

HOTEL CECIL
640 South Main Street
CHC-2016-3644-HCM
ENV-2016-3645-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-2016-3644-HCM
ENV-2016-3645-CE

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

Location: 640 South Main Street; 630-632 South
Main Street; 636-644 South Main Street
Council District: 14
Community Plan Area: Central City
Area Planning Commission: Central
Neighborhood Council: Downtown Los Angeles
Legal Description: Hellman-Wolfskill Lots, Lot A;
Kerckhoff Tract, Lot FR 7

EXPIRATION DATE: **January 3, 2017**

PROJECT: Historic-Cultural Monument Application for the
HOTEL CECIL

REQUEST: Declare the property a Historic-Cultural Monument

OWNER(S): Richard Born, 248 Haynes North Associates, LLC
640 S. Main Street
Los Angeles, CA 90014

APPLICANT: Matthew M. Baron, Simon Baron Development
757 Third Avenue, 17th Floor
New York, NY 10017

PREPARER: Tara J. Hamacher, Historic Consultants
256 S. Robertson Street
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]

Melissa Jones, Planning Assistant
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

FINDINGS

- The Hotel Cecil "reflects the broad cultural, economic, or social history of the nation, state, or community" as a representative example of the early twentieth century American hotel industry.
- The Hotel Cecil "embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style or method of construction" as an example of Beaux Arts style commercial architecture.

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 1924 Hotel Cecil is located at 640 South Main Street, between Sixth and Seventh Streets in Downtown Los Angeles. Originally slated to be named the "Metropolitan Hotel," the building was designed by noted Los Angeles architect Loy Lester Smith (1885-1956) and constructed by the Weymouth Crowell Company for owner, W. W. Paden and Associates, and operator, William Hanner. Because the Hotel Cecil was conveniently located near railway lines along Main Street, it catered to both businessmen traveling to the Spring Street Financial District, as well as theater patrons and others associated with the Broadway Theater and Commercial District.

The Hotel Cecil is a 14-story Beaux Arts style reinforced concrete building with a characteristic Classical tripartite division that is enhanced by terra cotta and cast stone ornamentation that includes quoins, cornices, decorative window and door surrounds, and ornate columns and pilasters. It has a unique "E"-shaped plan that provides for natural light and air circulation. The roofline is marked by a projecting, denticulated cornice and the fenestration pattern is horizontally and vertically aligned with irregular spacing. The building's main, western-facing facade features a recessed entry with a set of double doors and an arched transom; a balcony at the third story; and an ornamental, curved balconette at the fourth story. There are also two original, 70-foot tall blade signs on the northwest and southwest corners reading "Hotel Cecil." The brick walls at the south, east, and north facades have been painted white and there is currently an on-site advertisement for the hotel. On the interior, the building features a high-volume, T-shaped lobby; two art-glass skylights; wrought iron decorative detailing; and extensive use of marble and terrazzo flooring.

Loy Lester Smith (1885-1956) was a local architect who designed several commercial and government buildings in Los Angeles that include the Lane Mortgage Company Building (1922); the City Club Building (1924); and the City of Los Angeles Fire Department Engine Company #54, Station #1 (1924).

Alterations to Hotel Cecil include the replacement of double-hung sash wood windows with aluminum single-sash windows; replacement of doors leading to Main Street; installation of glazing within the open full-height arched entrance; and the addition of a marquee. Further, at some point, faux-painted columns were placed in front of the storefronts facing Main Street.

The Hotel Cecil was identified in the City's historic resources survey, SurveyLA, as individually eligible for listing at the local and state levels as an excellent example of Beaux Arts commercial architecture in Downtown Los Angeles and a work of noted Los Angeles architect Loy L. Smith.

DISCUSSION

The Hotel Cecil successfully meets two of the Historic-Cultural Monument criteria. The property, "reflects the broad cultural, economic, or social history of the nation, state, or community" as a representative example of the early twentieth century American hotel industry. The Hotel Cecil was designed and built in line with the most up-to-date standards for hotels of its class and offered a location, layout, and amenities that catered to a broad clientele. The proximity of the nearby Broadway theater district meant that the Hotel Cecil frequently housed theater-related guests. Additionally, the Hotel Cecil appealed to businessmen traveling to the Spring Street Financial District, the 'Wall Street of the West'. Located on Main Street, two blocks east of Broadway and one street east of Spring Street, the Hotel Cecil was once advertised as being "convenient to railway and steamship terminals," and represents a growing trend in the early twentieth century to develop hotels close to urban and commercial hubs as opposed to idyllic rural resorts.

The Hotel Cecil also "embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style or method of construction" as an example of Beaux Arts style commercial architecture. The Hotel Cecil was designed in the typical form of the early twentieth century American skyscraper, based on the Renaissance period palazzo and the Beaux Arts ideology, and exhibits representative features that include belt coursing at multiple levels, decorative exterior wall surfaces, quoins at the building corners, decorative window and door surrounds, and a classical tripartite division. Although there have been some interior and exterior alterations over the years, the subject property continues to maintain a high level of integrity of location, design, materials, setting, workmanship, and feeling.

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 Hotel Cecil as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code ("LAAC") will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of 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-2016-3645-CE was prepared on November 22, 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 City of Los Angeles Department of City Planning	COUNCIL DISTRICT 14
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PROJECT TITLE Hotel Cecil	LOG REFERENCE ENV-2016-3645-CE CHC-2016-3644-HCM
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PROJECT LOCATION
640 South Main Street, Los Angeles, CA 90014

DESCRIPTION OF NATURE, PURPOSE, AND BENEFICIARIES OF PROJECT:
Designation of the Hotel Cecil 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.
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EXEMPT STATUS: (Check One)

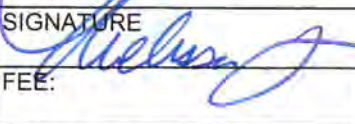
	STATE CEQA GUIDELINES	CITY CEQA GUIDELINES
MINISTERIAL	Sec. 15268	Art. II, Sec. 2b
DECLARED EMERGENCY	Sec. 15269	Art. II, Sec. 2a (1)
EMERGENCY PROJECT	Sec. 15269 (b) & (c)	Art. II, Sec. 2a (2) & (3)
* CATEGORICAL EXEMPTION	Sec. 15300 <i>et seq.</i>	Art. III, Sec. 1

Class 8 & 31 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 **Hotel Cecil** 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 22, 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-2016-3644-HCM
ENV-2016-3645-CE

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

Location: 640 South Main Street; 630-632 South
Main Street; 636-644 South Main Street
Council District: 14
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APPLICANT: Matthew M. Baron, Simon Baron Development
757 Third Avenue, 17th Floor
New York, NY 10017

PREPARER: Tara J. Hamacher, Historic Consultants
256 S. Robertson Street
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]

Ken Bernstein, AICP, Manager
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Melissa Jones, Planning Assistant
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Attachment: Historic-Cultural Monument Application

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CRITERIA

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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: Hotel Cecil		Current name of property	
Other Associated Names: Metropolitan Hotel, Cecil Hotel			
Street Address: 640 S. Main Street, Los Angeles		Zip: 90014	Council District: 14
Range of Addresses on Property: 636-644 S. Main		Community Name: Downtown	
Assessor Parcel Number: 5148-021-010	Tract: Hellman-Wolfskill Lots	Block:	Lot: A
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: none			

2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built: 1924	<input checked="" type="radio"/> Factual	<input type="radio"/> Estimated	Threatened? None
Architect/Designer: Loy L. Smith	Contractor:		
Original Use: Hotel	Present Use: Apartments		
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: Renaissance Revival		Stories: 14	Plan Shape: Rectangular
FEATURE	PRIMARY	SECONDARY	
CONSTRUCTION	Type: Concrete poured/precast	Type: Brick	
CLADDING	Material: Brick	Material: Terra cotta	
ROOF	Type: Flat	Type: Select	
	Material: Rolled asphalt	Material: Select	
WINDOWS	Type: Sliding	Type:	
	Material: Aluminum	Material: Select	
ENTRY	Style: Centered	Style:	
DOOR	Type: Glass	Type: Select	



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.

5602	February, 1, 1924, permit for construction, brick and concrete building, 150' height.
46860	Nov. 22, 1924. Installation of 70' electric signs on facade,
16340	July 15, 1930, Original marquee installed. (removed, per below)
05016	Nov. 21, 2005 New marquee, (replacing original), and new signage on facade.
11016	Sept. 12, 2012 Interior remodel of Guest Rooms to larger units, 5th and 6th floors.

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)	Contributing feature 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 checked="" 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 checked="" type="checkbox"/>	Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction
<input 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: Matthew M. Baron		Company: Simon Baron Development	
Street Address: 757 Third Avenue, 17th Floor		City: New York	State: NY
Zip: 10017	Phone Number: 212-953-7777	Email: mbaron@simonbaron.com	

Property Owner

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

Name: Richard Born		Company: 248 Haynes North Associates, LLC	
Street Address: 640 S. Main Street		City: Los Angeles	State: CA
Zip: 90014-2004	Phone Number: 917-640-2182	Email: richard@dbhotels.com	

Nomination Preparer/Applicant's Representative

Name: Tara J. Hamacher		Company: Historic Consultants	
Street Address: 256 S. Robertson Street		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:
planning.ohr@lacity.org) | 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.

Matthew Baron
Name:

05/06/2016
Date:

[Signature]
Signature:

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

ITEM 7A: PROPOSED MONUMENT DESCRIPTION

The Hotel Cecil is located on the east side of Main Street between 6th and 7th Streets in downtown Los Angeles, set amongst low-and-high-rise buildings at the eastern edge of the city's central business district and downtown core. It is located one block east of the Spring Street Historic District, and two blocks east of the Broadway Theater and Entertainment District, both of which are listed on the National Register of Historic Places.

Hotel Cecil is a 14-story Renaissance Revival style building constructed in 1924. The building's stylistic character is derived from its principal elevation on Main Street (west elevation) which features a Classical tripartite composition conveyed by a horizontal division of base, shaft, and cornice. The building has a unique E-Shaped plan which provides for natural light and air circulation to the hotel rooms.

Historic photographs and original architectural drawings for the property disclose that the Hotel Cecil is constructed of reinforced concrete with rusticated terra cotta from the base to the 3rd floor, and red brick from the 3rd floor to the cornice. A denticulated cornice separates the base from the shaft and reinforces the horizontal division between the street level and the upper facade. The original fenestration pattern is horizontally and vertically aligned, although with irregular spacing. The spandrel width at windows between bays 1 through 4 is wider; the spandrel width at windows between bays 4 through 8 is narrower. Bay 8, at the right side of the facade, features paired windows of unequal width, concealed by a fire escape rising from Floors 3-14. The window openings now contain sliding aluminum windows, but within the original opening, so while the original wood sash is missing, the integrity of the overall fenestration of the façade remains.

Terra cotta pilasters are located at the northwest and southwest corners at the base of the Main Street elevation. The ornamentation extends up the facade in the form of staggered quoins which rise the full height of the building. The roofline is marked by a projecting pressed-metal cornice featuring paired brackets.

On November 22, 1924 the City of Los Angeles issued Building Permit #48680 which authorized installation of two large blade signs at the building. Reading "HOTEL CECIL" the signs measure approximately 70' tall, spanning between floors 4-10, installed at each of the principal corners (northwest and southwest) and prominently visible from both directions along Main Street.

The building's central entrance features a set of double doors with an arched transom. The entry is recessed from the front facade and accented with terra cotta ornamentation. Double-height engaged columns flank the main entrance, supporting an arched opening at the front facade. An ornate two-bay-wide terra cotta facing continues up to an ornamental balcony at the 3rd floor, which is surmounted by an ornamental curved balconette at the 4th floor.

The building interior includes a high volume, T-shaped lobby that spans nearly the length of the building and terminates at the clerk's counter (at the east end of the building). At the west end of the lobby there is a double-height ceiling, two art-glass skylights, wrought iron lamps with hand-decorated parchment shades (1). The lobby features extensive use of marble and has terrazzo flooring running down the center. The lobby is flanked by retail/commercial space along the north and south sides. Above the check-in counter, there is a mezzanine level with substantial terra cotta balustrades delineating the edge. Both the lobby and mezzanine level feature plastered walls and columns.

Floors 3 through 14 are residential, and very uniform in character. There are guest rooms and bathrooms lining the three double-loaded corridors that comprise the "E" shape. Moldings and ornamentation are wood and plaster. The elevator lobbies have large console brackets to highlight this space. The guest rooms are uniformly modest, with simple trim. Some rooms feature full baths, although most rooms contained only a single sink. Communal bathrooms are located at several corridor locations on each floor.

The brick walls at the south, east and north facades have been painted white. Four voids on the south facade are visible on the western-most tower block at approximately Floors 10, 11, 12, and 13, interrupting a painted on-site advertisement that reads, "Hotel Cecil Low Daily Weekly Rates 700 Rooms" in white text on a maroon background. Evidence of painted on-site advertisements on the south, east and north facades can be seen in historic photographic and illustrated postcards.

Modifications:

At the front elevation the original fenestration is intact with storefronts at their historic locations framed by Classical pilasters. Non-historic, faux-painted columns have been placed in front of the storefronts. These columns could be removed without any material impairment to the historic building. The original arched entrance is intact, however glazing has been installed within the open full-height arch. Two prominent cornices are still in place and the principal cornice at the roof line with its unaltered terra cotta and metal elements.

Today, the cornice on the east (rear) elevation is painted maroon with "Hotel Cecil" in white lettering. A band of maroon paint with "Daily Weekly Rates" in white lettering is situated between the fenestration of Floors 13 and 14. A maroon, painted band reading "Precios Muy Economicos" in white lettering is situated between Floors 5-6. A similar band reading "Hotel Cecil – Hotel Cecil" is situated between Floors 4-5. One additional band reading "Low Daily Weekly Rates" is situated between Floors 3-4. Mechanical units on the roof are non-original; however, the penthouse, stair and steel-sash skylights are original.

Comparative analysis of historic views of the building reveals that the existing marquee at the building entrance is non-historic. Changes were made to the marquee in 2005 per City of Los Angeles Building Permit #05016-10000-21586. A second, subordinate metal blade sign reading "CH" on either side hangs centered on the brick facade between Floors 5-7. This smaller sign does not appear in a postcard showing other alterations completed in 1951, and is likely of more recent vintage.

Endnotes

1. "Barker Brothers advertisement," Los Angeles Times, December 20, 1924.

STATEMENT OF SIGNIFICANCE

The Hotel Cecil is significant for embodying the distinctive characteristics of the Renaissance Revival style architecture, designed by noted Los Angeles architect Loy L. Smith. The Hotel Cecil is also significant as a lodging facility that supported and contributed to the global film and entertainment industry and the West Coast financial industry centered in Los Angeles. Hotel Cecil was constructed in 1924, toward the end of the American hotel industry's formative era. Located at 640 South Main Street in the downtown core, Hotel Cecil stands in close proximity to the Broadway Theater and Commercial District and the Spring Street Financial District. Both districts are listed on the National Register of Historic Places for their association with entertainment and finance in Los Angeles.

Significant Work of Renaissance Revival Architecture

Period of Significance: 1924

The Hotel Cecil is a significant work of Renaissance Revival commercial architecture which contributes to the urban skyline of Los Angeles, and reflects the work of an architect who is associated with several other buildings in southern California. Loy L. Smith designed the building, originally to be called the Metropolitan Hotel, in 1923. Smith, a graduate of Pomona College in Claremont, California, had previously designed the Lane Mortgage Company Building (1922), the City Club Building (1924), and the City of Los Angeles Fire Department Engine Co. #54 Station #1 (1924), all in Los Angeles. Construction was completed on the 14-story Hotel Cecil by the Weymouth Crowell Company in December of 1924. At the time of its opening, the building was owned by W.W. Paden and Associates and was operated by William Hanner, who also served as president.

Identified by Smith as the "Metropolitan Hotel" project, the Hotel Cecil was designed in the typical form of the early twentieth century American skyscraper, based on the Renaissance period palazzo and classical Beaux Arts ideology. Character-defining features of the Beaux Arts and Renaissance Revival style evident on the building include:

- a rusticated masonry base;
- belt coursing at multiple levels;
- decorative exterior wall surfaces;
- symmetry;
- quoins at the building corners;
- principal windows with arcaded surrounds.

The Hotel Cecil was designed to be in compliance with the city's maximum allowable height limit of 150 feet established for the downtown core and codified in the city charter in 1911. With its Renaissance Revival aesthetic characterized by a classical tripartite division applied to skyscrapers, and enhanced with terra cotta and cast stone ornamentation including quoins, multiple cornices, decorative window and door surrounds and ornate columns and pilasters, the Hotel Cecil Building embodies the Renaissance Revival, and is stylistically consistent with most of the other buildings of the early-twentieth century in downtown Los Angeles.

Association with the Hotel Business, and Correlation to the Entertainment Industry.

Period of Significance, 1924-

Hotel Cecil is significant as a representative example of the American hotel industry in the early twentieth century. The Hotel Cecil was designed and built in line with the most up-to-date standards for hotels of its class. Hotel Cecil offered a location, layout, and amenities consistent with a property developed in the years immediately following the end of a "century-long developmental arc of American hotels."⁽¹⁾ Within that one-hundred-year span, American hotels gradually transitioned from serving primarily business travelers during the antebellum years to serving a broader, albeit still somewhat more affluent market in the post-Civil War decades. The late-nineteenth century marked a rise in leisure travel, leading many hotels to embrace the mass-market guest trade.

The evolution of the Broadway theatrical district early in the 20th century began with the construction of the Mason Opera House (now demolished) and continued through the construction of the Roxie Theater (1931). Historian Tom Sitton in the National Register nomination for the Broadway theater district, states that the importance of the [Broadway] theater district in the home of the motion picture industry is clearly evident. The theaters provided drama, comedy, and vaudeville presentations until full-length motion pictures became popular. Thomas Tally, Sid Grauman, Oliver Morosco, and others vied for the honor of city impresario as the theaters along Broadway became larger and more numerous. Theater

architecture was more flamboyant than commercial styles and the influx of theatrical structures helped to provide variety for the Broadway streetscape. In all, theater development along Broadway provided a major source of revenue and a location for premieres for the movie industry...and a variety of architectural designs which gave a unique character to Broadway. The zenith of the Broadway theater district was in the 1920's. Los Angeles's downtown theatrical district was the global center of the film and entertainment industry until just prior to the Second World War, when major theater chains started a trend of establishing the Hollywood and Century City neighborhoods of Los Angeles as the center for motion picture theaters.

In addition to housing theater-related guests, the Hotel Cecil's prime placement near the Spring Street Financial District and the grand space of the interior lobby also appealed to business travelers traveling to the 'Wall Street of the West.' At the turn of the century, economic investment in the Spring Street corridor as the financial center of Los Angeles had begun with the construction of two bank and office buildings: the Continental Building (first known as the Braly Building) and the Herman Hellman Building (now Banco Popular). Over the next two decades, the construction of additional financial structures, such as the Security Building, the Pacific Southwest Bank (the Los Angeles Trust and Savings Bank), the Crocker Bank (Citizen's National Bank) and Barclay's Bank (built as the Los Angeles Stock Exchange), further contributed to the designation of the Spring Street district as the financial epicenter of Los Angeles. When the existing lodging within the Spring Street Financial District--the Alexandria and Hayward Hotel and the El Dorado (Stowell Hotel)--proved insufficient, financiers, bankers and clients looked to the adjacent neighborhood to provide lodging. Hotel Cecil, along with similar hotels like the Milner Hotel, the Clark Hotel, Rosslyn Hotel and Hotel Figueroa, filled the gap, complementing and supporting the growth of the financial district. The Hotel Cecil was uniquely and fortuitously situated on Main Street, just two blocks east of Broadway, lined with theaters, retail and office, and one street east of Spring, lined with banks, offices, and other financial institutions.

In contrast to the idyllic rural resorts of the wealthy, hotels of this period stood in close proximity to downtowns, allowing traveling businessmen access to economic centers. As such, "hotels functioned as headquarters and outposts for an urbanizing commercial system. Hotels located near rail hubs and city centers continued to be favored by tourists, business travelers and tradesmen alike well into the first decades of the twentieth-century. The Cecil, with its location in the thriving business and theatre district, was initially advertised as being "convenient to railway and steamship terminals.

Standing fourteen stories high and advertising 700 guest rooms, the Hotel Cecil also fell in line with prevailing industry preferences for building verticality and an increasing number of rentable units per property. Construction of the Hotel Cecil and numerous other commercial properties prompted the Los Angeles Times to publish a collage of significant buildings erected in 1924, proclaiming, "Well might [L.A.] be termed the City of the Jumping Skyline!" and pronouncing the metropolis "a cosmopolitan city to which the whole world's eyes are turning." (2) In addition to standing on par with industry competitors, the \$1 million Hotel Cecil, reported to be "the largest hotel constructed in the city in 1924, also operated in a manner partially patterned on the model developed by industry innovator E. M. Statler, (3)

Statler, a New York hotelier noted for his streamlined operational strategies, reshaped his field's business model by emphasizing cost efficiencies and mass market accessibility. The 1908 Buffalo Statler in upstate New York provided "a commercial hotel for traveling salesmen and for families" that "[offered] service and comfort and privacy beyond anything before ever offered." (4) The Hotel Cecil was touted as "most modern in every detail of plan, construction, equipment and furnishing and as having, "guest rooms...equipped with every convenience for comfort and luxury" (5). Indeed, the hotel's walnut furniture was "Spanish in design, covered with specially selected red leather" and "specially made" for the property by Barker Brothers. The firm won "exclusive charge of the equipment and interior decoration of the new hostelry," supplying it "with exclusively California-made furniture," making it "the first large hostelry...to be furnished throughout with Los Angeles-made furniture."(6)

Newspaper articles with headlines announcing "Truck Train of Local Furniture for Hotel Cecil" and "Half Mile of Dressers Used" included descriptions of "specially designed and made" carpets, "lamps of specially wrought iron...with hand decorated parchment shades," (7) and other locally-crafted items. Combined with the lobby and guest room furnishings, it was claimed that the pieces would "[give] unstinted comfort and content to the guests who [were] to sojourn there." (8) The careful attention to design and furniture quality was on par with Statler-driven industry trends stressing quality pieces purchased at bulk rates. In addition, the focus on furnishings coincided with a mid-1920s recognition that more women traveling necessitated moving away from the atmosphere of traditionally male-centric lodging houses that were sparsely furnished and featured few amenities.

However, despite claims of being "most modern in every detail of plan," the Hotel Cecil did not deliver all of the most up-to-date in-room amenities available, including private bathrooms. Whereas Statler's Buffalo property included private bathrooms in each room, the Hotel Cecil advertised full bath facilities in just 200 rooms. Of the remaining advertised 500 rooms, 300 were without bathrooms entirely while 200 were said to be equipped with toilets but lacked bathing fixtures. This quickly-outmoded, tiered system required a staggered pricing model, as opposed to the uniformity of Statler's "bed and a bath for a dollar and a half." (9) Unfortunately, this competitive trend negatively impacted the Hotel Cecil, and the very factors that prompted its initial success would ultimately lead to the erosion of the Hotel Cecil in the competitive marketplace for downtown lodging.

More troubling for the Hotel Cecil, the automobile would also have an impact on downtown Los Angeles, impacting the theater and financial districts, and the demand for hotel accommodations. Auto travel would transform the twentieth-century just as drastically as the advent of rail travel had impacted the previous century. Though initially affordable to only the wealthy, the motorcar quickly became accessible to the middle class. No longer bound to fixed rail lines, Americans traveling by car spurred tourism in non-rail side communities and large cities alike, and affected travelers' preferences. In place of visiting San Francisco by rail, an experience akin to touring Eastern urban centers, car-bound tourists often opted for the "lower density and fabled Garden-of-Eden abundance" of Los Angeles, where "urban sprawl that was already developing in Los Angeles by 1925 set a pattern to be followed by all of America in the future." (10)

Growth of the outlying centers diluted the influence of the nucleus, as did the increasing emphasis on auto travel. The fifteen year economic aberration of the Great Depression and World War II compounded the challenges faced by traditional hotels such as the Hotel Cecil. Leisure travelers avoided high room charges by migrating to roadside auto camps that were much more casual, and a totally different experience. Even businessmen began abandoning downtown hotels as their clientele dispersed and the Depression brought reductions in expense account spending. In the 1930s, tourist travel dropped by more than fifty percent, causing eighty percent of traditional hotels nationwide to enter into receivership. (11) The Hotel Cecil, a property planned and erected in conjunction with the emergence of downtown, represents the heyday of the grand and opulent hotels in Los Angeles.

Integrity

The Hotel Cecil building maintains a high level of integrity, located on its original site at 640 S Main Street in downtown Los Angeles. The overall design of the building remains intact, including much of the original ornamentation and materials consistent with Renaissance Revival-style architecture. The fact that the building has maintained its original function as a hotel/residence hotel has helped keep alterations to the original design at a minimum.

General maintenance and updating has not substantially altered the hotel's appearance. The replacement of the original windows from double-hung sash windows to sliding sash windows is the most significant alteration to the building's character. The front facade, including balconies, terra cotta ornamentation and quoins, and cornices remains intact. The windows and doors leading to Main Street have been replaced or altered several times since 1924, although their current appearance is sympathetic to the building's original design.

The lobby and mezzanine are particularly notable and intact. The lobby retains its original art glass skylights, terra cotta and wrought iron decorative detailing, front desk station with original key shelving, mezzanine balustrade and original staircases. Alterations to the less significant spaces of the interior are mostly related to fixtures in the storefronts, previously used as barber shops, cafes and restaurants.

The setting of Hotel Cecil in Los Angeles's historic downtown still reflects the era of the building's construction. The blocks immediately surrounding Hotel Cecil include early 20th century low-rise to mid-rise structures. Two National Register Historic Districts, the Broadway Theatre and Commercial Historic District and the Spring Street Financial District, are located within two blocks of the Hotel Cecil. Vegetation, including trees planted along the curb, have matured, giving the building a more pronounced sense of history and place. (Appendix B.2, Figure 17; Photograph 92)

A high level of workmanship was employed to construct the Hotel Cecil and this high standard is still evident in much of the building. Observed examples include the balustrade of the mezzanine level, detailed terra cotta ornamentation on the front facade and the delicate construction of the art glass skylights in the lobby. These extant details, combined with the intact setting of the building within the downtown business district and the continued use of the building as a hotel, helps the Hotel Cecil Building retain its integrity of feeling. (Appendix B.2, Figure 18)

End Notes/Works Cited

1. K. Sandoval-Strausz, *Hotel: An American History* (New Haven: Yale, 2007), 111
- 2 "Jumping the Skyline," *Los Angeles Times*, January 1, 1925.
- 3 Tom Sitton, "National Register of Historic Places nomination: Spring Street Financial District," 1979
- 4 *ibid.*
- 5 Hotel Cecil ad, *Los Angeles Times*, December 20, 1924
- 6 Sandoval-Strausz, 129; Hotel Cecil advertisement, *Los Angeles Times*, December 20, 1924
- 7 Sandoval-Strausz, 54-55 and 134-135
- 8 Hotel Cecil advertisement, *Los Angeles Times*, December 20, 1924
- 9 Belasco, 27; Gerald D. Nash, *The American West in the Twentieth Century: A Short History of an Urban Oasis* (Albuquerque: University of New Mexico Press, 1985), 82
10. Greg Hise, *Magnetic Los Angeles: Planning the Twentieth-Century Metropolis* (Baltimore: The Johns Hopkins University Press, 1997), 40-47.
- 11 History of Lodging — AH&LA," <http://www.ahla.com/content.aspx?id=4072>, American Hotel and Lodging Association (accessed September 2, 2014)





Cecil
LOW
DAILY
WEEKLY
RATES
700 ROOMS

CECIL HOTEL

Historic Core District

stayrain

HOTEL

PARK HERE

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\$5

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648 S. W. ST.
(213) 625-5368

SPECIAL Overnight Parking \$40

L.A. TAILOR SHOP



Hotel Cecil
LOW
DAILY
WEEKLY
RATES
700 ROOMS

HOTEL CECIL

St

UPPER
CLASSIC
#654

HI
SUSHI

Margarita's
PLACE
Mexican Restaurant

HUARACHES GORDITAS
FLAUTAS SOPEES

MARGARITA'S

HISTORIC PHOTOGRAPHS

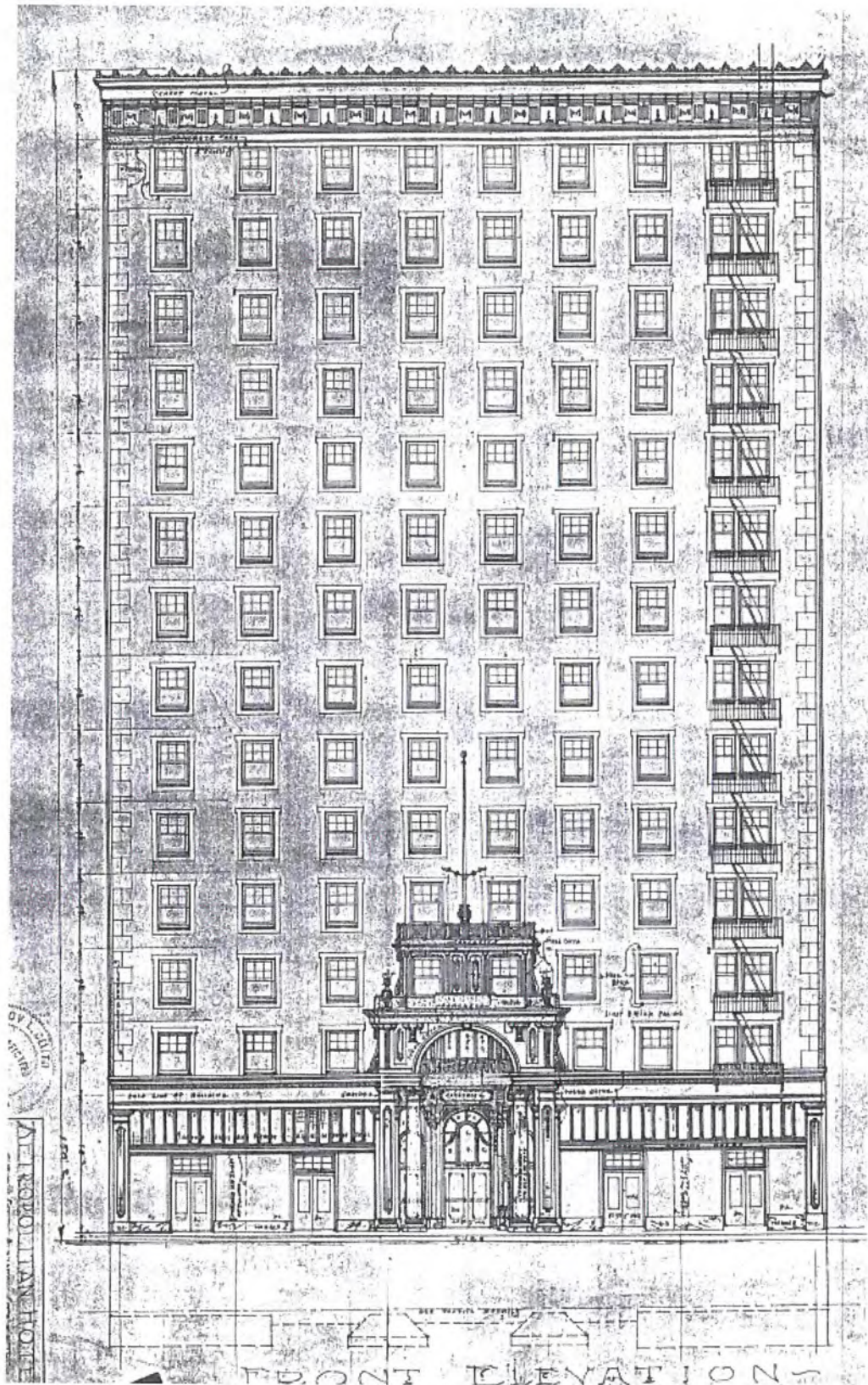


Figure 1: Architectural Drawing – Front Elevation of the Hotel Metropolitan / Hotel Cecil Building, 1924 by Architect L. L. Smith.

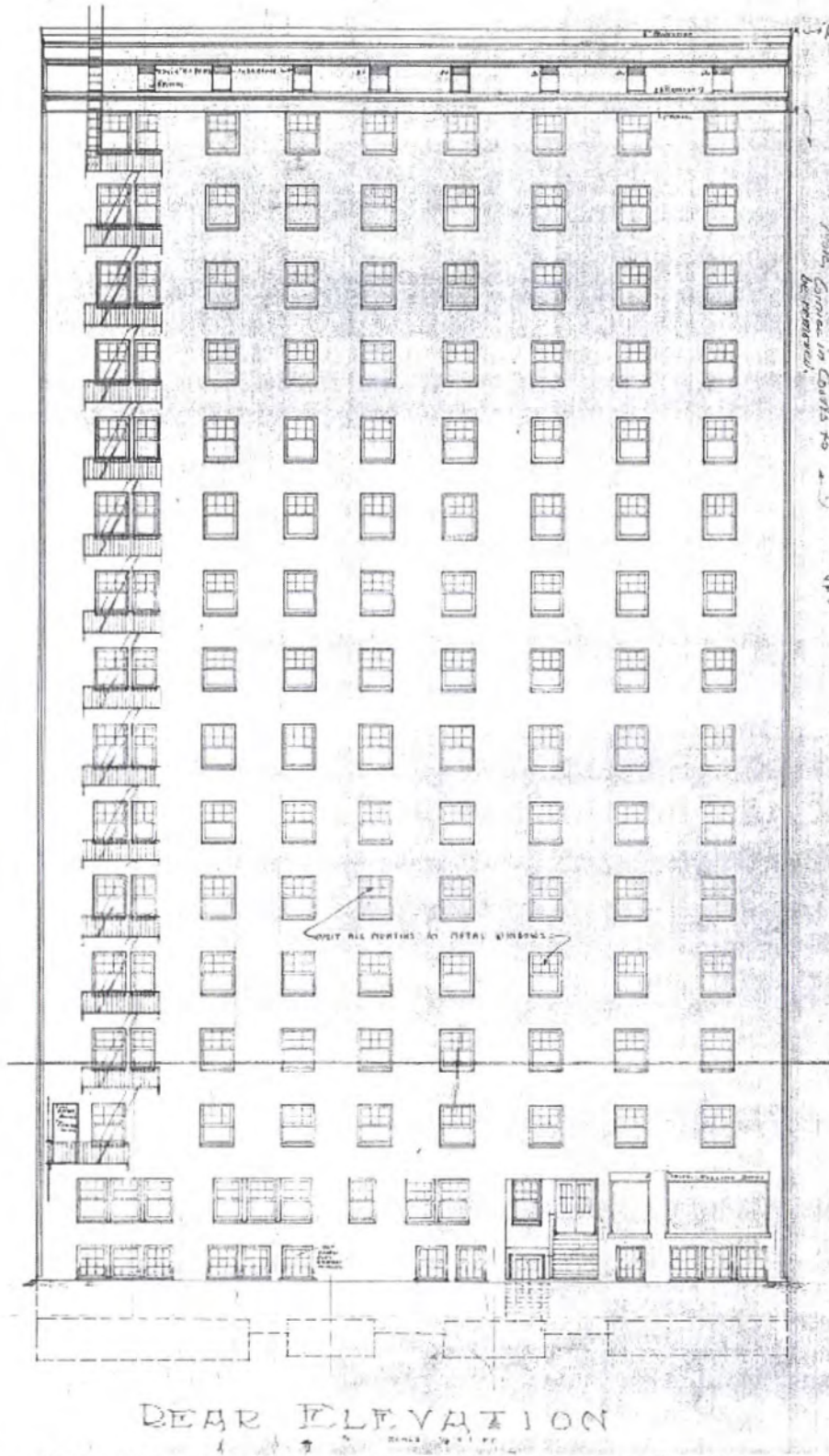


Figure 2: Architectural Drawing – Rear Elevation of the Hotel Metropolitan / Hotel Cecil Building, 1924 by Architect L. L. Smith.

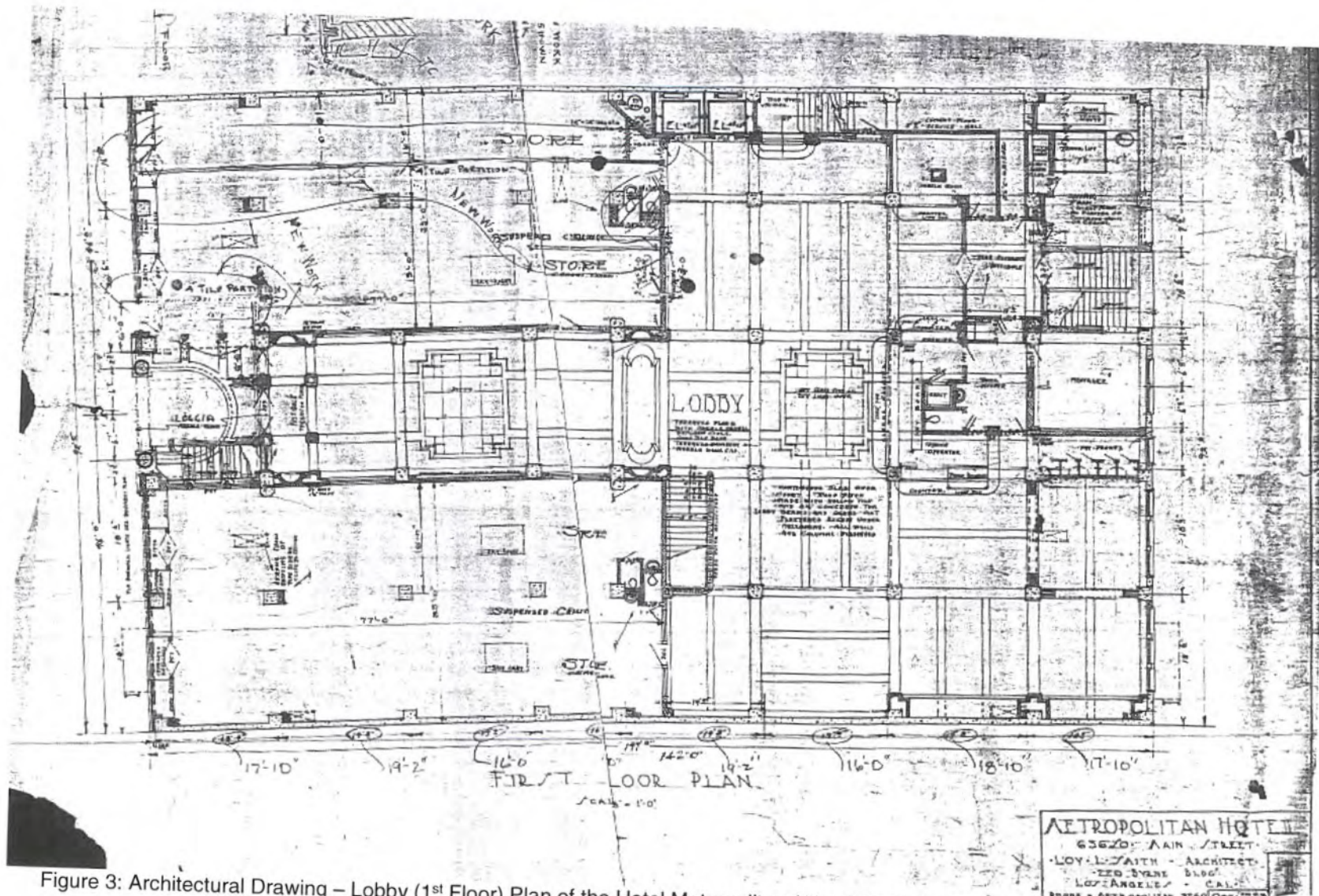


Figure 3: Architectural Drawing – Lobby (1st Floor) Plan of the Hotel Metropolitan / Hotel Cecil Building, 1924 by Architect L. L. Smith.

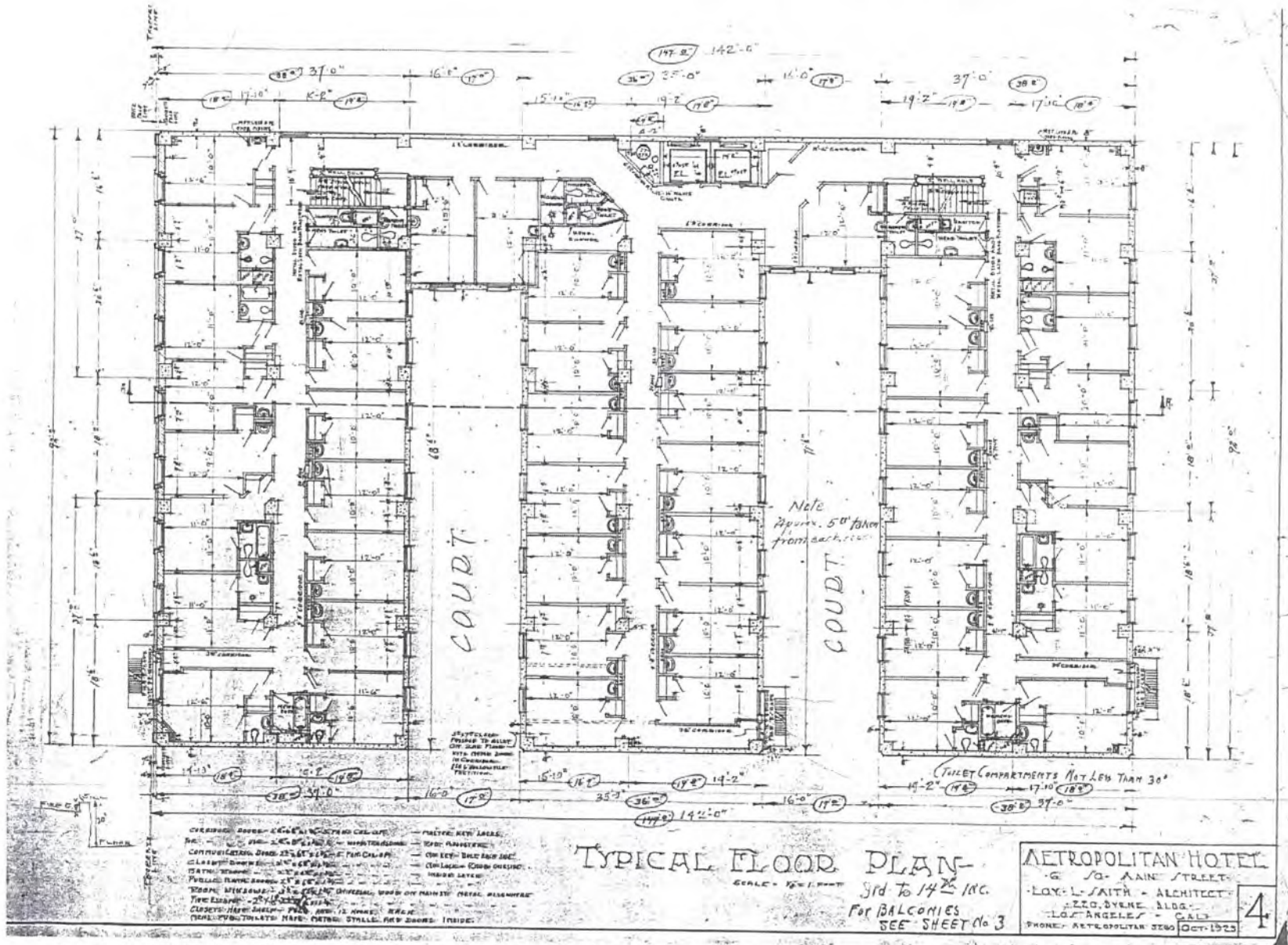


Figure 4: Architectural Drawing – Typical Floor Plan of the Hotel Metropolitan / Hotel Cecil Building, 1924 by Architect L. L. Smith.

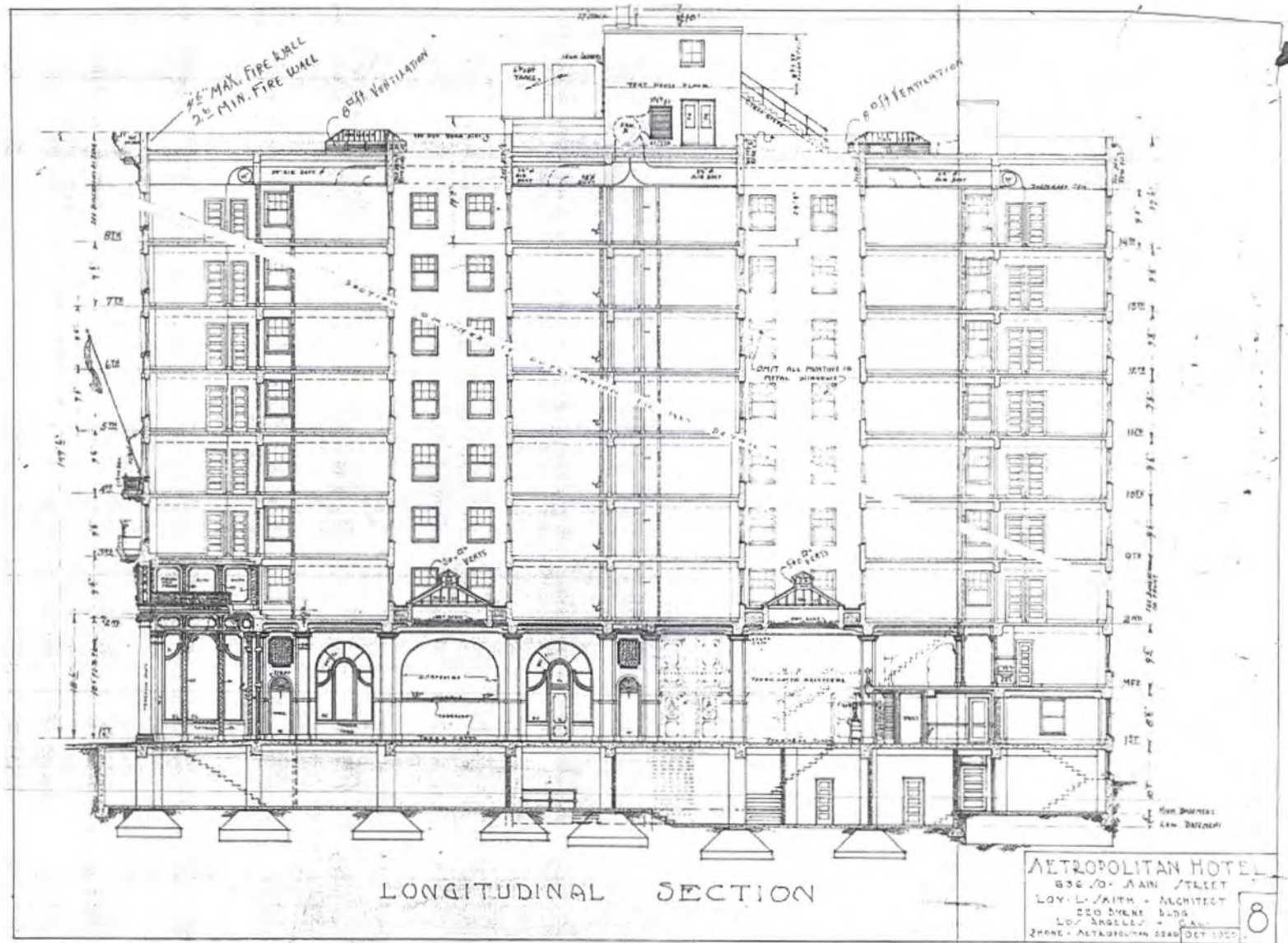


Figure 5: Architectural Drawing – Longitudinal Section of the Hotel Metropolitan / Hotel Cecil Building, 1924 by Architect L.L. Smith.



Figure 6: Undated color postcard showing west (S Main Street) and south elevations of the Hotel Cecil. The prominent blade signs were not indicated on L.L. Smith's original plans, although City of Los Angeles Building Permit #46860 indicates they were installed at the time of construction in 1924.

Source: digital image located at: http://www.ebay.com/itm/Vintage-Linen-Postcard-Hotel-Cecil-Downtown-Los-Angeles-CA-7th-Main-Curt-Teich-/191220414752?pt=Postcards_US&hash=item2c859ff920;



Figure 7: Undated color postcard showing the west (S Main St) and north elevations of the Hotel Cecil.

Source: digital image located at: http://www.ebay.com/itm/PC-Hotel-Cecil-in-Los-Angeles-California-/360874668958?pt=Postcards_US&hash=item5405ce739e;



Figure 8: Undated black and white photograph showing the front (S Main St) and south elevations of Hotel Cecil. The advertisement painted on the south elevation of the building indicates Hotel Cecil as having 700 rooms, a fact that is discredited by early occupancy permits and the historic architectural drawings.

Source: Los Angeles Public Library Photographic Collection. Digital image located at:
<http://jpg1.lapl.org/00007/00007199.jpg>;



Figure 9: Undated black and white photograph showing the west (S Main St) and south elevations of Hotel Cecil.

Source: Los Angeles Public Library Photograph Collection, Keystone Photo Service. Digital image located at: <http://jpg1.lapl.org/00007/00007200.jpg>;



Figure 10: South elevation of Hotel Cecil appears in the right rear of image.
Note the use of painted wall signage used for off-site advertising.'

Source: University of Southern California - Whittington Collection



Figure 11 Looking at south elevation of Hotel Cecil, showing historic usage of painted wall signage for off-site advertising, and the original blade sign also appears to the left edge of photo.

Source: University of Southern California - Whittington Collection



Figure 12 View looking North along South Main Street, with the prevalence of painted wall signage advertising the hotel and off-site advertising.

Source: University of Southern California - Whittington Collection



Photo by "Dick" Whittington

Figure 13: Looking North on South Main Street. Hotel Cecil blade sign, and painted wall signage appear at right.

Source: University of Southern California - Whittington Collection

CURRENT PHOTOGRAPHS



Figure 14: Contemporary street scape showing the SE side of S. Main St., with Hotel Cecil at near right.



Figure 15: The north and partially-obscured west elevations of Hotel Cecil.



Figure 16: View east of the main entry of the Hotel Cecil from inside the loggia. .



Figure 17: View NE of the terra cotta detailing inside the loggia.

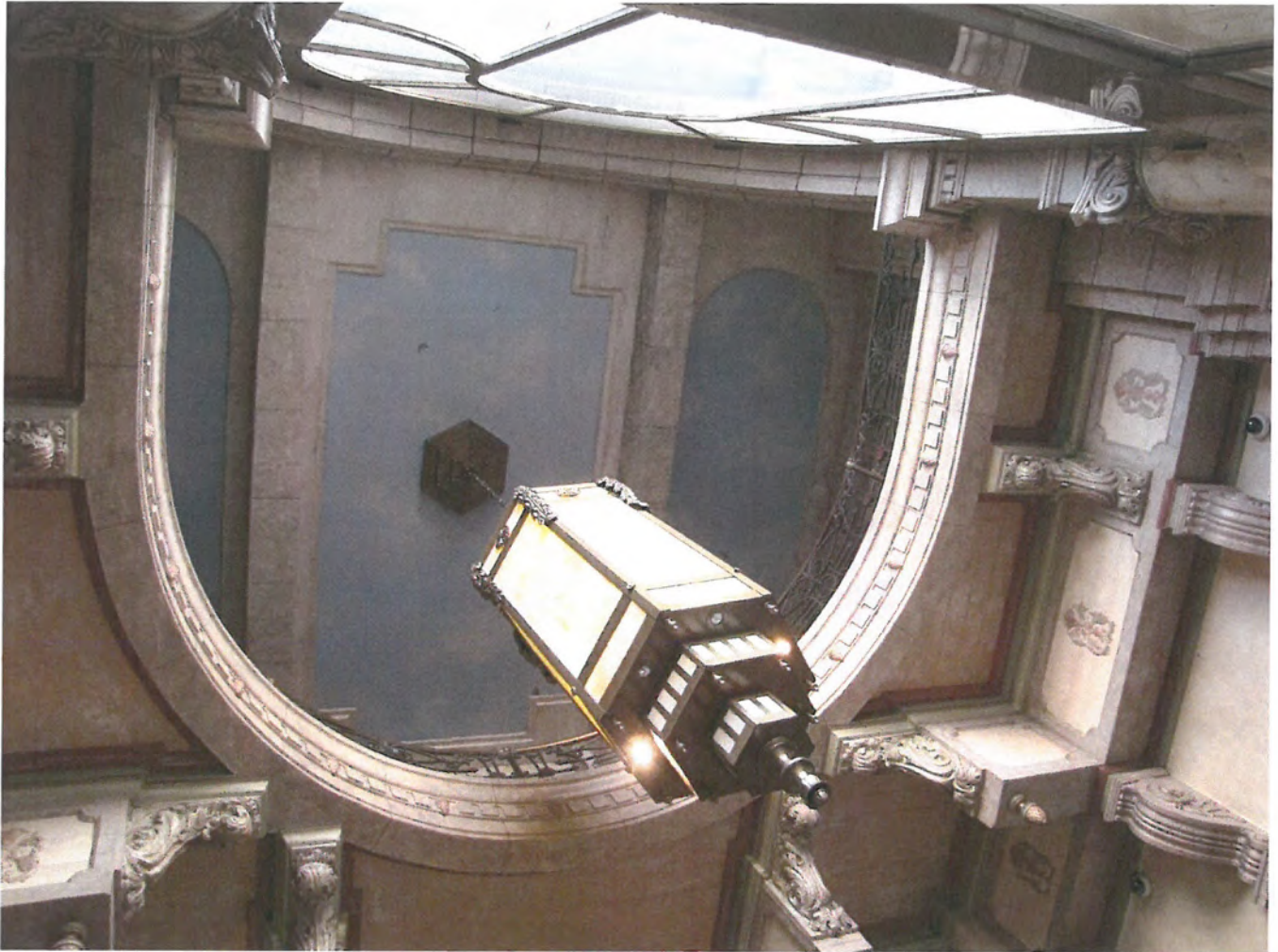


Figure 18: View of the ceiling and interior detailing inside the loggia of the Hotel Cecil.



Figure 19: View east into the T-shaped lobby with the grand clerk's counter at the far-east end. Original art-glass skylights can also be seen.



Figure 20: Detailed view of the clerk's counter (looking east). The original mezzanine balustrade can be see above the clerk's counter.



Figure 21: View south down Corridor D (east corridor) of a typical guest room floor.



Figure 22. View looking up at the vault lights along the western wall of the basement level.

POLICE SEEK DRIVERS WHO REFUSE AID

One Victim Near Death; Another Has Broken Leg and Scalp Cuts

Police started a search yesterday for the drivers of two automobiles who failed to stop to render aid after they had struck down and possibly fatally hurt one man and seriously injured another.

C. H. Murray, 72 years of age, of 2597 Houlder street, is at the Clara Barton Hospital suffering from a basal skull fracture, a broken leg, and severe scalp lacerations as the result of being struck down by an automobile at Macy and Clara streets. He was picked up by a passing motorist and taken to the Receiving Hospital for emergency treatment. He was then transferred to the Clara Barton Hospital.

Charles Morris, 62 years of age suffered a broken leg and severe scalp lacerations when he was hit by an auto in the 3400 block of San Fernando Road. He was taken to the Receiving Hospital by a passing motorist.

Morris resides at 2700 San Fernando Road.

LARGE CANDY CONCERN TO START PLANT HERE

PAGE & SHAW OF BOSTON WILL ESTABLISH BRANCH FACTORY

Page & Shaw, Inc., Boston candy manufacturers with stores throughout the United States and Canada and in the larger cities of England and France, will open a branch factory in Los Angeles during the coming year, according to E. S. Braun, manager of the Los Angeles store at Seventh and Broadway. Mr. Braun also states that retail stores will be opened in Hollywood and San Diego during the year. Signifying the importance of the Page & Shaw company in the candy manufacturing field is indicated by an announcement in the Boston News Bureau of the 12th inst. that the company's Cambridge factory is now turning out 18,000 pounds of candy each day and that sales for the year should exceed the \$5,000,000 mark recorded a year ago.

SALARY BILL URGED

Increase in Federal Judges' Pay Indorsed by Chamber

An appeal to Congress to support the Senate bill introduced by Senator Reed of Pennsylvania to raise the salaries of Federal Judges of the United States, including the Justices of the Supreme Court and judges of circuit and district courts, was made yesterday by the Los Angeles Chamber of Commerce.

Letters were dispatched by President Lacy to Congressmen Fredericks and Lineberger; to Robert D. Armstrong, representative of the chamber in Washington, and to the members of the Rules Committee of the House.

The big railroads are planning big developments in the Southwest. Prominent railroad executives make important announcements in the Midwinter Number of The Times, out January 1.

Formal Opening of Hotel Cecil Planned Today

Formal opening of the Hotel Cecil, a fourteen-story structure in South Main street between Sixth and Seventh streets, took place yesterday.

The hotel, which contains 286 rooms, is operated by the Cecil Hotel Company, Inc., of which W. R. Hamner is president; R. H. Schops, is vice-president, and Charles L. Dix, secretary-treasurer.

SERVICE BOARD HITS AT FREDERICKS BILL

A resolution was adopted Friday by the Board of Public Service Commissioners opposing the bill introduced by Congressman Fredericks to provide for a flood-control-water conservation dam on the Colorado River in Boulder Canyon. A copy of the resolution, which asserts that the bill would betray taxpayers into the hands of private power monopoly, was telegraphed to members of Congress.

Opening Day
Announcement
Dec. 20th 1924
Jan. 1st

700 Rooms
Identified
Hotel Cecil Company



Los Angeles' Newest
 Hotel

**OPENS
 TODAY
 DEC. 20**

The HOTEL CECIL

Main Street Between Sixth and Seventh
 14 Stories Absolutely Fireproof

700 ROOMS

300 with detached bath	\$1.50
200 with private toilet	2.00
200 with private bath	2.50

SPECIAL RATES BY THE MONTH

The Cecil is most modern in every detail of plan, construction, equipment and furnishing. Fourteen stories in height, it contains 700 guest rooms and public rooms exceptional in number and size. The public rooms are distinguished

in their symmetry of proportion and quiet beauty of decoration. The guest rooms are equipped with every convenience for comfort and luxury. Convenient to railway and steamship terminals, ticket offices, theaters and local transportation facilities.

W. B. HANNER, President

R. H. SCHOPS, Vice-President

CHAS. L. DIX, Secretary and Treasurer

**Open
 Evenings
 until Christmas!**

at Little
 432 South Broadway
 619 West Seventh

Demand 

BROMO QUININE
 A Safe and Proven Remedy
 for Colds, Grip and Influenza.

The First and Original Cold and Grip Tablets

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 "Builders Since 1905"

STUDIO CLUB TO BUILD ITS HOME

Carlos-Avenue Ground Sold to Episcopal Church

New Edifice Will Care for Many Women Workers

To Provide Dormitory and Recreation Features

With the sale of property at 6129 Carlos avenue, Hollywood, to St. Stephens Episcopal Church, the Studio Club announced that now it will be possible to build its long-contemplated \$120,000 structure on property acquired from Edward Cole at Lexington avenue and Lodi Place. Construction will start in March.

Several years ago the National Board of the Young Women's Christian Association, aided by Will Hays, raised \$120,000 to provide adequate quarters for female players and workers in motion-picture studios. Because of the heavy investment on Carlos avenue it was not possible to go ahead with the new plan until the old property was sold.

St. Stephens Episcopal Church, the purchaser, acquired the northeast corner of Vine street and Yucca as a church site. A rectory and a parish house has been built thereon. However, Vine street has become a business thoroughfare and due to the imminent construction of several large blocks it was decided that the land was too valuable for church purposes. The Carlos avenue purchase was therefore made.

The present Studio Club will be moved and a beautiful Gothic church will be built thereon. Rev. Phillip Eassey is rector of St. Stephens. The church building committee includes Messrs. F. C. Miller, George A. Webster and George G. Bradley.

Those okaying the deal for the Studio Club included Mrs. A. S. Heinsman, chairman; Mrs. J. S. Sanders, Mrs. Cecil B. De Mille, building chairman; Mrs. Ella King Adams, Mrs. W. F. Callender, Mrs. Douglas Fairbanks (Mary Pickford); Mrs. Jesse L. Lasky and Miss Cora Tatum. Miss Marjorie Williams is executive secretary.

The sale was handled by G. H. Flebbe, president of the Hollywood Corporation.

The club will house eighty girls and in addition to modern dormitory arrangements will provide a variety of recreation opportunities as well as general club facilities.

FIG CANNING PLANT PROSPECTS BRIGHTER

(LOCAL CORRESPONDENCE)

TERRA BELLA, Dec. 13.—Considerable interest is being displayed in prospects for a fig canning and processing plant at Terra Bella next season. Experiments made this year by W. S. and E. A. Reeves with Kedota figs grown locally were satisfactory. Jam, paste, pickles and preserves were packed and all found ready sale. E. A. Reeves declared a market could be found for twenty times as much of the fig products. A. P. Potter of San Francisco, recently conferred with Reeves brothers, and they later accompanied Potter to Fresno where he has eighty acres in five-year-old fig trees. Potter is enthusiastic about fig possibilities of this section, declaring it offers inducements second to none in California.

AZUSA HAS NEW PLANT SCHEDULED

Pasadena Maker of Food Beverage Decides on New Location

MONROVIA, Dec. 13.—Through negotiations between the Bartlett No Products Corporation of Pasadena and the Chamber of Commerce of Azusa, the corporation's plant is to be moved to a site of twenty-four acres on Foothill Boulevard in Azusa. G. M. Bartlett, president, said that within ninety days two temporary buildings of steel construction will be erected at a cost of \$30,000 with an additional expenditure of \$160,000 for specialized automatic machinery. The company manufactures a food beverage.

Mr. Bartlett said that with the completion of the two temporary buildings the corporation will employ twenty-five or thirty men at the outset. The corporation is capitalized at \$5,000,000, and fully financed. The first permanent building of the proposed plant, which with equipment, will cost \$5,000,000 and employ 700 men, will be completed within two years. The plant has outgrown its quarters in Pasadena, which made it necessary for a new site.

Hotel Opening is Planned for Next Thursday

The opening date for the new Hotel Cecil now being rapidly completed on South Main street, between Sixth and Seventh streets, is next Thursday. The height-limit structure was designed by L. L. Smith and erected by the Waymouth Crowell Company. It was financed and supervised by W. W. Paden and associates.

The site is ninety-two feet by 145 feet, while the structure contains 700 rooms with 50 per cent baths, a spacious lobby and mezzanine and a basement.

It is a well-balanced, compact, well-arranged plan, according to the architect.

The construction is of reinforced concrete, the front exterior of terra cotta to the third floor and red brick from the third floor to the cornice. Terra cotta quoins enhance the shaft and the character of classical design, makes an interesting study.

The entrance arch of terra cotta extending to the fourth floor is beautiful and imposing and is a distinguishing feature of the building.

Construction is Started on New Avalon School

Construction has started on a new \$100,000 high school building at Avalon, Catalina Island, according to Webber, Staunton & Spaulding.

The new building is attracting attention because of its Tuscan style of architecture. The Tuscan style is in harmony with the canyon site of the building.

The structure is fireproof with hollow concrete constructed walls and red tiled roof. It will contain twelve classrooms, manual training shop, domestic science and art rooms.

Designed by L. L. Smith
Construction by Waymouth Crowell Company
700 Rooms
50% Baths
Basement
Terra cotta to 3rd floor
Red brick to cornice
Terra cotta quoins
Entrance arch
Tuscan style
Fireproof
Hollow concrete walls
Red tiled roof
12 classrooms
Manual training shop
Domestic science
Art rooms

BUILDERS BUSILY ENGAGED

Associated General Contractors Report New Buildings Under Way in Los Angeles and Vicinity

Contracts awarded during the last week indicate increased activities in the building industry, especially in commercial and office buildings, according to the Southern California chapter, Associated General Contractors of America. Some of the activities of the members of the association follow:

Fred R. Johnson has the contract to erect a two-story store and loft building at Sunset Boulevard and Vendome street for Julius Klein, at a cost of \$26,000.

The Hatfield Engineering-Construction Company will build a one-story concrete shed at 1855 Industrial street for the Western Improvement Company. The shed will be 117x113 feet, and will cost \$17,000.

Construction started Thursday on a new \$67,000 Catholic school building to be erected by the North Pacific Construction Company at Glendale for the Holy Family Parish. The building will

be two stories in height, of brick construction, and will be arranged to contain ten rooms and an auditorium.

Macdonald & Kahn have the contract to erect a three-story and basement, reinforced concrete factory building for \$200,000 for the Los Angeles Pressed Brick Company. The new building will be erected on Dale street, north of Macy street.

The contract to finance and erect a thirteen-story building and basement, Class A store and loft building on the northeast corner of Seventh and Los Angeles streets, has been awarded to Meyer & Holder. The building will be of reinforced concrete construction, 50 x 90 feet.

Excavation is completed and work will start on the placing of foundations for the new thirteen-story Public Service Building on West Second street between Hill street and Broadway, according to S. K. Mitty of the North Pacific Construction Company.

The Weymouth Crowell Company announces that with the exception of a few minor details, all work on the new fourteen-story, Class A Cecil Hotel Building on South Main street, between Sixth and Seventh streets, has been completed.

Contract to erect the new police substation at 231 West Seventy-seventh street was awarded last week to A. V. Perkinson, general contractor, the second lowest bidder, whose bid for the general contract was \$64,850. The bid of J. P. Kobler, which was lowest, was rejected by the Board of Public Works as being irregular.

The twelve-foot tunnel connecting the Hall of Records with the new Hall of Justice is near completion, according to Ralph Homann, contractor. The new bore is the longest tunnel, as well as the largest, in the city that provides underground passage from one building to another. The tunnel is twelve feet wide, ten feet in height, and more than 400 feet long.

14 2-21 02
Class F

Hotels All Ready

NEVER BEFORE in its history has Southern California been so well prepared to take care of its visitors in the way of hotel and apartment accommodations as at this time. Despite the slowing up of activities which characterized business all over the country in 1924, the hotels here have continued operation with no lowering of the standards which have made them famous.

What effect general conditions made upon the hotel situation in Southern California last year was seen mainly in a curtailment in some instances of extensive building programs. Many promoters, however, went on with their plans, the result being the opening of a number of new hosteries and a multitude of new apartments.

The most conspicuous were the Gaylord, the Victoria Arms and the Talmage, three magnificent new apartment buildings erected at an aggregate cost of more than \$5,000,000. They have a combined capacity of more than 1000 rooms, are situated in the fashionable districts of the city and embody every improvement of the latest type.

The largest hotel constructed in the city in 1924 was the \$1,000,000 Cecile, with 700 rooms, which opened December 1. This hostelry is designed to meet the demands of the constantly increasing trade seeking accommodations at a moderate price.

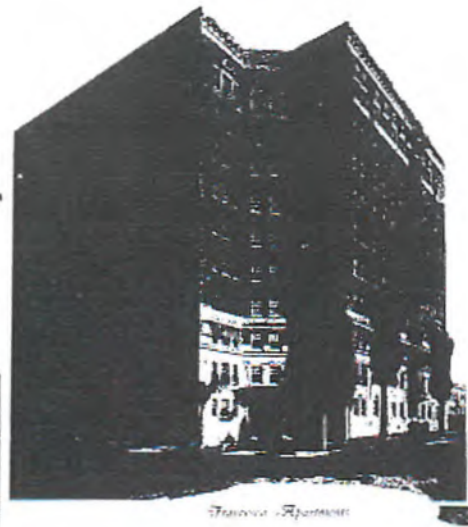
In addition to these establishments of considerable size, half a dozen smaller new hotels have been built at an aggregate cost of more than \$1,000,000. At least \$2,000,000 has been invested in the construction of a great number of moderate-sized apartment-houses found scattered all over the city.

Outside of Los Angeles the largest hotel built in Southern California last year is the William Penn, at Whittier, which cost \$400,000. This hotel was designed by a celebrated New York architect and its construction, arrangement and equipment belongs to a type rarely found outside cities of less than 100,000 population.

Several small hotels were also opened at Long Beach during the year, and a number of big apartment buildings of the own-your-own type. In San Diego the Hotel San Diego completed an addition to its former building costing \$750,000 and increasing its capacity by 200 rooms.



E. H. Van and Cloister



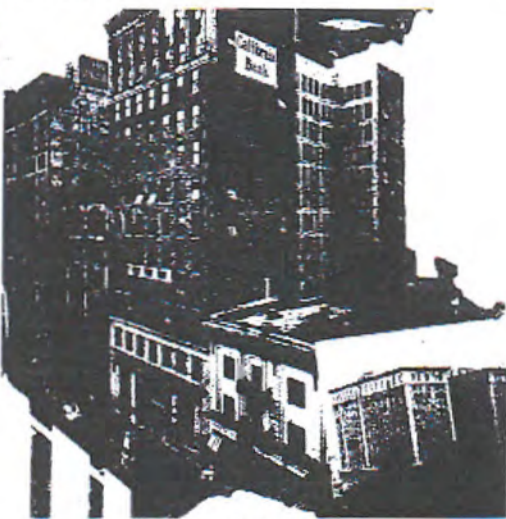
Francisco Apartments



Hall of Justice



Great West



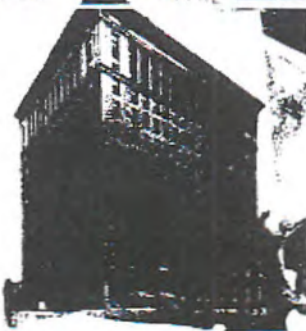
California Bank



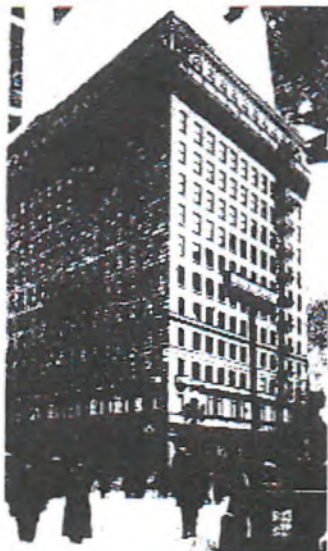
Cooper



Hotel Cecil



Cliff



Prinking Square



Billmore



Hayland Apartments

W. M. Sorland



W. M. Sorland

Jumping the Skyline

WHAT MIGHT Los Angeles be termed the City of the Jumping Skyline? Rapid and continual changes mark the expansion of the metropolis, apparent day by day. An open gap of yesterday shall be closed by a towering wall tomorrow, for here Construction abounds. There is no cessation. There wasn't a halt in 1924, and 1925 starts even stronger.

One hundred and fifty million dollars! That's the past year's building record that shifted the skyline in all directions with great office blocks, hotels, tourist and municipal structures, apartments and temples of commerce and industry. By the score were reared these stately piles of the latest type dedicated to the most modern civilization.

Here are shown but a few of the many large achievements in the building line—merely an indication of the progress made in the steel-and-concrete fabrication of a cosmopolitan center in which the whole world's eyes are turning.

BRAWLEY IS ASSURED OF NEW HOTEL: Work to be Started on Structure at Once to Cost \$200,000
Los Angeles Times (1924) Current File: May 17, 1924
ProQuest Historical Newspapers: Los Angeles Times (1918-1993)
p. 12

BRAWLEY IS ASSURED OF NEW HOTEL

*Work to be Started on
Structure at Once to Cost
\$200,000*

The city of Brawley is now assured of its new hotel which is to be built by the Producers Hotel Company, a corporation, the stockholders of which, are all local people. Work on the construction will be started at once and it is anticipated that the hotel will be ready for business by December 15.

The building is to be of Spanish architecture and absolutely fireproof. It will contain 160 rooms, all of which will have private bath; special attention will be given to rooms for commercial men—sample rooms will be on the mezzanine floor and will have private bath.

The new hotel, which, it is estimated, will cost approximately \$200,000, will be a credit to Brawley. It is to be located facing the park and all roads leading into the town converge in front of the building which will have a frontage of 154 feet.

A lease amounting to approximately 450,000 for a term of 99 years has been made with Mr. W. D. Hanner, president and manager of the Hotel Cecil of Los Angeles and also owner of the new Oasis Hotel in Palm Springs, Cal. Both parties in the transaction were represented by Mr. Harry W. Hahn.

FOR WILTON PLACE

Plans have been prepared by M. Maltzman for the erection of a two-story, thirty-two room, sixteen-family, studio apartment building at 1802 North Wilton Place for the Globe Investment Company to cost \$27,500.

Producers Hotel
111 1/2 S. Main
B 450 000 7 - 1924

Printed at the office of the publisher, 100 North Main Street, Los Angeles, California.

GOODYEAR
(of Akron)

FIRST MORTGAGE EX
ADVANTAGE TO
PRIOR REGISTERED STOCK
TO COLLECTIVE AND
PERMANENT COMMON STOCK

If you have information or desire
to know more about this issue,
write at once to the following
address:

Name _____
Address _____

Howard S. Rusk Company
Established 1888
INVESTMENT BROKERAGE
Members L. S. Real Estate
50 North Main Street, Los Angeles,
Calif. 90012

West Coast
Theaters, Inc.
1st Mtg. 7 1/2%

SUCCESSFUL in selling
Class 'A' & 'B' 7 1/2%
and 6% convertible preferred
theaters in California,
it is offered in an all
California issue at 100%
cash. Terms: 5, 10, 15,
20, 25, 30, 35, 40, 45,
50, 55, 60, 65, 70, 75, 80,
85, 90, 95, 100.

7 1/2% Yield

PERMANENT REGISTERED STOCK
100% STOCK ADVANTAGE

Banks Huntley & Co.
1000 W. 10th Street
1000 STOCK ADVANTAGE BLDG.
PHONE - METROPOLITAN 4-1300

**TAX EXEMPT
SECURITIES**
YIELDING
ATTRACTIVE RATES

**District
Bond Company**
SUITE 508
TITLE INSURANCE BLDG.
1212 PINE ST.
METROPOLITAN
4-2124

**Government
Public Utility
Corporation
BONDS**

Stewart Egan & Siskind
612 Van Ness Bldg.
TRINITY 7841

BY INVESTMENT AND CREDIT

Name _____
Address _____

The John M. C. Marble Co.

**Real Estate and Mortgage
7 1/2% Yielding 100% Cash
of a Party of Principal
in California
100% Cash**

**A Sound First Mortgage
Realty Bond Yielding 7%**

THE CURRENT issue of First
Mortgage Realty Bond 7 1/2%
by the Metropolitan Mortgage
Company offers one of the most attractive
investment opportunities in
the entire field of real estate
investing.

This issue is secured by a
first mortgage on the valuable
Central City Tower in Los Angeles
and comprises the class A and
class B hotel building now
under construction known as
the Central Tower. This will be one of the most modern
equipped hotels in Los Angeles and with a scale of
occupancy prices is expected to be one of the most suc-
cessful. The management is composed of highly ex-
perienced hotel men and has added to the project
extensive grounds for in the near future will
include the opening of a thoroughly equipped hotel
and more. The issue is conservatively evaluated at more
than three times the principal interest requirements.

Descriptive circular showing details of the property
as hotel will be mailed upon request. Simply forward
your name and address in confidence this to day!

Name _____
Address _____

BOND OF GARRETTSON & TURNER
1000 W. 10th Street
1000 STOCK ADVANTAGE BLDG.
PHONE - METROPOLITAN 4-1300

Received from
investor with
high yield

\$150,000

Sacramento Gas Company

First Mortgage 6% Serial Gold Bonds

Dated Oct. 1, 1915 Due Oct. 1, 1940

Coupon bonds in the denomination of \$500 and \$1000, with privilege of redemption as to principal.

Anglo-California Trust Company, San Francisco, Trustee.

Exempt from California Personal Property Taxes

All these securities issued under the Company's First Mortgage have been certified as a legal investment for California savings banks. Application will be made to the Superintendent of Banks to so certify these additional bonds when they are offered subject to such certification.

Property and Business Field

The Sacramento Gas Company maintains and distributes gas for domestic and industrial purposes in the Cities of Sacramento and Yuba, California, with a combined population conservatively estimated at 100,000 operating under exceptional high rates calculated as to date to add 10% to franchise earnings to 1927. 1928 and 1929.

In each month, the Company owns wells producing about 25,000 cubic feet of average gas per day. It also operates a modern generating dual turbine set producing 1,653,350 cubic feet of natural gas per day. The entire capacity of Sacramento totals 116,000 cubic feet and the mixed gas is distributed through 50 miles of mains to about 1200 consumers and, in Yuba, the Company operates an 600-horse generating plant with an output of 500,000 cubic feet per day, like a boiler capacity of 2,000,000 cubic feet, and distributes natural gas through over 25 miles of mains to about 1,000 consumers.

The Company also has a large storage capacity of 1,800,000 cubic feet per day; total boiler capacity of 60,000 cubic feet; over 110 miles of mains and service about 8000 consumers.

Earnings

Close ending October 31, 1924

Gross Earnings	\$276,000
Operating Expenses	151,400
Net Earnings	\$124,600
Annual Interest Requirements of \$150,000 Bonds	\$9,750
Current and various other 7% limited interest requirements, including this offering	

Purpose of Issue

The proceeds from the sale of these \$150,000 bonds shall be used to reimburse the Company's officers for expenditures made since 1915 for personal maintenance and additions to its plant, properties and equipment.

Security

These bonds are secured, in the event of default, by a first lien mortgage on all the physical property and plant of the Company. A valuation of the physical property of the Company by the National Commission on the State of California in 1912 was published in its report on October 23, 1912. It reflected an over two thirds of outstanding first mortgage loans. Current values are in excess of \$1,000,000. In time for sale to exceed in net cost of the plant cost of personal maintenance and add to the property made since January 1, 1915. However, the gas earnings of the Company for twelve months preceding have been equal to at least 12 per cent of the face amount of all bonds outstanding and those proposed to be issued.

These bonds are offered when, as and if issued and received by us subject to the approval of counsel.

WE RECOMMEND THESE BONDS FOR INVESTMENT

Price 100 and Interest to Yield 6%

E. H. Rollins & Sons

Founded 1870

10th Floor 629 So. Spring St. Los Angeles
 Telephone Trinity 1061

San Francisco

New York

Chicago

The information and statistics herein are for general information only and do not constitute an offer of securities. See prospectus for full details. All securities are subject to the usual risks and conditions of sale.

\$800,000

Metropolitan Hotel Company

FEE 7% BOND

First Mortgage Real Estate
 Serial Gold Bonds

A 7%

Opportunity

The Metropolitan Hotel Company owns a 14-story Class "A" size and general hotel building located on the east side of Main Street, between Main and Central Streets, Los Angeles, California, the hotel portion of which is leased to the Hotel Hotel Company. The building, now practically completed, occupies a property of 32 ft. frontage on Main Street, with a depth of 147 ft. It will contain 400 guest rooms and will be entirely fire-proof and equipped as a moderate priced hotel. The location being midway between the main Pacific Electric Station, street which 75,000 people pass each day, and Seventh Street, principal thoroughfare, it is considered a very advantageous one.

EARNINGS

The hotel property is leased to the Coca Hotel Company for a period of 75 years at a guaranteed rental sufficient to pay all property charges, including 100% depreciation, including principal and local taxation. Bond issue leaves a net of \$12.00 per room per month, plus income, including rental from stores and basement, is expected to produce \$142,100 per annum against maximum interest charges of \$8,000, or over three times maximum interest charges. All leases are assigned to and paid for by the Metropolitan Hotel Company. All tenants and payments from whom are to be paid monthly in the amount who will retain 1/2 of annual bond requirements for interest, taxes, sinking fund, maintenance and insurance before making any payments to investors.

EXEMPT FROM CALIFORNIA PERSONAL PROPERTY TAXES

Interest payable without deduction for normal Federal income tax will be 7%. Application has been made to have these bonds certified as a legal investment for Savings Banks in California.

PRICE PAR AND ACCRUED INTEREST, YIELDING 7%

SOUTHWEST BOND COMPANY

716 South Spring Street
 LOS ANGELES, CALIFORNIA
 Tel. TRinity 4021

LONG BEACH
 224 Pacific Southwest Bldg.

RIVERSIDE
 210 Citizens National Bank Bldg.

TO THE HOLDERS OF
 SUTTER BASIN COMPANY
 LAND MORTGAGE
 FIFTEEN-YEAR SINKING FUND
 6% GOLD BONDS

Notice is hereby given that there will be available in the market Third mortgage 6% gold bonds of the Sutter Basin Company, which the above bondholders have the right to purchase. The bonds are being offered for sale by the Sutter Basin Company, which is the owner of the property. The bonds are being offered for sale at a price of 100% of the face value of the bonds, plus accrued interest. The bonds are being offered for sale in the amount of \$100,000. The bonds are being offered for sale in the amount of \$100,000. The bonds are being offered for sale in the amount of \$100,000.

Southwest Bond Company
 716 South Spring Street
 Los Angeles, California
 Tel. TRinity 4021

We Own and Offer
 for Sale

8%
 First
 Coupon
 Mortgages

Secured by First-Class Real Estate in Los Angeles and Vicinity

Interest payments payable cash or by check or money order.

One year to maturity.

Commercial Mortgage Company
 121 Pacific National Bank Bldg.
 Los Angeles, Calif.

Assaying Security Values

AIDING the investor to differentiate between the values of many kinds of stocks and bonds and select investments with absolute knowledge of what each firm of investment may mean to him is the service that a reliable investment independent 10% stock inquiry from interested investor.

Howard G. Roth Company
 Capital City INVESTMENT SECURITIES
 Member of A. J. Cook Group
 314 Pacific Mutual Bldg. Los Angeles
 Telephone TR 4-6122

Pat. Earnings Over 8 Times Maximum Interest

IN Earning Power and Quality of Buildings, the OCEAN PARK REALTY CORPORATION ranks as one of the leading Companies in California specializing in the rental of BUSINESS PREMISES.

WE OWN OCEAN PARK REALTY CORP. 7 1/2% BONDS
 Price 100

Banks Huntley & Co.
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 1212 STOCK EXCHANGE BLDG.
 Phone: WE 5-0000 (100)

Safe Sound Reliable Securities Yielding 6 1/2% - 7 1/2%

SUNNY PASS & STURLING
 410 Van Nuys Bldg.
 VANUYS 7368

THE COMPANY FOR OFFERTIONS
 Name: _____
 Address: _____

We Own and Offer for Sale

8% First Coupon Mortgages

Secured by High-Class Real Estate in Los Angeles and Vicinity

Interest coupons payable quarterly at our office or through your bank.

Write please to call for list of offerings

Commercial Mortgage Company
 1241 Pacific Bldg. (12th & Broadway) 3rd Fl.

The John M. G. Harris Co.

Real Estate Firm
 11 York Street (Between 1st & 2nd)
 Los Angeles

Buy These Desirable Realty Bonds NOW at an Average Yield of 6.83%

Bonds of the following three issues present outstanding opportunities for sound investment with liberal yield in a market of declining interest rates.

- 1. METROPOLITAN HOTEL COMPANY**
 First (Closed) Mortgage Serial 7 1/2% Gold Bonds.
 Soundly secured by the new 14-story Cecil Hotel and the valuable central site, owned in fee. Income conservatively estimated at three times maximum interest charges. The yield is 7 1/2%.
- 2. SUN REALTY CO. (New Barker Building)**
 First Mortgage Leasehold 6 1/2% Sinking Fund Gold Bonds.
 Entire building facing on three important streets, leased to Rar-car Brook Inc., at a rental which will produce a net revenue of approximately three times interest requirements. An investment with many attractive features, yielding 6 1/2%.
- 3. BOWMAN-BILTMORE HOTELS CORPORATION**
 10-Year 7% Sinking Fund Secured Gold Notes.
 A direct obligation of the Bowman-Biltmore Hotels Corporation, New York, whose net assets applicable to this issue are stated as approximately \$22,000,000 or \$17,600 for each \$1000 note, with a wide margin of earnings. The yield is 7%.

Designate dollar amount, No. 1 () No. 2 () No. 3 ()

Name _____ Address _____

BOND & GOODWIN & TUCKER
 TITLE INSURANCE & TRUST CO.
 LOS ANGELES

BOY WINS PLACE AS FIRE FIGHTER



[Fred Coffey Photo]
Lloyd Smith

By a "Times" Staff Correspondent
(SPECIAL DISPATCH)

SANTA MONICA, Nov. 2.—"I
saw the fire so I put it out," said
the youngest member of any fire
department in the world, modestly
disclaiming hero worship.

He is Lloyd Smith, 6 years of
age, 1024 Seventh street, and he
has just been made an honorary
member of the Santa Monica fire
department for his good work in
extinguishing a blaze that threatened
to destroy a garage in which
there were five automobiles.

Lloyd was on his way to school
one day last week. Passing
through an alley near his home he
noticed flames eating through the
rear of the garage. He found a
pail and from a faucet near by
filled it repeatedly to douse the
flames. He put out the fire before
any great damage had been done.
"This is a remarkable case of
coolness, courage and efficiency in
one so young," said the fire chief
when he made the boy an honorary
member of the department.

Laemmle Here Confirms Huge Film Program

Carl Laemmle, president of Universal Pictures Corporation, arrived in Los Angeles yesterday afternoon, and went into immediate conference with Julius Bernheim, general manager of the studio. Later an inspection of the studio was made.

The film executive will be at the Ambassador during his stay in Los Angeles. He confirmed the report of a new \$5,000,000 Universal program, the details of which were given out by studio officials Saturday.

TRIANGULAR DEBATE SET FOR TONIGHT

Presidential Nominees to
be Themes of Speakers of
Three Universities

California, Stanford and University of Southern California will have their annual triangular debate tonight, election eve, at Howard Auditorium, Berkeley and San Francisco. In Los Angeles, University of Southern California speakers will support President Coolidge; California, Davis, and Stanford, La Follette; at Berkeley, California has Coolidge, Stanford, Davis, and University of Southern California, La Follette; and at San Francisco, Stanford has Coolidge, University of Southern California, Davis, and California, La Follette.

In the local leg of the contest Raymond G. Stanbury will represent California; Robert E. Lewis, Stanford, and A. W. Crieve, University of Southern California. I. D. Perry, debating coach of Los Angeles High School, will preside. University of Southern California will be represented at Berkeley by Bernard Brennan and at San Francisco by William E. Barber.

At each contest the winner is selected by straw vote of the audience.

At each contest the winner is selected by straw vote of the audience. The local contest is expected to be especially close as the Stanford representative has lost but one debate in three years, the California representative one in two years and the University of Southern California standard-bearer none in three years.

Truck Train of Local Furniture for Hotel Cecil

One-half mile of walnut dressers have been made in a Los Angeles furniture factory for one new Los Angeles hotel, which is to be furnished exclusively with California-made furniture. This consignment will be delivered in a whole fleet of trucks next month to the new Hotel Cecil, and is only a part of the 1000 pieces of furniture furnished by Barker Brothers, which has exclusive charge of the equipment and interior decoration of the new hostelry of 100 rooms.

There will be more than 100 truck loads of this furniture, a veritable caravan, according to W. F. Roberts, vice-president of the Roberts-Cohen Company of Huntington Park, which manufactured the furniture.

Mr. Roberts, as an official of the Los Angeles Furniture Manufacturers' Association, mentioned this order, he declared, in order to call to the attention of Southern California residents that Los Angeles furniture dealers have right at their doors great plants that are turning out Los Angeles-made furniture in both quantity and quality and that it is here for their use.

THREE YOUTHS HELD

Revolver and Sandbag Found in
Auto They Were Using

Arrested in an automobile containing a revolver and a sandbag, according to police report, Joseph Cranone, George Orr and Will Hardisey, youths, were being held yesterday on suspicion of robbery. The arrest was made by Officer Freeman. The license plates on the automobile did not correspond with the registration certificate.

HALF MILE OF DRESSERS USED: Furniture for Hotel Cecil is manufactured --
Los Angeles Times (1925-Carmen Page, Nov. 9, 1924)
ProQuest Historical Newspapers: Los Angeles Times (1881-1996)
p4 E1

HALF MILE OF DRESSERS USED

*Furniture for Hotel Cecil is
Manufactured Locally*

*Seven Hundred Rooms to be
Fitted by Barker Firm*

*Caravan of Trucks Needed
to Deliver Furnishings*

Another proof of the growth of the furniture industry in the Los Angeles metropolitan area is that more than a half mile of walnut dressers are now being manufactured here for the new Hotel Cecil of this city, it is pointed out by W. F. Roberts, vice-president of the Los Angeles Furniture Manufacturing Association, an organization representing more than 40 local furniture manufacturing concerns.

The Hotel Cecil with its 700 rooms, according to Mr. Roberts, is the first large hotel here to be furnished throughout with Los Angeles-made furniture. Barker Brothers have the exclusive contract for the furnishings. All the furniture, with the exception of the overstuffed pieces, is being made by the Roberts-Cohan Company of Huntington Park. There are in excess of 4000 pieces of

(Continued on Page 12, Column 2)

*Barker Brothers exclus. & contract
for furnishings*

HALF MILE OF DRESSERS USED

(Continued from Eleventh Page)

high-grade furniture of exclusive design.

More than 100 truck loads, a veritable caravan, will be needed to transport this furniture direct from factory to the new hotel, it was stated. The furniture manufacturers' association official emphasized that this order shows not only that there is an abundance of Southern California furniture being produced in this vicinity, but also that it is of the very choicest and most luxurious design, otherwise it would not be used in the furnishing of a hotel of the high-class that the Croll will be. Furniture dealers of Southern California, he added, are realizing more and more, that by handling the furniture made in this vicinity, they are inevitably contributing to their own prosperity and adding to the balanced prosperity program of the Los Angeles Chamber of Commerce. In other words, they are helping to make possible the pay rolls that keep money here and bring it back into the channels of local retail trade.

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**Enameled Brick Exclusively
 "Pershing Square
 Building"**

THE PACIFIC CLAY PRODUCTS, INC.
 306 West Avenue 26

All Painting in the
Pershing Square Building
 executed by
**Arenz-Warren Co.,
 Inc.**
 2121 West Pico Street
 BEason 1054 BEason 1059

Our Congratulations

To the Group of Men whose initiative and foresight have made possible so splendid a structure as the

Pershing Square Building

and to their Architects
 Curlett and Beelman.

Our Thanks

To the Contractors whose reputations and co-operation assured its quality and prompt completion.

- | | |
|----------------------------------|---|
| American System of Reinforcing | Reinforcing Steel |
| American Water Softener Co. | Water Softener |
| Arenz-Warren Co., Inc. | Painting |
| A. J. Boyer Co. | Ornamental Iron |
| Bennett Montgomery Hardware Co. | Finished Hardware |
| Blue Diamond Materials Co. | Brick Sand and Mortar |
| California Fireproof Door Co. | Kalamin Work |
| California Glass Co. | Glass & Glazing |
| Commercial Fixture Co. | Elevator Cabs |
| Continental Building Specialties | Acid Floor Stain |
| Cutler Mail Chute Co. | Mail Chute |
| C. A. Edwards | Excavating |
| Fordner Cornice Works | Hollow Steel Doors & Metal Windows |
| Gladding, McBean & Co. | Terra Cotta |
| Golden State Electric Co. | Electrical Work |
| Hammond Lumber Co. | Lumber |
| Thomas Hovorty Co. | Plumbing, Heating, Ventilating and Sprocklers |
| Haynes, O'Gara & Haynes | Tanks & Stacks |
| Heartner Marble Co. | Marble |
| Hill, Hubbell & Co. | Roofing & Flashing |
| Llewellyn Iron Works | Elevators |
| Los Angeles Brick Co. | Common Brick & Tile |
| Los Angeles Pressed Brick Co. | Face Brick |
| Los Angeles Rock & Gravel Co. | Rock & Sand |
| MacGruer & Simpson | Plastering |
| The Meyberg Co. | Lighting Fixtures |
| Oru Granite Lims & Stone Co. | Portland Cement |
| Pacific Clay Products, Inc. | Enameled Face Brick |
| Pacific Deak Co. | Office Partitions |
| Hubert Quinn Millwork Co. | Millwork |
| Raymond Granite Co. | Granite |
| St. Louis Coricic Works | Sheet Metal |
| J. B. Susskhill | Decorating |
| Standard Cabinet Works | Trim in Cafe |
| Van Fleet-Freese Co. | Linoleum |
| Waterhouse-Wilcox-Pacific Co. | Steel Sash |
| Whiting Mead Co. | Wrecking |

Scofield Engineering-Construction Co.

MILLWORK

ON

Pershing Square Building

Scofield Engineering-Construction Co., Builders. Curlett & Beelman, Architects.

Manufactured and Supplied by

Hubert Quinn Millwork Company

General Offices, Marsh-Strong Bldg. Los Angeles
 Factory, No. 3450 San Fernando Road

Among other buildings being supplied by us:

- | | |
|------------------------|-------------------------------|
| JONATHAN CLUB | REHBEIN OFFICE BLDG. & GARAGE |
| EDWARDS & WILDEY BLDG. | CECIL HOTEL |
| HAVENHURST APTS. | JAWITTELL HIGH SCHOOL |

All Our Products Are Made in Los Angeles

BARKER BROS. CONGRATULATE THE CECIL HOTEL

and acknowledge with appreciation the opportunity (through providing the furnishings)—of sharing in the creative activities which have contributed to the successful opening of this splendid addition to the downtown hostilities of Los Angeles.

COMPLETELY UP-TO-DATE
COMPLETELY COMFORTABLE

THE furnishing scheme of the Cecil was planned with a view to giving unstinted comfort and content to the guests who are to sojourn beneath its roof. The lobby furniture is Spanish in design, covered with specially selected red Spanish leather. The furniture itself is walnut—every piece in the house being specially made, by the way. *All the carpets* were specially designed and made. *Lamps* of specially wrought iron and with hand decorated parchment shades are an effective touch of hominess. The *bed rooms* have special Windsor type furniture, mattresses made with extra quality felted cotton, double deck coil springs and pillows filled with finest goose and duck feathers. The Mezzanine Floor is fitted out with *reed furniture* specially designed, decorated and upholstered to match the scheme of this particular floor.

BARKER BROS.

COMPLETE FURNISHERS OF SUCCESSFUL HOMES, HOTELS, ALL PUBLIC BUILDINGS
BROADWAY BETWEEN SEVENTH & EIGHTH

Schools and Colleges

Information About Schools

The Times School and College Guide will give you accurate information about any kind of school or collegiate training. Carefully compiled data are on file. From which cards or magazines may be made which will be helpful to you. With SCHOOLING IS YOUR ADDRESS, write or call the TIMES INFORMATION BUREAU, First Street and Broadway—Telephone WISCONSIN 2202—when your name and address with the TIMES Branch Office Information Bureau, 212 South Spring Street and the desired school data will be mailed to you.

MACKAY BUSINESS COLLEGE

Using modern plan in teaching, based on the latest and latest information regarding plan in making writing in teaching and business work. Main office, Third St.

Military

San Diego Army
Navy Academy

The Times School and College Guide will give you accurate information about any kind of school or collegiate training. Carefully compiled data are on file. From which cards or magazines may be made which will be helpful to you. With SCHOOLING IS YOUR ADDRESS, write or call the TIMES INFORMATION BUREAU, First Street and Broadway—Telephone WISCONSIN 2202—when your name and address with the TIMES Branch Office Information Bureau, 212 South Spring Street and the desired school data will be mailed to you.

URBAN

MILITARY ACADEMY
A SCHOOL OF DISTINCTION
CAMP, Colorado River Hotel, Riverside
Wilcox at Belmont St. HEMPSTEAD 7002

Pasadena Military Academy

THE ACADEMY OF THE UNIVERSITY OF CALIFORNIA
The Times School and College Guide will give you accurate information about any kind of school or collegiate training. Carefully compiled data are on file. From which cards or magazines may be made which will be helpful to you. With SCHOOLING IS YOUR ADDRESS, write or call the TIMES INFORMATION BUREAU, First Street and Broadway—Telephone WISCONSIN 2202—when your name and address with the TIMES Branch Office Information Bureau, 212 South Spring Street and the desired school data will be mailed to you.

PAGE

MILITARY ACADEMY
The Times School and College Guide will give you accurate information about any kind of school or collegiate training. Carefully compiled data are on file. From which cards or magazines may be made which will be helpful to you. With SCHOOLING IS YOUR ADDRESS, write or call the TIMES INFORMATION BUREAU, First Street and Broadway—Telephone WISCONSIN 2202—when your name and address with the TIMES Branch Office Information Bureau, 212 South Spring Street and the desired school data will be mailed to you.

Gargle Throat With Aspirin

Clip This if Subject to Sore
Throat or Tonsillitis

Prepare a harmless and effective gargle by dissolving two sugar tablets of Aspirin in each tumblerful of water. Gargle several times a day. *Prevents* sore throat. *Relieves* pain. *Keeps* the throat moist. *Helps* the healing process. *Keeps* the throat clear. *Keeps* the throat healthy. *Keeps* the throat strong. *Keeps* the throat safe. *Keeps* the throat well.



City of Los Angeles Department of City Planning

9/23/2016 PARCEL PROFILE REPORT

PROPERTY ADDRESSES

636 S MAIN ST
638 S MAIN ST
640 S MAIN ST
642 S MAIN ST
644 S MAIN ST

ZIP CODES

90014

RECENT ACTIVITY

ENV-2011-1487-EIR
CPC-2011-1486-SP

CASE NUMBERS

CPC-2010-213-CA
CPC-2008-4502-GPA
CPC-2008-4502-GPA
CPC-2005-8250-ICO
CPC-2005-361-CA
CPC-2005-1124-CA
CPC-2005-1122-CA
CPC-1986-606-GPC
ORD-177557
ORD-164307-SA1550
ORD-137036
ORD-135901
ORD-129944
ZA-2008-2225-CUB
ZA-1992-423-RV
ENV-2013-3392-CE
ENV-2010-214-ND
ENV-2008-4505-ND
ENV-2008-4505-ND
ENV-2008-2226-MND
ENV-2005-362-CE
ENV-2005-1125-CE
ENV-2005-1123-CE
AFF-10007

Address/Legal Information

PIN Number	127-5A211 97
Lot/Parcel Area (Calculated)	13,537.4 (sq ft)
Thomas Brothers Grid	PAGE 634 - GRID F5
Assessor Parcel No. (APN)	5148021010
Tract	HELLMAN-WOLFSKILL LOTS
Map Reference	M B 3-48
Block	None
Lot	LT A
Arb (Lot Cut Reference)	None
Map Sheet	127-5A211

Jurisdictional Information

Community Plan Area	Central City
Area Planning Commission	Central
Neighborhood Council	Downtown Los Angeles
Council District	CD 14 - Jose Huizar
Census Tract #	2073.02
LADBS District Office	Los Angeles Metro

Planning and Zoning Information

Special Notes	None
Zoning	C2-2D
Zoning Information (ZI)	ZI-2353 Residential Hotel Unit Conversion Demolition Ordinance ZI-2452 Transit Priority Area in the City of Los Angeles ZI-2385 Greater Downtown Housing Incentive Area ZI-2374 LOS ANGELES STATE ENTERPRISE ZONE
General Plan Land Use	Community Commercial
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)	Yes
CRA - Community Redevelopment Agency	City Center Redevelopment Project

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

Central City Parking	Yes
Downtown Parking	Yes
Building Line	None
500 Ft School Zone	No
500 Ft Park Zone	No
Assessor Information	
Assessor Parcel No. (APN)	5148021010
Ownership (Assessor)	
Owner1	248 HAYNES HOTEL ASSOCIATES LLC C/O C/O RICHARD BORN
Address	640 S MAIN ST LOS ANGELES CA 90014
Ownership (Bureau of Engineering, Land Records)	
Owner	248 HAYNES NORTH ASSOCIATES LLC
Address	640 S MAIN ST LOS ANGELES CA 90014
APN Area (Co. Public Works)*	0.310 (ac)
Use Code	Not Available
Assessed Land Val.	\$5,017,164
Assessed Improvement Val.	\$17,163,986
Last Owner Change	06/05/14
Last Sale Amount	\$15,000,150
Tax Rate Area	3263
Deed Ref No. (City Clerk)	871953
	665792J
	583159
	580244
	562469
	474137
	457581
	43681
	232892
	211574
	2057315
	1342177
	1275081
	1109331
	1005014
Building 1	
Year Built	1924
Building Class	BX
Number of Units	600
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	159,803.0 (sq ft)
Building 2	No data for building 2
Building 3	No data for building 3
Building 4	No data for building 4
Building 5	No data for building 5
Additional Information	
Airport Hazard	None
Coastal Zone	None
Farmland	Area Not Mapped
Very High Fire Hazard Severity Zone	No
Fire District No. 1	Yes
Flood Zone	None

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Watercourse	No
Hazardous Waste / Border Zone Properties	No
Methane Hazard Site	None
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)	0.98886264
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	HISTORIC DOWNTOWN LOS ANGELES LOS ANGELES TOURISM MARKETING
Promise Zone	No
Renewal Community	No
Revitalization Zone	Central City
State Enterprise Zone	LOS ANGELES STATE ENTERPRISE ZONE
Targeted Neighborhood Initiative	Old Bank District / Historic Core

Public Safety

Police Information	
Bureau	Central
Division / Station	Central
Reporting District	164
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.

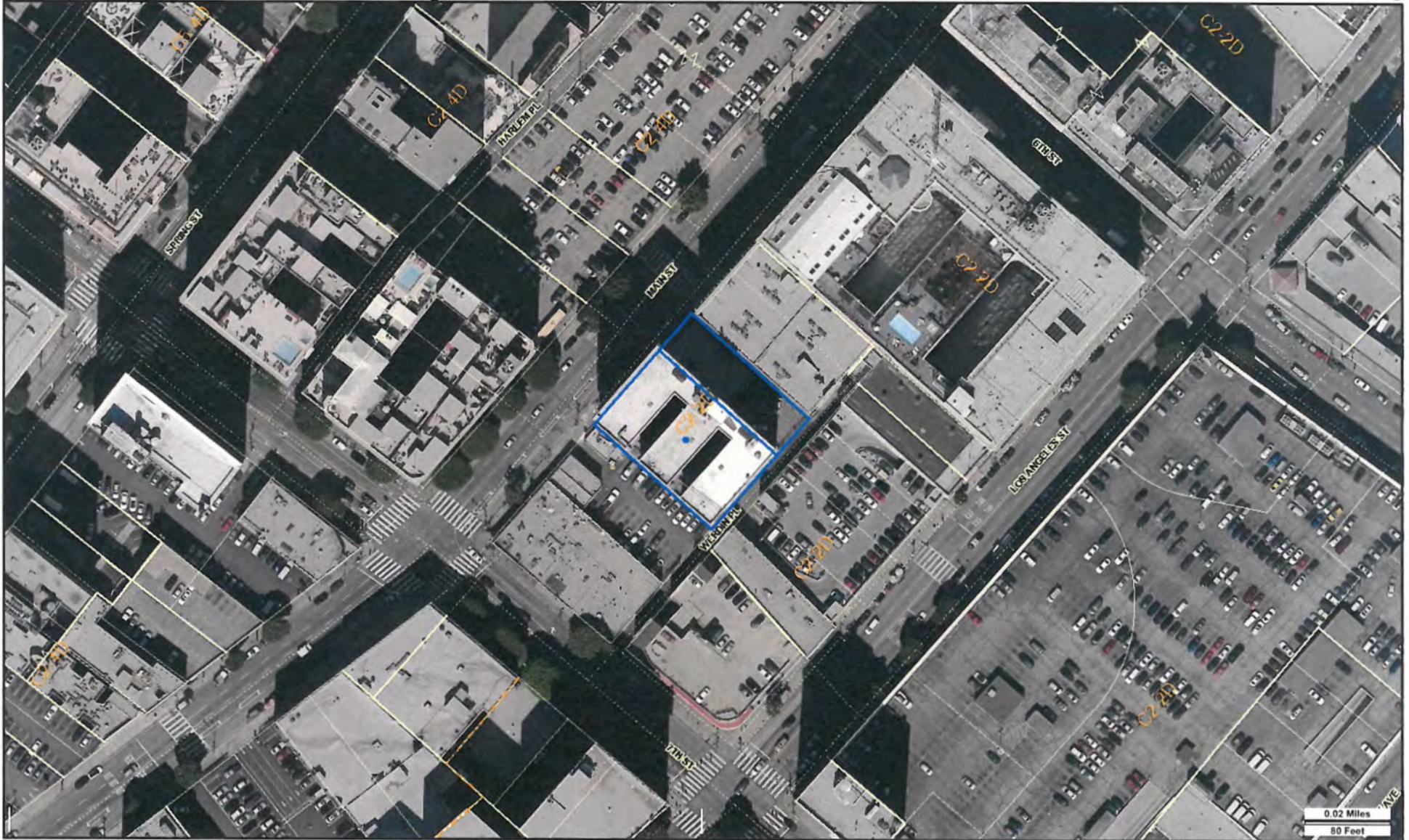
Case Number:	CPC-2010-213-CA
Required Action(s):	CA-CODE AMENDMENT
Project Descriptions(s):	AN AMENDMENT TO ARTICLE 4.5 AND SECTION 16.05 OF ARTICLE 6.1 OF THE LOS ANGELES MUNICIPAL CODE (LAMC), AND RELEVANT SECTIONS OF THE LOS ANGELES ADMINISTRATIVE CODE, TO MODIFY THE AUTHORITY AND PROCEDURES FOR EFFECTUATING 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-2005-8250-ICO
Required Action(s):	ICO-INTERIM CONTROL ORDINANCE
Project Descriptions(s):	AN INTERIM CONTROL ORDINANCE TEMPORARILY SUSPENDING THE CONVERSIION, DEMOLITION, OR CHANGE OF USE OF RESIDENTIAL HOTELS CITYWIDE.
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 CONCSISTENCY - CENTRAL CITY AREA - COMMUNITYWIDE ZONE CHANGES AND COMMUNITY PLAN CHNAGES TO BRING THE ZONING INTO CONSISTENCY WITH THE COMMUNITY PLAN. INCLUDING CHANGESOF HEIGHT AS NEEDED
Case Number:	ZA-2008-2225-CUB
Required Action(s):	CUB-Conditional Use Beverage-Alcohol
Project Descriptions(s):	REQUEST TO ALLOW A FULL LINE OF ALCOHOLIC BEVERAGES FOR ON-SITE CONSUMPTION BETWEEN THE HOURS OF 7AM TO 2 AM 7 DAYS A WEEK.
Case Number:	ZA-1992-423-RV
Required Action(s):	RV-REVOICATION
Project Descriptions(s):	CECIL HOTEL - POSSIBLE REVOCATION PROCEEDINGS
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

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Project Descriptions(s): PLAN AMENDMENT, PLAN MAP AMENDMENT
Case Number: ENV-2008-2226-MND
Required Action(s): MND-MITIGATED NEGATIVE DECLARATION
Project Descriptions(s): REQUEST TO ALLOW A FULL LINE OF ALCOHOLIC BEVERAGES FOR ON-SITE CONSUMPTION BETWEEN THE HOURS OF 7AM TO 2 AM 7 DAYS A WEEK.
Case Number: ENV-2005-362-CE
Required Action(s): CE-CATEGORICAL EXEMPTION
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

DATA NOT AVAILABLE

ORD-177557
ORD-164307-SA1550
ORD-137036
ORD-135901
ORD-129944
AFF-10007



Address: 640 S MAIN ST
APN: 5148021010
PIN #: 127-5A211 97

Tract: HELLMAN-WOLFSKILL LOTS Zoning: C2-2D
Block: None General Plan: Community Commercial
Lot: LT A
Arb: None

