


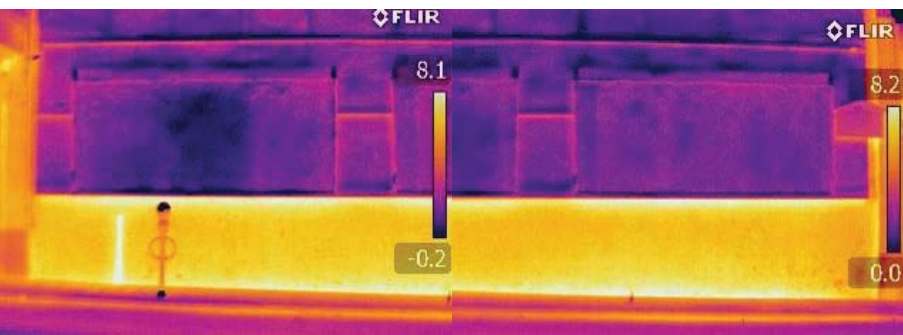
Figure 2: Coater made at the outer sash channel (left), showing small fragments of greenish-gray coating over a translucent olive green-brown hue. Six to seven shades of red are seen above a white primer here, applied over the original sash frame.

The next coating campaign, apparently applied after slight to moderate deterioration of the original, brought a stark departure from the original program. This is composed of a white primer layer, followed by a coat, slightly red-tinted oil paint. Five subsequent repainting were made, all various hues of red. The color prior to the current red electronic coating was a cool pinkish-red, relatively closely matching the oldest of the red series. The current paint resembles the third, brighter and warmer red hue in the sequence. It appears that conscientious efforts have been made to match an historic paint color.

GCA Field Report 8/11/16 page 2 of 8

EXCERPT FROM GCA FIELD REPORT - PAINT COLOR IDENTIFICATION OF EXTERIOR WINDOWS

NON-DESTRUCTIVE EVALUATION OF THE HISTORIC FAÇADE



ABOVE: INFRARED THERMAL IMAGE INDICATING UNIFORM CONSTRUCTION ACROSS ELEVATION, BELOW BILLBOARDS

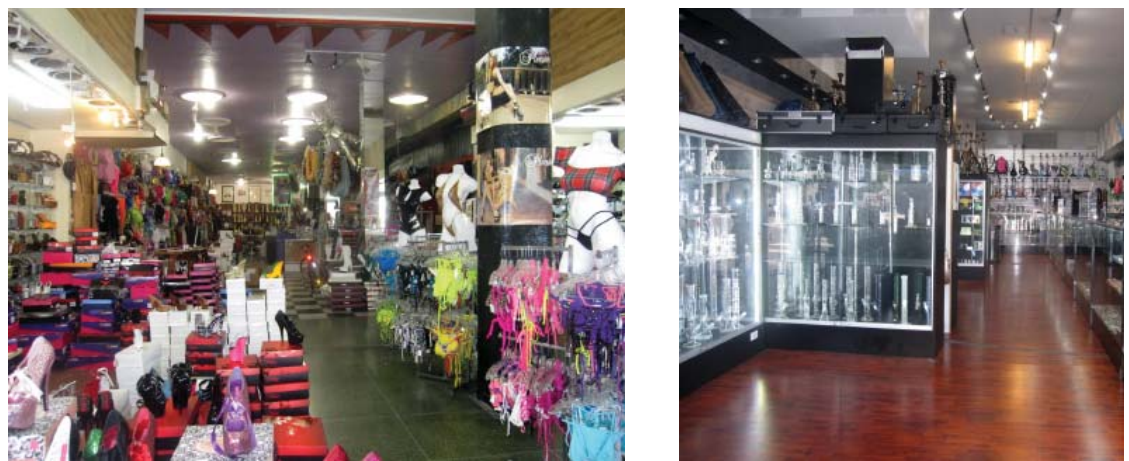


INACCESSIBLE OVERHEAD STORAGE AREA IN PLAYMATES

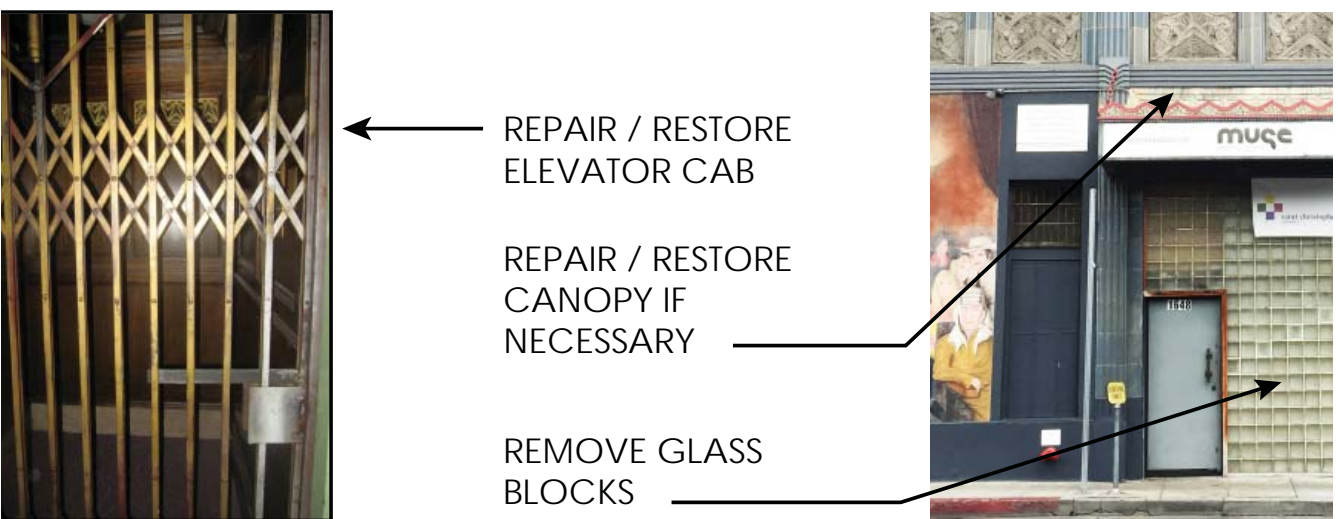


PHOTO ALONG HOLLYWOOD BLVD.
GMPA | 2016

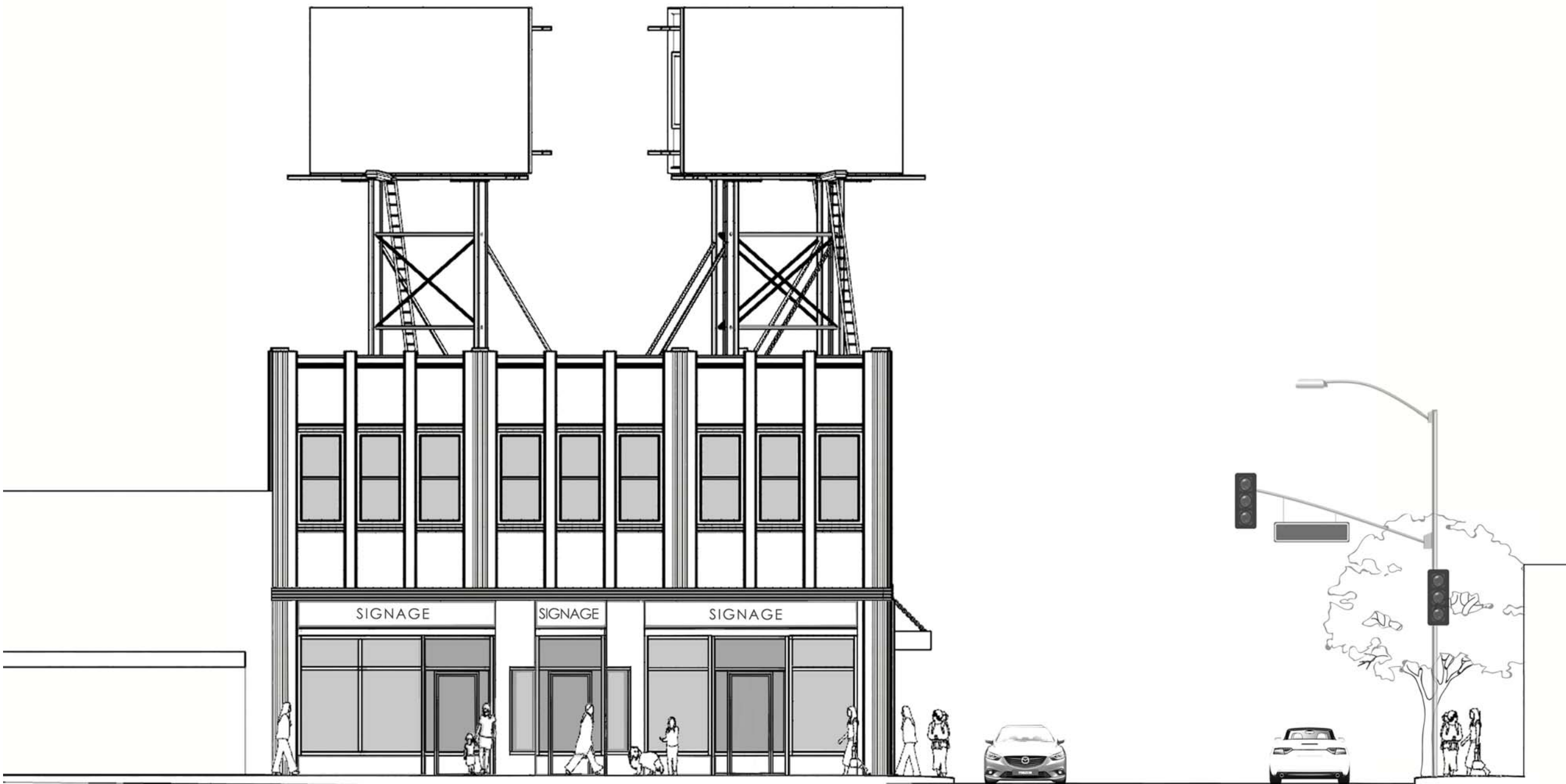
- RETAIN BILLBOARDS
- WINDOW FRAME COLOR TO BE RESTORED TO AN OLIVE GREEN-BROWN HUE
- CLEAN TERRACOTTA AND STONE SPANDREL
- REPAIR WINDOWS IF NECESSARY
- MAINTAIN ORIGINAL CORNICE LINE
- RETAIN MURAL
- CONTINUE FLUTED CORNER PIER TO THE GROUND
- REMOVE POSTERS



DEMOLISH AND REBUILD INTERIOR SPACE



- REPAIR / RESTORE ELEVATOR CAB
- REPAIR / RESTORE CANOPY IF NECESSARY
- REMOVE GLASS BLOCKS



ELEVATION ALONG HOLLYWOOD BLVD. AFTER PROPOSED RESTORATION / REHABILITATION



VIEW FROM HOLLYWOOD BLVD AND WILCOX AVE. LOOKING SOUTH AFTER PROPOSED RESTORATION / REHABILITATION



PROPOSED PROJECT WITH ATTIE BUILDING AFTER RESTORATION / REHABILITATION

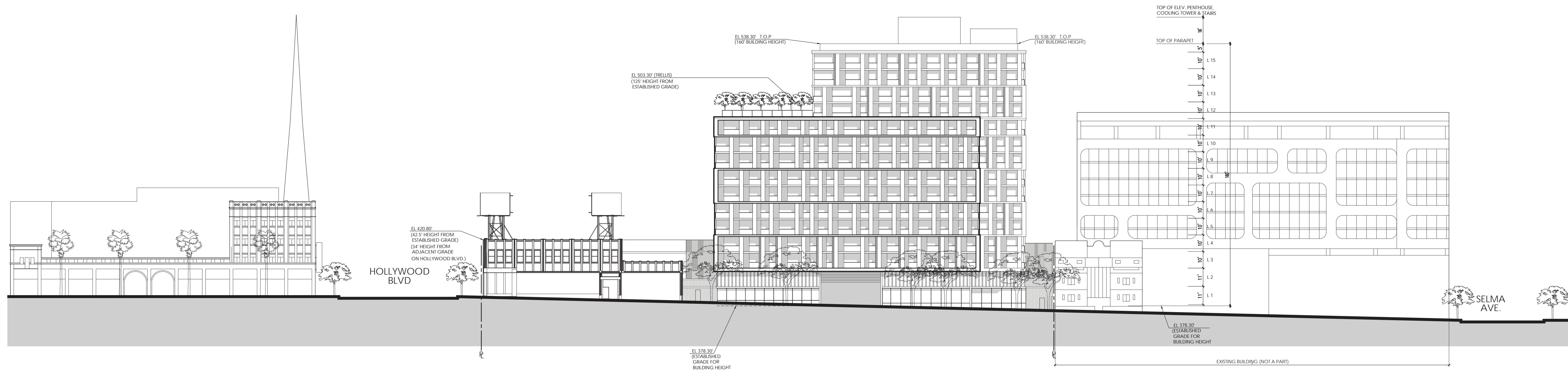


VIEW FROM HOLLYWOOD BLVD AT THE INTERSECTION OF HOLLYWOOD BLVD AND N. CAHUENGA BLVD. (LOOKING WEST)

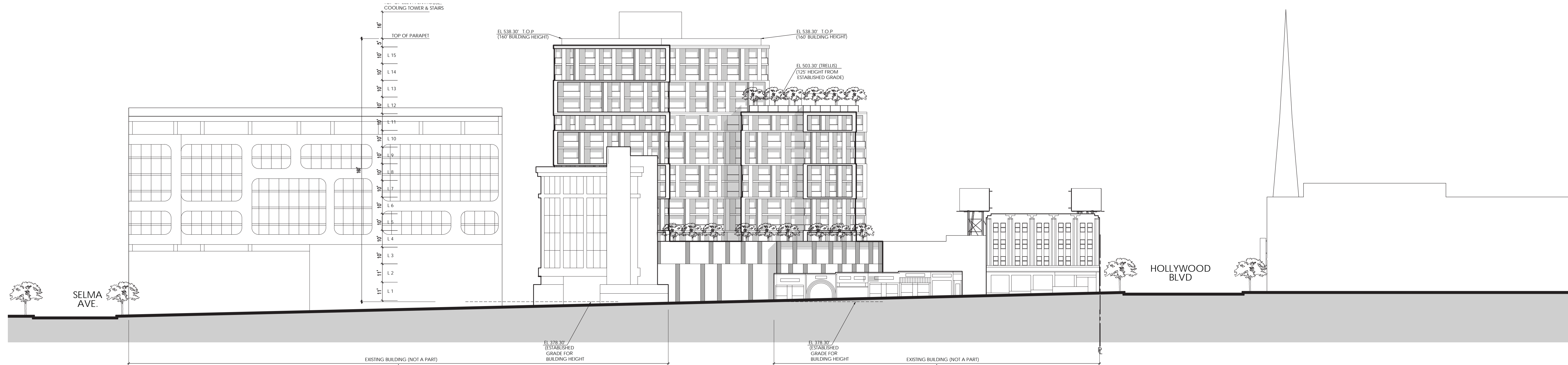


VIEW FROM WILCOX AVE. AT THE INTERSECTION OF WILCOX AVE. AND SELMA AVE. (LOOKING NORTH)

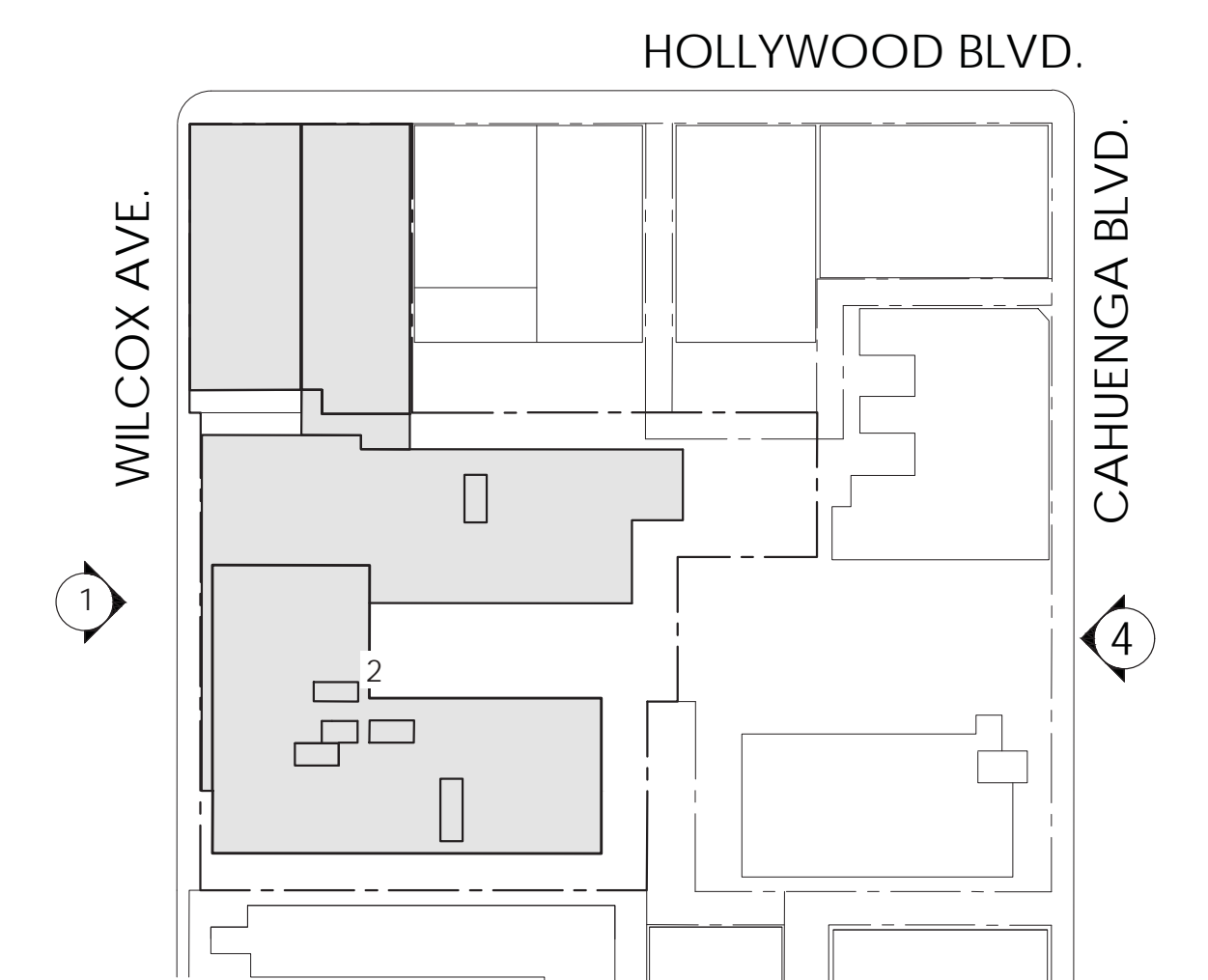




① WEST ELEVATION (ALONG WILCOX AVE.)



② EAST ELEVATION (ALONG CAHUENGA BLVD.)



KEYPLAN

ELEVATIONS
SCALE 1"=30'

Appendix D.2

Archaeological Resources Records Search

South Central Coastal Information Center

California State University, Fullerton
Department of Anthropology MH-426
800 North State College Boulevard
Fullerton, CA 92834-6846
657.278.5395 / FAX 657.278.5542

sccic@fullerton.edu

California Historical Resources Information System
Orange, Los Angeles, and Ventura Counties

5/24/2017

SCCIC File #: 17609.3666

Stephanie Eyestone-Jones
Eyestone Environmental
2121 Rosecrans Avenue, Suite 3355
El Segundo, California 90245

Re: Records Search Results for the Hollywood and Wilcox Project, City of Los Angeles

The South Central Coastal Information Center received your records search request for the project area referenced above, located on the Hollywood, CA USGS 7.5' quadrangle. The following summary reflects the results of the records search for the project area and a ¼-mile radius. The search includes a review of all recorded archaeological and built-environment resources as well as a review of cultural resource reports on file. In addition, the California Points of Historical Interest (SPHI), the California Historical Landmarks (SHL), the California Register of Historical Resources (CAL REG), the National Register of Historic Places (NRHP), the California State Historic Properties Directory (HPD), and the City of Los Angeles Historic-Cultural Monuments (LAHCM) listings were reviewed for the above referenced project site. Due to the sensitive nature of cultural resources, archaeological site locations are not released.

RECORDS SEARCH RESULTS SUMMARY

Archaeological Resources	Within project area: 0 Within project radius: 2
Built-Environment Resources	Within project area: 2 Within project radius: 67
Reports and Studies	Within project area: 7 Within project radius: 43
OHP Historic Properties Directory (HPD)	Within project area: 1 Within ¼-mile radius: 77
California Points of Historical Interest (SPHI)	Within project area: 0 Within ¼-mile radius: 0
California Historical Landmarks (SHL)	Within project area: 0 Within ¼-mile radius: 0
California Register of Historical Resources (CAL REG)	Within project area: 1 Within ¼-mile radius: 48
National Register of Historic Places (NRHP)	Within project area: 1 Within ¼-mile radius: 40

Archaeological Determinations of Eligibility (ADOE):	Within project area: 0 Within project radius: 0
City of Los Angeles Historic-Cultural Monuments (LAHCM)	Within project area: 1

HISTORIC MAP REVIEW – The Santa Monica, CA (1902, 1921) 1:62,500 scale historic maps indicated that in 1902 there were already several improved roads and many buildings present. The Hollywood and Cahuenga Valley Railroad ran through the search radius. The Cahuenga Pass was located to the north of the search area and there were two intermittent streams present. The communities of Hollywood and Colgrove were present and the place name of La Brea was present. In 1921, there was major development in the area. Improved roads were visible as a grid of blocks and buildings. The Pacific Electric Railroad ran through the Cahuenga Pass. All other features mentioned above were still present.

RECOMMENDATIONS

The project area has a long history of occupation and urbanization; therefore, the project area is potentially sensitive for buried archaeological resources. Because the ground-surface of the project area is obscured by urban development, an archaeological survey is not likely to result in the observation of surface artifacts. Therefore, it is recommended that a qualified archaeologist be retained to monitor all ground-disturbing activities. In the event that cultural resources are observed, all work within the vicinity of the find should be diverted until the archaeologist can assess and record the find and make recommendations. The “Attie Building” located at 6436 Hollywood Boulevard is listed as a contributor to the Hollywood Boulevard Commercial and Entertainment District which is on the National Register and the California Register. Additionally, the project location is adjacent to the Hollywood Walk of Fame and historic streetlamps. The effect of this project on recorded resources should be studied by a qualified consultant. Finally, the Native American Heritage Commission should be consulted to identify if any additional traditional cultural properties or other sacred sites are known to be in the area.

For your convenience, you may find a professional consultant* at www.chrisinfo.org. Any resulting reports by the qualified consultant should be submitted to the South Central Coastal Information Center as soon as possible.

*The SCCIC does not endorse any particular consultant and makes no claims about the qualifications of any person listed. Each consultant on this list self-reports that they meet current professional standards.

If you have any questions regarding the results presented herein, please contact the office at 657.278.5395 Monday through Thursday 9:00 am to 3:30 pm.

Should you require any additional information for the above referenced project, reference the SCCIC number listed above when making inquiries. Requests made after initial invoicing will result in the preparation of a separate invoice.

Thank you for using the California Historical Resources Information System,



Digitally signed by Stacy St.
James
Date: 2017.05.24 12:47:15 -07'00'

Michelle Galaz
Assistant Coordinator

Enclosures:

(X) Invoice #17609.3666

Due to processing delays and other factors, not all of the historical resource reports and resource records that have been submitted to the Office of Historic Preservation are available via this records search. Additional information may be available through the federal, state, and local agencies that produced or paid for historical resource management work in the search area. Additionally, Native American tribes have historical resource information not in the California Historical Resources Information System (CHRIS) Inventory, and you should contact the California Native American Heritage Commission for information on local/regional tribal contacts.

The California Office of Historic Preservation (OHP) contracts with the California Historical Resources Information System's (CHRIS) regional Information Centers (ICs) to maintain information in the CHRIS inventory and make it available to local, state, and federal agencies, cultural resource professionals, Native American tribes, researchers, and the public. Recommendations made by IC coordinators or their staff regarding the interpretation and application of this information are advisory only. Such recommendations do not necessarily represent the evaluation or opinion of the State Historic Preservation Officer in carrying out the OHP's regulatory authority under federal and state law.