

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

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www.planning.lacity.org

Date: **JUL 18 2014**

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-2014-1402-HCM**
COMMERCIAL CLUB BUILDING
1100 S. BROADWAY

At the Cultural Heritage Commission meeting of **July 10, 2014**, 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 Irvine
Seconded: Commissioner Louie
Ayes: Commissioner Kennard, Scott, and Barron

Vote: 5-0



Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: Application

c: Councilmember Jose Huizar, Fourteenth Council District
Historic Consultants, Inc./Urbina
GIS

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Date: **JUL 18 2014**

Case Real Estate Partners, LLC
1729 Abbott Kinney Boulevard
Los Angeles CA 90291

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

CASE NUMBER: **CHC-2014-1402-HCM**
COMMERCIAL CLUB BUILDING
1100 S. BROADWAY

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.

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

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

Vote: 5-0



Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: Application

c: Councilmember Jose Huizar., Fourteenth Council District
Historic Consultants, Inc./Urbina
GIS

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 the Renaissance Revival commercial style.
- The building is "a notable work of a master builder, designer or architect whose individual genius influenced his age" as a work by master architects Alexander Curlett and Claud Beelman.

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

The 13-story Commercial Club Building was built in 1926 and exhibits character-defining features of the Renaissance Revival style. It has a regular, rectangular plan and is divided into vertical sections by dentiled string courses. Because the building is situated on a corner, the north and west faces are fully decorated while the south and east are essentially unadorned. Materials are brick, cast-stone and terra cotta with some metalwork. The uppermost section of two stories features a shallow cornice supported by elaborate corbels on top, and terra-cotta framing around the windows resembling large stonework arches. The bulk of the middle section is plain brick for the upper two-thirds of the space. Between the fifth and sixth floors are decorated balconies supported by large corbels. These are approximately half the width of the building, centered in each face. Below the balconies are elaborate arched enclosures for paired windows incorporating large, spiral half-columns and segmented and carved terracotta transoms. Quoins travel from the cornice to the top of the second floor. The lower two floors do not utilize brick and are finished in terracotta and cast stone. The second floor is sandwiched between two dentiled strong courses; medallions are placed along these courses and between the windows of the second floor. The ground floor is finished with large, rusticated terra cotta blocks. There is an entrance on both elaborated faces: the west entrance is recessed with a vaulted ceiling, flanked by molded columns, and the north entrance is closed up with ventilation equipment but retains the original ironwork canopy.

The subject building was designed by architects Alexander Curlett and Claud Beelman, who were principals of the firm Curlett and Beelman. This firm, in operation from 1921-1928, designed many properties that are now locally designated landmarks, including:

- The Garfield Building, a 1929 Art-Deco style commercial building (HCM 121);
- The Park Plaza Hotel, a 1925 Neo-Gothic style hotel (HCM 267);
- The Harris Newman Building, a 1926 Renaissance Revival style building (HCM 345);

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2014-1402-HCM
ENV-2014-1403-CE

HEARING DATE: July 10, 2014
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 1100 S. Broadway
Council District: 14
Community Plan Area: Central City
Area Planning Commission: Central
Neighborhood Council: Downtown Los
Angeles
Legal Description: TR 2289, Lot 23

PROJECT: Historic-Cultural Monument Application for the
COMMERCIAL CLUB BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

OWNER: Case Real Estate Partners, LLC
1729 Abbot Kinney Boulevard
Los Angeles, CA 90291

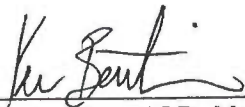
OWNER'S REPRESENTATIVE: Historic Consultants, Inc./Urbana
256 S. Robertson Boulevard, #2401
Beverly Hills, CA 90211

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 staff report and findings.

MICHAEL J. LOGRANDE
Director of Planning



Ken Bernstein, AICP, Manager
Office of Historic Resources



Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

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 Commercial Club 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.

BACKGROUND

On May 15th, 2014 the Cultural Heritage Commission took the property under consideration. On June 19th, 2014, Commissioners Barron and Louie inspected the site with Lambert Giessinger of the Office of Historic Resources (OHR) staff. Later on June 19th, 2014, Commissioner Irvine inspected the site with Nels Youngborg of the OHR staff.

- The Roosevelt Building, a 1927 Italian Renaissance Revival style commercial building (HCM 355);
- The Barker Brothers Building, a 1926 Renaissance Revival style commercial building (HCM 356);
- The Union Bank and Trust Building, a 1922 Renaissance Revival and Beaux Arts style commercial building (HCM 1030).

The firm dissolved in 1928, approximately three years after the Commercial Club Building was completed. Beelman went on to design other buildings that are locally designated, including:

- Eastern Columbia Building, 1930 (HCM 294);
- Superior Oil Building, 1953 (HCM 686);
- Sun Realty Building, 1930 (HCM 985).

The Commercial Club of Southern California was a business club organized in 1923 by prominent oil industry figure, J. Ward Cohen. The mission of the Commercial Club was to act as a gathering place for L.A.'s growing pool of business leaders. Prominent Angelenos including Cecil B. Demille and Harry Warner were early members. This organization boasted 2,500 members, who formed an in-house organization for the promotion of local economics, lobbying for pro-business laws and engaging in civic betterment efforts, such as improving infrastructure to lure the Olympic Games to Los Angeles.

However, soon after the completion of the Commercial Club Building, membership plateaued and then plummeted with the Great Depression. However, it was one of the first private clubs in Los Angeles that was not meant to be purely social or athletic, but civic and economic.

DISCUSSION

The Commercial Club Building historic property successfully meets three of the specified Historic-Cultural Monument criteria: 1) "The broad cultural, economic or social history of the nation, State or community is reflected or exemplified," 2) "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction" and 3) is "a notable work of a master builder, designer or architect whose individual genius influenced his age." The subject building exhibits quality of design through distinctive architectural features on the interior and exterior, exemplifies the tenets of the Renaissance Revival style, and was constructed during the period of significance make the subject building an archetype of the Renaissance Revival style. Alexander Curlett and Claud Beelman are widely considered as influential early 20th-century architects and are recognized as masters. The subject building was built for and housed the Commercial Club of Southern California, which influenced local and regional planning and legislation regarding business in Los Angeles.

CALIFORNIA ENVIRONMENTAL QUALITY ACT ("CEQA") FINDINGS

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.*"