

DEPARTMENT OF
CITY PLANNING
OFFICE OF HISTORIC RESOURCES
200 N. SPRING STREET, ROOM 620
LOS ANGELES, CA 90012-4801
(213) 978-1200

CULTURAL HERITAGE COMMISSION

RICHARD BARRON
PRESIDENT
ROELLA H. LOUIE
VICE-PRESIDENT

TARA J. HAMACHER
GAIL KENNARD
OZ SCOTT

FELY C. PINGOL
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CITY OF LOS ANGELES
CALIFORNIA



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INFORMATION
(213) 978-1270

www.planning.lacity.org

Date **APR 20 2012**

Los Angeles City Council
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

ATTENTION: Sharon Gin, Legislative Assistant
Planning and Land Use Management Committee

CASE NUMBER: **CHC-2012-195-HCM**
FIRESTONE TIRE BUILDING
800 S. LA BREA AVENUE

At the Cultural Heritage Commission meeting of **April 5, 2012**, the Commission moved to include the above property in the list of Historic-Cultural Monument, subject to adoption by the City Council.

As required under the provisions of Section 22.171.10 of the Los Angeles Administrative Code, the Commission has solicited opinions and information from the office of the Council District in which the site is located and from any Department or Bureau of the city whose operations may be affected by the designation of such site as a Historic-Cultural Monument. Such designation in and of itself has no fiscal impact. Future applications for permits may cause minimal administrative costs.

The City Council, according to the guidelines set forth in Section 22.171 of the Los Angeles Administrative Code, shall act on the proposed inclusion to the list within 90 days of the Council or Commission action, whichever first occurs. By resolution, the Council may extend the period for good cause for an additional 15 days.

The Cultural Heritage Commission would appreciate your inclusion of the subject modification to the list of Historic-Cultural Monuments upon adoption by the City Council.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Commissioner Hamacher
Seconded: Commissioner Kennard
Ayes: Commissioners Louie, Scott, and Barron

Vote: **5-0**


Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: Staff Report with Findings

c: Councilmember Tom LaBonge, Fourth Council District
BFS Retail and Commercial Operations, LLC
Art Deco Society of Los Angeles
Charles J. Fisher

CD 4

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INFORMATION
(213) 978-1270

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Date **APR 20 2012**

BFS Retail and Commercial Operations, LLC
535 Marriott Drive, 9th Floor
Nashville, TN 37214

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

CASE NUMBER: **CHC-2012-195-HCM**
FIRESTONE TIRE BUILDING
800 S. LA BREA AVENUE

As you will note from the attached copy of our communication to the Los Angeles City Council, the Cultural Heritage Commission has moved to include the above-referenced property in the list of Historic-Cultural monuments, subject to adoption by the City Council.

In due course, our transmittal will be given a council file number and will be referred to the Council's Planning and Land Use Management Committee for review and recommendation. If you are interested in attending the Council Committee meeting, you should call Sharon Gin at (213) 978-1074 for information as to the time and place of the Committee and City Council meetings regarding this matter. Please give Ms. Gin at least one week from the date of this letter to schedule this item on the Committee Agenda before you call her.

Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: CHC Declaration Letter to Council with Finding

C: Councilmember Tom LaBonge, Fourth Council District
Art Deco Society of Los Angeles
Charles J. Fisher
GIS

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2012-195-HCM
ENV-2012-196-CE

HEARING DATE: April 5, 2012
TIME: 3:00 PM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 800 S. La Brea Ave
Council District: 4
Community Plan Area: Wilshire
Area Planning Commission: Central
Neighborhood Council: Greater Wilshire
Legal Description: FR 17, Tract TR 4642

PROJECT: Historic-Cultural Monument Application for the
FIRESTONE TIRE BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

APPLICANT: Art Deco Society of Los Angeles

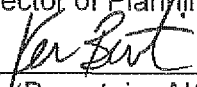
**APPLICANT'S
REPRESENTATIVE:** Charles J. Fisher
140 S. Avenue 57
Los Angeles, CA 90042

OWNER: BFS Retail and Commercial Operations, LLC
535 Marriott Drive, 9th Floor
Nashville, TN 37214

RECOMMENDATION **That the Cultural Heritage Commission:**

1. **Declare** the property a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article .1, Section 22.171.7
2. **Adopt** the report findings.

MICHAEL J. LOGRANDE
Director of Planning


Kerl Bernstein, AICP, Manager
Office of Historic Resources

Prepared by:

Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

FINDINGS

The building "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction" as an example of Streamline Moderne style auto-related architecture.

CALIFORNIA ENVIRONMENTAL QUALITY ACT ("CEQA") FINDINGS

The Commission hereby recommends that Council find the proposed designation of the Firestone Tire Building as a Historic-Cultural Monument to be exempt from further analysis under the California Environmental Quality Act pursuant to Title 14 of the California Code of Regulations, Sections 15308 (Class 8) and 15331 (Class 31).

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or 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.

SUMMARY

Constructed in 1937, this one-story commercial building exhibits character-defining features of the Streamline Moderne style. Located at the intersection of S. La Brea Ave and 8th Street, the subject building has two primary facades at the northern and western elevations and is square in plan. The curved northwest corner of the building creates a continuous elevation and is a primary character-defining feature of the building. Constructed of masonry, the building exhibits a bowstring truss roof. The western façade is highlighted by a distinctive, cantilevered overhang that abuts the buildings south wall and the adjacent building. A large, bow tie shaped metal pole sign reading "Firestone" is affixed atop the canopy facing 8th Ave. Individual metal box letters spelling out "Firestone" and "Complete Car Service" are attached at the roof line on both facades. The exterior is clad with porcelain enamel panels interrupted by large, open bays for auto access. A string of metal and glass storefront windows punctuate the elevations. The interior consists of a waiting room, office space, and large open auto servicing areas.

Built by the Firestone Tire and Rubber Company, it was used as a retail outlet for the company's tires and related automotive products. Designed by structural engineer R.E. Ward in 1937, the garage remains one of the flagship stores of the company's operations in Los Angeles.

An alteration to the garage was an additional roof sign constructed in 1962. While other alterations may have occurred, they appear not to be documented in building permits. The subject building appears to retain sufficient architectural integrity.

DISCUSSION

The Firestone Tire Building property successfully meets one of the specified Historic-Cultural Monument criteria: "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction." As a auto-related commercial building designed in the Streamline Moderne, the property qualifies for designation as a Historic-Cultural Monument based on this criterion.

BACKGROUND

At its meeting of February 2, 2012, the Cultural Heritage Commission voted to take the application under consideration. On March 1, 2012, the Cultural Heritage Commission toured the subject property.

CALIFORNIA ENVIRONMENTAL QUALITY ACT ("CEQA") REVIEW

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 "*consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.*"

State of California CEQA Guidelines Article 19, Section 15331, Class 31 "*consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings.*"

The designation of the Firestone Tire Building property as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code ("LAAC") will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior's Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.

Los Angeles Department of City Planning RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2012-195-HCM
ENV-2012-196-CE

HEARING DATE: February 2, 2012
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 800 S. La Brea Ave
Council District: 4
Community Plan Area: Wilshire
Area Planning Commission: Central
Neighborhood Council: Greater Wilshire
Legal Description: FR 17, Tract TR 4642

PROJECT: Historic-Cultural Monument Application for the
FIRESTONE TIRE BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

APPLICANT: Art Deco Society of Los Angeles


APPLICANT'S
REPRESENTATIVE: Charles J. Fisher
140 S. Avenue 57
Los Angeles, CA 90042

OWNER: BFS Retail and Commercial Operations, LLC
535 Mariott Drive, 9th Floor
Nashville, TN 37214


RECOMMENDATION That the Cultural Heritage Commission:

1. **Take the property under consideration** as a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.10(c)4 because the application and accompanying photo documentation suggest the submittal may warrant further investigation.
2. **Adopt** the report findings.


MICHAEL J. LOGRANDE
Director of Planning



Ken Bernstein, AICP, Manager
Office of Historic Resources



Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Prepared by:


Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

SUMMARY

Constructed in 1937, this one-story commercial building exhibits character-defining features of the Streamline Moderne style. Located at the intersection of S. La Brea Ave and 8th Street, the subject building has two primary facades at the northern and western elevations and is square in plan. The curved northwest corner of the building creates a continuous elevation and is a primary character-defining feature of the building. Constructed of masonry, the building exhibits a bowstring truss roof. The western façade is highlighted by a distinctive, cantilevered overhang that abuts the buildings south wall and the adjacent building. A large, bow tie shaped metal pole sign reading "Firestone" is affixed atop the canopy facing 8th Ave. Individual metal box letters spelling out "Firestone" and "Complete Car Service" are attached at the roof line on both facades. The exterior is clad with porcelain enamel panels interrupted by large, open bays for auto access. A string of metal and glass storefront windows punctuate the elevations. The interior consists of a waiting room, office space, and large open auto servicing areas.

Built by the Firestone Tire and Rubber Company, it was used as a retail outlet for the company's tires and related automotive products. Designed by structural engineer R.E. Ward in 1937, the garage remains one of the flagship stores of the company's operations in Los Angeles.

An alteration to the garage was an additional roof sign constructed in 1962. While other alterations may have occurred, they appear not to be documented in building permits. The subject building appears to retain sufficient architectural integrity.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or 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.

FINDINGS

Based on the facts set forth in the summary and application, the Commission determines that the application is complete and that the property may be significant enough to warrant further investigation as a potential Historic-Cultural Monument.

HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1. NAME OF PROPOSED MONUMENT FIRESTONE TIRE BUILDING
2. STREET ADDRESS 800 S. LA BREA AVENUE
CITY LOS ANGELES ZIP CODE 90038 COUNCIL DISTRICT 4
3. ASSESSOR'S PARCEL NO. 5084-003-001
4. COMPLETE LEGAL DESCRIPTION: TRACT TRACT No. 4642, WILSHIRE HIGHLANDS, AS PER MAP IN BOOK 50, PAGES 42 AND 43 OF MAPS FILED IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER.
BLOCK N/A LOT(S) 117 AND 263 ARB. NO. N/A
5. RANGE OF ADDRESSES 800 THRU 808 S. LA BREA AVENUE AND 5220 THRU 5230 W. 8TH STREET
6. PRESENT OWNER BFS RETAIL AND COMMERCIAL C/O TAX DEPARTMENT
STREET ADDRESS 535 MARRIOTT DRIVE, 9TH FLOOR
CITY NASHVILLE STATE TN ZIP CODE 37214 PHONE (615) 937-3952 EMAIL:
OWNER IS: PRIVATE PUBLIC
7. PRESENT USE RETAIL TIRE STORE AND GARAGE ORIGINAL USE RETAIL TIRE STORE AND GARAGE

DESCRIPTION

8. ARCHITECTURAL STYLE STREAMLINE MODERNE
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORKSHEET)
(SEE DESCRIPTION WORKSHEET)

HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT FIRESTONE TIRE BUILDING

10. CONSTRUCTION DATE: FACTUAL 1937 ESTIMATED _____

11. ARCHITECT, DESIGNER, OR ENGINEER: R. E. WARD

12. CONTRACTOR OR OTHER BUILDER: OWNER BUILD

13. DATES OF ENCLOSED PHOTOGRAPHS OCTOBER 29, 2011

14. CONDITION: EXCELLENT GOOD FAIR DETERIORATED NO LONGER IN EXISTENCE

ALTERATIONS: AN ADDITIONAL ROOF SIGN WAS ADDED IN 1962.

15. THREATS TO SITE NONE KNOWN PRIVATE DEVELOPMENT VANDALISM PUBLIC WORKS PROJECT

16. IS THE STRUCTURE ON ITS ORIGINAL SITE MOVED UNKNOWN

17. **SIGNIFICANCE**

BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED WITH SITE (SEE OPTIONAL SIGNIFICANCE WORKSHEET) BUILT IN 1937, THIS UNIQUE STREAMLINE MODERNE GARAGE BUILDING WAS BUILT BY THE FIRESTONE TIRE AND RUBBER COMPANY AS A RETAIL OUTLET FOR THE COMPANIES TIRES AND RELATED PRODUCTS. THE 12,250 SQUARE FOOT BUILDING WAS DESIGNED TO BE THE MOST MODERN OF PUBLIC GARAGE FACILITIES. USING THE THEN POPULAR STREAMLINE MODERNE STYLE AND THE USE OF PORCELAIN STEEL TO CREATE A FACILITY THAT CALLED OUT THE UPMOST IN MODERN STYLE TO SELL THE UPMOST IN MODERN TIRE AND RUBBER AUTOMOTIVE PRODUCTS. THE BUILDING HAS BEEN CONTINUALLY USED BY THE FIRESTONE COMPANY FOR ALMOST 75 YEARS AND REMAINS AS ONE OF THE FLAGSHIP STORES OF THE COMPANIES OPERATIONS. THE BUILDING REMAINS UNDER THE OWNERSHIP OF FIRESTONE'S PARENT COMPANY. IT IS AN EXCELLENT UNALTERED EXAMPLE OF A STREAMLINE MODERNE GARAGE BUILDING. DESIGNED BY THE STRUCTURAL ENGINEER, R. E. WARD, THE BUILDING IS NOTED FOR ITS UNUSUAL DESIGN IN SUCH PUBLICATIONS AS DAVID GEBHARD AND ROBERT W. WINTER'S "ARCHITECTURE IN LOS ANGELES-A COMPLEAT GUIDE".

18. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) LOS ANGELES CITY BUILDING PERMITS PER ATTACHED, LA COUNTY ASSESSORS RECORDS, RECORDED DEEDS, CENSUS RECORDS, LOS ANGELES COUNTY SUBDIVISION MAPS, LOS ANGELES TIMES ARTICLES, CULTURAL RESOURCES SECTION OF THE WILSHIRE/LA BREA PROJECT EIR PREPARED BY CHATTEL ARCHITECTURE, PLANNING AND PRESERVATION, CONTEMPORARY BROCHURES ON PORCELAIN STEEL BUILDINGS AND THE HISTORIC PROPERTY SURVEY REPORT FOR THE WESTSIDE SUBWAY EXTENSION.

DATE FORM PREPARED JANUARY 11, 2012 PREPARER'S NAME CHARLES J. FISHER

ORGANIZATION ART DECO SOCIETY OF LOS ANGELES STREET ADDRESS 140 S. AVENUE 57

CITY HIGHLAND PARK STATE CA ZIP CODE 90042 PHONE (323) 256-3593

E-MAIL ADDRESS: ARROYOSECO@HOTMAIL.COM

DESCRIPTION WORK SHEET

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

THE FIRESTONE TIRE BUILDING IS A 1 STORY,
NAME OF PROPOSED MONUMENT NUMBER OF STORIES

STREAMLINE MODERNE, SQUARE PLAN AUTO SERVICE BUILDING
ARCHITECTURAL STYLE (SEE LINE 8 ABOVE) PLAN SHAPE (SEE CHART) STRUCTURE USE (RESIDENCE, ETC)

WITH A PORCELAIN STEEL FINISH AND STEEL TRIM.
MATERIAL (WOOD SIDING, WOOD SHINGLES, BRICK, STUCCO, ETC) MATERIAL (WOOD, METAL, ETC.)

ITS FLAT ROOF IS COVERED WITH ROLLED COMPOSITION, GLASS AND STEEL,
ROOF SHAPE (SEE CHART) MATERIAL (CLAY TILE, ASPHALT OR WOOD SHINGLES) WINDOW MATERIAL

LARGE GLASS AND STEEL DISPLAY WINDOWS ARE PART OF THE DESIGN.
WINDOW TYPE (DOUBLE HUNG (SLIDES UP & DOWN), CASEMENT (OPENS OUT), HORIZONTAL SLIDING, ETC)

THE ENTRY FEATURES A TWO LARGE OPEN AUTO BAY DOORS AND GLASS AND STEEL DOOR TO THE WAITING ROOM
DOOR LOCATION (RECESSED, CENTERED, OFF-CENTER, CORNER, ETC)

WITH A STEEL FRAMED GLASS COMMERCIAL TYPE DOOR. ADDITIONAL CHARACTER DEFINING ELEMENTS
ENTRY DOOR STYLE (SEE CHART)

OF THE STRUCTURE ARE PORCELAIN ENAMEL PANELS COVERING THE UPPER PORTIONS OF THE TWO STREET FACING
IDENTIFY ORIGINAL FEATURES SUCH AS PORCHES (SEE CHART); BALCONIES; NUMBER AND SHAPE OF DORMERS (SEE CHART);

FACADES (WEST AND NORTH) WITH LARGE SERVICE BAY DOORWAYS IN BOTH FACADES. THE WEST FACADE IS
NUMBER AND LOCATION OF CHIMNEYS; SHUTTERS; SECONDARY FINISH MATERIALS; PARAPETS; METAL TRIM; DECORATIVE TILE OR CAST STONE; ARCHES;

DISTINGUISHED BY A LARGE CANTILEVERED OVERHANG OF THE TRUSS SUPPORTED ROOF. THE GLASS ENCLOSED
ORNAMENTAL WOODWORK; SYMMETRY OR ASYMMETRY; CORNICES; FRIEZES; TOWERS OR TURRETS; BAY WINDOWS; HALFTIMBERING; HORIZONTALITY;

WAITING ROOM IS SITUATED AT THE NORTHWEST CORNER OF THE BUILDING WITH THE ENTRY DOOR FACING WEST. THE WINDOWS
VERTICALITY; FORMALITY OR INFORMALITY; GARDEN WALLS, ETC.

CURVE AT THE NORTHWEST CORNER THE SAME AS THE PORCELAIN ABOVE THEM. THE CANTILEVERED ROOF DOMINATES THE
ADDITIONAL DEFINING ELEMENTS

SOUTHWEST PORTION OF THE BUILDING PROVIDING A COVERING FOR THAT AUTO ENTRY BAY. THE CORBELLED UNDERSIDE
ADDITIONAL DEFINING ELEMENTS

DESCENDS BY EACH PLANE INTO THE BAY OPENING WITH EACH LEVEL HIGHLIGHTED BY NEON LIGHT FIXTURES. THE ROOF ABUTS
ADDITIONAL DEFINING ELEMENTS

THE BUILDING'S SOUTH WALL AND THE ADJACENT STRUCTURE TO THE SOUTH. A PORCELAIN COVERED BULKHEAD IS AT THE BASE
ADDITIONAL DEFINING ELEMENTS

OF ALL OF THE WINDOWS. THE NORTH FACING ENTRY IS FLANKED BY FLUSH SQUARED PILASTERS WITH THREE BANDS AT THE TOP.
ADDITIONAL DEFINING ELEMENTS

THE LOWEST BANDS ARE A CONTINUATION OF A LENTIL BAND AT THE TOP OF THE WINDOWS. THE TOP BANDS CONTINUES OVER
ADDITIONAL DEFINING ELEMENTS

THE BAY OPENING WITH ONLY THE CENTER BAND BEING EXCLUSIVE TO THE PILASTERS. BOTH BAY ENTRIES USE STEEL "SCISSORS"
ADDITIONAL DEFINING ELEMENTS

TYPE SECURITY COVERS WHEN THE BUILDING IS CLOSED. ANOTHER CONTRASTING PORCELAIN BAND FOLLOWS THE
ADDITIONAL DEFINING ELEMENTS

ROOFLINE. THE ROOF IS DOMINATED BY A LARGE BOW TIE SHAPED NEON SIGN SAYING "FIRESTONE" AND INDIVIDUAL
ADDITIONAL DEFINING ELEMENTS

NEON CANNED LETTERS ARE ALONG THE OUTER EDGE OF THE ROOF SPELLING OUT "FIRESTONE" AND "COMPLETE
ADDITIONAL DEFINING ELEMENTS

CAR SERVICE". THERE APPEAR TO BE SEVERAL RECTANGULAR SKYLIGHTS ON THE ROOF AS WELL.
ADDITIONAL DEFINING ELEMENTS

SECONDARY BUILDINGS CONSIST OF THERE ARE NO SECONDARY BUILDINGS.
IDENTIFY GARAGE, GARDEN SHELTER, ETC.

SIGNIFICANT INTERIOR SPACES INCLUDE A LARGE AUTOMOBILE SERVICE BAY TAKES UP MOST OF THE INTERIOR
IDENTIFY ORIGINAL FEATURES SUCH AS WOOD PANELING, MOLDINGS AND TRIM, SPECIAL GLASS WINDOWS,

WITH THE REMAINDER BEING THE WAITING ROOM AND SOME OFFICE SPACE
ORNATE CEILING; PLASTER MOLDINGS; LIGHT FIXTURES; PAINTED DECORATION; CERAMIC TILE; STAIR BALUSTRADES; BUILT-IN FURNITURE, ETC.

HISTORIC-CULTURAL MONUMENT APPLICATION

**CITY OF LOS ANGELES
SIGNIFICANCE WORK SHEET**

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

Complete One or Both of the Upper and Lower Portions of This Page

ARCHITECTURAL SIGNIFICANCE

THE FIRESTONE TIRE BUILDING IS AN IMPORTANT EXAMPLE OF
NAME OF PROPOSED MONUMENT
STREAMLINE MODERNE ARCHITECTURE
ARCHITECTURAL STYLE (SEE LINE 8)

AND MEETS THE CULTURAL HERITAGE ORDINANCE BECAUSE OF THE HIGH QUALITY OF ITS DESIGN AND THE RETENTION OF ITS ORIGINAL FORM, DETAILING AND INTEGRITY.

AND/OR

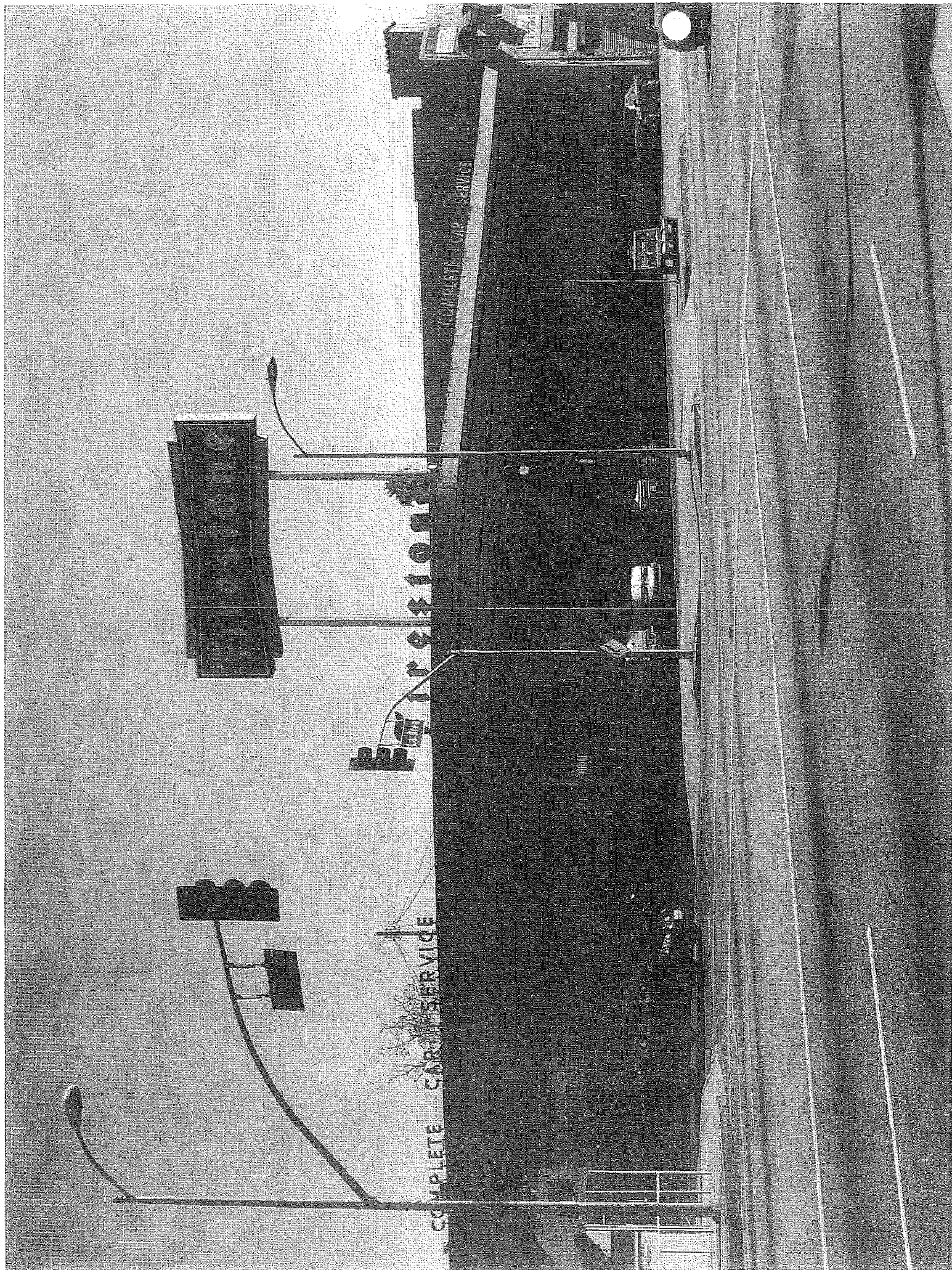
HISTORICAL SIGNIFICANCE

THE FIRESTONE TIRE BUILDING WAS BUILT IN 1937
NAME OF PROPOSED MONUMENT YEAR BUILT
FIRESTONE TIRE AND RUBBER AND STREAMLINE MODERNE ARCHITECTURE WAS IMPORTANT TO THE
NAME OF FIRST OR OTHER SIGNIFICANT OWNER

DEVELOPMENT OF LOS ANGELES BECAUSE THE FIRESTONE TIRE AND RUBBER COMPANY, WHICH WAS
FOUNDED IN 1900 BY HARVEY FIRESTONE, WAS ONE OF THE LARGEST AND MOST INFLUENTIAL TIRE
COMPANIES IN THE WORLD. THE COMPANY BEGAN IN AKRON OHIO. AN EARLY CONTRACT WITH FORD MOTOR
COMPANY (1905) MADE THE SMALL AKRON, OHIO TIRE COMPANY A MAJOR PLAYER IN THE NEW WORLD OF
THE AUTOMOBILE. THE FORD CONTRACT RESULTED IN THE IMMEDIATE EXPANSION OF THE SMALL COMPANY'S
PRODUCTION CAPACITY. ALL MODEL "T'S AND MODEL "A'S CAME EQUIPPED WITH FIRESTONE TIRES WHICH
CONTINUED TO SUPPLY VIRTUALLY ALL FACTORY FORD TIRES UNTIL THE MID-1990S. THIS RELATIONSHIP WAS
MOSTLY DUE TO A CLOSE PERSONAL FRIENDSHIP BETWEEN HARVEY FIRESTONE AND HENRY FORD. THE
FORD CONTRACT ALLOWED FIRESTONE TO GROW QUICKLY, BECOMING A BOOMING RIVAL TO FELLOW AKRON
BASED TIRE COMPANY, GOODYEAR. BY THE END OF WORLD WAR I, FIRESTONE WAS MARKETING TIRES IN ALL
48 STATES SEVERAL FOREIGN. IT BUILT AN ART DECO STYLE FACTORY IN ENGLAND IN 1928. THE COMPANY
HAD BEEN MARKETING MOST OF ITS TIRES THROUGH LOCAL GAS STATIONS AND REPAIR GARAGES, BUT BY THE
20S, HAD ALSO BEGUN TO OPEN ITS OWN RETAIL GARAGES. THIS EXPANSION SLOWED DOWN DURING THE
GREAT DEPRESSION, WHEN NEW CAR SALES TOOK A NOSE DIVE AND MOTORISTS MADE THEIR TIRES LAST
LONGER TO PUT OFF THE COST OF REPLACING THEM. BY THE LATE 1930S, THE ECONOMY WAS SLOWLY
STARTING TO PICK UP AND FIRESTONE BEGAN TO BUILD NEW RETAIL OUTLETS. THE STORE AT 8TH AND LA
BREA AVENUE WAS BUILT IN 1937 TO REPLACE AN EARLIER OUTLET AT 9TH AND LA BREA. THE COMPANY

CITY OF LOS ANGELES
SIGNIFICANCE WORK SHEET
CONTINUED

CHOSE THE STREAMLINE MODERNE DESIGN USING PORCELAIN COVERED STEEL AS THE MAIN SURFACE OF THE BUILDING. THE MAJORITY OF THE EXTERIOR IS A MUSTARD COLORED RECTANGULAR SHEETS WITH RED (PAINTED OVER THE ORIGINAL BLACK PORCELAIN) TRIM FOR HORIZONTAL BANDS AT THE ROOF LINE, LOWER BULKHEADS AND LENTILS ABOVE THE BAY ENTRY AND WINDOWS. THE CANTILEVERED OVERHANG OF THE DRAMATIC ENGINEERED TRUSS ROOF GAVE THE BUILDING A MOST DRAMATIC AND ULTRA-MODERN LOOK, MAKING IT THE FLAGSHIP STORE FOR THE COMPANIES LOS ANGELES OPERATIONS. THE USE OF PORCELAIN STEEL IN AUTOMOTIVE BUILDINGS DATES BACK A DECADE BEFORE WITH THE MATERIAL FIRST APPEARING IN SERVICE STATION CONSTRUCTION, USUALLY IN PREFABRICATED BUILDINGS. THIS ENABLED THE STATIONS TO BE BUILT ALONG THE SAME GENERAL LINES, WITH VARIATIONS FOR EACH OF THE DIFFERENT OIL COMPANIES. THE FIRESTONE TIRE BUILDING ON LA BREA UTILIZES THE MATERIAL AS A SIGNIFICANT DESIGN ELEMENT, ALONG WITH THE DESIGN OF THE ROOF AND THE COPIOUS USE OF NEON LIGHTING TO ACCENT THE BUILDING AT NIGHT. IN A WAY, THE BUILDING SERVES AS ITS OWN SIGNAGE BY CALLING ATTENTION TO ITSELF AS A MEANS OF MARKETING THE PRODUCT (FIRESTONE TIRES). VERY LITTLE HAS BEEN FOUND ON R. E. WARD, THE STRUCTURAL ENGINEER FOR THE BUILDING. ACCORDING TO THE ORIGINAL BUILDING PERMIT, HE HAD CALIFORNIA STATE LICENSE No. 2768 AS AN ENGINEER. IT'S POSSIBLE THAT THE ACTUAL DESIGN OF THE BUILDING MAY HAVE BEEN DRAWN UP BY AN IN-HOUSE ARCHITECT AT FIRESTONE'S HEADQUARTERS IN AKRON, BUT ONLY WARD IS CREDITED WITH THE DESIGN OF THE BUILDING. SINCE NO CONTRACTOR IS CALLED OUT ON THE PERMIT, IT WOULD INDICATE THAT THE FIRESTONE COMPANY SERVED AS THE GENERAL CONTRACTOR FOR THE PROJECT. WHATEVER IT'S ORIGINS, THE DESIGN IS UNIQUE AND APPEARS JUST AS FRESH TODAY AS IT WAS IN 1937. THE BUILDING IS STILL OWNED AND OPERATED BY THE COMPANY AND STANDS AS A VISIBLE REMINDER OF WHAT WAS ONCE ON THE CUTTING EDGE OF COMMERCIAL DESIGN. THE BUILDING IS CALLED OUT AS A HISTORIC RESOURCE IN THE ENVIRONMENTAL IMPACT REPORTS FOR BOTH THE "WILSHIRE LA BREA PROJECT", JUST TO THE NORTH, AND THE WESTSIDE SUBWAY EXTENSION PROJECT. IT IS ALSO CITED IN "ARCHITECTURE IN LOS ANGELES, THE COMPLEAT GUIDE", BY DAVID GEBHART AND ROBERT W. WINTER. AN ATTACHMENT DESCRIBES THE USE OF PORCELAIN IN COMMERCIAL BUILDINGS DURING THE 1930S.



5084

3
SHEET

P. A.
1049-3

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SEARCH NO

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COUNTY OF LOS ANGELES
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BK
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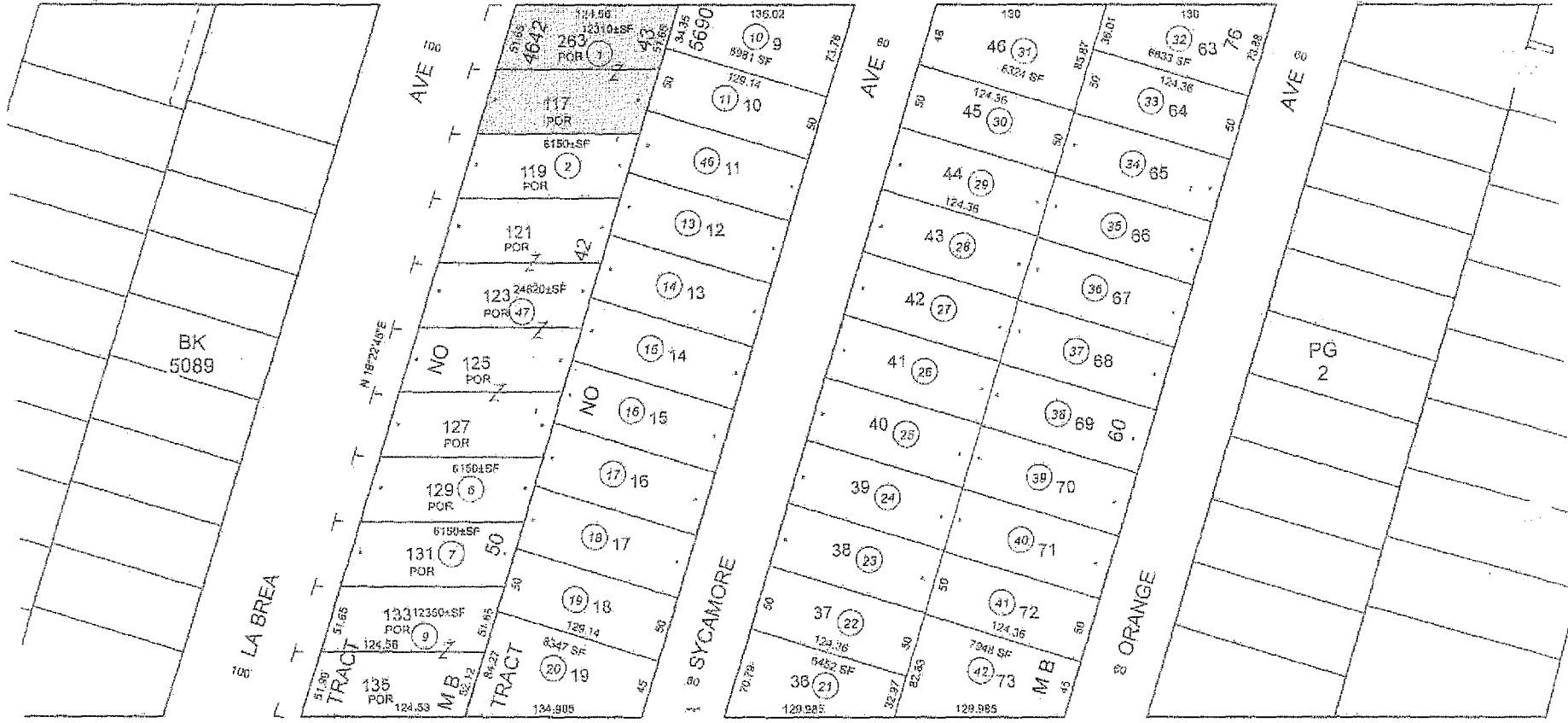
2010

8TH ST

8TH ST



MAPPING AND GIS
SERVICES
SCALE 1" = 60'



9TH ST

8TH ST

TRACT No 4642

SHEET No. 1

IN THE CITY AND COUNTY OF LOS ANGELES

16. 32 maps

50+42

Being a Subdivision of a portion of the HENRY H. GIRD, 831 Acre, allotment of the RANCHO LA CIENEGA, as per District Court Case No. 1161.

Ryell Taylor Engineer 500

SURVEYED BY ENGINEERING SERVICE CO. DEC. 1921. SCALE 1"=100

The bearing of the South Line of Wilshire Boulevard as shown on Tract No. 336, recorded in Map Book 1 Page 32 and 33, was taken as the basis of the bearings shown on this map.

I, Thos. A. Jordan, hereby certify that I am a Civil Engineer and that this map consisting of two sheets correctly represents a survey made under my supervision December, 1921, and that all monuments shown thereon actually exist and their positions are correctly shown.

State of California } ss. County of Los Angeles }

On this 14th day of December in the year one thousand nine hundred and twenty one before me Pauline Hudson a Notary Public in and for said County of Los Angeles, State of California residing therein, duly commissioned and sworn personally appeared Thos. A. Jordan, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS whereof I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Pauline Hudson Notary Public in and for Los Angeles Co., State of Calif.

We hereby certify that we are the owners of or interested in the land indicated within the subdivision shown on the annexed map, and that we are the only persons whose consent is necessary to pass a clear title to said land, and we consent to the making of said map and subdivision as shown within the colored border line, and hereby dedicate to the public use all the streets and alleys shown on said map within said subdivision.

State of California } ss. County of Los Angeles }

On this 13th day of December in the year one thousand nine hundred and twenty one before me Pauline Hudson a Notary Public in and for said County of Los Angeles, State of California, residing therein, duly commissioned and sworn personally appeared J. D. Brown, known to me to be the Vice President and

J. D. Brown known to me to be the Secretary of the Los Angeles Trust & Savings Bank, the corporation that executed the within instrument and known to me to be the persons whose names are subscribed thereto, and acknowledged to me that such corporation executed the same.

IN WITNESS whereof I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Pauline Hudson Notary Public in and for Los Angeles Co., State of Calif.

Los Angeles Trust & Savings Bank
J. D. Brown Vice Pres.
J. D. Brown Cash
Los Angeles Trust & Savings Bank, Corp.
J. D. Brown Pres.
J. D. Brown Cash

State of California } ss. County of Los Angeles }

On this 13th day of December in the year one thousand nine hundred and twenty one before me Pauline Hudson a Notary Public in and for said County of Los Angeles, State of California, residing therein, duly commissioned and sworn personally appeared

H. B. Mellett known to me to be the Vice President and J. D. Brown known to me to be the Secretary of the Los Angeles Trust & Savings Bank, the corporation that executed the within instrument and known to me to be the persons whose names are subscribed thereto, and acknowledged to me that such corporation executed the same.

IN WITNESS whereof I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Pauline Hudson Notary Public in and for Los Angeles Co., State of Calif.

I hereby certify that I have examined the land included within the tract or subdivision shown on the annexed map and that I consider the same suitable for residential or commercial purposes.

Date 13th 1922 By City Engineer

Title Insurance and Trust Company 581552 January 4, 1922 Los Angeles Trust & Savings Bank, a corporation

TRACT No. 4642

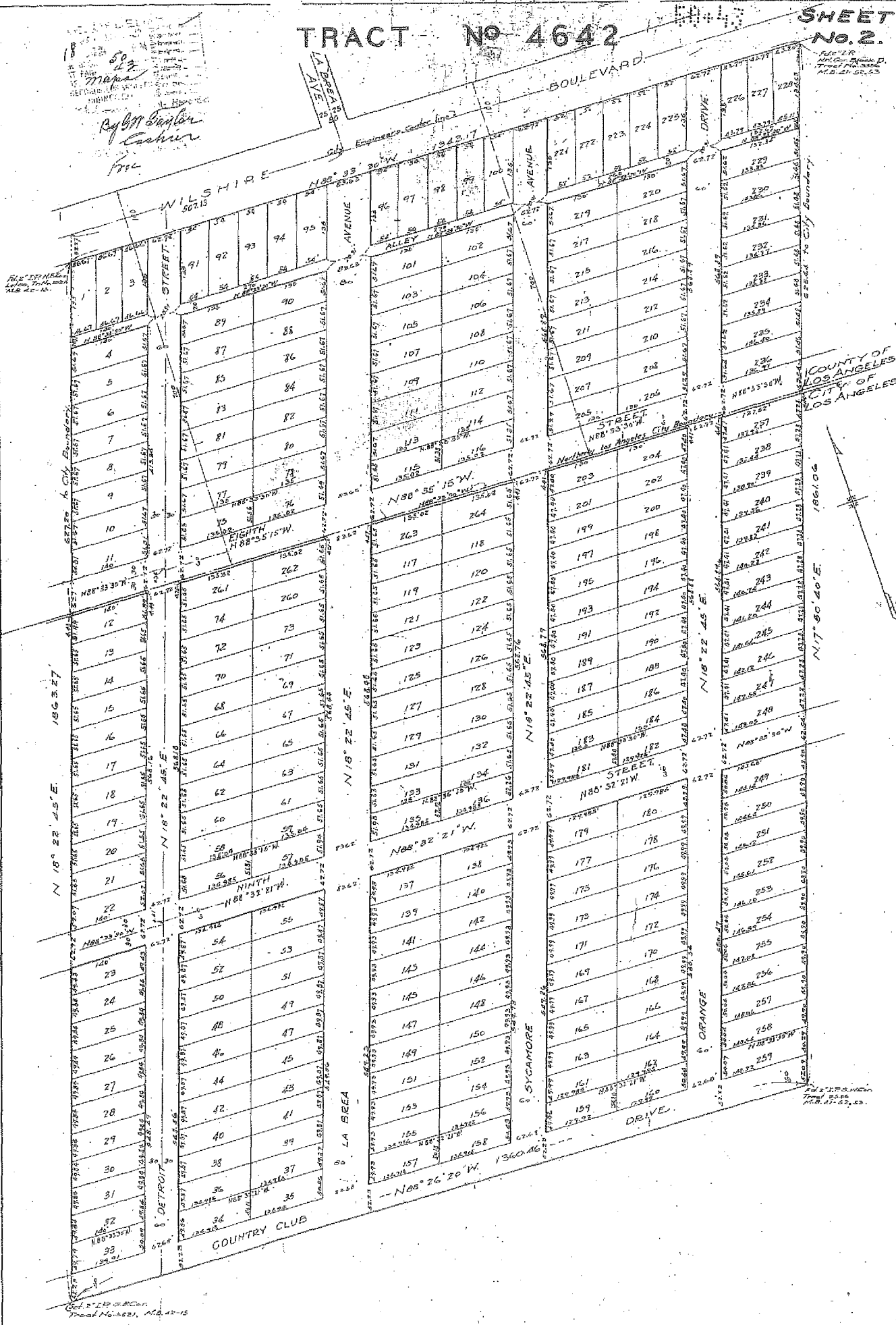
20th December 1922

John A. ... Jan. 13th 1922

TRACT No 4642

SHEET No. 2

*By M. Butler
Cashier*



COUNTY OF LOS ANGELES
CITY OF LOS ANGELES

1861.06

N 17° 50' 40" E

ORANGE

N 18° 22' 45" E

N 18° 22' 45" E

N 19° 22' 45" E

N 18° 22' 45" E

LA BREA

SYCAMORE

ORANGE DRIVE

COUNTRY CLUB

City of Los Angeles
Map No. 10,000, M.B. 10-15

Firestone to Erect Store Building

Los Angeles Times (1923-Current File); Apr 4, 1937;

ProQuest Historical Newspapers: Los Angeles Times (1881-1987)
pg. E7

Firestone to Erect Store Building

A \$30,000 reinforced brick and concrete store building will be built at 755 South La Brea avenue for the Firestone Tire & Rubber Company.

The structure will be one story and is to cover a ground area ninety-eight by 125 feet.



By
CAREFUL DRIVING
 and with **TIRES THAT ARE**
TRIPLE-SAFE

NEVER before have motorists given so much attention to the subject of tire safety. That is why car owners by the thousands are changing over to Firestone Tires, the only tires made that are TRIPLE-SAFE. What does TRIPLE-SAFE mean? It means—

1. PROTECTION AGAINST BLOWOUTS. Firestone Tires run up to 28° cooler because every fiber of every cord in every ply is saturated with liquid rubber. This patented Gum-Dipping process counteracts internal friction and heat that ordinarily cause blowouts.
 2. PROTECTION AGAINST PUNCTURES. Two extra layers of Gum-Dipped cords under the tread add great strength to the tire and give extra protection against punctures.
 3. PROTECTION AGAINST SKIDDING. The scientific tread design gives longer non-skid mileage and will stop your car up to 25% quicker.
- Help prevent highway accidents by making your car *fire-safe* for your vacation trip. Join the Firestone SAVE A LIFE Campaign today by equipping your car with a set of new Firestone TRIPLE-SAFE Tires—the safest tires that money can buy.

Firestone HIGH SPEED TIRE	
2.00-22	\$10.65
4.75-18	10.60
5.00-17	10.50
5.00-19	11.40
5.25-17	12.25
5.25-18	12.70
HEAVY DUTY	
4.75-19	\$13.95
5.00-16	15.25
5.50-17	16.55
6.00-16	18.45
6.00-17	18.60

BATTERIES ASK ABOUT OUR "CHARGEMOVER" PRICE	FIRESTONE AUTO RADIO Special \$39.95 CUSTOMER SERVICE DEPT. FIRESTONE TIRE CO.	GRAY DOVERS Cottons & Combs 89¢ \$1.69	SAFE-FLEX FAN \$7.95
---	---	---	--------------------------------

25% MORE TIRE MILEAGE!

YOU CANNOT AFFORD TO DRIVE WITHOUT TRIPLE-SAFE TIRES ON YOUR CAR!

As has been said, 3,000,000 miles without an accident on Firestone Triple-Safe Tires. In 15 consecutive years Firestone Tires have been in the leading cars in the Indianapolis Race. Such records prove Firestone Tires the safest tires built.

Last year highway accidents cost the lives of more than 25,000 men, women and children and a million more were injured! More than 60,000 of these deaths and injuries were caused directly by punctures, blowouts and skidding due to smooth, wavy, unsafe steel!

Right is better! Get the new Firestone Triple-Safe tires. They are built with a special tread pattern that gives you extra safety and protection. Come to our nearest Firestone dealer for a demonstration.

Left is a section cut from a regular, wavy tire. Notice the irregular tread pattern. This is the cause of most accidents. Right is a section cut from a Firestone Triple-Safe tire. Notice the smooth, wavy tread. This is the cause of safety.

JOIN THE **FIRESTONE** *Save a Life* CAMPAIGN TODAY

Firestone
TRIPLE-SAFE TIRES

Listen to the Voice of Firestone featuring Margaret Sprague, Monday evenings over National R. B. C. and Newark

THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU

- DORRINGTON**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1162 E. Foothill—Ph. 3305
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 802 E. 9th St.—Ph. 2141
THE HAVY COUNTRY
 Bony, 3th & 4th—Ph. 2211
OPHELIA TIRE SERVICE
 1382 S. Flower—Ph. 8553
HOOPER TIRE SERVICE
 2519 Santa Fe—Ph. 2316
L. A. RUBBER & ASBESTOS
 124 E. 3rd St.—Ph. 2711
FLORENCE TIRE SERVICE
 2407 S. Flower 35
- SOUTH**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 8421 S. Vermont—Ph. 1181
E. E. WHITE
 1005 S. San Pedro
- WEST**
FRED W. SHATTUCK
 Whittier at Atlantic Blvd.
THOUT SUPER SERVICE
 415 and 5th—Alhambra 0444
- WEST**
EDDIE MILLER
 716 & Alhambra—Ph. 3182
EDDIE EDGEWORTH
 Wash. at West—Ph. 1145
GARLAND & JONES
 4009 W. 5th St.—Ph. 2030
STEWART AUTO SUPPLY & SERVICE STORES
 2208 S. Vermont—Residence 3219
DONNING SUPER SERVICE
 317 E. Hoover—Ph. 2222
WILSHIRE DISTRICT
FIRESTONE AUTO SUPPLY & SERVICE STORES
 9th and La Brea—Dorham 1219
- ALHAMBRA**
GEORGE W. REEVES
 1120 N. Alhambra
FIRESTONE AUTO SUPPLY & SERVICE STORES
 844 E. Main St.—Phone 4058
- FULLERTON**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 Spruce & Orange—Ph. 704
- INGLEWOOD**
MILLER BROS.
 616 Grand—Ph. 4111
DEVERLY HILLS
FIRESTONE AUTO SUPPLY & SERVICE STORES
 2195 Wilshire Blvd.—W.C. 2533
 CR. 7118
- COMPTON**
CHARLES PALMER
 122 E. Compton Blvd.
CHRYSLER CITY
STANLEY SUPER SERVICE, INC.
 1618 W. York—Ph. 1029
- EL MONT**
CHRYSLER SERVICE
 100 E. Valley Blvd.—Ph. 221
- INGLEWOOD**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 531 Market St.—Ph. 202
 Ph. 2189
- HUNTINGTON PARK**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 914 and 9th—Ph. 1214
FRANK EDWELL
 241 E. Florence
 Ph. 538
- GLENDALE**
PEDDNER-PAUFF, INC.
 122 S. Brand—Ph. 412
FIRESTONE AUTO SUPPLY & SERVICE STORES
 101 S. Brand—Ph. 414
- LONG BEACH**
CHRISTENSEN
 AUTO SUPPLY CO.
 844 E. Anaheim
- FIRESTONE AUTO SUPPLY & SERVICE STORES**
 7th & 14th—Ph. 4009
MONTEPARK
ROBERT SUPER SERVICE
 27 S. Garfield
 455 W. Croy
- PASADENA**
PENN OIL & SUPPLY CO.
 100 W. Union
- SANTA ANE**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 108 E. 2nd—Phone 4420
- ARCADIA**
BOBE SUPER SERVICE
 Lincoln & Duarte Rd.—Phone 495
- SAN FERNANDO**
VALLEY TIRE SHOP
 Pete Andrea
- SAN PEDRO**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 13th & Pacific—Phone 125
- SANTA MONICA**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 Lincoln & S. M.—Ph. 2410
- TEMPERANCE CITY**
HARVEY G. McDANIEL
 2101 Ray Town—Ph. 4112
- FOURDANCE**
FIRESTONE AUTO SUPPLY & SERVICE STORES
 1225 Broadway—Phone 478
- WHITTIER**
R. F. DANIELS SERVICE, INC.
 212 W. Main—Ph. 4214

18 CONSECUTIVE WINS at INDIANAPOLIS Prove

Firestone
TRIPLE-SAFE TIRES
 GIVE YOU
 GREATEST BLOWOUT
 PROTECTION

Gum-dipped cords
**PROVIDE THE EXTRA MARGIN
 OF SAFETY ON THE SPEEDWAY
 OR THE HIGHWAY**



For eighteen years, each brick on the surface of the Indianapolis speedway; each tortuous, twisting turn; the terrific heat; the grinding speeds, have all tried to make Firestone Tires "give up." Every year Firestones have proved their safety and dependability by having been on the winning car of this race. SUCH IS PROOF OF PERFORMANCE.



**THE MASTERPIECE OF
 TIRE CONSTRUCTION**

ONLY Firestone TIRES ARE TRIPLE-SAFE

- 1. Protection from Blowouts**
 Firestone's patented Gum-Dipping process, whereby every fibre of every cord of every ply is insulated with pure liquid rubber, counteracts internal friction and heat, the greatest enemies of tire life. Tests prove Firestone Tires run up to 25% cooler.
- 2. Protection from Punctures**
 Another patented process—that of having two extra Gum-Dipped plies under the tread—protects Firestone Tires from punctures. These extra plies, in addition, bind the tread and the body of the tire into one inseparable unit.
- 3. Protection from Skids**
 Firestone's scientific tread design offers 37% more angles to the road in stopping your car. The center of the tread is ribbed to give you longer non-skid mileage. Tests prove Firestone Tires stop your car up to 25% quicker.

Firestone HIGH SPEED TIRES			
Size	Price	Size	Price
4.50-20	\$9.65	5.50-17	\$13.95
4.50-21	10.05	6.00-15	15.55
4.75-19	10.60	6.50-16	19.15
5.25-18	12.70	7.00-17H0	24.00

LOW AS 81¢ A WEEK

Size	Per Week	Size	Per Week
4.50-20	\$8.82	5.50-17	\$11.10
4.50-21	.89	6.00-15	3.29
4.75-19	.89	6.50-16	3.79
5.25-18	1.06	7.00-17H0	2.06

**YOU, TOO, NEED THE *Vital Safety* CHAMPIONS DEMAND
 EQUIP YOUR CAR with FIRESTONES TODAY!**

BY EVERY TEST Firestone TRIPLE SAFE TIRES ARE BEST!

Listen to the Voice of Firestone featuring Margaret Sprague, Monday evenings over National's N.E.C. Red Network

THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU

- | | | | | |
|---|---|--|--|---|
| <p>DORHARTON
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 119 S. Figueroa—PH. 4787</p> <p>FIRESTONE AUTO SUPPLY & SERVICE STORES
 206 E. 1st—MA. 4181</p> <p>THE MAY COMPANY
 1142 S. Flower—PH. 2415</p> <p>OPHELLE TIRE SERVICE
 2122 Santa Fe—MA. 2112</p> <p>MOYER TIRE SERVICE
 111 E. 1st—MU. 2514</p> <p>L. A. RUBBER & AEROSTOCK
 727 S. Flower—PH. 2514</p> <p>FLOWER ST. SUPER SERVICE
 727 S. Flower—PH. 2514</p> | <p>WEST
 EDIE MILLER
 1101 E. Broadway—PH. 1261</p> <p>KEDIE WOODGOMS
 Wash. at Water—PH. 2124</p> <p>BARLARD & JONES
 800 W. 12th—DR. 4020</p> <p>STEWART AUTO SUPPLY & SERVICE STORE
 200 E. Vermont—S. 2100</p> <p>CONNERS SUPER SERVICE
 510 at Hoover—DR. 5221</p> <p>C. AND J. SUPER SERVICE
 Catalina at Jefferson</p> <p>WILSHIRE DISTRICT
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1st and La Brea—DR. 1216</p> <p>VINCENT LODS SUPER SERVICE
 302 So. La Brea, Corner South</p> | <p>HOLLYWOOD
 MULLER BROS.
 1100 Sunset—DR. 4111</p> <p>FULLERTON
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 Spruce & Chapman—PH. 2414</p> <p>BEVERLY HILLS
 HIGHT'S TOWER
 SUPER SERVICE
 1218 Montage at Wilshire
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1015 Wilshire—DR. 1216</p> <p>CONTON
 CHARLES PALMER
 121 E. Columbia Blvd.</p> <p>CULVER CITY
 LYDIO SUPER SERVICE, INC.
 2011 W. Washington—PH. 4410</p> <p>EL MONTE
 CHASE'S SERVICE
 60 E. Valley—DR. 1211</p> <p>INGERSWOOD
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 212 Pacific—PH. 1211</p> | <p>HUNTINGTON PARK
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1115 and 1121—PH. 4111</p> <p>FRANK BONELLI
 2411 E. Florence—PH. 4111</p> <p>GLENDALE
 PENNER-KAUFF, INC.
 101 E. Broadway—PH. 4111</p> <p>FIRESTONK AUTO SUPPLY & SERVICE STORES
 101 E. Broadway—PH. 4111</p> <p>LONG BEACH
 CHRISTENSEN
 AUTO SUPPLY CO.
 441 E. Anaheim</p> <p>FIRESTONE AUTO SUPPLY & SERVICE STORES
 111 E. 1st—PH. 4111</p> <p>MONTREY PARK
 ROBERT SUPER SERVICE
 111 E. 1st—PH. 4111</p> <p>PASADENA
 PENN OIL & SUPPLY CO.
 111 E. 1st—PH. 4111</p> | <p>SANTA ANA
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 101 E. 1st—PH. 4111</p> <p>ARCADIA
 BOB'S SUPER SERVICE
 Riverside & Duquesne—PH. 4111</p> <p>SAN FERNANDO
 VALLEY TIRE SHOP
 Palo Alto</p> <p>SAN PEDRO
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 111 E. 1st—PH. 4111</p> <p>SANTA MONICA
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 Lincoln & N. W.—PH. 4111</p> <p>TEMPLE CITY
 BARNELL O. MCDANIEL
 2111 Los Angeles—PH. 4111</p> <p>TORRANCE
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 111 E. 1st—PH. 4111</p> <p>WHITTIER
 E. F. DANIELS SERVICE, INC.
 111 E. 1st—PH. 4111</p> |
|---|---|--|--|---|

DON'T WAIT FOR PAY DAY!

TO REPLACE *Smooth* WORN TIRES



Buy 4 New
Firestone
 STANDARD TIRES
 for only **1.63** per week
NO Cash DOWN

Here's your chance to get new tire safety with no large cash outlay! Avoid skidding dangers this winter with these first grade quality tires. No money down -- pay as you earn. Drive in and open a Budget Account NOW! There's no red tape -- no delay. Five minutes and four account is open.

FIRST GRADE QUALITY at VOLUME PRODUCTION PRICES

Firestone's efficient methods of manufacture and distribution enable you to buy these outstanding tires at such low prices. Get the PLUS Safety of 4 new Firestone Gam-Dipped Tires today and pay only the price of a pack of cigarettes per day.

FIRESTONE STANDARD TIRE *

SIZE	Per Week 1 Tire	4 Tires
4.40-21	\$.62	\$2.48
4.50-21	.72	2.88
4.75-15	.79	3.16
5.25-16	.92	3.68
5.50-17	1.04	4.16
6.00-16	1.20	4.79

Other sizes proportionately low.

BRAKES OVERHAULED
 The closest thing to a yellow you ever had. A complete checkup and overhaul of your braking system, at this low price. Regular \$2.50 value. Remember, Safe Brakes May Save a Life. Drive in today for this bargain! **\$1.95**

Brakes Retined 81¢ PER WEEK

PREPARE NOW FOR COLD WEATHER
Firestone
EXTRA POWER
 ALL-RUBBER SEPARATOR
BATTERY
 To overcome cold starting difficulties, and take care of additional electrical equipment. As low as **\$4.18 PER WEEK**

By Every Test
Firestone TRIPLE SAFE TIRES
 Are Best

THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU

- DOWNTOWN**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1115 S. Flower--PH. 6704
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 100 E. 5th St.--VA. 1141
 THE MAY COMPANY
 807 W. 6th--TU. 5211
 OPSALE TIRE SERVICE
 122 S. Flower--PH. 6427
 MOTOR TIRE SERVICE
 745 Santa Fe--M. 2113
 L. A. NUMBER & ASBESTOS
 24 E. 3rd St.--TU. 5211
 LOWER ST. SUPER SERVICE
 207 E. Flower St.
- SOUTH**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 117 S. Vermont--TU. 5211
 E. E. WHITE
 2200 S. Los Feliz
- EAST**
 FRED W. SHAFERCO
 4111 Wilshire at Alhambra Blvd.
 TROUT SUPER SERVICE
 614 and 616--M. 2113
- WEST**
 FRED MILLER
 1114 S. Alhambra--TU. 5211
 EDGEE FORDCOMB
 1114 S. Vermont--TU. 5211
 GARLAND & JONES
 4100 W. 9th St.--DR. 9733
 STEWART AUTO SUPPLY & SERVICE STORE
 206 S. Vermont--TU. 5211
 COHNER'S SUPER SERVICE
 314 W. Hoover--DR. 9221
 C. AND J. SUPER SERVICE
 Catalina at Hollywood
- KINGSLEY DISTRICT**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1114 S. Vermont--TU. 5211
 VINCENT LOGA-SUPER SERVICE
 107 S. Los Angeles--DR. 9141
 ALLANSCA
 GEORGE W. REEVES
 122 N. Alhambra
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1114 S. Vermont--TU. 5211
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1114 S. Vermont--TU. 5211
- HOLLYWOOD**
 MILLER BROS.
 2100 Sunset--DR. 4111
- BEVERLY HILLS**
 HUNT'S TOWER
 SUPER SERVICE
 1224 Wilshire at Robertson
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1210 Wilshire--DR. 4111
 CA. 1115
- COMPTON**
 CHARLES PALMER
 422 E. Compton Blvd.
- CULVER CITY**
 STUDD'S SUPER SERVICE, INC.
 102 S. Western--DR. 4111
 HAMBURGER MOTOR SERVICE
 620 West Culver. Ph. 2113
- EL MONTE**
 CHRYSLER SERVICE
 112 E. Valley Blvd.--M. 2113
- INGLEWOOD**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 224 W. 116th St. Ph. 2113
- HUNTINGTON PARK**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1114 S. Vermont--TU. 5211
 FRANK BONELLI
 201 E. Huntington--TU. 5211
- GLENDALE**
 FEENBERG AUTO, INC.
 220 E. Broadway--TU. 5211
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 401 E. Broadway--TU. 5211
- LONG BEACH**
 CHRISTENSEN
 AUTO SUPPLY CO.
 411 E. Anaheim
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 714 E. Broadway--TU. 5211
- MONTEREY PARK**
 ROCCO SUPER SERVICE
 22 So. California
 46 W. Garvey
- SANTA ANA**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 202 E. 1st St.--Phone 4200
- ARIZONA**
 BOB'S SUPER SERVICE
 1014 N. Duval Rd.--Phone 144
- SAN BERNARDINO**
 VALLEY TIRE SHOP
 Palm Springs
- SAN PEDRO**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1040 2nd Street--Phone 318
- SANTA MONICA**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 Lincoln & S. W.--Ph. 2113
- TEMPLE CITY**
 DANIEL D. MC DANIEL
 1701 1/2 11th--TU. 5211, Alt. 2022
- TORRANCE**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 114 Main--Phone 478
- WHITTIER**
 E. E. DANIELS SERVICE, INC.
 222 W. Main--TU. 5211

TESTS PROVE
Firestone
TRIPLE-SAFE TIRES
 WILL STOP YOUR CAR
UP TO 25%
QUICKER
 and here's how:

STOP

Firestone
HIGH SPEED TIRE

As low as 25¢ per week

To protect your life and the lives of others, you'll want to be able to stop quickly and surely in an emergency. The scientific tread design of Firestone Triple-Safe Tires gives you this safety assurance.

ONLY
Firestone
TIRES ARE
TRIPLE-SAFE
PROTECTION FROM SKIDDING BLOW-OUT PROTECTION PUNCTURE PROTECTION

The distinctive, scientifically designed tread of Firestone High Speed Tires gives 27% more angles to the road on the sides of the tread, where the strain of stopping and starting occurs. The ribbed center of the tread gives longer non-skid mileage. Tests by a leading university show that Firestone tires will stop your car up to 25% quicker.

Firestone's patented Gum-Dispensing process resists heat and lateral friction that Firestone Tires run up to 25 degrees cooler. This resistance of heat eliminates the chief cause of blow-outs. It automatically seals as it disintegrates, preventing Firestone Triple-Safe Tires from any blow-out protection.

Another patented feature — two extra Gum-Dispersed plates under the tread, gives added protection against punctures and a cushion against the road shocks which destroy tire life. In addition, it serves to unite the tread and body of the tire into one inseparable unit.

BUY TIRES, BATTERIES & AUTO SUPPLIES on our BUDGET PLAN!

By Every Test
Firestone **TRIPLE SAFE** **TIRES**
Are Best!

THE FOLLOWING DEALERS ARE PREPARED TO SERVE YOU

- | | | | |
|---|---|---|--|
| DOWNTOWN
FIRESTONE AUTO SUPPLY & SERVICE STORES
724 S. Figueroa—DA, 802
FIRESTONE AUTO SUPPLY & SERVICE STORES
230 S. S. St.—DA, 141
FIRE MAY COASTWAY
5245 1/2 S. Hill—TL, 511
OPHELIA TIRE SERVICE
1221 S. Figueroa—DA, 514
L. A. RUBEN & ASSOCIATES
121 S. 2nd—LH, 271
LOWERY ST. MOTOR SERVICE
1247 S. Figueroa—DA, 12 | DOWNER'S SUPER SERVICE
718 N. Hollywood—DA, 802
C. AND J. SUPER SERVICE
Capitola of Jupiter | HOLLYWOOD
MULLER BROS.
528 Hollywood—GM, 811 | PASADENA
PENN OIL & SUPPLY CO.
112 N. Union |
| EVANSTON
FRED W. SHATTUCK
Wholesale at Atlantic Blvd.
FROST SUPER SERVICE
414 and 408—LH, 114 | EVINGDALE
VINCENT LOGS SUPER SERVICE
626 E. La Brea—CH, 224 | EL MONTE
CHEY'S SERVICE
126 E. Valley Blvd.—PL, 101 | SANTA ANA
FIRESTONE AUTO SUPPLY & SERVICE STORES
104 & 124—DA, 522 |
| EVINGDALE
GEORGE W. REEVES
112 N. Atlantic | GLENNDALE
FIRESTONE AUTO SUPPLY & SERVICE STORES
104 E. Main—BR, 402 | INGLEWOOD
FIRESTONE AUTO SUPPLY & SERVICE STORES
231 Market—BR, 202
222 E. Main—BR, 202 | IRVINE
BOB'S SUPER SERVICE
1224 & 1224—DA, 522 |
| EVINGDALE
BEVERLY HILLS NIGHTS TOWER SUPER SERVICE
1724 Wilshire—WA, 1224 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
104 E. Main—BR, 402 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
714 & 714—BR, 202 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
114 & 114—BR, 202 |
| EVINGDALE
FRED W. SHATTUCK
Wholesale at Atlantic Blvd.
FROST SUPER SERVICE
414 and 408—LH, 114 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
714 & 714—BR, 202 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
714 & 714—BR, 202 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
714 & 714—BR, 202 |
| EVINGDALE
FRED W. SHATTUCK
Wholesale at Atlantic Blvd.
FROST SUPER SERVICE
414 and 408—LH, 114 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
714 & 714—BR, 202 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
714 & 714—BR, 202 | LONG BEACH
FIRESTONE AUTO SUPPLY & SERVICE STORES
714 & 714—BR, 202 |

Here's A REAL TEST!
87 SPEED RECORDS BROKEN TO PROVE
Firestone
TRIPLE-SAFE TIRES
THE SAFEST TIRES
BUILT



The most grinding tests ever devised for tires... Tremendous speeds... terrific heat... rough, abrasive surfaces couldn't break down the Triple-Safe surfaces of Firestone tires on an open-wheel car. Yes, too, read the Society of the Firestone Tire on An Open-wheel car. You, too, read the safety champion demand. Equip your car with Firestone today!

An Jenkins, World's Safest Driver, Establishes 87 New Records for Safety, Speed, Mileage and Endurance... He Drove 3,714 Miles in 24 Hours on the Sharp Granite-Like Surfaces of the Honeymoon Ball Beads at Average Speed of 132.2 Miles an Hour.

BLOW-OUT PROTECTION
 Patented Gum-Dipping process impregnates every fibre of every cord of every ply with pure, liquid rubber - adding 3 lbs. of rubber to every 100 lbs. of cotton fabric. Blow-out hazard is eliminated by this process which stops internal friction and heat



SKID PROTECTION
 Scientific tread design gives 37% more angles and projections against skidding -- stopping your car up to 25% quicker. The four ribs in the center, where most of the wear occurs, allow longer non-skid mileage.



PUNCTURE PROTECTION and SHOCK ABSORPTION
 Two extra Gum-Dipped plies under the tread -- another Firestone Patented process, protect the inside of the tire and the tube from punctures and road shocks which destroy tire life, and weld the tread and body of the tire into one inseparable unit.



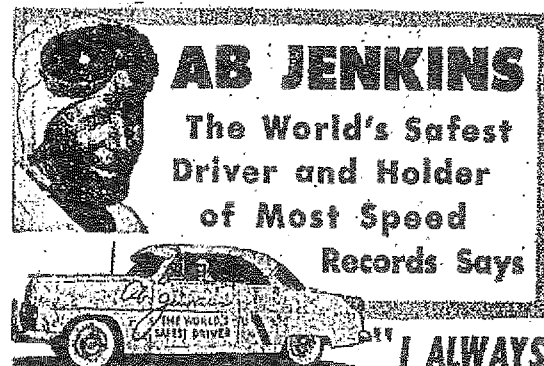
Firestone HIGH SPEED TIRE	
1500 15x17	1.5000 17x17
1500 15x18	1.5000 18x18
1500 15x19	1.5000 19x19
1500 15x20	1.5000 20x20
1500 15x21	1.5000 21x21
1500 15x22	1.5000 22x22
1500 15x23	1.5000 23x23
1500 15x24	1.5000 24x24
1500 15x25	1.5000 25x25
1500 15x26	1.5000 26x26
1500 15x27	1.5000 27x27
1500 15x28	1.5000 28x28
1500 15x29	1.5000 29x29
1500 15x30	1.5000 30x30

As low as 85¢ per week
 Plus 10¢ per week for wear
 1500 15x17 1.5000 17x17
 1500 15x18 1.5000 18x18
 1500 15x19 1.5000 19x19
 1500 15x20 1.5000 20x20
 1500 15x21 1.5000 21x21
 1500 15x22 1.5000 22x22
 1500 15x23 1.5000 23x23
 1500 15x24 1.5000 24x24
 1500 15x25 1.5000 25x25
 1500 15x26 1.5000 26x26
 1500 15x27 1.5000 27x27
 1500 15x28 1.5000 28x28
 1500 15x29 1.5000 29x29
 1500 15x30 1.5000 30x30

PREPARE FOR WINTER DRIVING
 TIRES BOUGHT NOW GIVE 30% More Wear
 BUY ON OUR BUDGET PLAN

By Every Test Firestone TRIPLE-SAFE TIRES are Best!

- THE MOST RELIABLE DEALERS SELL & RECOMMEND FIRESTONE TIRES**
- DOWNTOWN**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1100 S. Figueroa—FR. 0103
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 600 E. 9th Street—SI 811
 THE MAY COMPANY
 207 S. Broadway—FR. 1100
 OAKLE TIRE SERVICE
 222 S. Broadway—FR. 1100
 MOTOR TIRE SERVICE
 217 S. Broadway—FR. 1110
 L. A. RUBEN & ASSOCIATES
 514 E. 9th St.—FR. 2213
 FLOWER ST. GUMEN SERVICE
 207 E. Flower St.
 - SOUTH**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 102 S. Vermont—FR. 1117
 E. F. WHITE
 1023 S. 10th Street
 - EAST**
 BIRD W. SHATFORD
 1000 W. 11th Street—FR. 2103
 TROUT SUPER SERVICE
 414 and 416—Angeles 2041
 - WEST**
 BOBIE MILLER
 1104 S. Broadway—FR. 1114
 BOBIE EDWARDS
 1104 S. Broadway—FR. 2103
 O'NEILL & JONES
 400 W. 11th St.—FR. 2202
 STEVENS AUTO SUPPLY & SERVICE STORES
 1001 S. Vermont—Angeles 1223
 - CORNER SUPER SERVICE**
 200 W. Hoover—DR. 1225
 C. AND J. SUPER SERVICE
 California 11 114000
 - NORTHWEST**
 RAY & BAYLES
 1130 No. Vermont
 - SOUTHWEST**
 GUYERALL SERVICE
 514 W. Alhambra at Vermont Drive
 - WILSHIRE DISTRICT**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 514 W. 13th—Orange 1110
 VINCENT LOGS SUPER SERVICE
 402 S. La Brea, Corner Blvd.
 - ALHAMBRA**
 GEORGE W. REEVES
 120 N. Alhambra
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 254 E. 13th—Orange 1100
 - HOLLYWOOD**
 MILLER BROS.
 330 Hollywood—UR. 5111
 - SULLERTON**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1100 S. Hollywood—UR. 21
 - BEVERLY HILLS**
 HENRY TOWSE SUPER SERVICE
 1100 S. Hollywood at Beverly
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 615 Wilshire Blvd.—WOL. 4233
 6th, 1114
 - COMPTON**
 CHARLES PALMER
 211 E. Compton Bldg.
 - CULVER CITY**
 STUDIO SUPER SERVICE, INC.
 710 W. Washington—DR. 5223
 HARRINGTON MOTOR SERVICE
 650 West Adams
 Phone 210
 - EL MONTE**
 CHECK'S SERVICE
 102 N. Valley Blvd.—FR. 121
 - INGLEWOOD**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 211 North St.—FR. 221
 FR. 1100
 - HUNTINGTON PARK**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1100 S. Huntington—FR. 1100
 FRANK BONELLI
 241 E. Florence—FR. 1028
 - GLENDALE**
 PENNELL PALMER, INC.
 600 E. Florence—FR. 1100
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 101 E. Florence—FR. 1100
 - LONG BEACH**
 DANIELSEN
 AUTO SUPPLY CO.
 841 E. 10th
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 715 S. Long Beach—FR. 1100
 - MONTY PARK**
 ROBERT SUPER SERVICE
 1100 S. California
 210 W. Geneva
 - ROSELAND**
 PAIN OIL & SUPPLY CO.
 102 W. Union
 - SANTA ANA**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 112 E. 1st St.—Phone 400
 - ARCADIA**
 ROBERT SUPER SERVICE
 1100 S. California—Phone 400
 - SAN FERNANDO**
 VALLEY TIRE SHOP
 1024 Adams
 - SAN PEDRO**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1100 S. California—Phone 400
 - SANTA MONICA**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1100 S. California—Phone 400
 - TEMPLE CITY**
 DANIEL D. DANIEL
 1100 S. California—Phone 400
 - ZORANCE**
 FIRESTONE AUTO SUPPLY & SERVICE STORES
 1100 S. California—Phone 400
 - YUENING**
 R. C. DANIEL SERVICE, INC.
 1100 S. California—Phone 400



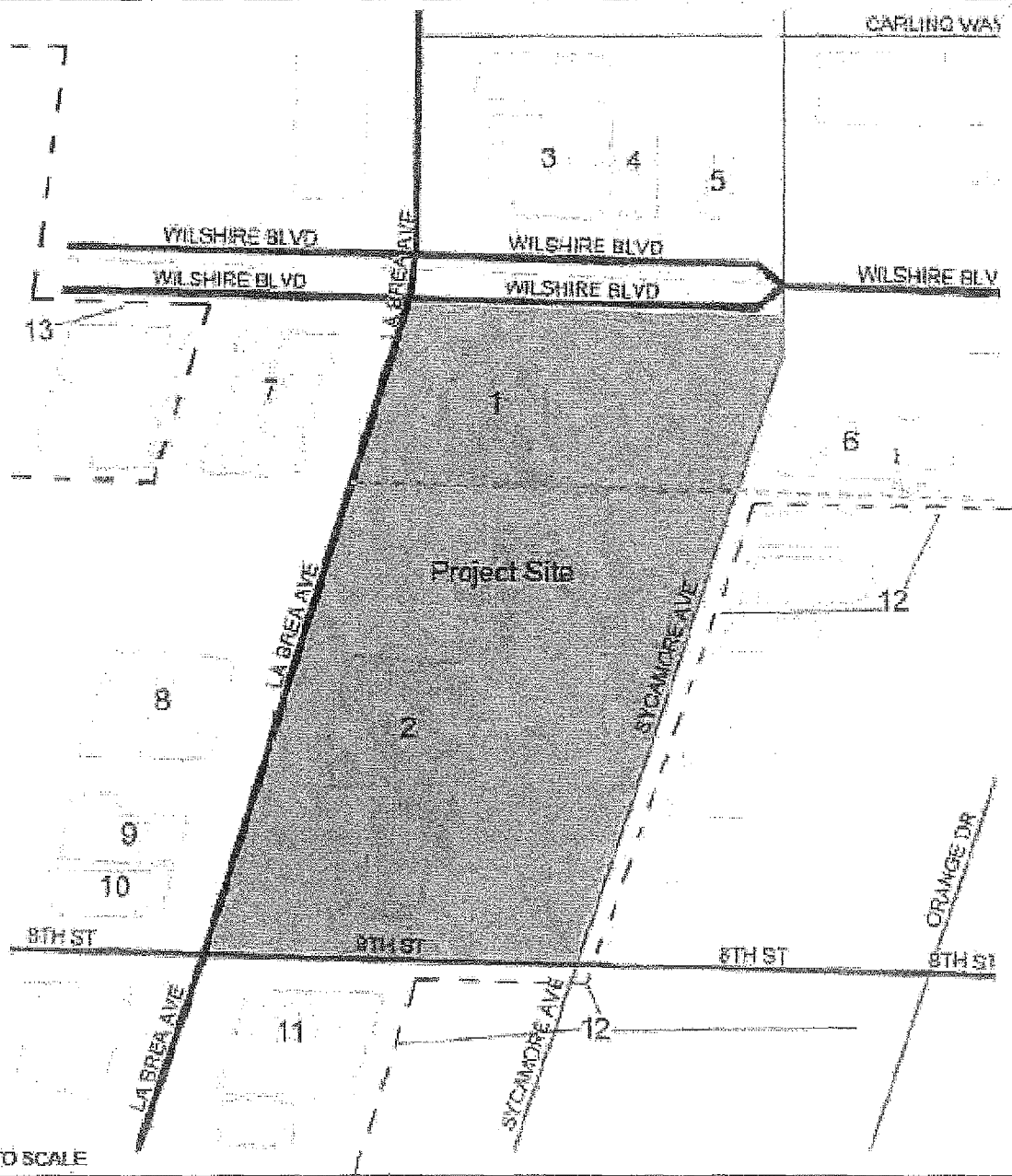
**Firestone
 BRAKE SPECIAL**
 a \$3.50 Value

- HERE'S WHAT WE DO**
- 1 Remove Front Wheels and Inspect Brake Drums and Lining.
 - 2 Clean, Inspect and Repack Front Wheel Bearings.
 - 3 Inspect Grease Seal.
 - 4 Check and Add Brake Fluid if Needed.
 - 5 Adjust Brake Shoes to Secure Full Contact with Drums.
 - 6 Carefully Test Brakes.

1.19
 ANY
 MAKE
 CAR

LOS ANGELES
 1165 S. Figueroa, PR. 0363
 800 S. La Brea, WA. 1218 52nd & Cranshaw, AX. 37291
 800 E. 8th St., VA. 8181 10715 W. Pico, AR. 76299
 ANAHEIM, 617 E. Main St., CA. 31265 HO. HOLLYWOOD, 4825 (corner 11th),
 BEVERLY HILLS, 3360 Wilshire, BR. 22336 ST. 73388
 COMPTON, 101 W. Compton, NE. 81250 LONG BEACH, 239 Pacific, 08220
 E. LOS ANGELES, 2090 Wilshire, AH. 37293 PASADENA, 1100 E. Colorado, BY. 38335
 EL MONTE, 423 W. York, FD. 38311 SAN FERNANDO, 100 E. Market, EG. 10796
 GLENDALE, 401 S. Brand, GH. 81743 SANTA MONICA, 1155 Wilshire, EX. 64210
 HUNTINGTON PARK, 2031 E. Espo, JE. 8214 SOUTH BAY, 2440 Foothill, IO. 89128
 INGLEWOOD, 401 E. Imperial, DR. 81717 TEBULARO, 1455 Marzetta, PHOEN. 478
 OPEN ALL DAY SATURDAY

No.	Name	Address	Year Built	Historical Resources?
1	Wilshire Grace Church	5220 Wilshire	1886	No
2	Metrol Plaza Mall	752 S. La Brea	1945, 1984	No
3	E. Glen Wilson Building / Mutual of Omaha	5217 Wilshire	1930	Yes
4	Security Pacific Bank / Security-First National Bank	5207-5209 Wilshire	1929	Yes
5	Jack-in-the-Box	5201 Wilshire	1997	No
6	N/A	5174 Wilshire	1984	No
7	Bank of America	711 S. La Brea	1942	No
8	Wilshire-La Brea Recreation Center	735 S. La Brea	1938	No
9	AmeriPro Auto Body	747 S. La Brea	1937/1942	No
10	N/A	757 S. La Brea	1925	No
11	Firestone Tire and Repair	800 S. La Brea	1937	Yes
12	Potential Period Revival Residential Historic District	Bounded by Sycamore, Olympic, Highland, and Wilshire	1920-1930	Yes
13	Miracle Mile Historic District	5318-5514 & 5553-5519 Wilshire	1920s	Yes



SOURCE: Chastel Architecture, Planning & Preservation, Inc. - August 2007

FIGURE IV.C-1

Potential Historical Resources On and In the Vicinity of the Project Site

served as board chairman. This company, which became one of the largest construction companies in southern California, was incorporated in 1952.

The building appears on the 1927 Sanborn map where it is shown as subdivided into three stores, an art studio, and a restaurant. Additional detail is provided in the 1935 aerial photograph where the south elevation is visible.

Although no ground-level historic photographs of the building have been located, examination of the exterior suggests significant alteration to the principal façade. While there are some remnants of the original Zig Zag Moderne architecture, including the fluted piers, angled, corner entrance and chevron decoration, fenestration has been altered, most significantly at the ground level storefronts.

800 La Brea Avenue, Firestone Tire and Rubber

800 La Brea Avenue, the Firestone Tire retail store, is located on the southeast corner of La Brea Avenue and West 8th Street on the opposite side of 8th Street from the project site. Constructed in 1937, it is a one-story, masonry building, roughly square in plan with a bowstring truss roof and two primary façades (north and west) clad in porcelain enamel panels. Built in the Streamline Moderne style, a curved wall at northwest corner of building creates a continuous elevation of the north and west façades. These elevations are broken by large, open bays for auto access and by strings of metal and glass storefront windows (the windows also curve at northwest corner of building). The front (west) façade is highlighted by a distinctive, cantilevered overhang that abuts the building's south wall and adjacent building. The corbelled underside of overhang is highlighted by curved rows of neon light fixtures. A large, bow tie-shaped, metal pole sign reading "Firestone" is affixed atop the canopy, while individual metal box letters spelling out "Firestone" and "Complete Car Service" are attached at top of roof edge on both north and west façades. Aerial photographs indicate that there are several rectangular skylights in roof of building.

Firestone received a building permit for the new store in September 1937. This permit was issued for construction of a "public garage" at 800 La Brea Avenue. R.E. Ward was noted as engineer on project. No architect was included on the permit. Subsequent permits were issued in 1938 for installation of "roof sign" and "neon letters on roof."

The building does not appear to have been much altered over the years. There is only one building permit dating from after the initial construction phase; this permit, from 1962, is for a roof sign addition. While other alterations may have occurred, they are not documented in recorded permits. The building appears in aerial photographs after 1937 with a footprint that does not appear to have been altered based on review of later aerial views, such as a 1962 image.

Porcelain Steel

MODERN BUSINESS UNITS

As the latest expression of American Progress, Modern Business Units of Porcelain Steel make possible:

Effective merchandising appeal through the building itself.

The advertising value of identifying a product or a service exclusively with a specific organization.

A means of making idle property profitable.

A solution to the problem of the vacant lot not yet ready for a larger, inflexible structure.

An opportunity to test the value of a vacant lot without losing the building investment.

A building that, through its flexibility, can be changed to fit various types of businesses and can be put to other uses than that for which originally built.

A building that retards the process of aging and provides comparative freedom from maintenance costs.

A building of indefinitely extended usefulness through mobility and one which can, at small cost, be moved from one location to another.

A building of a material that offers a range of color and attractive effects heretofore unattainable.

A building that, because of its beauty and attractiveness, will be sought by tenants.

Architectural effects and mechanical adaptations of Modern Business Units are available in a practically unlimited range, impossible to picture within the limits of this book.

PORCELAIN STEEL BUILDINGS

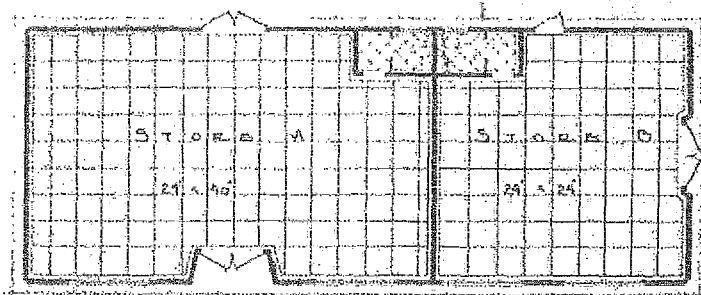
PAGE THREE

TAT



MODERN
BUSINESS UNIT
No. A-3

(Outside Dimensions 25 ft x 65 ft)



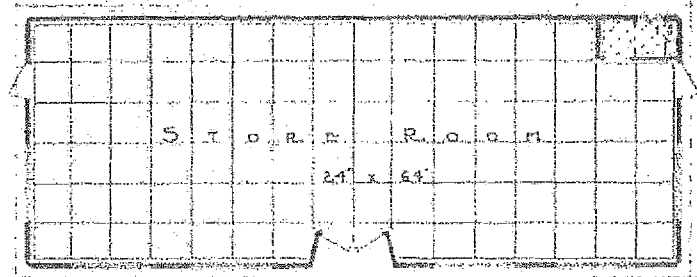
This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit.

The unit construction principle used in Porcelain Steel Modern Business Units makes it possible to obtain a variety of window and door openings to fit any desired needs.

PORCELAIN STEEL BUILDINGS

PAQ. 1000

Handwritten signature or initials.



MODERN
BUSINESS UNIT
No. A-1

[Outside Dimensions: 25 ft. x 65 ft.]

This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit

An effective merchandising appeal through the beauty, color and distinctiveness of design of the structure itself is achieved by Porcelain Steel Modern Business Units.

P O R C E L A I N S T E E L B U I L D I N G S

P A G E F I V E

Handwritten signature or initials, possibly 'HAT', located in the bottom right corner of the page.

Re-packaging a Business Through
MODERN BUSINESS UNITS

EVERYONE who has something to sell or a service to offer realizes the importance of the setting or atmosphere through which this product or service is presented.

Likewise, every merchant is aware that the re-styling and re-packaging of the most prosaic and commonplace products result in increased business.

If the sale of a single article of merchandise can be increased through enhancing the attractiveness of the package, surely an entire business can be stimulated by being established in a beautiful, colorful, distinctive "package" — the Modern Business Unit of Porcelain Steel.

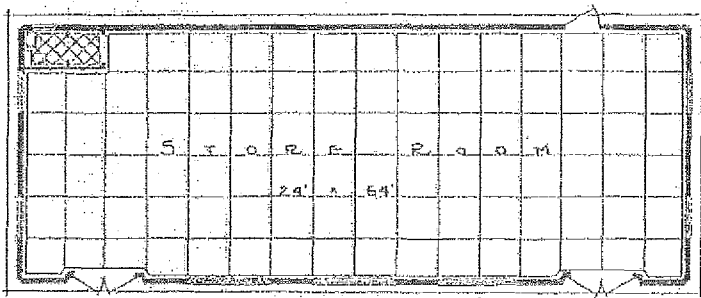
This idea can be applied to the entire range of public service institutions; to the doctor's or dentist's office as well as the grocery or drug store; to the specialty shop as well as the gasoline service station; to the independent merchant as well as the chain organization.

Along with the appearance appeal and style that make for an attractive and effective "package" for an entire business, Modern Business Units of Porcelain Steel offer unusual utility values, such as real movability, flexibility and minimum maintenance costs.

Buildings of the same material and type of construction have been used for a number of years by the White Castle System of restaurants as well as by several oil companies. Their experience, as reflected by actual figures, proves an increased sale of merchandise as well as a definite construction and maintenance economy through the use of these structures.

PORCELAIN STEEL BUILDINGS

PAGE SIX



This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit.

MODERN BUSINESS UNIT No. A-2

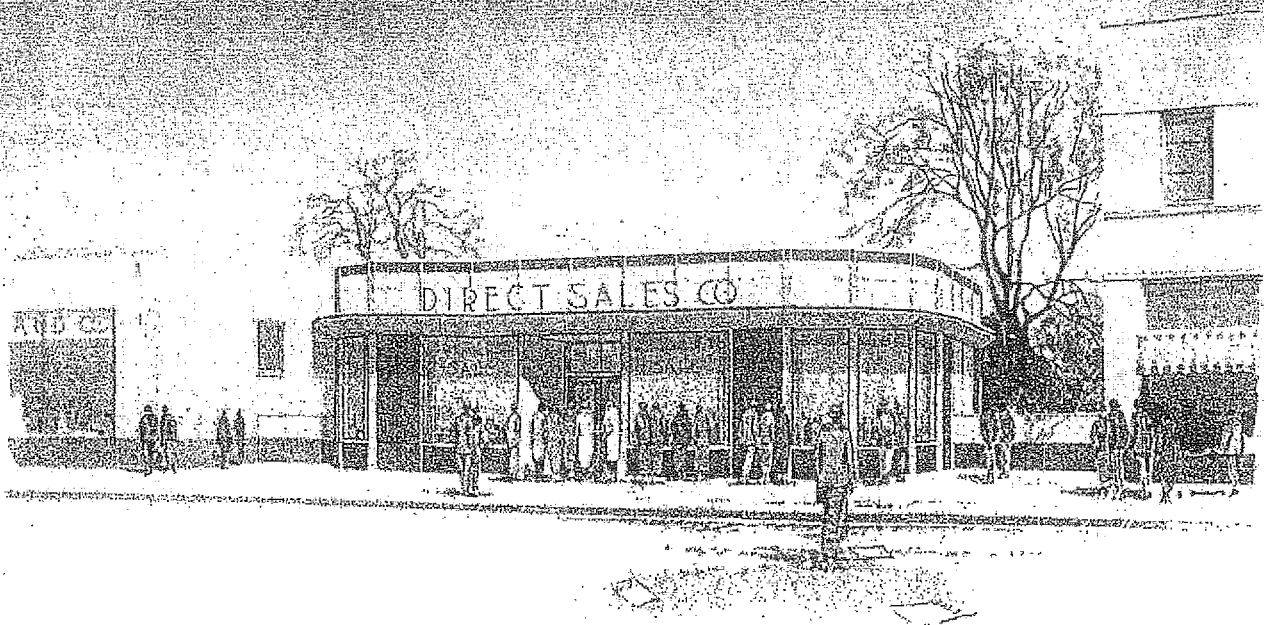
[Outside Dimensions: 25 ft. x 65 ft.]

An ideal solution to the problem of the vacant lot not yet ready for a larger, inflexible structure is offered by Porcelain Steel Modern Business Units.

PORCELAIN STEEL BUILDINGS

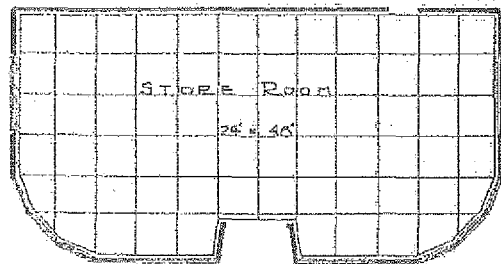
PAGE SEVEN

17/17



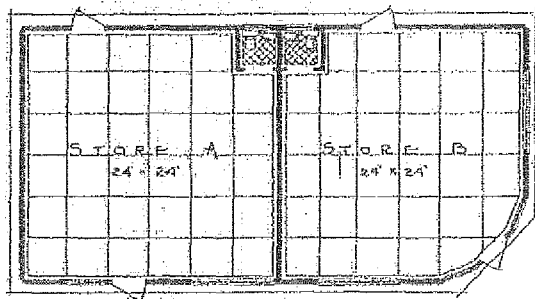
MODERN
BUSINESS UNIT
No. B-1

[Outside Dimensions: 25 ft. x 49 ft.]



*This floor plan is only one suggestion
of the varied arrangements possible in
this Modern Business Unit.*

A practically unlimited range of color, design and attractive effects heretofore unattainable in other materials is made possible by Porcelain Steel Modern Business Units.



This floor plan is only one suggestion of the varied arrangements possible in this Modern Business Unit.

MODERN BUSINESS UNIT No. B-3

[Outside Dimensions: 25 ft. x 49 ft.]

The ease with which Porcelain Steel Modern Business Units may be successfully moved at small cost, present an opportunity to test the value of a vacant lot without losing the building investment.

PORCELAIN STEEL BUILDINGS

P A G E N I N E

Building Permit History
2143 S. Victoria Avenue
Los Angeles

- September 10, 1937: Building Permit No. 29955 to construct a 1-story 98' X 125' steel and masonry public garage at 800 S. La Brea Avenue, on Lots 263 & 117 of Tract No 4642, Wilshire Highlands.
Owner: Firestone Tire and Rubber Company
Architect: None
Engineer: R. E. Ward
Contractor: None
Cost: \$30,000.00
- February 7, 1938: Building Permit No. 3562 to construct a roof sign.
Owner: Firestone Tire Co.
Architect: None
Engineer: Aaron J. Smith
Contractor: Boston Neon Signs & Displays (*on rear*)
Cost: \$2,100.00
- February 21, 1938: Building Permit No. 4852 for neon letters on roof.
Owner: Firestone Tire Co.
Architect: None
Engineer: None
Contractor: 20th Century Lites, Inc.
Cost: \$250.00
- March 2, 1962: Building Permit No. LA 4150 for a 8' X 24.7' roof sign addition.
Owner: Firestone Tires
Architect: None
Engineer: V. K. Kelly
Contractor: Triple A Neon
Cost: \$2,000.00

CITY OF LOS ANGELES
DEPARTMENT OF BUILDING AND SAFETY
BUILDING DIVISION

Application for the Erection of a Building

CLASS ~~XXXXXX~~ OR "C"

In the event of Building and Safety Commissions of the City of Los Angeles, Agreement to hereby made to the Board of Public and Safety Commissioners of the City of Los Angeles, through the office of the Assistant Director of Building, for a building permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the granting of the permit:

- First: That the permit does not grant any right or privilege to erect any building or other structure therein described, on any portion thereof, upon any street, alley, or other public place or portion thereof.
- Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by an ordinance of the City of Los Angeles.
- Third: That the granting of the permit does not confer or prejudice any claim of title to, or right of possession in, the property described in such permit.

Lot No. Lot # 2634117

Tract TRACT # 4692

Location of building NORTHWEST CORNER 8TH + LA BREA
(House Number, and Street)

Approved by
 City Engineer

 Deputy

Between what cross streets 7th & 5th
800

USE INK OR INDELIBLE PENCIL Public Garage

1. Purpose of building _____ Families _____ Rooms _____
(Store, Residence, Apartment House, Hotel, or any other purpose)

2. Owner (Print Name) FIRE STONE TIRE AND RUBBER CO. Phone 4291

3. Owner's address 7525 FIRE STONE BLVD.

4. Certificated Architect None State License No. _____ Phone _____

5. Licensed Engineer R. E. WARD State License No. 42768 Phone 21-2231

6. Contractor None State License No. _____ Phone _____

7. Contractor's address None

8. VALUATION OF PROPOSED WORK 30000.00
(including all labor and material and all permanent lighting, heating, ventilating, water supply, plumbing, fire sprinkler, electrical wiring and all elevator equipment therein or thereon)

9. State how many buildings NOW on lot and give use of each. None
(Store, Residence, Apartment House, Hotel or any other purpose)

10. Size of new building 98 x 125 No. Stories 1 Height to highest point 18'

11. Size of lot 98 x 125 Type of soil Heavy Clay

12. Foundation (Material) CONCRETE Depth in ground 3'-6"

13. Material Exterior Walls MASONRY Skeleton framework STEEL
(Structural Steel Reinforced Concrete)

14. Material of floors CONCRETE Roofing material Asph/Flt

I have carefully examined and read the above completed Application and know the same is true and correct and hereby certify and agree that if a permit is issued all the provisions of the Building Ordinances and State Laws will be complied with, whether herein specified or not; I also certify that plans and specifications filed will conform to all the Building Ordinances and State Laws.

Sign here: W. J. ...
(Applicant or Authorized Agent)

Plans, Specifications and other data must be filed.

By C. O. ...

PERMIT NO.	FOR DEPARTMENT USE ONLY			Stamp here when Permit is issued
	Plans and Specifications checked	Fee	Fire District	
28455	<u>Shawker</u>	<u>C-3</u>	No. <u>3</u>	SEP 10 1933
	<u>Charles Vio</u>	<u>7th</u>	<u>7th</u>	
PLANS	Plans, Specifications and Application checked and approved	Approved checked and received	Inspector	<u>...</u>
	For Plans Fee	For other	INSPECTOR	

CERTIFICATE NO. 2011

FOR OFFICIAL USE ONLY

Application <i>[Signature]</i>	Plat District <i>[Signature]</i>	Blkg Line <i>[Signature]</i>	Forced Draft Ventil.
Construction	Zoning	Street widening	
(1) REINFORCED CONCRETE Barrels of Cement <u>230</u> Tons of Reinforcing Steel <u>15 TON</u>	(2) The building referred to in this Application will be more than 100 feet from _____ Street Sign here _____ <small>(Owner or Authorized Agent)</small>		
(3) This building will be not less than 10 feet from any other building used for residential purposes on this lot. Sign here _____ <small>(Owner or Authorized Agent)</small>	(4) There will be an unobstructed passageway at least 10 feet wide, extending from any dwelling on lot to a Public Street or Public Alley at least 10 feet in width. Sign here _____ <small>(Owner or Authorized Agent)</small>		

REMARKS:

PLAN CHECKING

RECEIPT NO. 18812
 VALUATION \$ 32000.00
 FEE PAID \$ 40.00

[Signature] (PRINT)
 DEPT. OF WORK
 NO. 203 - BUILDING DIVISION
 11 BROS BLDG OFFICE BLDG 1

CITY OF LOS ANGELES
DEPARTMENT OF BUILDING AND SAFETY
BUILDING DIVISION

Application to Alter, Repair, Move or Demolish

The Board of Building and Safety Commissioners of the City of Los Angeles:
Application is hereby made to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Registrar of Building, for a building permit to conform with the description and for the purpose hereinafter set forth. This application is made under the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions governing this permit:
First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, on any street, alley or other public place or portion thereof.
Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose other than that or purposes hereinafter specified by ordinance of the City of Los Angeles.
Third: That the granting of the permit does not admit or profess any claim of title to, or right of possession in, the property described in such permit.

REMOVED FROM

REMOVED TO

Lot.....

Tract.....

Address: 800 South La Brea
(Home Number and Street)
Approved by City Registrar
Deputy

Purpose of PRESENT building: Store Families: Rooms:

Use of building AFTER alteration or moving: Store Families: Rooms:

OWNER (Print Name): Firststone Tire Co. Name:

Owner's Address: 800 BLK La Brea

Certificated Architect: [Signature] State License No. _____ Floor _____

Licensed Engineer: Aaron J. Smith State License No. 1496 Floor _____

Contractor: [Signature] State License No. _____ Floor _____

Contractor's Address: _____

VALUATION OF PROPOSED WORK: \$2100^{00c}

How many buildings NOW on lot and give use of each: _____

Use of existing building: 10 x 10 Number of stories high: 1 Height to highest point: 20'

Class of building: A Material of existing walls: Concrete Exterior framework: Steel

Describe briefly and fully all proposed construction and work:

Roof sign

JO. 51713

24-7 FEB in Application on other Side and Sign Statement (OVER)

Table with columns: PERMIT NO., Proposed Description, Date, Fee, and Remarks. Includes handwritten entries and a 'DOUBLE FEE' stamp.

29955

PLANS, SPECIFICATIONS, and other data must be filed if required.

NEW CONSTRUCTION

Size of Addition *None* Size of Lot *x* Number of Stories when complete *x*
Material of Foundation *x* Width of Footing *x* Depth of footing below ground *x*
Width Foundation Wall *x* Size of Redwood Sill *x* Material Exterior Walls *x*
Size of Exterior Studs *x* Size of Interior Bearing Studs *x*
Joists: First Floor *x* Second Floor *x* Rafters *x* Roofing Material *x*

I have carefully examined and read both sides of this completed Application and know the same is true and correct. I hereby certify and agree, if a Permit is issued, that all the provisions of the Building Ordinances and State Laws are complied with whether herein specified or not; also certify that plans and specifications, if required to be filed, will conform to all of the provisions of the Building Ordinances and State Laws.

Sign Here *Barton H. ...*
By *Arthur C. ...*

FOR DEPARTMENT USE ONLY			
Application <i>None</i>	Fire Dept. <i>None</i>	Bldg. Line <i>x</i>	Termite Inspection <i>x</i>
Concessions <i>None</i>	Zoning <i>None</i>	Street Widening <i>x</i>	Forced Draft Vent <i>x</i>

(1) REINFORCED CONCRETE
Barrels of Cement *.....*
Tons of Reinforcing Steel *.....*

(2) The building (and, or, addition) referred to in this application is, or will be when moved, more than 100 feet from *.....*
Sign Here *.....*
(Owner or Authorized Agent)

(3) No required windows will be obstructed.
Sign Here *.....*
(Owner or Authorized Agent)

(4) There will be an unobstructed passageway at least (10) feet wide, extending from any dwelling on lot to a Street or Public Alley at least 10 feet in width.
Sign Here *.....*
(Owner or Authorized Agent)

REMARKS: *.....*

PLAN CHECKING
RECEIPT NO. *18640*
VALUATION \$ *2100*
FEE PAID \$ *500*

I hereby certify that there is no general contractor for this building or work.
(Signed) *Arthur C. ...*

3

CITY OF LOS ANGELES DEPARTMENT OF BUILDING AND SAFETY BUILDING DIVISION

Application to Alter, Repair, Move or Demolish

To the Board of Building and Safety Commissioners of the City of Los Angeles: Application is hereby made to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Superintendent of Buildings, for a building permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit.

REMOVED FROM Lot. Tract. REMOVED TO Lot. Tract.

Present location of building: 800-S. La Brea Ave. (House Number and Street)
New location of building: Same (House Number and Street)
Between what cross streets: 9th & 9th

Approved by City Engineer. Deputy.

- 1. Purpose of PRESENT building: Service Garage Families Rooms
2. Use of building AFTER alteration or moving: Same Families Rooms
3. Owner (Print Name): Firestone Tire Co. Phone
4. Owner's Address: 800-S. La Brea Ave.
5. Certificated Architect: State License No. Phone
6. Licensed Engineer: State License No. Phone
7. Contractor: 20th Century Site Inc. State License No 37883 Phone TH-7436
8. Contractor's Address: 6818 Avalon Blvd.
9. VALUATION OF PROPOSED WORK: \$250.00
10. State how many buildings NOW on lot and give use of each: 1 - Garage
11. Size of existing building: x Number of stories high 1 Height to highest point 27'
12. Class of building: A Material of existing walls: Concrete Exterior framework: Reinforced (Wood or Steel)

Describe briefly and fully all proposed construction and work: New letter on roof

2/12/44 Fill in Application on other Side and Sign Statement (OVER)

FOR DEPARTMENT USE ONLY
PERMIT NO. 4852
Plans checked, corrected, and approved
Application checked and approved
Clerk
Inspector

PLANS, SPECIFICATIONS, and other data must be filed if required.

NEW CONSTRUCTION

Addition Size of Lot x Number of Stories when complete
 Material of Foundation Width of Footing Depth of footing below ground
 Width Foundation Wall Size of Redwood Sill Material Exterior Walls
 Size of Exterior Studs Size of Interior Bearing Studs
 Joists First Floor Second Floor Rafters Roofing Material

I have carefully examined and read both sides of this completed Application and know the same is true and correct and hereby certify and agree, if a Permit is issued, that all the provisions of the Building Ordinances and State Laws will be complied with, whether herein specified or not; also certify that plans and specifications, if required to be filed, will conform to all of the provisions of the Building Ordinances and State Laws.

Sign Here *20th Century Lumber Co.*
(Owner or Authorized Agent)
 By *Geo. Bethers*
(Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY			
Application <i>112</i>	Fire District	Bldg. Line	Termite Inspection
Constructor	Zoning	Street Widening	Forced Draft Ventil.
(1) REINFORCED CONCRETE Barrels of Cement Tons of Reinforcing Steel		(2) The building (and, or, addition) referred to in this Application is, or will be when moved, more than 100 feet from _____ Street Sign Here _____ <small>(Owner or Authorized Agent)</small>	
(3) No required windows will be obstructed. Sign Here _____ <small>(Owner or Authorized Agent)</small>		(4) There will be an unobstructed passageway at least ten (10) feet wide, extending from any dwelling on lot to a Public Street or Public Alley at least 10 feet in width. Sign Here _____ <small>(Owner or Authorized Agent)</small>	

REMARKS:

**APPLICATION TO ALTER - REPAIR - DEMOLISH
AND FOR CERTIFICATE OF OCCUPANCY**

CITY OF LOS ANGELES

DEPT. OF BUILDINGS AND SAFETY

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.
2. Plan Must Be Registered on Back of Original.

1. LEGAL LOT NUMBER	LOT 263	BLK.	TRACT	4642	ADDRESS APPROVED	NIB				
2. DISTRICT	800 So. La Brea				DIST.	2123				
3. INTERSECTING STREETS	9th St.			AND	9th St.	ZONE				
4. PRESENT USE OF BUILDING			NEW USE OF BUILDING		FIRE DIST.					
Garage			Garage		II					
5. PRESENT USE	Firestone Tires				INSIDE	KEY				
6. OWNER'S ADDRESS			P. O.	ZONE	COR. LOT					
7. CITY			STATE LICENSE	PHONE	REV. COR. LOT SIZE					
8. LIC. ENGR.			STATE LICENSE	PHONE						
V. K. Kelly			CK 12494							
9. CONTRACTOR			STATE LICENSE	PHONE	REAR ALLEY					
Triple A Neon			186743		SIDE ALLEY					
10. CONTRACTOR'S ADDRESS			P. O.	ZONE	BLDG. LINE					
11160 Gumpston			No. Hollywood							
11. SIZE OF EXISTING BLDG.		STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE		BLDG. AREA				
200 x 100		1	18	1 - garage		NC				
12. MATERIAL						DISTRICT OFFICE				
800 So. La Brea						L. A.				
12. MATERIAL		<input type="checkbox"/> WOOD	<input type="checkbox"/> METAL	<input type="checkbox"/> CONC. BLOCK	ROOF	<input type="checkbox"/> WOOD	<input checked="" type="checkbox"/> STEEL	ROOFING	SPRINKLERS	
EXT. WALLS:		<input type="checkbox"/> STUCCO	<input type="checkbox"/> BRICK	<input checked="" type="checkbox"/> CONCRETE	CONST.	<input type="checkbox"/> CONC.	<input type="checkbox"/> OTHER	Steel	REQ'D SPECIFIED	
13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING.				\$ 2,000.00	VALUATION APPROVED	AFFIDAVITS				
14. SIZE OF ADDITION:				STORIES	HEIGHT	APPLICATION CHECKED				
182 sq. ft.						Valencia				
15. NEW WORK:		EXT. WALLS		ROOFING		PLANS CHECKED		DWELL. UNITS		
(Describe)		Roof sign addition				CORRECTIONS VERIFIED		SPACES PARKING		
8' x 24' 7"						PLANS APPROVED		GUEST ROOMS		
I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.						APPLICATION APPROVED		FILE WITH		
Signed <i>V. Kelly</i>						INSPECTOR		CONF. INSP.		
This Form When Properly Validated is a Permit to Do the Work Described.										

CRITICAL SOIL

TYPE	GRADE	MAX. D.C.	P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O								
Permit	LA	4150	5			100											
<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">MAR--262</td> <td style="width:20%;">16000</td> <td style="width:20%;">C - 2 CK</td> <td style="width:20%;">5.00</td> </tr> <tr> <td>MAR--262</td> <td>16001</td> <td>C - 1 CK</td> <td>10.00</td> </tr> </table>										MAR--262	16000	C - 2 CK	5.00	MAR--262	16001	C - 1 CK	10.00
MAR--262	16000	C - 2 CK	5.00														
MAR--262	16001	C - 1 CK	10.00														
<p>P.C. No. _____ GRADING _____ CRIT. SOIL _____ CONC. _____</p>																	

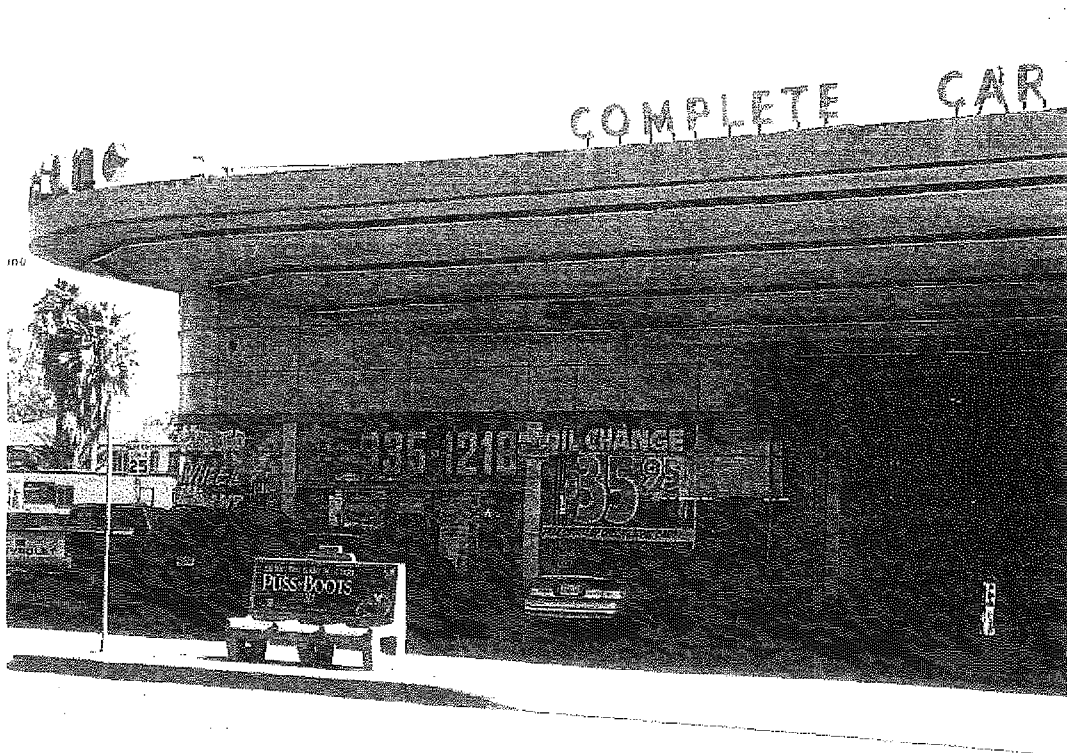
CASHIER'S USE ONLY

SA 4120

10.00	C - 1 CK	SOS 18001	18000	18000	18000
2.00	C - 1 CK	18000	18000	18000	18000



Firestone Tire Building, roof sign added in 1962, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)

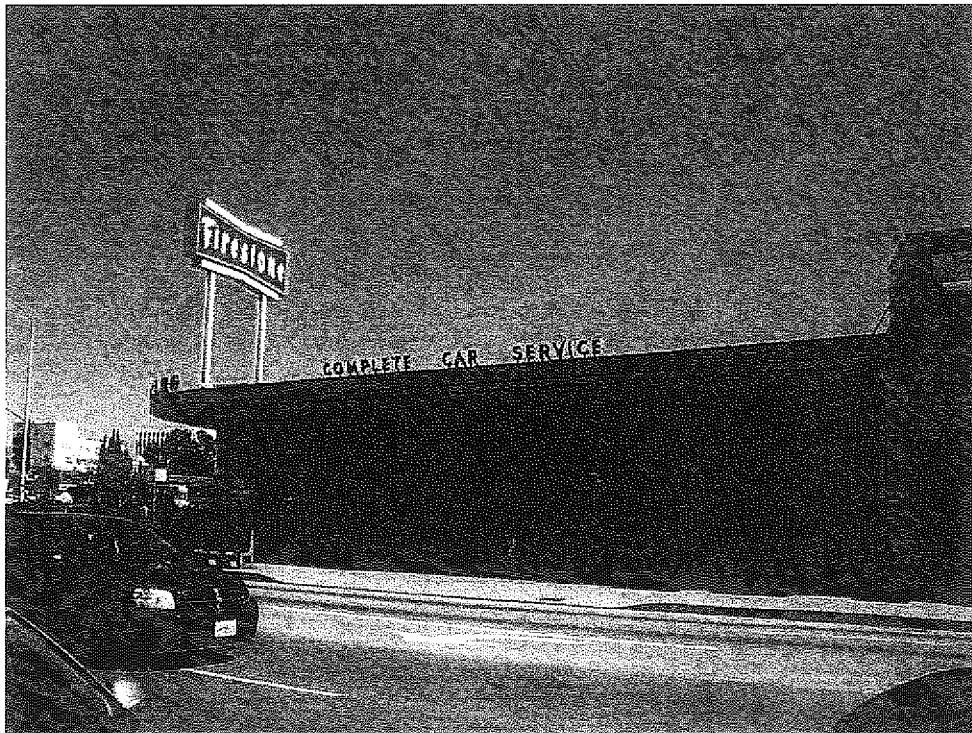


Firestone Tire Building, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)

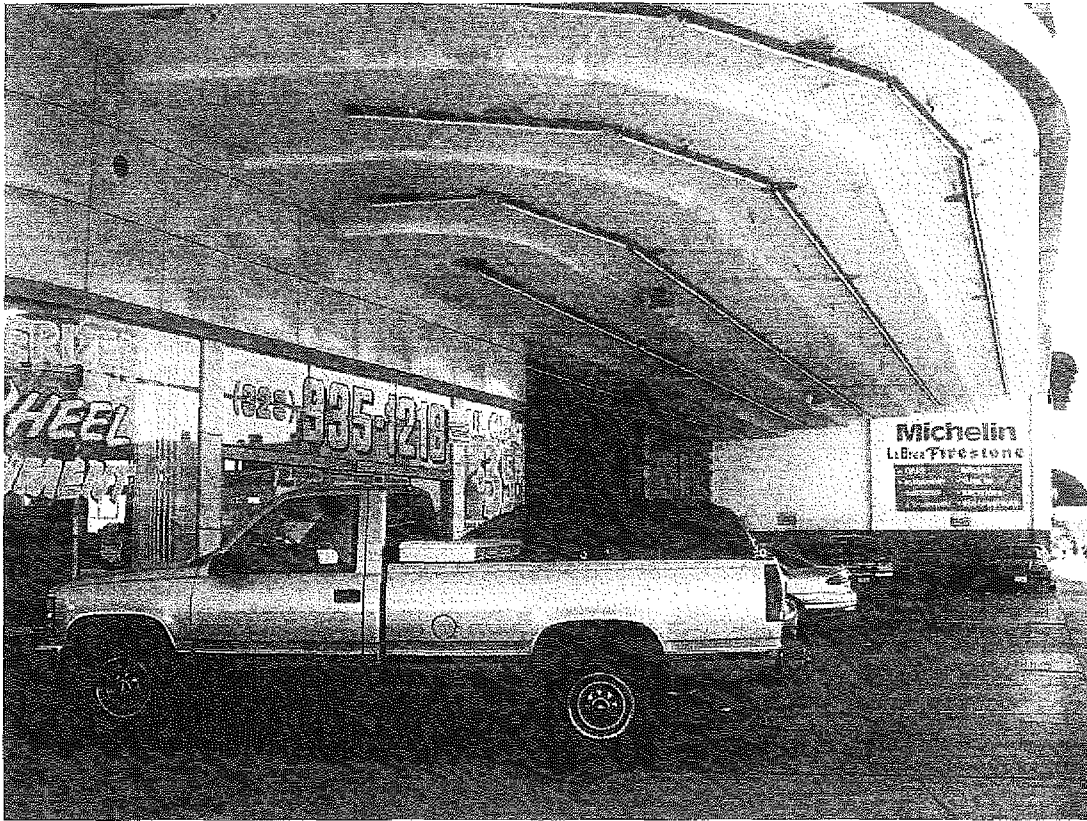
Firestone Tire Building Photographs



Firestone Tire Building, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



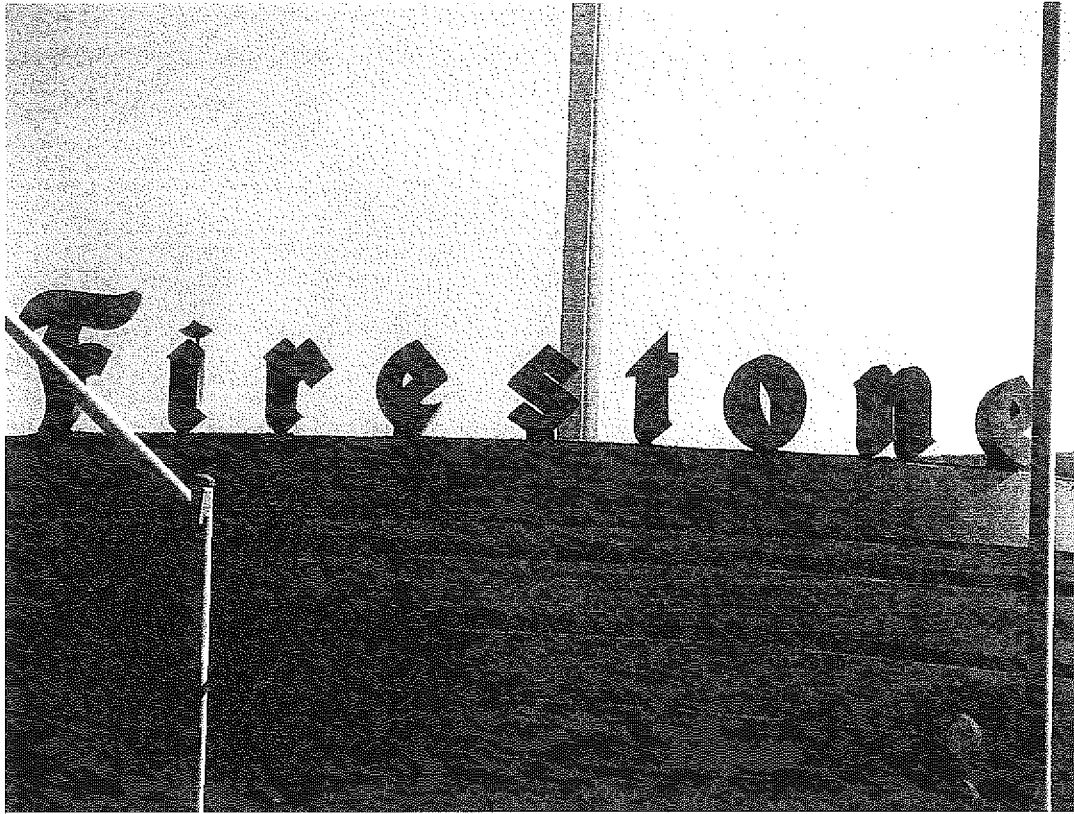
Firestone Tire Building, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



Firestone Tire Building, roof canopy, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



Firestone Tire Building, porcelain wall, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



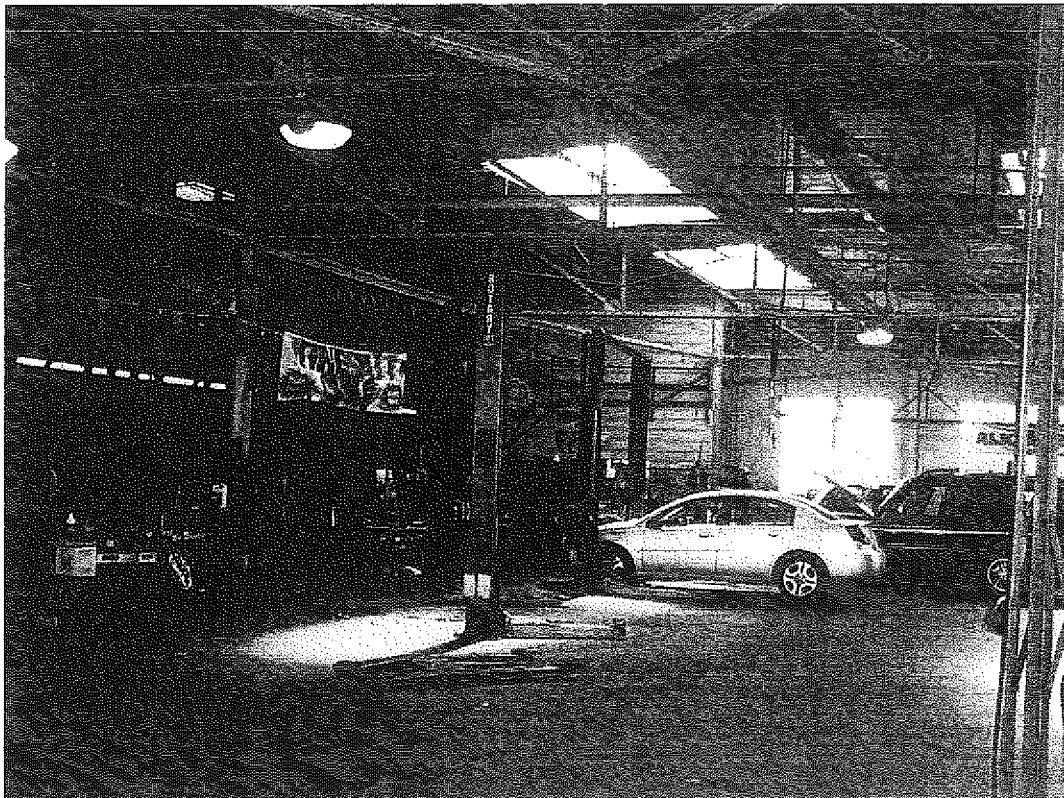
Firestone Tire Building, original signage, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



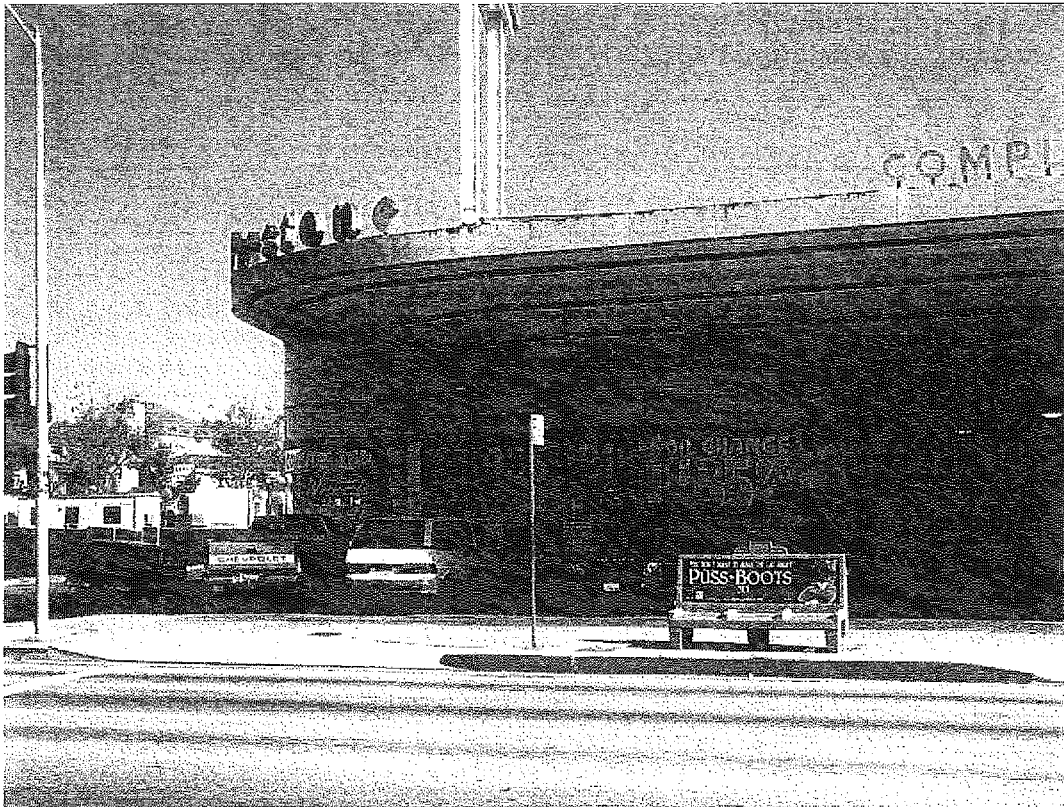
Firestone Tire Building, 8th Street facade, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



Firestone Tire Building, 8th Street bay door, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



Firestone Tire Building, garage interior showing skylights, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)

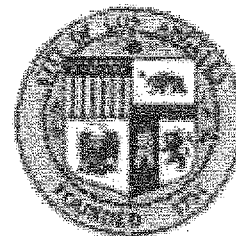


Firestone Tire Building, curve at corner, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)



Firestone Tire Building, both facades, 800 S. La Brea Avenue, October 29, 2011 (Photograph by Charles J. Fisher)

City of Los Angeles
Department of City Planning



1/4/2012
PARCEL PROFILE REPORT
(modified version)

PROPERTY ADDRESS
800 S LA BREA AVE
ZIP CODES
90095
RECENT ACTIVITY
None
CASE NUMBERS

POD - Pedestrian Oriented Districts	None
DDO - Community Design Overlay	None
NSO - Neighborhood Stabilization Overlay	No
Streetscape	No
Sign District	No
Adaptive Reuse Incentive Area	None
CRA - Community Redevelopment Agency	None
Central City Parking	No
Downtown Parking	No
Building Line	None
500 Ft School Zone	No
500 Ft Park Zone	No

Hazardous Waste / Border Zone Properties	No
Methane Hazard Site	Methane Zone
High Wind Velocity Areas	No
Special Grading Area (BOE Basic Grid Map A-13372)	No
Oil Wells	None
Aquist-Priso Fault Zone	No
Distance to Nearest Fault	4.02197 (km)
Landslide	No
Liquefaction	No

Address/Legal Information	
PIN Number	132B1B1 271
Lot/Parcel Area (Calculated)	5,161.0 (sq ft)
Thomas Brothers Grid	PAGE 833 - GRID 08
Assessor Parcel No. (APN)	5084003001
Tract	TR 4642
Map Reference	M B 50-4243
Block	None
Lot	FR 117
Ads (Lot Cut Reference)	None
Map Sheet	132B1B1

Assessor Information	
Assessor Parcel No. (APN)	5084003001
APN Area (Co. Public Works)	0.298 (ac)
Use Code	2830 - Auto Service Body and Repair
Assessed Land Val.	\$279,104
Assessed Improvement Val.	\$131,529
Last Owner Change	05/20/02
Last Sale Amount	\$8
Tax Rate Area	67
Deed Ref No. (City Clerk)	888632
	557257
	3633
	1161245

Economic Development Areas	
Business Improvement District	None
Federal Empowerment Zone	None
Revised Community	No
Revitalization Zone	None
State Enterprise Zone	None
Targeted Neighborhood Initiative	None

Jurisdictional Information	
Community Plan Area	Wishire
Area Planning Commission	Central
Neighborhood Council	Grasler Wishire
Council District	CD 4 - Tom LaSorge
Census Tract #	2162.00
LADBS District Office	Los Angeles Metro

Public Safety	
Police Information	
Bureau	West
Division / Station	Wishire
Reporting District	745
Fire Information	
Division	2
Battalion	16
District / Fire	64
Station	
Red Flag Restricted Parking	No

Planning and Zoning Information	
Special Notes	None
Zoning	C2-1
Zoning Information (ZI)	None
General Plan Land Use	General Commercial
General Plan Footnote(s)	Yes
Hillside Area (Zoning Code)	No
Baseline Hillside Ordinance	No
Baseline Mansionsization Ordinance	No
Specific Plan Area	None
Special Land Use / Zoning	None
Design Review Board	No
Historic Preservation Review	No
Historic Preservation Overlay Zone	None
Other Historic Designations	None
Other Historic Survey Information	None
Mills Act Contract	None

Building 1	
Year Built	1937
Building Class	CK
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	9,500.0 (sq ft)
Building 2	No data for building 2
Building 3	No data for building 3
Building 4	No data for building 4
Building 5	No data for building 5

Additional Information	
Airport Hazard	None
Coastal Zone	None
Farmland	Area Not Mapped
Very High Fire Hazard Severity Zone	No
Fire District No. 1	No
Flood Zone	None
Watercourse	No

This report is subject to the terms and conditions as set forth on the website. For more details, please refer to the terms and conditions at zines.lacity.org. (*) - APN Area is provided "as is" from the Los Angeles County's Public Works, Flood Control, Benefit Assessment.

Case Number:
CHC-2012-195-HCM
Declaration Letter Mailing List
MAILING DATE: **Apr. 20, 2012**

GIS/Fae Tsukamoto
City Hall, Room 825
Mail Stop 395

Council District 4
City Hall, Room 480
Mail Stop 206

CRA/LA
Attn: Cynthia Foronda
354 S. Spring St., Ste. 800
Mail Stop 182

Charles J. Fisher
140 S. Avenue 57
Los Angeles, CA 90042

BFS Retail & Commercial
Operations, LLC
535 Marriott Dr., 9th Fl.
Nashville, TN 37214

