

**CATALINA SWIMWEAR BUILDING**  
443 South San Pedro Street  
CHC-2016-3620-HCM  
ENV-2016-3621-CE

Agenda packet includes:

1. [Final Staff Recommendation Report](#)
2. [Categorical Exemption](#)
3. [Under Consideration Staff Recommendation Report](#)
4. [Nomination](#)

Please click on each document to be directly taken to the corresponding page of the PDF.

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2016-3620-HCM  
ENV-2016-3621-CE

HEARING DATE: December 15, 2016  
TIME: 10:00 AM  
PLACE: City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA 90012

Location: 443 South San Pedro Street; 435-451  
South San Pedro Street; 336 East Winston Street;  
342 East Winston Street  
Council District: 14  
Community Plan Area: Central City  
Area Planning Commission: Central  
Neighborhood Council: Downtown Los Angeles  
Legal Description: Calo Tract, Lot A and Subdivision  
of the Property of Mrs. M.M. Shaw, Lot FR 7

EXPIRATION DATE: **January 3, 2017**

PROJECT: Historic-Cultural Monument Application for the  
CATALINA SWIMWEAR BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

OWNER/ APPLICANT: Kent Hawkins  
Tailor Lofts, LLC  
4940 Campus Road  
Newport Beach, CA 92660

PREPARER: Tara Hamacher  
Historic Consultants  
256 S. Robertson Boulevard #2401  
Beverly Hills, CA 90211

**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.

VINCENT P. BERTONI, AICP  
Director of Planning

**[SIGNED ORIGINAL IN FILE]**

\_\_\_\_\_  
Ken Bernstein, AICP, Manager  
Office of Historic Resources

**[SIGNED ORIGINAL IN FILE]**

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Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

**[SIGNED ORIGINAL IN FILE]**

\_\_\_\_\_  
Melissa Jones, Planning Assistant  
Office of Historic Resources

Attachments:      Historic-Cultural Monument Application

## FINDINGS

- The Catalina Swimwear Building “reflects the broad cultural, economic, or social history of the nation, state, or community” as an intact example of a garment factory in Downtown Los Angeles representative of the growth of the local garment industry.

## 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 Catalina Swimwear Building is a six-story, industrial building constructed in 1923 located in Downtown Los Angeles at 443 South San Pedro Street, on the southwest corner of South San Pedro and East Winston Streets. It was designed and constructed by William Douglas Lee (1894-1965) for Pacific Knitting Mills, which in 1928 became the Catalina Swimwear Company. Constructed during a period of rapid growth in Los Angeles, this building was Lee’s first major commission as an independent architect and is a relic of the early development of the Garment District in Downtown Los Angeles.

Rectangular in shape, the Catalina Swimwear Building is of reinforced concrete construction with a Neoclassical façade sheathed in a Flemish Bond brick pattern. The roof is flat, but interrupted by sawtooth monitors, with east-facing windows providing light to the upper story. The roofline displays a molded projecting cornice across the primary, eastern façade. Characteristic of Neoclassical design, the sixth story of the building features a projecting balconet, molded stringcourse, arched windows, and end bay rounded arch windows framed by pilasters and topped by a broken Classical pediment. Also on the sixth story, window openings are topped by a segmental arch motif, and original monitor roof skylights provide natural light. The upper portion of the primary façade is nine bays wide, with seven central bays containing clusters of steel-sash windows. The outermost bays on the north and south sides of the façade feature a single opening, also with steel sash, operable awning windows. The north elevation shows a concrete framework and the west and south elevations are stucco, with exposed concrete framing. On the first story of the building there is a modified retail storefront with a recessed central entrance. Original terra cotta pilasters with Classical capitals are in place on the front of the structural piers. On the interior, the first floor entrance features an original terrazzo floor abutting the entrance doors. Other notable interior characteristics include a large volume of interior floors, evenly-spaced mushroom columns, and exposed ceiling beams.

William Douglas Lee (1894-1965) was a prominent Los Angeles-based architect and designer whose career spanned 40 years, during which time he worked on many diverse types of buildings: commercial, residential, medical, and educational. Lee obtained his architect license in 1918 and initially worked for Los Angeles architect John M. Cooper; a few years later, in 1922, he started

his own practice. One of the hallmarks of Lee's early work was the formal articulation of building façades in Revival styles, notably in his design of manufacturing buildings which would otherwise appear utilitarian. Other buildings in Los Angeles designed by Lee include the Textile Center Building (1926, HCM-721); Garment Capitol Building (1926, HCM-930); and El Royale Apartments (1929, HCM-309).

Alterations to the Catalina Swimwear Building include the stuccoing of the exterior, plastering over the original terra cotta pilasters on the retail storefront, removal of partition walls on the ground floor in 1960, and the conversion of the property to residential use as artist loft housing in 1992.

The Catalina Swimwear Building was identified in the City's historic resources survey, SurveyLA, as individually eligible for listing at the local, state, and national levels as an excellent, intact example of a garment factory in Downtown Los Angeles.

## **DISCUSSION**

The Catalina Swimwear Building successfully meets one of the Historic-Cultural Monument criteria: it "reflects the broad cultural, economic, or social history of the nation, state, or community" as an intact example of a garment factory in Downtown Los Angeles representative of the growth of the local garment industry. While the applicant argues that the subject property is an example of "a notable work of a master builder, designer, or architect whose individual genius influenced his or her age" as a work of noted architect William Douglas Lee, staff do not find that the property meets this criterion due to the significant alterations to the first floor exterior.

From the time it was constructed in 1923 until 1960, the subject property served as a women's swimwear factory for the Catalina Swimwear Company, one of the oldest clothing manufacturers in California. Garment factories were typically housed in industrial lofts, which feature an emphasis on verticality, rectangular massing, and regular bays of industrial sash windows. Other key characteristic elements of industrial buildings include reinforced concrete construction; 13-15 foot ceilings; open interior floor plan on upper stories; and freight elevators between floors. Within the context of garment factories, the Catalina Swimwear Building continues to exhibit distinctive character-defining features and retains sufficient integrity of location, design, setting, materials, workmanship, feeling, and association to convey its significance.

## **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 Catalina Swimwear Building as an 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 an irreplaceable historic site/open space. The Secretary of the Interior's Standards for 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 and sites in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Categorical Exemption ENV-2016-3621-CE was prepared on November 21, 2016.

## **BACKGROUND**

On October 20, 2016, the Cultural Heritage Commission voted to take the subject property under consideration. On November 17, the Commission and staff members from the Office of Historic Resources visited the property.

COUNTY CLERK'S USE

## CITY OF LOS ANGELES

CITY CLERK'S USE

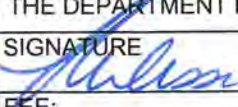
OFFICE OF THE CITY CLERK  
200 NORTH SPRING STREET, ROOM 360  
LOS ANGELES, CALIFORNIA 90012

## CALIFORNIA ENVIRONMENTAL QUALITY ACT

## NOTICE OF EXEMPTION

(California Environmental Quality Act Section 15062)

Filing of this form is optional. If filed, the form shall be filed with the County Clerk, 12400 E. Imperial Highway, Norwalk, CA 90650, pursuant to Public Resources Code Section 21152 (b). Pursuant to Public Resources Code Section 21167 (d), the filing of this notice starts a 35-day statute of limitations on court challenges to the approval of the project. Failure to file this notice with the County Clerk results in the statute of limitations being extended to 180 days.

LEAD CITY AGENCY <b>City of Los Angeles Department of City Planning</b>		COUNCIL DISTRICT 14	
PROJECT TITLE Catalina Swimwear Building		LOG REFERENCE ENV-2016-3621-CE CHC-2016-3620-HCM	
PROJECT LOCATION 443 South San Pedro Street, Los Angeles, CA 90013			
DESCRIPTION OF NATURE, PURPOSE, AND BENEFICIARIES OF PROJECT: Designation of the Catalina Swimwear Building as an Historic-Cultural Monument.			
NAME OF PERSON OR AGENCY CARRYING OUT PROJECT, IF OTHER THAN LEAD CITY AGENCY:			
CONTACT PERSON Melissa Jones	AREA CODE 213	TELEPHONE NUMBER 978-1192	EXT.
EXEMPT STATUS: (Check One)			
	STATE CEQA GUIDELINES	CITY CEQA GUIDELINES	
MINISTERIAL	Sec. 15268	Art. II, Sec. 2b	
DECLARED EMERGENCY	Sec. 15269	Art. II, Sec. 2a (1)	
EMERGENCY PROJECT	Sec. 15269 (b) & (c)	Art. II, Sec. 2a (2) & (3)	
<input checked="" type="checkbox"/> CATEGORICAL EXEMPTION	Sec. 15300 <i>et seq.</i>	Art. III, Sec. 1	
Class <u>8 &amp; 31</u> Category _____ (City CEQA Guidelines)			
OTHER (See Public Resources Code Sec. 21080 (b) and set forth state and City guideline provision.)			
JUSTIFICATION FOR PROJECT EXEMPTION: Article 19, Section 15308, Class 8 of the State's Guidelines applies to where project's 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." Class 31 applies "to maintenance, repair, stabilization, rehabilitation, restoration, preservation, or reconstruction of historical resources in a manner consistent with the Secretary of Interior's Standards for the Treatment of Historic Buildings." Designation of the <b>Catalina Swimwear Building</b> as an Historic-Cultural Monument will assure the protection of the environment by the enactment of project review regulations based on the Secretary of Interior's Standards to maintain and preserve the historic site.			
IF FILED BY APPLICANT, ATTACH CERTIFIED DOCUMENT ISSUED BY THE CITY PLANNING DEPARTMENT STATING THAT THE DEPARTMENT HAS FOUND THE PROJECT TO BE EXEMPT.			
SIGNATURE 	TITLE Planning Assistant		DATE November 21, 2016
FEE:	RECEIPT NO.	REC'D. BY	DATE

DISTRIBUTION: (1) County Clerk, (2) City Clerk, (3) Agency Record

IF FILED BY THE APPLICANT:

NAME (PRINTED)

SIGNATURE

DATE

# Los Angeles Department of City Planning

## RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2016-3620-HCM  
ENV-2016-3621-CE

HEARING DATE: October 20, 2016  
TIME: 10:00 AM  
PLACE: City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA 90012

Location: 443 South San Pedro Street; 435-451  
South San Pedro Street; 336 East Winston Street;  
342 East Winston Street  
Council District: 14  
Community Plan Area: Central City  
Area Planning Commission: Central  
Neighborhood Council: Downtown Los Angeles  
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of the Property of Mrs. M.M. Shaw, Lot FR 7

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Tailor Lofts, LLC  
4940 Campus Road  
Newport Beach, CA 92660

PREPARER: Tara Hamacher  
Historic Consultants  
256 S. Robertson Boulevard #2401  
Beverly Hills, CA 90211

**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 because the application and accompanying photo documentation suggest the submittal warrants further investigation.
2. **Adopt** the report findings.

VINCENT P. BERTONI, AICP  
Director of Planning

[SIGNED ORIGINAL IN FILE]

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Ken Bernstein, AICP, Manager  
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

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Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

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Melissa Jones, Planning Assistant  
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

## SUMMARY

The Catalina Swimwear Building is a six-story, industrial building constructed in 1923 located in Downtown Los Angeles at 443 South San Pedro Street, on the southwest corner of South San Pedro and East Winston Streets. It was designed and constructed by William Douglas Lee (1894-1965) for Pacific Knitting Mills, which in 1928 became the Catalina Swimwear Company. Constructed during a period of rapid growth in Los Angeles, this building was Lee's first major commission as an independent architect and is a relic of the early development of the Garment District in Downtown Los Angeles.

Rectangular in shape, the Catalina Swimwear Building is of reinforced concrete construction with a Neoclassical façade sheathed in a Flemish Bond brick pattern. The roof is flat, but interrupted by sawtooth monitors, with east-facing windows providing light to the upper story. The roofline displays a molded projecting cornice across the primary, eastern façade. Characteristic of Neoclassical design, the sixth story of the building features a projecting balconet, molded stringcourse, arched windows, and end bay rounded arch windows framed by pilasters and topped by a broken Classical pediment. Also on the sixth story, window openings are topped by a segmental arch motif, and original monitor roof skylights provide natural light. The upper portion of the primary façade is nine bays wide, with seven central bays containing clusters of steel-sash windows. The outermost bays on the north and south sides of the façade feature a single opening, also with steel sash, operable awning windows. The north elevation shows a concrete framework and the west and south elevations are stucco, with exposed concrete framing. On the first story of the building there is a modified retail storefront with a recessed central entrance. Original terra cotta pilasters with Classical capitals are in place on the front of the structural piers. On the interior, the first floor entrance features an original terrazzo floor abutting the entrance doors. Other notable interior characteristics include a large volume of interior floors, evenly-spaced mushroom columns, and exposed ceiling beams.

William Douglas Lee (1894-1965) was a prominent Los Angeles-based architect and designer whose career spanned 40 years, during which time he worked on many diverse types of buildings: commercial, residential, medical, and educational. Lee obtained his architect license in 1918 and initially worked for Los Angeles architect John M. Cooper; a few years later, in 1922, he started his own practice. One of the hallmarks of Lee's early work was the formal articulation of building façades in Revival styles, notably in his design of manufacturing buildings which would otherwise appear utilitarian. Other buildings in Los Angeles designed by Lee include the Textile Center Building (1926, HCM-721); Garment Capitol Building (1926, HCM-930); and El Royale Apartments (1929, HCM-309).

Alterations to the Catalina Swimwear Building include the stuccoing of the exterior, plastering over the original terra cotta pilasters on the retail storefront, removal of partition walls on the ground floor in 1960, and the conversion of the property to residential use as artist loft housing in 1992.

The Catalina Swimwear Building was identified in the City's historic resources survey, SurveyLA, as individually eligible for listing at the local, state, and national levels as an excellent, intact example of a garment factory in Downtown Los Angeles.

## 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 NOMINATION FORM

## 1. PROPERTY IDENTIFICATION

Proposed Monument Name: <b>Catalina Swimwear Building</b>		First Owner/Tenant	
Other Associated Names:			
Street Address: <b>443 S. San Pedro Street, Los Angeles</b>		Zip: <b>90013</b>	Council District: <b>14</b>
Range of Addresses on Property:		Community Name: <b>Downtown</b>	
Assessor Parcel Number: <b>5148011018</b>	Tract: <b>Calo Tract</b>	Block: <b>N/A</b>	Lot: <b>A</b>
Identification cont'd:			
Proposed Monument Property Type:	<input checked="" type="radio"/> Building	<input type="radio"/> Structure	<input type="radio"/> Object
		<input type="radio"/> Site/Open Space	<input type="radio"/> Natural Feature
Describe any additional resources located on the property to be included in the nomination, here:			

## 2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built: <b>1923</b>	<input checked="" type="radio"/> Factual	<input type="radio"/> Estimated	Threatened? <b>None</b>
Architect/Designer: <b>William Douglas Lee</b>	Contractor: <b>C.L.Peck</b>		
Original Use: <b>Manufacturing</b>	Present Use: <b>Artist in Residence Lofts</b>		
Is the Proposed Monument on its Original Site?	<input checked="" type="radio"/> Yes	<input type="radio"/> No (explain in section 7)	<input type="radio"/> Unknown (explain in section 7)

## 3. STYLE & MATERIALS

Architectural Style: <b>Beaux Arts Classicism (NeoClassical)</b>		Stories: <b>6</b>	Plan Shape: <b>Rectangular</b>
FEATURE	PRIMARY	SECONDARY	
CONSTRUCTION	Type: <b>Concrete poured/precast</b>	Type: <b>Select</b>	
CLADDING	Material: <b>Brick</b>	Material: <b>Stucco, smooth</b>	
ROOF	Type: <b>Flat</b>	Type: <b>Select</b>	
	Material: <b>Rolled asphalt</b>	Material: <b>Select</b>	
WINDOWS	Type: <b>Awning</b>	Type:	
	Material: <b>Steel</b>	Material: <b>Select</b>	
ENTRY	Style: <b>Centered</b>	Style:	
DOOR	Type: <b>Paneled, glazed</b>	Type: <b>Select</b>	





# HISTORIC-CULTURAL MONUMENT NOMINATION FORM

## 4. ALTERATION HISTORY

List date and write a brief description of any major alterations or additions. This section may also be completed on a separate document. Include copies of permits in the nomination packet. Make sure to list any major alterations for which there are no permits, as well.

38140	August 20, 1923. Loft Building Under Construction
74653	Nov, 14, 1960 Plaster Breast to Cover Existing terra cotta and interior partitions, first floor
89-22751	Certificate of Occupancy Issued for Artist in Residence conversion

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

Listed in the National Register of Historic Places	
Listed in the California Register of Historical Resources	
Formally determined eligible for the National and/or California Registers	
Located in an Historic Preservation Overlay Zone (HPOZ)	<input type="checkbox"/> Contributing feature <input type="checkbox"/> Non-contributing feature
Determined eligible for national, state, or local landmark status by an historic resources survey(s)	Survey Name(s):
Other historical or cultural resource designations:	

## 6. APPLICABLE HISTORIC-CULTURAL MONUMENT CRITERIA

The proposed monument exemplifies the following Cultural Heritage Ordinance Criteria (Section 22.171.7):

<input type="checkbox"/>	Reflects the broad cultural, economic, or social history of the nation, state, or community
<input type="checkbox"/>	Is identified with historic personages or with important events in the main currents of national, state, or local history
<input type="checkbox"/>	Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction
<input checked="" type="checkbox"/>	A notable work of a master builder, designer, or architect whose individual genius influenced his or her age



# HISTORIC-CULTURAL MONUMENT NOMINATION FORM

## 7. WRITTEN STATEMENTS

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

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

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

## 8. CONTACT INFORMATION

### Applicant

Name: Kent Hawkins	Company: Tailor Lofts, LLC
Street Address: 4940 Campus Drive	City: Newport Beach State: CA
Zip: 92660	Phone Number: 949 752 7120 Email: kent@statewideacqcorp.com

### Property Owner

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

Name:	Company:
Street Address:	City: State:
Zip:	Phone Number: Email:

### Nomination Preparer/Applicant's Representative

Name: Tara Hamacher	Company: Historic Consultants
Street Address: 256 S. Robertson Blvd., #2401	City: Beverly Hills State: CA
Zip: 90211	Phone Number: 213-379-1040 Email: tara@historicconsultants.com





# HISTORIC-CULTURAL MONUMENT NOMINATION FORM

## 9. SUBMITTAL

When you have completed preparing your nomination, compile all materials in the order specified below. Although the entire packet must not exceed 100 pages, you may send additional material on a CD or flash drive.

### APPLICATION CHECKLIST

- |  |  |
|--|--|
| 1. ✓ Nomination Form   | 5. ✓ Copies of Primary/Secondary Documentation   |
| 2. ✓ Written Statements A and B  | 6. ✓ Copies of Building Permits for Major Alterations (include first construction permits) |
| 3. ✓ Bibliography  | 7. ✓ Additional, Contemporary Photos   |
| 4. ✓ Two Primary Photos of Exterior/Main Facade (8x10, the main photo of the proposed monument. Also email a digital copy of the main photo to: <a href="mailto:planning.ohr@lacity.org">planning.ohr@lacity.org</a> ) | 8. Historical Photos   |
|  | 9. ✓ Zimas Parcel Report for all Nominated Parcels (including map)                         |

## 10. RELEASE

Please read each statement and check the corresponding boxes to indicate that you agree with the statement, then sign below in the provided space. Either the applicant or preparer may sign.

- |                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | I acknowledge that all documents submitted will become public records under the California Public Records Act, and understand that the documents will be made available upon request to members of the public for inspection and copying.                                     |
| <input checked="" type="checkbox"/> | I acknowledge that all photographs and images submitted as part of this application will become the property of the City of Los Angeles, and understand that permission is granted for use of the photographs and images by the City without any expectation of compensation. |
| <input checked="" type="checkbox"/> | I acknowledge that I have the right to submit or have obtained the appropriate permission to submit all information contained in this application.  |

Name: Kent Hawkins Date: 3-24-16 Signature: [Handwritten Signature] owner Representative.

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

Office of Historic Resources  
Department of City Planning  
200 N. Spring Street, Room 620  
Los Angeles, CA 90012  
Phone: 213-978-1200  
Website: [preservation.lacity.org](http://preservation.lacity.org)



DONAHY GIFT INC.  
RETAIL & WHOLESALE  
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1000



- 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 and character-defining elements, structures, interior spaces, and/or landscape features.

The Catalina Swimwear Building is a six story, industrial building constructed in 1923. The façade has Neoclassical features and articulation that reflect early twentieth century architecture, more formal than typical for a building intended for manufacturing purposes. The building was designed by William Douglas Lee, and is Lee’s first major commission as an independent architect in Los Angeles. The Catalina Building is located on the southwest corner of San Pedro and Winston Streets.

Two other buildings of similar character and scale, the Westinghouse Electric Building, 420 S. San Pedro Street, (HCM #937) and the Renaissance Building/Elias Katz Shoe Company at 442 S. San Pedro, 1926, occupy the opposite corners on the east side of San Pedro Street. The Renaissance Building, (now the Downtown Women’s Center), is located directly opposite the Catalina Swimwear Building and is also a William Douglas Lee design. It features a formal façade with Tudor stylistic details. The formal articulation of a façade in various Revival styles would become the hallmark of Lee’s early work, notably in his design of manufacturing buildings of the period which would otherwise appear completely utilitarian.

The Catalina Swimwear building is a rectangular shape, measuring 160 feet x 102 feet, and encompassing 92,538 square feet on the six floors. The upper portion of the primary (east) façade is nine bays wide, with seven central bays containing clusters of steel-sash windows in rectangular openings. The outermost bays on north and south sides of the façade feature only a single opening, also with steel sash, awning windows. The center portion of each window unit is an operable awning sash.

The brick of the upper façade is set in a Flemish Bond pattern, using variegated, slightly-textured bricks with a light brown color. There is a molded stringcourse above the fifth floor windows, setting off the sixth story from the lower façade. The end bays of the sixth story have round arched windows, framed by pilasters and topped by a broken Classical pediment. A projecting balconet at the base of the sixth floor windows is integral with the stringcourse, a combination often displayed by Neoclassic designs. The sixth story window openings are topped by a segmental arch motif, again accentuating the upper story. The articulation of the sixth story is consistent with formal Neoclassical design, and therefore distinguishes the building as more than a typical utilitarian industrial structure. There is a fire escape on the façade, likely original, but it is not ornamental in any manner.

The brick veneer and upper story articulation at the sixth story extends around the first bay of the north elevation, highlighting that corner of the building. The remainder of the north elevation shows a concrete framework, and stucco in the central portion of this surface. The windows are set within incised, rectangular openings, and are regularly spaced, similar to the façade. There is also a fire escape on this elevation.

The rear, (west) elevation and south elevations are stuccoed, with exposed concrete framing. Window openings are irregularly placed, but have the same steel, awning sash, although on this elevation the



openings and windows are of varying dimensions. By contrast, the south elevation only features three rectangular windows, all of the same size, evenly spaced and located on the fourth, fifth, and sixth stories.

The roofline features a molded projecting cornice across the façade. The roof is flat, but interrupted by saw tooth monitors, with east-facing windows providing for light to the upper story. These monitors are not visible from the ground level.

The base of the building features a modified retail storefront with a recessed central entrance. The date of this alteration is unclear in the record, but it would appear that the current façade dates to 1960. A building permit (LA 74653) dated November 14, 1960 describes adding a “plaster breast to cover existing terra cotta, and interior partitions”, with improvements at a height of 17 feet. This description is consistent with the current appearance of the storefront/retail portion of the façade. It is evident that the lower façade has been furred out, obscuring the original storefront design and detailing, although the spacing of the storefront bays is consistent with the upper façade. Forensic examination shows that the furring consists of stucco applied to metal mesh, connected with rebar from the façade to the interior wall. Fortunately, original wood window frames are intact, although the glass is gone. Even more fortunate, original terra cotta pilasters with Classical capitals, are also in place on the front of the structural piers. These pilasters are visible in profile only, but it is clear that they are intact and are stylistically consistent with the Classical detailing of the sixth story. The existence of the original fabric indicates that the alteration of the retail level is reversible and the original appearance could be authentically restored based on the extant fabric.

The Catalina Swimwear building was subsequently converted to residential use as artist loft housing. The conversion was completed by 1992 when a Certificate of Occupancy (89 LA 22751) was issued. The first floor entrance features a terrazzo floor abutting the entrance doors, but that is the only vestige of the original entry area that remains. The building permit for the alteration of the façade in 1960 references removal of partitions, presumably a reference to internal walls between the storefronts. The large volume of the interior floors and evenly-spaced mushroom columns are a notable characteristic. There are no significant or character-defining ornamental features or partitions remaining on the upper stories, suggesting that there were originally open and unobstructed, which would be consistent with the manufacturing use. The only difference between the upper floors is that on the sixth floor, original monitor roof skylights provide natural light and break up the expanse of the ceiling plane.

**B. Statement of Significance** – Address the proposed monument’s historic, cultural and/or historic 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.

**Criteria: A notable work of a master builder, designer, or architect whose individual genius influenced his or her age.** *This building appears to be the first major commission of W. Douglas Lee as an independent architect. His application of Period Revival details to a basic industrial building became his signature detail for buildings in the Garment District.*

The Catalina Swimwear Building appears to be the first major industrial and manufacturing facility designed by architect W. Douglas Lee. The Catalina Swimwear Building was constructed in 1923, less than 2 years after Lee began his independent practice, initiating what would be a prolific and influential 40 year career in Los Angeles. The building is of reinforced concrete construction, with a traditional Neoclassic façade sheathed in brick. Its construction is documented by City of Los Angeles Building Permit #88140, issued for a 6 story building with a concrete frame on the southwest corner of San Pedro and Winston Streets.

W. Douglas Lee became a licensed architect in 1918 and initially worked for Los Angeles architect John M. Cooper. Cooper was a Yale-trained architect, and apparently was Lee’s mentor. Their projects included commercial buildings, schools, hospitals and offices. This affiliation appears as early as 1916, as noted in a Southwest Building and Contractor listing (1), according to a Los Angeles Times article referring to the Hotel Gothic (2). Cooper and Lee would separate when Lee earned his professional certification. The two would become competitors in Los Angeles generally for the remainder of their careers. Cooper’s primary building in the Garment District is the Maxfield Building completed in 1926, and noted for its use of concrete formed to be ornamental. In contrast, Lee’s work remained more traditional due to his application of Period Revival details, at least through the 1920’s when Lee was in collaboration with the development firm of Casler and Lloyd in the garment district.

W. Douglas Lee received his Certificate to Practice Architecture, granted by the State Board of Architecture in 1921. (3), and started working on his own by early 1922. Again, Southwest Builder and Contractor notes that “Arch. W. Douglas Lee has established an office at 610 Gross Building and desires catalogs and samples of building materials and appliances.”(4)

Initially, Lee was engaged in public work. In 1922, Lee was awarded a contract to design an 8 unit school including auditorium by the Los Angeles Board of Education. (5) Lee was preparing plans for a single story warehouse on 17th St. between Main & Hill St. for C. Henry Frost. Lee also designed a brick store and apartment building on the southwest corner of 3rd St. & Vermont Ave. All of this work was relatively small scale but was sufficient to establish Lee’s professional practice.

In 1923, the Catalina Swimwear Building represents a larger commission that would set the stage for the initial phase of Lee’s career, during which Lee would establish the architectural identity of the Garment District.

Directly across San Pedro Street from the Catalina Swimwear building, W. Douglas Lee designed the Elias Katz Shoe Factory originally named the Renaissance Building, (6) now known as the Los Angeles Woman’s Center. In this case, Lee held a 99 year lease on the site, and would own the building upon

completion, leasing it to the Elias Katz Shoe Company for 25 years. (7) He was also the contractor on the project. Lee owned and developed several of his buildings, ultimately through the Realty Holding Corporation which Lee founded in 1928 in order to build and finance income properties in the Los Angeles area. (8)

Both the Catalina Swimwear Building and the Renaissance Building are similar to the extent that they are functional industrial buildings, but distinguished by a formal façade representing Neoclassic and Tudor Revival designs associated with the early 1920's. These two buildings are adjacent to the Westinghouse Electric Building (HCM#937), completed in 1922, that would serve as the Westinghouse headquarters until 1948. While not known to be a Lee design, the Westinghouse Building is consistent in scale and character with the adjacent structures at this intersection.

The Catalina Swimwear Building is an early, signature work that would lead to Lee's subsequent association in 1924 with the influential development team of Florence Casler and William K. Lloyd. Lee's hallmark design formula for these buildings, endorsed as a goal by Florence Casler, was the combination of a formal façade representing various Revival styles of the 1920's, applied to an otherwise functional and utilitarian manufacturing building.

Florence Casler is known for being one of the first female developers in Los Angeles and the only woman involved in the construction of high-rise buildings, and particularly in the Garment district. Following completion of the Catalina Swimwear Building, W. Douglas Lee was commissioned by Casler and Lloyd to create a series of seven specialized industrial buildings that are the centerpieces of the Garment District in the area of Pico Boulevard and Maple Avenue, a few blocks to the west of the cluster of earlier industrial/manufacturing buildings on San Pedro Street.

Lee's designs would establish the architectural/stylistic identity of the Garment district by featuring several Gothic and Renaissance Revival buildings. The team earned acclaim for developing major buildings reflecting, modern and efficient industrial design, detailed in various Revival styles of the period. The majority of the buildings were 12 stories, which is a function of the overriding height limit of 150 feet that governed the core of Los Angeles until 1950. In the case of the Garment District, construction of buildings to the height limit necessitated that they have a very effective vertical circulation and elevator component in order to be efficient for garment manufacturing to be viable in the central core of the city. Garment manufacturing in fact remained active in the central city into the 1950's when most of the manufacturers moved to suburban locations.

Foremost among the Casler and Lee buildings is the Garment Capitol Building (217 E. 8<sup>th</sup> Street), a 12 story building featuring Gothic Revival detailing (HCM# 930). The collaboration with Casler, working exclusively with Douglas Lee, created six additional buildings in the Garment District, including:

- Allied Craft Building 1925 407 E. Pico Blvd
- Textile Center Building 1926, 315 E. 8<sup>th</sup> Street
- (HCM #712) Graphic Arts Building, 417 E. Pico Blvd
- Furniture Exchange Building, 1206 Santee Street
- Printing Center 1928, 1220 Maple Avenue
- Merchants Exchange Building, 719 S. Los Angeles Street

Another prominent manufacturing building in the immediate vicinity, although not a garment building, is the Bendix Building, 1206 Maple Avenue. Constructed for the Bendix Corporation for their aviation business, it was completed in 1929. It was developed for Bendix by Lloyd and Casler, again using W. Douglas Lee as the architect. The Bendix Building follows the formula of a light manufacturing building with an ornamental façade, similar to Lee's other industrial/manufacturing buildings in the Garment District. Notably, it appears to be the last building developed by Lloyd and Casler, and marks the end of the Lee's successful affiliation with Casler and Lloyd as well as being the last building developed by Florence Casler.

Following his work with Lloyd and Casler, W. Douglas Lee's practice would change direction and include more diverse building types. Lee would be credited with the design of numerous major buildings, including apartments and hotels. The earliest residential work is the Guardian Arms Hotel, in Hollywood, completed in 1927. Consistent with his extensive utilization of Period Revival features, the Guardian Arms boasts ornate Classical detailing, an ornamental Mansard roof, and Tudor-arches. Compared to his later work, the Guardian Arms is a relatively modest Tudor Revival design for an apartment building that catered primarily to the working class clientele of the movie industry.

In contrast to the Guardian Arms, the most prestigious and well known of Lee's hotel work is the El Royale Apartments at 450 Rossmore Avenue, 1929. (HCM #309) It is one of a series of 'New York Style' sophisticated apartments near Wilshire Country club catering to an elite and powerful clientele. The owner, Barco Investment Company announced construction in August 1929. They hired W. Douglas Lee, known as the 'iconic architect' of the period. The El Royale would feature the Renaissance Revival styles that characterized Lee's other buildings. The clear competitor in to the El Royale in Lee's hotel portfolio is the Chateau Marmont, 8221 Sunset Boulevard, (HCM #151), the grand hotel catering to the Hollywood elite. W. Douglas Lee was the primary architect, working in conjunction with Arnold A. Weitzman.

In his later career, W. Douglas Lee represented the forefront of the modern movement in Los Angeles. In 1959, working with his son, Douglas Everett Lee, they designed the Lee Tower building at 5455 Wilshire Boulevard. In this case, W. Douglas Lee was also the developer and builder, through the Lee Tower Corporation. Completed in 1961, The Lee Tower introduced the appearance of the modern skyscraper in Los Angeles (9).

The Lee Tower was the first skyscraper to surpass the 150 foot height limit following repeal of the height restriction by the Los Angeles City Council. The Lee Tower would far surpass the limit by rising to 280 feet, with 21 stories. Clearly of modern design, it is dramatically different from the Period Revival designs of Lee's earlier career. Constructed with a steel frame, it epitomizes the early phases of steel frame and glass curtain wall design that would typify much of the office tower design of the 1960s, altering the skyline of Los Angeles.

#### **Catalina Swimwear Company**

Although not intended to be the topic of this nomination, it is relevant to reference the significance of Catalina Swimwear, the long term occupant of the building from circa 1923, until the building was sold and in 1960, and they relocated to City of Commerce, CA in 1960.



The Catalina Swimwear Company was an influential manufacturer of women's swimwear from the 1920's to the 1960's. One of the oldest clothing manufacturers in California, the company was founded in 1907 by John C. Bentz. Named the Bentz Knitting Mills, the company was known for men's and women's underwear and sweaters. Bentz changed the name to Pacific Knitting Mills in 1912, at the time they began production of swimwear. He changed the name of the company again to Catalina Swimwear in 1928, matching the name of his best-selling swimsuit, the Catalina.



Early Catalina – Pacific Knitting Mills ‘Catalina’ Tank Suit with Iconic Flying Fish Logo

Bentz transitioned the business by capitalizing on the emerging trends in women's swimwear that began to appear in southern California. From a beginning of producing mostly simple one-piece suits for women, Catalina shifted to production of increasingly fashionable and revealing women's swimsuits. The fashion trends were coming out of France and European countries. In addition, as the 1920's moved in to the Prohibition era, the culture of Hollywood celebrities going off shore to places like Santa Catalina Island and the Town of Avalon of the coast of Los Angeles, led the island to be at the forefront of trends in the American swimwear industry. The construction of the Catalina Casino in Avalon, and its correlation with the film and movie industry, made Santa Catalina island a mecca for Hollywood actresses and the film industry, along with the beach and fashion culture that were closely integrated.

The emerging changes in swimsuit fashion brought competition from the sports world from companies like Jantzen for athletic suits and Cole of California, as well as various European swimwear designers. However, during the 1930's, Bentz and Catalina Swimwear remained a leader in the movement in America as Bentz developed his swimsuit line to be sleeker, with more skin exposure.

In the 1930s and 40's, Catalina Swimwear created a strong relationship with the Hollywood movie culture and its association with fashion. Warner Brother costume designer Orry Kelly and color consultant Perc Westhorne designed swimwear for Catalina. Actresses, including Ginger Rogers, Joan Crawford, and Marilyn Monroe, were photographed in Catalina Swimwear.



Not Yet Marilyn • Norma Jean in Catalina



Elizabeth Taylor ~ Suddenly Last Summer, 1957

The swimwear industry was also associated with the advent of the “pin-up” girl posters, many of which featured women in Catalina swimsuits. This trend began with advertisements in Esquire Magazine in the mid-1930’s, and continued in the years prior to World War 2.



Early Pin-Up ~ Esquire Magazine, 1936



Catalina swimsuits were also heavily advertised in Life magazine in the 1940's, and at the time there were matching materials and designs for men and women. Advertisements also played off the California beach reputation, and the Hollywood affiliation with the slogan " Sweethearts in Swimsuits, Styled in California" for the Stars of Hollywood, and YOU" (10)

Catalina swimsuits would remain dominant through the 1950's, although the introduction of the modern bikini in 1946 by French engineer Louis Reard would introduce another change the swimwear fashions, especially in Europe. The gradual acceptance of the bikini by international models and actresses during the 1950's would lead to the fashion trend becoming more acceptable in America by the 1960's, and ultimately brought about the decline of companies like Catalina. In the 1960's, Catalina affiliated with Cole of California, another swimwear firm and former competitor, dating back to 1925.

Catalina Swimwear was also associated with the origins of the Miss America Beauty Pageant in 1921. Started by promoters in Atlantic City as a way to extend the summer season, the pageant was focused on the swimsuit competition until a talent section was added in 1938. In the early years, the swimwear competition was the main event, and by the 1940's all girls wore the same Catalina suits. This continued until 1949. There was no pageant in 1950, and then in 1951, one contestant, Yolanda Betbeze refused to pose for the swimsuit competition. Catalina withdrew its sponsorship at that time, and in 1952, Catalina's parent company Pacific Knitting Mills founded the Miss Universe Pageant.



The Swimsuit Competition, Here She Comes Miss America 1950

## Footnotes

1. Southwest Builder and Contractor 9/9/1916, pg. 13)
2. Los Angeles Times, Taking Bids for Hostelry, Sixth Street Project to Start Soon, July 16, 1916
3. Southwest Builder and Contractor, 11/4/21.
4. Southwest Builder and Contractor 4/21/1922, pg. 10.
5. Building & Engineering News, 12/3/1922, pg. 13.)
6. Los Angeles Times, October 17, 1926
7. Los Angeles Times, Six Story Block to Rise, October 17, 1926)
8. Los Angeles Times, Display Ad, April 22, 1928.
9. Los Angeles Times, May 30, 1959. Tower Building Permit Issued. Pg. A8
10. Life Magazine, June 4, 1928, advertisement, p. 120

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Twenty One Story Structure Slated for Miracle Mile Corner, Los Angeles Times, Feb 23, 1958, pg. F1

Twelve Story Apartment Started, Rossmore and Rosewood, Los Angeles Times, August 26, 1928

Types of Loft and Residential Structures, Los Angeles Times, June 20, 1926.





## ABOUT THE ARCHITECT

# WILLIAM DOUGLAS LEE

(1894-1965)

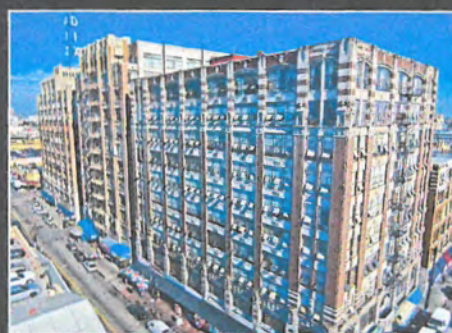
The Bendix Building is one building in a line of many treasures designed by Master Architect William Douglas Lee. A celebrated designer in Los Angeles, Lee garnered great attention during the 1920s when his idea to transform the city's aesthetic with famed builder Florence Casler took hold. Together Lee and Casler erected what Florence termed a "utopian commercial area" centered around Pico Boulevard and Maple Avenue. Between 1924 and 1929 they erected at least 7 major specialized industrial buildings. These include the Textile Center Building, the Allied Crafts Building, the



Graphic Arts Building, the Garment Capitol Building, the Furniture Exchange Building, the Printing Center, and the Merchants Exchange Building. Lee shared Florence's love of modern design enhanced with revival accenting and molding in terra cotta and stone, which lifted their buildings above the utilitarian norm. Even after their partnership Lee became responsible for designing some of the most iconic buildings in Los Angeles. These include Chateau Marmont and El Royale Apartments. His style remains relevant even in today's booming modern architectural world.



**The Bendix Building**  
(Built 1929 - 1206 Maple Ave)



**Allied Crafts Building**  
(Built 1926 - 407 E Pico Blvd)



**The Printing Center**  
Now: Maple Tower  
(Built 1928 - 1220 Maple Ave)



**Catalina Swimwear Building**  
Now: Fifth & San Pedro  
(Built 1923 - 443 S San Pedro St)



**Textile Center Building**  
(Built 1926 - 315 East 8th St)



**El Royale**  
(Built 1929 - 450 N Rossmore)



**Chateau Marmont**  
(Built 1929 - 8221 Sunset Blvd)



**Garment Capitol Building**  
Now: Garment Lofts  
(Built 1926 - 217 E 8th St)



# All Applications must be filled out by Applicant

Bldg. Form 3

PLANS AND SPECIFICATIONS and other data must also be filed

## BOARD OF PUBLIC WORKS DEPARTMENT OF BUILDINGS

# 3

### Application to Alter, Repair or Demolish

To the Board of Public Works of the City of Los Angeles:

Application is hereby made to the Board of Public Works of the City of Los Angeles, through the office of the Chief Inspector 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:

- First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or 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 ordinance of the City of Los Angeles.
- Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

	REMOVED FROM	REMOVED TO	
TAKE TO REAR OF NORTH ANNEX 1st FLOOR CITY CLERK PLEASE VERIFY	Lot..... Block.....	Lot..... Block.....	O. K. City Clerk By _____ Deputy
	Tract.....	Tract.....	
	Book..... Page..... F. B. Page.....	Book..... Page..... F. B. Page.....	
TAKE TO ROOM No. 403 SOUTH ANNEX ENGINEER PLEASE VERIFY	From No. .... Street.....	To No. .... Street.....	O. K. City Engineer By _____ Deputy
	(USE INK OR INDELIBLE PENCIL)		

1. What purpose is the present Building now used for? Left Bldg. under construction
2. What purpose will Building be used for hereafter? Left Bldg.
3. Owner's name Reaching Food Corporation Phone.....
4. Owner's address Van Nuys Bldg.
5. Architect's name W. Douglas Lee Phone 824-821
6. Contractor's name C. J. Peck Phone.....
7. Contractor's address H. W. Hellman Bldg.
8. VALUATION OF PROPOSED WORK (including Plumbing, Gas Fitting, Sewers, Casapools, Elevators, Painting, Finishing, all Labor, etc.) \$ 75.00
9. Class of present Building A No. of rooms at present.....
10. Number of stories in height 6 Size of present Building 95 x 160
11. State how many buildings are on this lot.....
12. State purpose buildings on lot are used for..... (Tenement House, Hotel, Residence, or any other purpose.)

STATE ON FOLLOWING LINES EXACTLY WHAT ALTERATIONS, ADDITIONS, ETC., WILL BE MADE TO THIS BUILDING:

Remove of Flat slab. A strip of wall changed

I have carefully examined and read the above application and know the same is true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

**OVER**

(Sign here) W. Douglas Lee  
(Owner or Authorized Agent) [Signature]

FOR DEPARTMENT USE ONLY		
PERMIT NO. <u>38140</u>	Plans and Specifications checked and found to conform to Ordinances, State Laws, etc. <u>[Signature]</u> PLAN EXAMINER	Application checked and found O. K. <u>[Signature]</u> CLERK
AUG 20 1923 RECEIVED DEPARTMENT OF BUILDINGS LOS ANGELES, CALIF.		

Plans File with # 32746 FOR PLANS SEE No. ....

100

13. Size of new addition..... No. of Stories in height.....
14. Material of foundation..... Size footings..... Size wall..... Depth below ground.....
15. Size of Redwood Mudsills..... Size of interior bearing studs.....
16. Size of exterior studs..... Size of interior non-bearing studs.....
17. Size of first floor joists..... Second floor joists.....
18. Will all provisions of State Dwelling House Act be complied with?.....

I have carefully examined and read the above blank and know the same is true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

(Sign here).....

(Owner or Authorized Agent).

**FOR DEPARTMENT USE ONLY**

APPLICATION	O.K. <i>SRB</i>
CONSTRUCTION	O.K. <i>SRB</i>
ZONING	O.K. <i>T</i>
SET-BACK LINE	O.K. <i>T</i>
ORD. 33761 (N.S.)	O.K.
FIRE DISTRICT	O.K. <i>SRB</i>

**REMARKS**

I hereby agree to locate and erect this building or structure and every portion thereof, except unenclosed porches, back a distance from the front property line equal to the set-back line of the nearest building now effected on any lot in this block in Zone "A" or "B" on the same side of the street.

Owner.



# HEIGHT-LIMIT UNIT PLANNED

**Fashion Center Building to  
Cost \$1,350,000**

**Skyscraper to Operate on  
French Plan**

**Seven-Story Apartment Will  
Rise Immediately**

Two structures, one a Fashion Center Building costing \$1,350,000 and the other a \$250,000 apartment-



W. DOUGLAS  
LEE.

house for Eleventh and Hoover streets, were outstanding in announcements of new buildings made yesterday.

Work will begin in thirty days on construction of a twelve-story basement and sub-basement Class-A loft and office building on Los Angeles street, just south of Seventh and adjoining the

Transportation Building, which, when completed, will represent an investment of \$1,350,000, it was announced yesterday by W. Douglas Lee, architect and engineer, who is completing plans for the project.

The building is expected to be ready for occupancy by August 1 and will front 181 feet on Los Angeles street by 123 feet in depth. The new structure will be known as the Fashion Center Building. It is designed in the modern Gothic style with brick front and terra cotta trim, marble vestibule and lobby, three high-speed passenger elevators, two freight carriers, shipping plat forms for incoming and outgoing freight and special devices for quick handling. The interior will be finished in Philippine mahogany, marble and rubber tiled flooring.

Eight floors will be devoted exclusively to manufacturers. The structure has been specially planned to obtain the maximum amount of daylight and will contain every modern convenience required by the manufacturers of garments and allied lines, the equipment being selected to insure efficient operation at the lowest production costs.

Four floors will be used as offices and display rooms for jobbers and manufacturers, club rooms and banquet rooms for visitors and the holding of functions while the roof will be turned into a garden. The two basements will serve as garages for several hundred cars of the tenants and their customers.

Announcement of the building signifies the first major undertaking of the Realty Holding Corporation since its formation a few weeks ago. The organization, which has underwritten the entire cost of the building, marks the adoption here of a construction and ownership financing plan similar to the Fred F. French Plan of New York, under which more than \$200,000,000 worth of buildings have gone up in the eastern city within the last few years.

The local plan will probably be known as the Lee Plan, in which the public may be given an opportunity to participate. It was announced by Paul H. Watson, secretary of the corporation. Only major improvements will be undertaken, and the concern's activities will embrace every phase of realty ownership, construction and management, he said.

Watson was authority for the statement that 60 per cent of the 221,600 square feet of floor area in the new building have already been



PAUL H.  
WATSON.

(Continued on Page 2, Column 4)

# HEIGHT-LIMIT UNIT PLANNED

(Continued from First Page)

leased. The structure has been designed to accommodate the growing needs of the garment industry in Los Angeles, which has advanced from sixth place to second place to New York as a style center in the short space of five years.

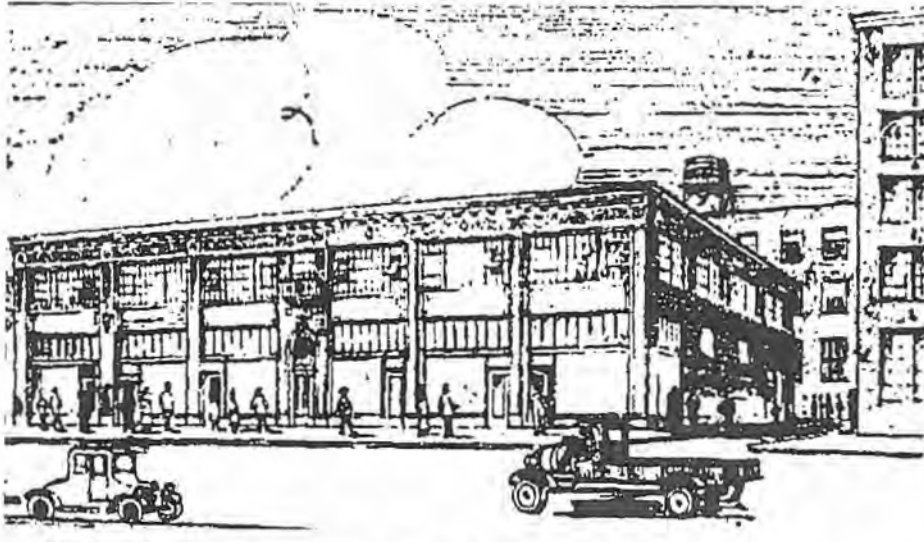
Officers and directors of the Realty Holding Corporation of California include W. Douglas Lee, architect and engineer, president; Jack Irvine of the Mortgage Guarantee Company, vice-president; Nathan T. Potter, president of the Thrift Corporation of America, treasurer; Paul H. Watson, formerly with the National City Company of New York, secretary; Commodore J. Stuart Blackton, capitalist, motion-picture magnate and a director of the Bank of Hollywood, director; John Camphouse, president of the Bank of Hollywood and the Bank of West Hollywood, director; H. G. Cary of the H. G. Cary Company, plumbing contractors, director; Grover C. Gearhart of the Hammond Lumber Company and president of the Foreign Trade Club of Los Angeles, director; Fred J. Hulst, member of the Realty Board, director, and Andrew Seablom, local brick contractor, director.

## SEVEN-STORY APARTMENT

Rising seven stories with steel frame, a Class-A \$250,000 apartment-house will be erected immediately at the northwest corner of Eleventh and Hoover streets, according to F. E. Temple, builder, and Hillier and Sheet, architects for the new structure. The name of the owner has been withheld. Construction pends final approval of plans.

The first floor of the apartment will be devoted to a lobby and lounge and a dining-room to accommodate 200 people. Bachelor and regular apartment units are included in the plans which call for Mediterranean architecture. Finishing will be of colored stucco. Tile roof and most modern equipment are provided.

## Stores and Loft for Fourth



Designed by W. Douglas Lee

This store and loft structure is being built on the northwest corner of Fourth and Wall streets for Dr. I. Leon Meyers.

## HOTEL TO BE CONSTRUCTED

*Work on New Inglewood Project to be Started Tomorrow and Rushed to Completion*

### [LOCAL CORRESPONDENCE]

INGLEWOOD, Jan. 31.—Work will begin Monday by John A. Malloy, contractor, on a \$100,000 hotel building at the northwest corner of Commercial and Regent streets for the I. M. C. Finance Corporation of this city, of which Henry Zilchert is the president.

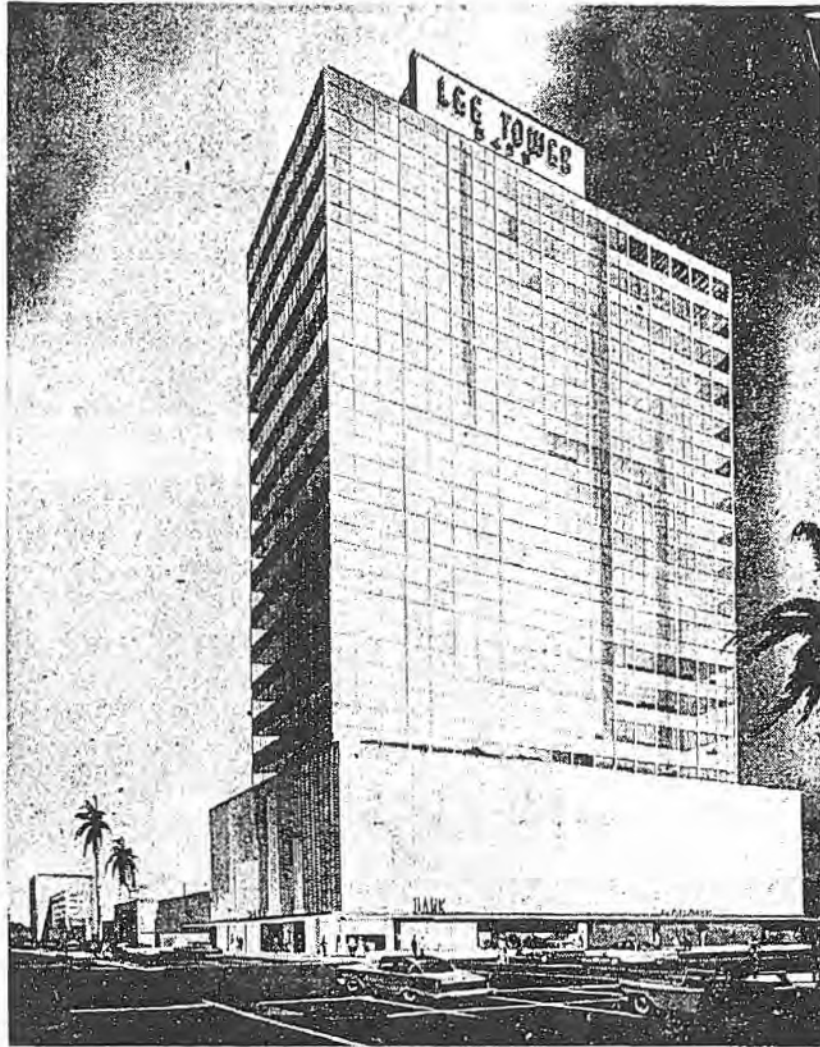
This company comprises the Inglewood Mercantile Company interests and is a \$250,000 closed corporation. Lymian O. Calkins, president of the mercantile company, is secretary of the corporation and Leb Calkins is the vice-president. Work will be rushed in order to have the entire building ready for occupancy by April 25.

A six-year lease on the hotel has been taken by Mr. and Mrs. F. Bergin of Pomona, for many years successful hotel proprietors in that city. There will be thirty-five outside rooms on the second floor. On the ground floor will be the entrance, lobby, cafe and barber shop, all fronting on Commercial street. A drug store will occupy the ground floor corner, Young's Market has another ground floor Commercial street frontage, while there will be two storerooms on Regent street.

The building will be two stories in height, of ornamental brick. The roof will be of tile. There is a 150-

foot frontage on Commercial street and a 110-foot frontage on Regent.

Another \$100,000 hotel, the Hillcrest Inn, is rapidly approaching completion at the southwest corner of Hillcrest Boulevard and East Queen streets, the owner being H. W. Longfellow.



**FOR WILSHIRE SITE**—Here's design of 21-story Lee Tower office building set to rise at northwest corner of Wilshire Blvd. and Cochran Ave., in the Miracle Mile section of the boulevard. The scheduled start of the \$10,000,000 project has been announced by W. Douglas Lee, president of the Lee Tower Corp.

## 21-STORY STRUCTURE SLATED FOR MIRACLE MILE CORNER

Plans for construction of a 21-story office structure to be known as the Lee Tower at the northwest corner of Wilshire Blvd. and Cochran Ave. in the Miracle Mile section of the boulevard were announced yesterday by W. Douglas Lee, president of the Lee Tower Corp., developer and builder of the project.

In accordance with the amended Los Angeles building-height regulation which permits buildings to reach above the former 150-foot limitation, the planned structure, announced as representing an investment of \$10,000,000, will rise to a height of some 280 feet on a 22,000-square-foot site at 5455 Wilshire Blvd. with 130 feet of frontage on the boulevard and depth of 170 feet

The project, described as an ultramodern glass and steel skyscraper, is set for start of construction within 60 days.

Lee, for years a well-known Southern California architect, said the structure will contain 360,000 square feet of floor space, including a 150,000-square-foot garage area extending from the basement to the sixth floor and to accommodate 500 cars. Also disclosed was that the corporation acquired the site in two parcels, the first being the corner area of 70x170

feet which was obtained two years ago, and recently acquired the 60x170-foot lot on the west. Lawrence Block Co., Inc., Beverly Hills, handled both sales.

### Facilities

D. Everett Lee, architect, who with his father, W. Douglas Lee, will personally supervise construction of the proposed building, said the structure will "incorporate every facility of science and art and blend with the most modern mechanical installa-

Turn to Page 2, Column 3



# WILSHIRE BUILDING

Continued from First Page  
tions to afford the utmost in service, comfort and efficiency."

Henry G. Beaumont Co., of Beverly Hills, will handle the leasing and management with leasing details under direction of Jerry B. Miller, it was announced. Henry G. Beaumont is a past national president of the Institute of Real Estate Management.

## Other Features

Among features announced for the building is an exclusive luncheon club at the top of the structure that will afford a wide panoramic view of the Los Angeles area, ocean and mountains. It will be called the Skyview Club to be operated by a leading restaurateur, it was stated.

Also planned is a roof-top recreation area for tenants.

Other items stated are year-round air conditioning, electronically controlled automatic elevators, television master antennae with multiple coaxial cable connections. A two-duct multizone system will control the air conditioning.

D. Everett Lee explained that the structure's exterior walls will be curtain-wall-type composed of insulated panels and neutral-tinted heat-absorbing glass to reduce glare and provide light diffusion and unobstructed daylight.

Latest-type fluorescent lighting fixtures will be incorporated into the flush acoustical ceilings. Partitions or dividing walls will be treated and insulated to

reduce noises. Flexibility of office arrangements is provided for in the plans.

Pointed out by the announcement was that W. Douglas Lee was also the architect of well-known Los Angeles structures, among them the El Royale Apartments, Merchants Exchange Building, Textile Center Building and Bendix Building.

## SKYSCRAPER OPENS ON MIRACLE MILE

*Los Angeles Times (1923-Current File); Mar 24, 1961;*

ProQuest Historical Newspapers: Los Angeles Times (1881-1989)

pg. B1

# SKYSCRAPER OPENS ON MIRACLE MILE

The 22-story Lee Tower vance which "has helped to skyscraper at 5455 Wilshire make this area one of the Blvd. was hailed as a beacon world's finest business and for the future development shopping centers."

of Southern California by W. Douglas Lee, builder Rep. Gordon L. McDonough of the Lee Tower with his (R-Cal.) at opening ceremonies held Thursday on the top floor of the \$10 million structure.

McDonough was the speaker at a luncheon attended by 100 business, building and civic leaders gathered to mark the formal opening of the building.

The Congressman recalled the growth of the Miracle Mile and declared that the Lee Tower is another ad-

son, D. Everett Lee, was presented a resolution from the Board of Supervisors citing his contributions to the economy of Los Angeles County through the design and construction of many buildings.

Another congratulatory resolution adopted by the City Council was presented to A. W. Ross, founder and developer of the Miracle Mile, by Councilman Harold Henry.

## **NEW FACTORY PLANNED**

*Los Angeles Times (1923-Current File)*; Feb 4, 1923;  
ProQuest Historical Newspapers: Los Angeles Times (1881-1989)

pg. V15

### **NEW FACTORY PLANNED**

Plans are being prepared for the erection of a one-story factory building at 812 San Pedro street for the Quality Electric Company. W. Douglas Lee is the architect.

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**Announcing**  
 Formation of  
**REALTY HOLDING CORPORATION**  
 OF CALIFORNIA

OFFICERS and DIRECTORS

**W. DOUGLAS LEE**, President,  
*Architect and Construction Engineer.*  
**JACK IRVINE**, Vice-President,  
*Mortgage Guarantee Company.*  
**NATHAN T. PORTER**, Secretary-Treasurer,  
*President National Thrift Corporation of America.*  
**COM. J. STUART BLACKTON**, Director,  
*Pioneer Motion Pictures Producer,  
 Director, The Bank of Hollywood,  
 Member Board of Governors, California Funding  
 Company.*  
**FRED J. HULTS**, Director,  
*Realtor.*  
**G. C. GEARHART**, Director,  
*Hammond Lumber Company.*  
**ANDREW SEABLOM**, Director,  
*General Brick Contractor.*

Realty Holding Corporation of California was organized to build and finance income structures in Los Angeles and vicinity. The corporation functions under one head as architect, builder, real estate manager, underwriter and owner.

CAPITALIZATION

Preferred Stock 7% Cumulative (Par \$100)	Authorized	To Be Issued
.....	70,000 shares	2,500 shares
Common Stock (No par value) .....	20,000 shares	5,000 shares

The corporation's first project, the Fashion Center Building, is now under construction at 719 South Los Angeles St. This Class A building is valued in excess of \$1,300,000. The Fashion Center Building is located in the center of the textile and garment district of the city, and will be the largest building of its kind west of Chicago.

Estimated net annual income before income taxes and depreciation applicable to preferred shares is \$102,500. Preferred dividend requirements, \$17,500.

Realty Holding Corporation stock is offered on the basis of one share of preferred and two shares of common at \$100.

Write or phone for illustrated booklet, "Income Structures as an Investment."



**RICHFIELD**  
**STROMBERG**  
**BANCITALY**

At present market prices, we believe Richfield Oil, Stromberg Carburetor, listed on the New York Stock Exchange, and Bancitaly listed on the New York Curb, are good buys and should reflect higher prices in the immediate future.

Our established New York Banking connections enable us to accept your orders for execution for these and other listed securities on an exceptional liberal margin.

Up-to-date statistical information and instant quotation service on request without obligation.

*Telegraph or Telephone Your Orders*



**J.H. Roth & Co.**  
**Stocks - Bonds**  
 651 So. Spring St., Los Angeles  
 TRINITY-0301



## **Tower Building Permit Issued**

*Los Angeles Times (1923-Current File)*; May 30, 1959;  
ProQuest Historical Newspapers: Los Angeles Times (1881-1989)  
pg. A8

# **Tower Building Permit Issued**

A 22-story building costing \$6 million will be erected at Wilshire Blvd. and Cochran Ave. under a permit issued by the Building and Safety Department yesterday to W. Douglas Lee Co.

The Lee Tower Building will have parking for 453 automobiles on the first six floors as well as in the basement, with offices on the remaining floors. A heliport will be built on the roof.

The department said it is reviewing plans for several other proposed buildings of similar height and the city is entering into a new era of skyscraper construction following the repeal of the old height limit which held structures to 13 stories.

# ANNOUNCE LOFT STRUCTURE

## Completion and Opening of Modern Apartment Also Part of Week's Activities

Building in Los Angeles continues to advance. A height-limit structure is planned for the northwest corner of Eighth and Santee streets. It will cost approximately \$800,000. The site is 55x125. The building was designed by Architect W. Douglas Lee of this city. It will be owned by Lloyd & Casler, Inc., which concern announced that actual construction work will begin in a few days.

There will be a lobby and stores on the first floor. A battery of elevators will service the offices and lofts above. The structure will be built of reinforced concrete, trimmed externally in face brick and terra cotta.

The owner will erect the structure under the supervision of the architect. The owners declared that plans would be filed with the building department to obtain the permit tomorrow or Tuesday.

Haddon Hall, an exclusive apartment-hotel at Eighth and Fedora streets, was formally opened yesterday. It is owned by Oberndorf Brothers, Inc. The owners declared that \$500,000 has been invested in the project.

A Tudor Gothic style of design was followed by S. Charles Lee, the architect who planned the structure. Entrance to the building is made through a garden-court. A fountain is one of the features of this approach.

Furniture for the apartments has been selected from local products, the owners said. The interior decoration includes panels typifying the Gothic period.

### WALNUT PARK GROWS

Increased population of Walnut Park is indicated through a report of the Walnut Park Mutual Water Company, made to Victor Girard, who built the community a few years ago. In May thirty-five new meters were put in, supplying as many new houses; in June there were 130 meter changes, while 1499 feet of water mains were laid last month, it is reported. The town was started in a 500-acre walnut grove and is now largely built up.

### CONTRACT AWARDED

SAN FERNANDO, June 19.—Contract for the work of building dormitories and bath rooms on the San Fernando Lemon Association property at Pico and Court streets has been awarded to Hugart and Dooley of the Mission district. The plans for the buildings were prepared by Alex Shaw. The improvements under construction consist of three buildings, two twenty-four by ninety-four feet and the other sixteen by twenty-four.

\*\*\*\*\*

### MONTH'S PERMITS

TOTAL \$7,943,973

Building permits numbering 716, aggregating \$1,896,468 were issued by the building department from the 12th to 18th inst., making a total of 1072 permits valued at \$7,943,973 for June and bringing the total for the year to 18,132 permits valued at \$59,249,286.

According to the local chapter of the Associated General Contractors the permits issued this month to date surpass the similar interval last month during which time 2040 permits aggregating \$6,991,421 were authorized.

From January 1 to June 18, last year 21,840 permits valued at \$78,403,771 were authorized.

\*\*\*\*\*

## TWELVE-STORY APARTMENT STARTED

Rossmore and Rosewood Structure to Cost \$1,250,000



Castles of Homes Projected by Barco

**C**ALLING for an expenditure of \$1,250,000 for building and ground, construction of a twelve-story Class-A apartment house has been launched at the southeast corner of Rossmore and Rosewood avenues for the Barco Investment Company.

An unfurnished apartment-house luxuriously designed to become a castle of homes for the most discriminating tenants, is the announced aim of the investment company. The super-sized rooms are arranged in homelike manner by architect W. Douglas Lee. The project will face the Wiltshire Country Club with its acres of rolling green golf courses, directly across the street to the west, with a panoramic view of Hollywood and the Hollywood Mountains to the north and surrounded by residential estates.

There will be 272 rooms divided into suites of three to ten rooms. The eleventh and twelfth floors will house two seven-room deluxe, duplex apartments with bedroom upstairs and living-rooms downstairs, all richly decorated and surrounded by a beautiful roof garden.

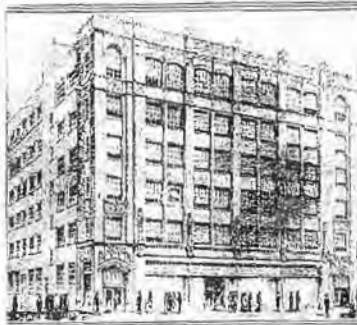
All the apartments will have colored tile floor, reception halls leading to living-rooms with richly hand-decorated oil painted walls, artistic fire places, large attractive dining-rooms, super-sized, light, airy bedrooms with more than ample closet space, mirrored dressing-rooms, wall safes, tile baths with glass door inclosed showers, tiled kitchens with special ventilating system to remove all cooking odors, electric refrigeration and special incinerator system.

Architecture will be of modern Spanish type. There will be a basement and sub-basement as garage. The apartment will be given no name and will be known only as 450 North Rossmore, patterned after the idea now being followed in New York by exclusive apartments. Tenants will be selected with utmost care, it is declared. Joseph C. Chapman will be superintendent for the owners.

### Stucco Church Contract Let

Contract for a frame and stucco church at Seventy-fifth street and Normandie avenue has been awarded to R. S. Martin of San Gabriel for \$41,200 by the United Presbyterian Church. It was announced last week. The edifice will occupy a site 44 by 104 feet, will have maple and cement floors, hardwood and pine trim, wrought iron work and hand-made tile roof. Plans for the church were prepared by Architect Scott Quinlin of Alhambra. Work on the structure will begin at once and it is proposed to have it completed the latter part of this year.

**Leased to Shoe Factory**



San Pedro Street Project  
 This factory building is planned by architect W. D. Lee for San Pedro street between Fourth and Fifth, Mr. Lee holds a sixty-year lease on the site. He intends to begin construction this week. The Elizabeth Shoe Manufacturing Company will be the tenant.

**SIX-STORY BLOCK TO RISE**

*Local Architect Leases Site and Plans Modern Factory for Shoe Concern*

Plans for a six-story \$175,000 building devoted, according to the real estate side of San Pedro street, between Fourth and Fifth, have been outlined by W. Douglas Lee, architect and builder. Mr. Lee has obtained a sixty-year lease on the site, involving \$75,000 consideration, and will start the structure when completed, according to reports received from city officials yesterday.

The lease was acquired by Mr. Lee from the Central Properties Corporation, owners of the land. Negotiations were handled by E. J. Boulanger of the J. W. Lewis Company, brokers.

In turn, Mr. Lee declared that he has leased the building for \$250,000 for five years to the Elizabeth Shoe Company, construction starts this week, according to Mr. Lee, and will be at advanced concrete construction stage.

**FUND DRIVE SUCCESS IS ANNOUNCED**

*Business Men and Owners Back Wilmington Boulevard Project, Adams Says*

Excellent results have thus far been achieved in the movement of the Greater Wilmington Boulevard Association to raise an estimated fund of \$150,000 to "renew the boulevard," according to R. B. Adams, recently appointed director of public relations for the organization.

Collectors under Mr. Adams and his associate, John E. Elliott, report that the business men and property owners along practically the entire length of the boulevard are so warmly accord with the movement, and have pledged or already given their support, both morally and financially.

One of the first organizations to inaugurate the drive was the Chamber of Commerce. Other civic organizations, business groups and clubs, are about to follow the example of the Venice body, Adams declares.

"We are getting such fair results that I feel at liberty to say that our goal will be finished within sixty days," Adams declared. "As soon as we have raised our \$150,000, we shall begin an intensive advertising campaign, spending approximately \$5000 a month for eighteen months in the State of Southern California. The movement is calculated to bring to Wilmington Boulevard more people who will buy, build, live and trade merchandise along the route between Whittier and Venice. We have our street improvements all in and what is that law is people?"

**TRACT HITS HIGH MARK IN SELLING**

*Point Terrace Has Record Week in Volume of Deals Consummated*

Reporting more homesites sold during the last week than at any time in the history of Point Terrace, C. E. Kenyon, general manager of the property in charge of Miss, points to marked interest in exclusive hillside residential section.

Two new homes planned for Point Terrace, in addition to the one already reported, will be built by J. Marshall Kelly and W. E. McCallister, Mr. Kenyon said.

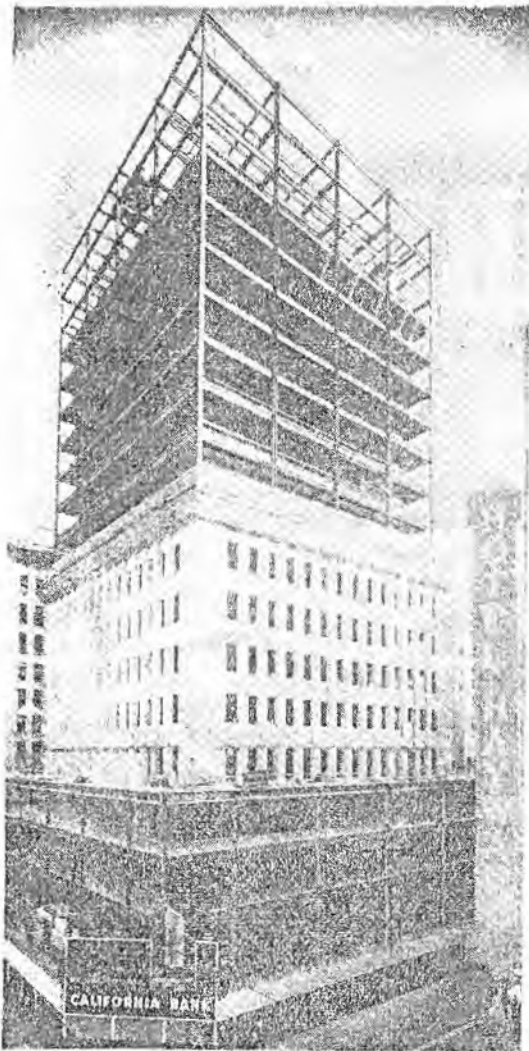
"We have been extremely successful in recent weeks in the sale of residential lots on this tract," he continued. "Our new twelve-foot residential lots, about 200 feet apart, are installed and serviced and ready for the market. The purchasers another \$50,000 addition to the main tract is improving the property, and we are keeping our record \$1,000,000 worth of homes."

**Eight Houses Under Way in San Fernando**

SAN FERNANDO, Oct. 18.—Eight dwellings, totaling \$10,000, are now under construction in San Fernando, according to building permit records at the City Hall. All are of either Spanish mission or California bungalow style.

Five of the homes are under built by Dr. J. C. Ryan, 4000 S. I. Merced, \$2000; F. B. Roberts, \$2000; and E. L. Deffenbacher and Fred Edwards, each having \$2500. The other three are under way.





**TWO BIG ONES**—Pictured are two Los Angeles skyscraper projects that have followed the abolition of city's 13-story height limit. Above is completed steel frame of California Bank's new headquarters building at southeast corner of Spring and 6th St., in downtown Los Angeles, with some of its central section having cement covering to be faced with limestone and typifying entire beautiful outer dress of the structure. The \$13 million, 18-story building will have, because of unusual height of some of its stories, the appearance of 21 to 22-story structure. It also has four basements. Building's height above the street level is 267 feet.

At right is design of \$10 million, 22-story Lee Tower for which ground has been broken at northwest corner of Wilshire Blvd. and Cochran Ave. in Miracle Mile section. Structure will rise 280 feet above street and will be tallest office building for which work has been started in Los Angeles, it was announced by W. Douglas Lee, president of Lee Tower Corp. He and his son, D. Everett Lee, are architects for the steel, concrete and glass structure, announced about a year ago in this section of The Times. It's exceeded in height in L.A. only by the City Hall. General contractor for it is W. Douglas Lee Co., Inc. Leasing and management will be handled by Henry G. Beaumont Co., Beverly Hills, with the leasing under direction of Jerry B. Miller of the Beaumont Co. The first six floors and the basement, excepting portion of ground floor, will have parking for upwards of 450 cars. Features will also include landing space on the roof for helicopters.

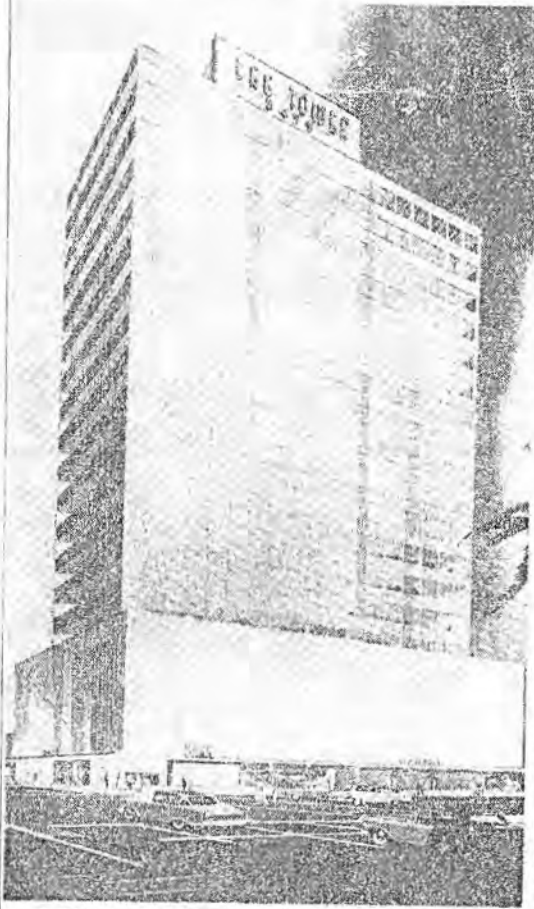
### Industrial Clinic Variance Granted

FULLERTON, April 11—The clinic is proposed by the Santa Thorne Corp. of Los Angeles, which was

# Los Angeles Times Real Estate

NEW HOMES • INDUSTRY  
18 PAGES • PART VI

SUNDAY MORNING, APRIL 12, 1959



## Noted Hollywood Landmark, Garden of Allah Hotel, Sold

The Garden of Allah Hotel, approximately two and one-half acres. Existing structures include the main two-story building consisting of lobby, dining facilities, offices and guest rooms, a number of separate villas with 30 apartments, swimming pool and parking areas.

In a joint statement with principal owners, Mrs. Beatrice Rosenus and Morris Markowitz, Bart Lytton, president of the savings and loan company, announced a purchase price of \$750,000 for the property which is located on the south side of Sunset Blvd., extending from Crescent Heights Blvd. to

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CATALINA SWIMWEAR BUILDING, 443 S. San Pedro Street, Los Angeles, CA



Catalina Swimwear Building, Primary façade (east) and secondary (north) elevation. The building is highlighted and characterized by Neoclassic detailing on the sixth floor. The first story of the façade is furred out, obscuring the original terra cotta pilasters which survive behind the stucco.

CATALINA SWIMWEAR BUILDING, 443 S. San Pedro Street, Los Angeles, CA



Upper story, modest neoclassic detailing adds stylistic identity to a manufacturing building, typical of the early work of W. Douglas Lee.



Former storefront openings conform to window placement on upper façade. Original pediment remains over recessed central entrance.



CATALINA SWIMWEAR BUILDING, 443 S. San Pedro Street, Los Angeles, CA



Upper façade and recessed entrance.



Steel sash on upper façade are original, and in fair condition.  
Note awning operation of center sash

CATALINA SWIMWEAR BUILDING, 443 S. San Pedro Street, Los Angeles, CA



Original 1923 Entrance, and storefront modified in 1960 by furring out over original material.



The new owner is planning a rehabilitation of the building including the façade. Recent investigations have revealed that the original façade exists under the current material. Plans are being prepared by the architect for the project and façade restoration. This photo shows the two areas that were exposed.



CATALINA SWIMWEAR BUILDING, 443 S. San Pedro Street, Los Angeles, CA



Close up views of the historic material discovered under the current façade.



CATALINA SWIMWEAR BUILDING, 443 S. San Pedro Street, Los Angeles, CA



Interior conditions on the 6th Floor. Ceiling beams are exposed.



Monitor roofs have original steel sash.

**CATALINA SWIMWEAR BUILDING, 443 S. San Pedro Street, Los Angeles, CA**



The Renaissance Building, immediately across San Pedro Street from the Catalina Swimwear Building, was also designed by W. Douglas Lee.



View to north from Catalina Swimwear Building showing proximity to historic core.





# City of Los Angeles Department of City Planning

## 9/22/2016 PARCEL PROFILE REPORT

### PROPERTY ADDRESSES

342 E WINSTON ST  
435 S SAN PEDRO ST  
439 S SAN PEDRO ST  
441 S SAN PEDRO ST  
443 S SAN PEDRO ST  
445 S SAN PEDRO ST  
447 S SAN PEDRO ST  
449 S SAN PEDRO ST  
451 S SAN PEDRO ST

### ZIP CODES

90013

### RECENT ACTIVITY

CHC-2016-3620-HCM  
ENV-2016-3621-CE  
ZA-2002-603-ZAD-EXT

### CASE NUMBERS

CPC-2010-213-CA  
CPC-2008-4502-GPA  
CPC-2008-4502-GPA  
CPC-2005-361-CA  
CPC-2005-1124-CA  
CPC-2005-1122-CA  
CPC-1986-606-GPC  
ORD-164307-SA1170  
ORD-137036  
ORD-135901  
ORD-129944  
ZA-2002-603-ZAD  
ZA-1987-1070-CUZ  
ZA-15461  
ENV-2013-3392-CE  
ENV-2010-214-ND  
ENV-2008-4505-ND  
ENV-2008-4505-ND  
ENV-2005-362-CE  
ENV-2005-1125-CE  
ENV-2005-1123-CE  
ENV-2002-604-CE  
AF-89-163019-LT

### Address/Legal Information

PIN Number	127-5A213 105
Lot/Parcel Area (Calculated)	19,218.8 (sq ft)
Thomas Brothers Grid	PAGE 634 - GRID G5
Assessor Parcel No. (APN)	5148011018
Tract	CALO TRACT
Map Reference	M B 116-80
Block	None
Lot	LT A
Arb (Lot Cut Reference)	None
Map Sheet	127-5A213

### Jurisdictional Information

Community Plan Area	Central City
Area Planning Commission	Central
Neighborhood Council	Downtown Los Angeles
Council District	CD 14 - Jose Huizar
Census Tract #	2062.00
LADBS District Office	Los Angeles Metro

### Planning and Zoning Information

Special Notes	None
Zoning	[Q]R5-2D
Zoning Information (ZI)	ZI-2374 LOS ANGELES STATE ENTERPRISE ZONE ZI-2452 Transit Priority Area in the City of Los Angeles ZI-2385 Greater Downtown Housing Incentive Area
General Plan Land Use	High Medium Residential
General Plan Footnote(s)	Yes
Hillside Area (Zoning Code)	No
Baseline Hillside Ordinance	No
Baseline Mansionization Ordinance	No
Specific Plan Area	None
Special Land Use / Zoning	None
Design Review Board	No
Historic Preservation Review	No
Historic Preservation Overlay Zone	None
Other Historic Designations	None
Other Historic Survey Information	None
Mills Act Contract	None
POD - Pedestrian Oriented Districts	None
CDO - Community Design Overlay	None
NSO - Neighborhood Stabilization Overlay	No
Sign District	No
Streetscape	No
Adaptive Reuse Incentive Area	Adaptive Reuse Incentive Areas
Ellis Act Property	No
Rent Stabilization Ordinance (RSO)	No
CRA - Community Redevelopment Agency	City Center Redevelopment Project
Central City Parking	Yes

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

Downtown Parking	Yes
Building Line	None
500 Ft School Zone	No
500 Ft Park Zone	No

#### Assessor Information

Assessor Parcel No. (APN)	5148011018
Ownership (Assessor)	
Owner1	TAILOR LOFTS LLC
Address	4940 CAMPUS DR STE C NEWPORT BEACH CA 92660
Ownership (Bureau of Engineering, Land Records)	
Owner	TAILOR LOFTS LLC
Address	4940 CAMPUS DR STE C NEWPORT BEACH CA 92660
APN Area (Co. Public Works)*	0.443 (ac)
Use Code	Not Available
Assessed Land Val.	\$388,335
Assessed Improvement Val.	\$1,179,927
Last Owner Change	02/19/16
Last Sale Amount	\$20,050,200
Tax Rate Area	3263
Deed Ref No. (City Clerk)	552618-9 439058-9 3-27 2368101 2295852 180117 1468569 1-178
Building 1	
Year Built	1923
Building Class	CX
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	92,538.0 (sq ft)
Building 2	
Year Built	1946
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	2,582.0 (sq ft)
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	Yes
Flood Zone	None
Watercourse	No
Hazardous Waste / Border Zone Properties	No
Methane Hazard Site	None

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 (\*) - APN Area is provided "as is" from the Los Angeles County's Public Works, Flood Control, Benefit Assessment.



High Wind Velocity Areas	No
Special Grading Area (BOE Basic Grid Map A-13372)	No
Oil Wells	None

### Seismic Hazards

#### Active Fault Near-Source Zone

Nearest Fault (Distance in km)	1.41652752
Nearest Fault (Name)	Puente Hills Blind Thrust
Region	Los Angeles Blind Thrusts
Fault Type	B
Slip Rate (mm/year)	0.70000000
Slip Geometry	Reverse
Slip Type	Moderately / Poorly Constrained
Down Dip Width (km)	19.00000000
Rupture Top	5.00000000
Rupture Bottom	13.00000000
Dip Angle (degrees)	25.00000000
Maximum Magnitude	7.10000000

Alquist-Priolo Fault Zone	No
Landslide	No
Liquefaction	No
Preliminary Fault Rupture Study Area	No
Tsunami Inundation Zone	No

### Economic Development Areas

Business Improvement District	LOS ANGELES DOWNTOWN INDUSTRIAL DISTRICT
Promise Zone	No
Renewal Community	No
Revitalization Zone	Central City
State Enterprise Zone	LOS ANGELES STATE ENTERPRISE ZONE
Targeted Neighborhood Initiative	None

### Public Safety

#### Police Information

Bureau	Central
Division / Station	Central
Reporting District	147

#### Fire Information

Bureau	Central
Batallion	1
District / Fire Station	9
Red Flag Restricted Parking	No

## CASE SUMMARIES

Note: Information for case summaries is retrieved from the Planning Department's Plan Case Tracking System (PCTS) database.

Case Number:	CPC-2010-213-CA
Required Action(s):	CA-CODE AMENDMENT
Project Descriptions(s):	AN AMENDMENT TO ARTICLE 4.5 AND SECTION 16.05 OF ARTICLE 6.1 OF THE LOS ANGELES MUNICIPAL CODE (LAMC), AND RELEVANT SECTIONS OF THE LOS ANGELES ADMINISTRATIVE CODE, TO MODIFY THE AUTHORITY AND PROCEDURES FOR EFFECTUATING A TRANSFER OF FLOOR AREA RIGHTS (TFAR) AND TO MAKE OTHER TECHNICAL CHANGES TO REFLECT THE EXPIRATION OF THE AMENDED CENTRAL BUSINESS DISTRICT REDEVELOPMENT PROJECT AREA.
Case Number:	CPC-2008-4502-GPA
Required Action(s):	GPA-GENERAL PLAN AMENDMENT
Project Descriptions(s):	PLAN AMENDMENT, PLAN MAP AMENDMENT
Case Number:	CPC-2008-4502-GPA
Required Action(s):	GPA-GENERAL PLAN AMENDMENT
Project Descriptions(s):	PLAN AMENDMENT, PLAN MAP AMENDMENT
Case Number:	CPC-2005-361-CA
Required Action(s):	CA-CODE AMENDMENT
Project Descriptions(s):	CODE AMENDMENT TO UPDATE RESIDENTIAL STANDARDS AND INCENTIVIZE HOUSING IN THE CENTRAL CITY AREA.
Case Number:	CPC-2005-1124-CA
Required Action(s):	CA-CODE AMENDMENT
Project Descriptions(s):	TO REQUIRE PROJECTS IN THE CENTRAL CITY COMMUNITY PLAN TO COMPLY WITH DESIGN AND STREETScape GUIDELINES
Case Number:	CPC-2005-1122-CA
Required Action(s):	CA-CODE AMENDMENT
Project Descriptions(s):	INCENTIVES FOR HTE PRODUCTION OF AFFORDABLE AND WORKFORCE HOUSING IN THE CENTRAL CITY PLAN AREA
Case Number:	CPC-1986-606-GPC
Required Action(s):	GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)
Project Descriptions(s):	GENERAL PLAN/ZONE CONSISTENCY - CENTRAL CITY AREA - COMMUNITYWIDE ZONE CHANGES AND COMMUNITY PLAN CHANGES TO BRING THE ZONING INTO CONSISTENCY WITH THE COMMUNITY PLAN. INCLUDING CHANGES OF HEIGHT AS NEEDED
Case Number:	ZA-2002-603-ZAD
Required Action(s):	ZAD-ZA DETERMINATION (PER LAMC 12.27)
Project Descriptions(s):	TO PERMIT CONVERSION OF PART OF THE SECOND AND THIRD FLOOR TO 8 ARTISTS IN RESIDENCE UNITS.
Case Number:	ZA-1987-1070-CUZ
Required Action(s):	CUZ-ALL OTHER CONDITIONAL USE CASES
Project Descriptions(s):	THIS IS A CONDITIONAL USE PERMIT TO ALLOW EXISTING BUILDING IN M ZONE TO BE USED FOR 25 ARTIST WORKING AND LIVING QUARTERS.
Case Number:	ENV-2013-3392-CE
Required Action(s):	CE-CATEGORICAL EXEMPTION
Project Descriptions(s):	THE PROPOSED ORDINANCE MODIFIES SECTION 22.119 OF THE LOS ANGELES ADMINISTRATIVE CODE TO ALLOW ORIGINAL ART MURALS ON LOTS DEVELOPED WITH ONLY ONE SINGLE-FAMILY RESIDENTIAL STRUCTURE AND THAT ARE LOCATED WITHIN COUNCIL DISTRICTS 1, 9, AND 14.
Case Number:	ENV-2010-214-ND
Required Action(s):	ND-NEGATIVE DECLARATION
Project Descriptions(s):	AN AMENDMENT TO ARTICLE 4.5 AND SECTION 16.05 OF ARTICLE 6.1 OF THE LOS ANGELES MUNICIPAL CODE (LAMC), AND RELEVANT SECTIONS OF THE LOS ANGELES ADMINISTRATIVE CODE, TO MODIFY THE AUTHORITY AND PROCEDURES FOR EFFECTUATING A TRANSFER OF FLOOR AREA RIGHTS (TFAR) AND TO MAKE OTHER TECHNICAL CHANGES TO REFLECT THE EXPIRATION OF THE AMENDED CENTRAL BUSINESS DISTRICT REDEVELOPMENT PROJECT AREA.
Case Number:	ENV-2008-4505-ND
Required Action(s):	ND-NEGATIVE DECLARATION
Project Descriptions(s):	PLAN AMENDMENT, PLAN MAP AMENDMENT
Case Number:	ENV-2008-4505-ND
Required Action(s):	ND-NEGATIVE DECLARATION
Project Descriptions(s):	PLAN AMENDMENT, PLAN MAP AMENDMENT
Case Number:	ENV-2005-362-CE
Required Action(s):	CE-CATEGORICAL EXEMPTION

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

Project Descriptions(s): CODE AMENDMENT TO UPDATE RESIDENTIAL STANDARDS AND INCENTIVIZE HOUSING IN THE CENTRAL CITY AREA.

Case Number: ENV-2005-1125-CE

Required Action(s): CE-CATEGORICAL EXEMPTION

Project Descriptions(s): TO REQUIRE PROJECTS IN THE CENTRAL CITY COMMUNITY PLAN TO COMPLY WITH DESIGN AND STREETSCAPE GUIDELINES

Case Number: ENV-2005-1123-CE

Required Action(s): CE-CATEGORICAL EXEMPTION

Project Descriptions(s): INCENTIVES FOR HTE PRODUCTION OF AFFORDABLE AND WORKFORCE HOUSING IN THE CENTRAL CITY PLAN AREA

Case Number: ENV-2002-604-CE

Required Action(s): CE-CATEGORICAL EXEMPTION

Project Descriptions(s): TO PERMIT CONVERSION OF PART OF THE SECOND AND THIRD FLOOR TO 8 ARTISTS IN RESIDENCE UNITS.

## DATA NOT AVAILABLE

ORD-164307-SA1170

ORD-137036

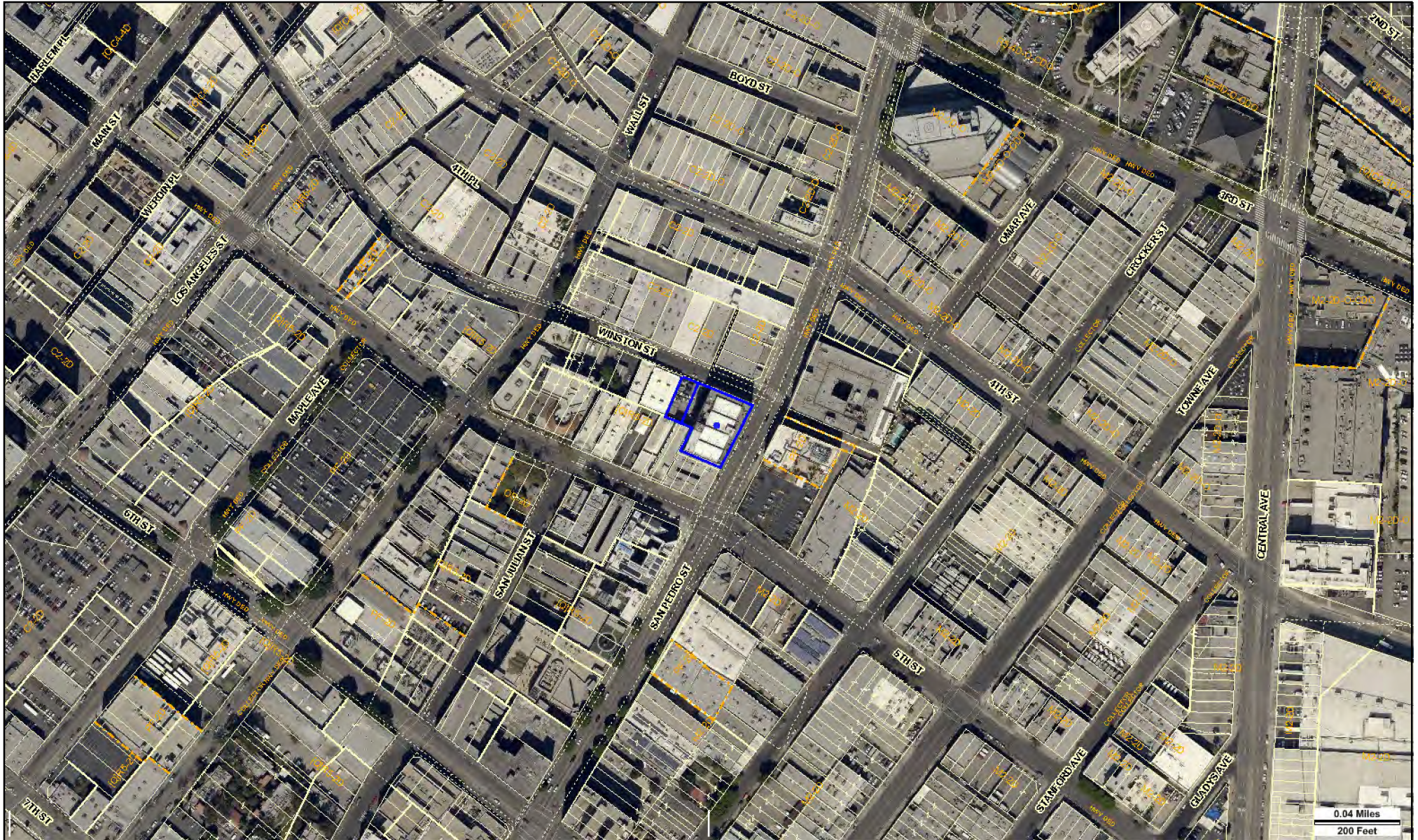
ORD-135901

ORD-129944

ZA-15461

AF-89-163019-LT





0.04 Miles  
200 Feet

Address: 443 S SAN PEDRO ST

APN: 5148011018

PIN #: 127-5A213 105

Tract: CALO TRACT

Block: None

Lot: LT A

Arb: None

Zoning: [Q]R5-2D

General Plan: High Medium Residential

