

DEPARTMENT OF
CITY PLANNING
OFFICE OF HISTORIC RESOURCES
200 N. SPRING STREET, ROOM 559
LOS ANGELES, CA 90012-4801
(213) 978-1200

CULTURAL HERITAGE COMMISSION

RICHARD BARRON
PRESIDENT

GAIL KENNARD
VICE-PRESIDENT

JEREMY IRVINE
BARRY A. MILOFSKY
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CALIFORNIA



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INFORMATION
(213) 978-1270

www.planning.lacity.org

Date: **MAR 20 2015**

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-2015-333-HCM**
BANK OF HOLLYWOOD/EQUITABLE BUILDING
6253 W. HOLLYWOOD BOULEVARD

At the Cultural Heritage Commission meeting of **March 19, 2015**, 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 Kennard
Seconded: Commissioner Scrafano
Ayes: Commissioners Irvine and Barron
Recused: Commissioner Milofsky

Vote: **4-0**



Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: Application

c: Councilmember Mitch O'Farrell, Thirteenth Council District
Michael McLeod
Robert Chattel and Shane Swerdlow
GIS

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Date: **MAR 20 2015**

Michael McLeod.
4730 Woodman Avenue, #200
Sherman Oaks, CA 91423

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

CASE NUMBER: **CHC-2015-333-HCM**
BANK OF HOLLYWOOD/EQUITABLE BUILDING
6253 W. HOLLYWOOD BOULEVARD

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 Kennard
Seconded: Commissioner Scrafano
Ayes: Commissioners Irvine and Barron
Recused: Commissioner Milofsky

Vote: 4 - 0



Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: Application

c: Councilmember Mitch O'Farrell, Thirteenth Council District
Robert Chattel, AIA and Shane Swerdlow
GIS

Los Angeles Department of City Planning RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2015-333-HCM
ENV-2015-334-CE

HEARING DATE: March 19, 2015
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 6253 W. Hollywood Boulevard
Council District: 13
Community Plan Area: Hollywood
Area Planning Commission: Central
Neighborhood Council: Hollywood United
Legal Description: Lot LT1 of TR 060544-C

PROJECT: Historic-Cultural Monument Application for the
BANK OF HOLLYWOOD/EQUITABLE BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

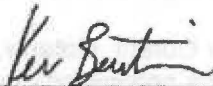
OWNER(S): Michael McLeod
4730 Woodman Avenue, #200
Sherman Oaks, CA 91423

APPLICANT: Robert Chattel, AIA and Shane Swerdlow
13417 Ventura Boulevard
Sherman Oaks, CA 91423


RECOMMENDATION **That the Cultural Heritage Commission:**

1. **Declare the subject 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



Nels Youngborg, Preservation Planner
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

FINDINGS

- The property 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 Late Gothic Revival and Art Deco styles.

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

Built in two phases, the Bank of Hollywood is a Late Gothic Revival and Art Deco building, completed first in 1929, and later addition in 1931. It is a commercial skyscraper with a U-shaped tower atop a rectangular plan occupying the near entirety of the parcel.

The exterior of the building exhibits many character-defining features of the Late Gothic Revival and Art Deco styles, including:

- Rectangular massing with emphasis on verticality created by slightly projecting piers
- Wrought iron flourishes, including tall finials and cresting
- Emphasis on verticality
- Steeply pitched roof with finials, pinnacles, towers and spires
- Decorative spandrel panels
- Terra cotta ornamentation in the shape of flowers, shields, and grotesques

The subject property was designed by prominent Californian architect Alex Curlett. Notably, this building was designed solely by Curlett, while many of his other works were completed through partnerships. Other designs, in collaboration with other architects such as Claude Beelman, include the following:

- Union Bank & Trust Company (1922), Los Angeles. HCM #1030
- Roosevelt Building (1923), Los Angeles. HCM #355
- Farmers' and Merchants' Bank Building (1923), Long Beach. Long Beach Historic Landmark
- Cooper Arms Apartments (1923), Long Beach. National Register, Long Beach Historic Landmark
- Culver Hotel (1924), Culver City. National Register, Culver City Landmark
- Security Pacific National Bank Branch (1924), Pasadena. Pasadena Historic Landmark
- Park Plaza Hotel (1924), Los Angeles. HCM #267
- Heinsbergen Decorating Company Office (1928), Los Angeles. HCM# 275

The subject property is a contributor to the Hollywood Commercial and Entertainment National Register Historic District (NHRP# 19850404). Between 1915 and 1935, Hollywood Boulevard was transformed from a residential street of stately homes to a bustling commercial center. The concentration of the buildings on Hollywood Boulevard is a microcosm of the era's significant architectural styles, and the streetscape and massing of buildings, with few intrusions, are reminiscent of development patterns of the period.

The street level exterior was altered in the 1950s.

DISCUSSION

The Bank of Hollywood/Equitable Building successfully meets the specified Historic-Cultural Monument criterion: "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction." The subject property is significant because of its many character defining features of the Late Gothic Revival style.

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."*

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 Bank Of Hollywood/Equitable Building 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 February 5th, 2015 the Cultural Heritage Commission took the property under consideration with a Commission-Initiated Motion. On February 19th, the Commission consisting of all five members toured the property accompanied by a staff person from the Office of Historic Resources.



HISTORIC-CULTURAL MONUMENT NOMINATION FORM

1. PROPERTY IDENTIFICATION

Proposed Monument Name: **Bank of Hollywood / Equitable Building** Former name of property

Other Associated Names: **The Lofts at Hollywood and Vine**

Street Address: **6253 W. Hollywood Boulevard** Zip: **90028** Council District: **13**

Range of Addresses on Property: **6253-6263 W. Hollywood Boulevard; 1** Community Name **Hollywood**

Assessor Parcel Number: **5546030BRK** Tract: **TR 060544-C** Block: **None** Lot: **LT 1**

Identification cont'd: **N/A**

Proposed Monument Property Type: Building Structure Object Site/Open Space Natural Feature

Describe any additional resources located on the property to be included in the nomination, here: **N/A**

2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built: **1929-1931** Factual Estimated Threatened? **None**

Architect/Designer: **Aleck Curlett** Contractor: **Seafield-Twaits Engr. Co.**

Original Use: **Commercial** Present Use: **Mixed (commercial and residential)**

Is the Proposed Monument on its Original Site? Yes No (explain in section 7) Unknown (explain in section 7)

3. STYLE & MATERIALS

Architectural Style: **Gothic Revival** Stories: **12** Plan Shape: **Rectangular**

FEATURE	PRIMARY	SECONDARY
CONSTRUCTION	Type: Concrete poured/precast	Type: Select
CLADDING	Material: Terra cotta	Material: Select
ROOF	Type: Flat	Type: Select
	Material: Rolled asphalt	Material: Select
WINDOWS	Type: Casement	Type: Select
	Material: Steel	Material: Select
ENTRY	Style: Recessed	Style: Select
DOOR	Type: Double	Type: Select



HISTORIC-CULTURAL MONUMENT NOMINATION FORM

7. WRITTEN STATEMENTS

This section allows you to discuss at length the significance of the proposed monument and why it should be designated an Historic-Cultural Monument. Type your response on separate documents and attach them to this form.

A. Proposed Monument Description - Describe the proposed monument's physical characteristics and relationship to its surrounding environment. Expand on sections 2 and 3 with a more detailed description of the site. Expand on section 4 and discuss the construction/alteration history in detail if that is necessary to explain the proposed monument's current form. Identify and describe any character-defining elements, structures, interior spaces, or landscape features.

B. Statement of Significance - Address the proposed monument's historic, cultural, and/or architectural significance by discussing how it satisfies the HCM criteria you selected in Section 6. You must support your argument with substantial evidence and analysis. The Statement of Significance is your main argument for designation so it is important to substantiate any claims you make with supporting documentation and research.

8. CONTACT INFORMATION

Applicant

Name: Robert Chattel, AIA and Shane Swerdlow		Company: Chattel, inc. Historic Preservation Consultants	
Street Address: 13417 Ventura Boulevard		City: Sherman Oaks	State: CA
Zip: 91423	Phone Number: 818.788.7954	Email: shane@chattel.us	

Property Owner

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

Name: Michael McLeod		Company: The Lofts at Hollywood and Vine HOA	
Street Address: 4730 Woodman Avenue #200		City: Sherman Oaks	State: CA
Zip: 91423	Phone Number: 818.981.1802	Email: mm@lbpm.com	

Nomination Preparer/Applicant's Representative

Name: Robert Chattel, AIA and Shane Swerdlow		Company: Chattel, inc. Historic Preservation Consultants	
Street Address: 13417 Ventura Boulevard		City: Sherman Oaks	State: CA
Zip: 91423	Phone Number: 818.788.7954	Email: shane@chattel.us	

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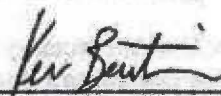
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CHC-2015-333-HCM
Consideration Letter Mailing List
MAILING DATE: 03/20/2015

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

Council District 13
City Hall, Room 450
Mail Stop 222

Michael McLeod
4730 Woodman Ave, #200
Sherman Oaks, CA 91423

Robert Chattel, AIA & Shane Swerdlow
13417 Ventura Blvd
Sherman Oaks, CA 91423