

ARMBRUSTER GOLDSMITH & DELVAC LLP

LAND USE ENTITLEMENTS □ LITIGATION □ MUNICIPAL ADVOCACY

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November 4, 2013

VIA MESSENGER AND EMAIL

Chair Jose Huizar
Vice-Chair Gil Cedillo
Councilmember Mitch Englander
Planning and Land Use Management
Committee, c/o City Clerk
200 North Spring Street
Los Angeles, CA 90012

Re: Superior Market, 133 West Avenue 45, Highland Park (CF 13-0611)

Dear Honorable Councilmembers:

On behalf of my client, Jalof & Silbert Limited Partnership, owner of the Superior Market property at 133 West Avenue 45 in Highland Park, I would like to thank you for taking the time to hear my presentation at the Planning and Land Use Management Committee hearing on October 22, 2013.

It is clear, based on additional research conducted during and after the hearings for the proposed Nomination, and as detailed in the attached, that the Superior Market building does not reflect Googie design or an endangered property type. In addition, the building's association with Ronald Cleveland is limited, and the building has never been previously designed as Googie. These reasons, in addition to those already presented, continue to demonstrate why designation of the Superior Market building as a Historic-Cultural Monument is inappropriate. I respectfully request, once again, that you deny the Nomination request.

As always, please feel free to contact me directly should you have any questions.

Very Truly Yours,



Nicole Kuklok-Waldman

cc: Ms. Susan Levenstein
William F. Delvac, Esq.

EXHIBIT "A"

Ronald Cleveland's Association with the Superior Market is Tenuous

The Nomination Application incorrectly asserts that “the architect, Ronald Cleveland, is listed alone as the building’s designer, not his firm. Cleveland...must have felt this design was a significant one to take full credit for it.” The documentation of Superior Market’s construction does not support this conclusion.

Documentation from the building owner’s estate does not show any evidence that Mr. Cleveland was personally involved in the design or construction of the building; there is no evidence that Mr. Cleveland as much as signed a letter. Instead, it appears that the building was designed by John Sturgis of the Leach & Cleveland firm. (See Exhibit B.) Mr. Sturgis is best known for his design of a few JC Penney locations. (See Exhibit C.) In addition, of the documents that remain in the building owner’s estate, the only named partner that signed any documents for Leach & Cleveland was Sterling Leach. (See Exhibit D.) This documentation makes it clear that there is absolutely no reason to assume that Mr. Cleveland was particularly involved, if at all, in the design and construction of the Superior Market.

Superior Market is a Poor Example of Mid-Century, not Googie, Architecture, and the City has Determined the Building is Not Historically Significant on Three Separate Occasions

The Historic-Cultural Monument application for Superior Market identifies the building as an example of Googie architecture. However, the building appears to embody the characteristics of Mid-Century Modern, not Googie style. Googie style is characterized by abstract, geometric forms that seem to ignore gravity, two or three structural systems, and new technological materials. These characteristics are identifiable by location on a commercial strip with an eye-catching roofline, and often with an integrated sign. Modern materials, such as glass curtain walls, were also used to connect interior and exterior spaces.¹ Googie style brings these features, materials, and structural systems of Modern architecture to their flamboyant, flashy, and commercial extreme.

Superior Market instead represents a pared down Mid-Century Modern style. While Googie and Mid-Century Modern are contemporary styles that share many of the same characteristics, such as the use of new materials, expression of structural framing, and clear communication between interior and exterior spaces, it is how these characteristics are utilized that distinguishes these two styles. In her book, *American Glamour and the Evolution of Modern Architecture*, Alice Friedman, architectural historian and professor of American art history, explains the range of post-war architectural responses on a spectrum, with “high-art” experiments by Corbusier and Frederick Kiesler on one end, and the “thin concrete arches of Googie coffee shops and resort hotels in Southern California,” on the other end.² Mid-Century Modern rests in the middle of this spectrum, somewhere between playful, flamboyant, and commercial Googie, and serious, restrained, and “high-art” Modern. If Modern architecture can be defined as the removal of ornamentation to reveal the pure structure of modern materials, Mid-Century Modern represents a more creative application of this ideal – without going to the playful extreme that characterizes Googie style.³ Mid-Century Modern makes real structural

¹ Alan Hess, *Googie Redux; Ultramodern Roadside Architecture* (San Francisco: Chronicle Books, 2004), 71.

² Alice Friedman, *American Glamour and the Evolution of Modern Architecture* (New Haven: Yale University Press, 2010), 145.

³ Denise Scott Brown and Robert Venturi provide a concise definition of Modern architecture as shunning, “symbolism of form as an expression or reinforcement of content: meaning was to be communicated, not through allusion to previously

systems visible in a decorative manner, but does not exaggerate their proportions in a flamboyant or flashy manner. Use of modern materials is about expressing the plasticity of forms rather than a negation of gravity or an attempt to attract drivers passing by in their cars.

The character-defining features of Superior Market are not utilized in an exaggerated manner that would make the building Googie. Although it has a playful diamond-shaped roofline, this architectural detail is not exaggerated to the extent that it appears to defy gravity or give the roof a sense of weightlessness. There are not a variety of expressed structural systems that generally characterize Googie style. And although Superior Market features a glass curtain wall, it is interrupted midway thus breaking the transition from exterior to interior. While decorative block walls provide some variety in materials on the main elevation, they are not exaggerated in a manner that reflects the Googie style. These elements reflect the Mid-Century Modern approach to architecture - one that takes modern materials and treats them in a somewhat creative manner without going to an extreme.

The Superior Market Building has Not Been Previously Designated as Googie

We acknowledge that Alan Hess, who testified at the apparent request of the nominator, has written on two books on Googie architecture. However, it is telling that Mr. Hess did not include the Superior Market building in his books. If the Superior Market building was a true Googie masterpiece, wouldn't it have been included in Mr. Hess' detailed writings?

Several Better Examples of Mid-Century Markets Exist in Los Angeles, are Comparable to Superior Market in Design, and are Not Designated as Historic-Cultural Monuments

A quick informal survey reveals there are a number of Mid-Century Modern supermarkets intact in Los Angeles, including Vicente Foods, also designed by Ronald Cleveland's architecture firm. Each of these Mid-Century Markets exhibits many of the same features demonstrated in the Superior Market design, further evidencing the fact that the Superior Market is Mid-Century, and not Googie.

In addition, this quick and informal survey includes a number of markets in Community Plan areas that do not yet have published SurveyLA results, contradicting the assertion in the Nomination Application that Superior is "one of the last remaining examples" of anything. While we do not yet have a comprehensive survey of supermarket types in Los Angeles, the fact that a cursory survey can produce a number of examples demonstrates that there is little urgency to protect a last remaining property type.

The character-defining features of these Mid-Century supermarkets, such as the use of glass curtain walls, creative rooflines, and a variety of materials, all reflect the more restrained style of Mid-Century Modern, rather than the flamboyant Googie style, and also reflect far better samples of this style of architecture for the purposes of the Cultural Heritage Ordinance. These character-defining features also match the character-defining features that remain on the Superior Market building.



Vicente Foods, 12027 San Vicente Boulevard

Designed by Ronald Cleveland in 1962, Vicente Foods, features a low-pitched front-gabled roof and a glass curtain wall interspersed with tile mosaic panels. Described by the Los Angeles Conservancy as the archetype of Mid-Century Modern supermarkets, this supermarket takes the form of a suburban post-war Ranch house.



Marina Safeway Imitations, 5610 York Boulevard (now El Super) and 17360 Sunset Boulevard (now Vons)

There are a number of supermarkets that mimic the curved roofline of the iconic Marina Safeway designed by Wurster Bernardi & Edmonds in 1959, located at 15 Marina Blvd., San Francisco. There are at least two extant examples in Los Angeles, one in Highland Park constructed in 1967⁴, and another in Pacific Palisades constructed in 1968. These supermarkets feature a wide expanse of glass curtain wall flanked by textured panels. A swooping curved roofline extends along the entirety of the main elevation. For a number of decades, this roofline was the Mid-Century Modern icon of Safeway.

⁴ This Highland Park Safeway was nominated as a Historic-Cultural Monument but the application was denied.



Hughes (now Ralphs), 12842 Ventura Boulevard

Hughes Market was designed by Lester Paley in 1972.⁵ This supermarket features a glass curtain wall that extends almost the entire length of the main elevation, and a prominent overhanging roof that connects seamlessly with the walls on the side elevations. A low rock wall runs along the bottom of the glass curtain wall. The prominent roofline unifies the look of this late Mid-Century Modern supermarket.



Seafood City Supermarket, 8231 Woodman Avenue

Constructed in 1960 and designed by an unknown architect, Seafood City Supermarket has a zigzag shaped awning extending out from the main elevation, supported by decorative steel posts that are each topped with globe lights. This supermarket also features mosaic tile panels on both ends of the main elevation that mimic the color and shape of the awning. The colorful palette and zigzag shapes reflect the more creative spectrum of Mid-Century Modern.

⁵ Although the Los Angeles Conservancy's website lists the architect of this building as R. Leon Edgar, the SurveyLA Historic Resources Survey Report for the Sherman Oaks, Studio City, Toluca Lake, Cahuenga Pass Community Plan area lists the architect as Lester Paley.



Alpha Beta (now Fresh and Easy), 15230 Vanowen Street

Constructed in 1966, this market has a glass curtain wall underneath a low-pitched front-gable roof with wide eaves and a prominent bargeboard. The shape and roofline of this Mid-Century Modern building reflects the post-war suburban Ranch houses found in the San Fernando Valley.



Jons, 12122 Magnolia Boulevard

Constructed in 1969 and designed by an unknown architect, this building has a very simple main elevation, with an asymmetrically placed glass curtain wall and arcade supported by simple square columns, offset to the right by a flat stone brick wall. This Mid-Century Modern supermarket takes the idiom of the style down to its most simple form.



Food Giant Market (formerly Big Lots), 1341 Vine Street

Designed by Maxwell Starkman in 1962, this Food Giant Market takes a neo-formalist approach to Mid-Century Modern. Slender concrete columns support the flat roof as well as form an arcade that wraps the entire building.

In the context of these other supermarkets, Superior Market reflects the Mid-Century Modern style. Unique roof forms and glass curtain walls feature prominently in all of these supermarkets, revealing the possibilities of modern materials. However, while these roof forms demonstrate a creative approach to expressing structure, they do not appear to defy gravity. Other common elements include a variety of textured rock panels on the main elevations. While the texture of these panels is purely decorative in nature, it is never applied in a manner that would be described as exaggerated or flamboyant. These Mid-Century Modern supermarkets navigate the middle of the spectrum identified by Alice Friedman. With their creative roof forms and multiple materials, they are not the pure “high-art” Modern style that attempted elimination of all ornamentation, but they also do not contain the multiple structural systems and “gravity-defying” rooflines that represent the fantastical extremes of Gooogie. Superior Market should be evaluated in the context of other Mid-Century Modern supermarkets that it closely resembles.

EXHIBIT "B"

TRANSMITTAL

Date October 11, 1960

To: Mr. Harold Silbert

321 South Beverly Drive

Beverly Hills, California

From: LEACH, CLEVELAND & ASSOCIATES
Ron Cleveland, Architect
434 South Robertson Boulevard
Los Angeles 48, California
BRadshaw 2-4165

Re: SHOPPERS - HIGHLAND PARK.

Transmitted:

Herewith

Under separate cover

Via carrier

The Following:

Tracings

Prints

Specifications

Letter

For:

Approval

Checking

Your use

Your files

Description:

Roofing Guarantee.

Copies to:

LEACH, CLEVELAND & ASSOCIATES

By: JOHN STURGIS

LEWIS F. CONANT
WM. E. LIEBERMAN

CONANT AND
LIEBERMAN | GENERAL CONTRACTORS

September 29, 1960

Re: Shoppers Market No. 10

Leach, Cleveland and Associates
434 South Robertson Boulevard
Los Angeles 48, California

Gentlemen:

Enclosed please find Roof Guarantee in duplicate
on subject job, in accordance with specifications.

Very sincerely yours,

CONANT AND LIEBERMAN



Wm. E. Lieberman

WEL/jk
(Enclosures)

CC: Dave Shore, Shoppers Markets Offices



9839 DOWNEY NORWALK ROAD

QUALITY ROOFING CO.

ROOF GUARANTEE

PHONE T09ax 9-0891

Name of Legal Owner HAROLD O. BELMONT Downey, California

September 19, 1960

Street _____

City _____

Upon full payment of account, we, the undersigned, do hereby agree and guarantee for ourselves, our successors and assigns, to and with the owner of the building below mentioned, that the roof described below which we have laid on the structure located at _____ AS01 No. FIGUEROA ST. & SIERRA BLVD.

in the City of Los Angeles, Calif. is a first-class roof constructed so as to exclude all moisture from entering said building through said roof and that it is applied according to specifications. We guarantee that should same become leaky in less than two years from the date of completion, by reason of any fault of its construction or method of applying any of the material, we will repair same without cost to the owner or assigns and that we will bear all expense of such repairs during said two years.

This agreement does not cover damages to roofing or leakage caused by defects or failures of any material used as a roof base over which our roofing is applied, or damage or leakage due to faulty construction of parapet walls, coping, chimneys, skylights, vents, supports or other parts of the building, or damage or leakage caused by Acts of God, Acts of War, structural design of building, explosions, hail, fire, high winds or the elements, or damage or leakage caused by contractors or others after completion of the roof by us. In the event of leaks we will not be responsible for damage sustained to the building or interior decorations and furnishings or merchandise within the building because of said leaks.

CONDITIONS—It will be the duty of the owner, his agent, or tenants to ascertain with reasonable assurance that the leaks reported are entering through the roof and that the cause is from defective material or workmanship and not from other causes or sources. A charge will be made for the cost of making an inspection if we find that the trouble is not due to faulty workmanship or material on the roof. This charge is made necessary by the very large number of calls that are reported to us where leaks are from causes other than roof failure.

IN WITNESS WHEREOF, the said Quality Roofing Co. Company has executed this agreement and guarantee this 19th day of September 1960.

By _____
Member Union Roofing Contractors Association, **President**

August 30, 1961

Mr. William Jalof
186 North Canon
Beverly Hills, California

RE: Shoppers - Highland Park

Dear Mr. Jalof:

Following is the information quoted on the telephone:

Gross 1st Floor Area	42,763
Gross Mezzanine Area	<u>4,113</u>
Total Gross Area	46,876

Sincerely,

LEACH, CLEVELAND AND ASSOCIATES

John Sturgis
Architect

LEACH, CLEVELAND AND ASSOCIATES

RON CLEVELAND, ARCHITECT

COPY

March 14, 1961

Conant & Lieberman, General Contractors
5951 Venice Boulevard
Los Angeles, California

Attention: Mr. Wm. Lieberman

RE: Shoppers + Highland Park

Dear Bill:

Please arrange for us to meet your roofing contractor on the job sometime this week so that we may go over remedial measures on the roof.

The survey of the low section which you have just completed seems to provide the necessary information so that we may arrive at a solution.

We will await your call as to time and date.

Sincerely,

LEACH, CLEVELAND & ASSOCIATES

John Sturgis
Architect

JS:vm

cc: Mr. Harold Silbert

EXHIBIT "C"

68; Antigo Voc. Sch, 69; St. Mark Lutheran Church, Sheboygan, 69. Govt. Serv: U.S.A. 62nd Engrs, France, M/Sgt, 18-19.

STUBENRAUCH ASSOCS, INC. (Suc. to: Edgar A. Stubenrauch & Assocs).
† 712 Erie Ave, Sheboygan, Wis. 53081; Hwy. 54 E, Rt. 2, New London, Wis. 54961. Prins: Edgar A. Stubenrauch (R), Frederick C. Steinhaus (R), Norbert C. Schaefer (PE), H(arold) James Gabriel.

STUCK, ELMER AXTELL. AIA 29. Arkansas Chapter
Stuck, Frier, Lane & Scott, Inc, 601 Southwest Dr, Jonesboro, Ark. 72401.
Home Add: 215 Wilkins Ave, Jonesboro, Ark. 72401.
b. Jonesboro, Ark, Feb. 2, 1900. Educ: B.Arch, Washington Univ. Sch. Arch, 24. Prev. Firms: Prin, Elmer A. Stuck, 26-49; partner, Elmer A. Stuck & Assocs, 49-61. Pres. Firm: Prin, Stuck, Frier, Lane & Scott, Inc, org. 61, joined firm, 26. Reg: Ark, Mo. Govt. Serv: U.S.A. Stud. Army Training Corps, 17-18.

STUCK, FRIER, LANE & SCOTT, INC. (Suc. to: Elmer A. Stuck & Assocs).
† 601 Southwest Dr, Jonesboro, Ark. 72401. Prins: E(lmer) A(xtell) Stuck, (Thomas) Sid(ney) Frier, Wm(illiam) H(art) Lane, A(ubrey) E(strada) Scott, Jr.

STUCKMAN, RICHARD HERVEY. AIA 57. Mid-Michigan Chapter
Warren Holmes Co, 820 N. Washington Ave, Lansing, Mich. 48905.
Home Add: 3412 Schlee St, Lansing, Mich. 48910.
b. Flint, Mich, Oct. 18, 27. Educ: B.Arch, Univ. Mich, 52. Pres. Firm: Partic. assoc, Warren Holmes Co, org. 20, joined firm, 52. Reg: Mich. AIA Activ: Mid-Mich. Chap, treas, 60 & 61, v.pres, 62 & 63, pres, 64 & 65.

STUCKY, GEORGE DAVID. AIA 67. Detroit Chapter
Hackenberger-Stucky, Inc, 3011 E. Grand Blvd, Detroit, Mich. 48202.
Home Add: 15814 Prevost, Detroit, Mich. 48227.
b. Detroit, Sept. 13, 37. Educ: B.Arch, Univ. Mich, 61. Pres. Firm: Prin, Hackenberger-Stucky, Inc, org. 66, joined firm, 67. Reg: Mich. Prin. Wks: Yale Diesinking & Engraving Co, Farmington Twp, Mich, 67; S.S. White Co, Southfield, Mich, 67; Cafeteria & Rouge Tool & Die, Ford Motor Co, Dearborn, Mich, 68; Hearst Parking Facil, San Francisco, 69, consult. archit. to I.N.E. Corp; Hopping Res, Avon Twp, Mich, 69.

STUDER, F. M.* AIA 56. Northern California Chapter
211 Sutter St, San Francisco, Calif. 94108.

STUEBER, RAYMOND J. AIA 70. Akron Chapter
Derr, Stueber & Cornachione, 136 N. Water St, Kent, Ohio 44240.

STUEBER, T. H.* AIA 54, E. Dallas Chapter
5410 McComas, Dallas, Tex. 75206.

STUERMER, ADOLPH D. AIA 45. Houston Chapter
† Adolph D. Stuermer, P.O. Box 3036, San Angelo, Tex. 76901.
b. Nordheim, Tex, Aug. 25, 14. Educ: B.S.Arch, Rice Inst, 41. Pres. Firm: Adolph D. Stuermer. Reg: Tex.

STUERMER, RAY. AIA 38. Northern Indiana Chapter
† Ray Stuermer, 1121 Riverside Dr, South Bend, Ind. 46616.
b. Chicago, Feb. 10, 12. Educ: B.S.Arch, Univ. Ill, 37. Prev. Firm: Prin, Childs & Smith, 66. Pres. Firm: Ray Stuermer, org. 66. Reg: Calif, Conn, Ill, Ind, Iowa, Mich, N.Y, Wis; NCARB Cert. Educ. Activ: Prof, Univ. Ill, 46-50; prof, Univ. Notre Dame, 67- Pub. Serv: Design awards cmt, Inst. Mag, 60; Mayor's Cmt. to Establish Bldg. Code, Michigan City, Ind, 68; Mayor's Cmt. to Establish Antipollution Code, Michigan City, 69. Govt. Serv: U.S.N.R, Lt, WW II. AIA Activ: Chmn. pub. rels. cmt, AIA, 48.

STUHLREHER, M. W.* AIA 68. Pittsburgh Chapter
239 Fourth Ave, Pittsburgh, Pa. 15222.

STUHR, R. F.* AIA 54. Southern California Chapter
806 Vista Vende Way, Bakersfield, Calif. 99309.

STULB, HENRY LOWREY. AIA 44. Augusta Chapter
Eve & Stulb, 816 Cotton Lane, Augusta, Ga. 30902.
Home Add: 619 Regent Rd, Augusta, Ga. 30904.
b. Augusta, Ga, Oct. 7, 17. Educ: B.S.Arch. & B.Arch, Ga. Sch. Technol, 38; Princeton Grad. Sch, 39-40; Princeton prize, 39. Pres. Firm: Partner, Eve & Stulb, org. 45, joined firm, 45. Reg: Ga. Prin. Wks: Langford Jr. High Sch, Augusta, 51; Med. Arts Bldg, Augusta, 55; Butler High Sch, Richmond Co, Ga, 60; Augusta Libr, 61; Med. Col. Libr, Augusta, 63. AIA Activ: Augusta Chap, pres, 54.

STULL, DON. AIA 66. Boston Society of Architects
Stull Assocs, Inc, 431 Marlborough St, Boston, Mass. 02116.
b. Springfield, Ohio, Mar. 16, 37. Educ: B.Arch.E, Ohio State Univ, 61; M.Arch, Harvard, 62; Alpha Rho Chi Arch. Medal, 61; Texniko Soc, 61; Howard Dwight Smith scholar, 60; Harvard scholar, 61. Prev. Firms: Glaser-Tac, 61-62; Samuel Glaser Assocs, 62-65. Pres. Firm: Prin, Stull Assocs, Inc, org. 66, joined firm, 66. Reg: Mass. Prin. Wks: West Haven Commun. Ctr, Conn, 67; Princeton Village Housing, Lowell, Mass, 68; North. Canal Housing, Lowell, 69; Roxse Housing, Boston, 69, assoc. archit. w. Archit. Collaborative; Unity Bank, Boston, 69. Educ. Activ: Critic & lectr, Harvard & Yale. Pub. Serv: Mem, Harvard Educ. Policy Cmt; mem, Yale Meyer Cmt. AIA Activ: Boston Soc. Archit, bd. dirs, 69-71, mem. mainstream cmt.

STULL, NED RAY. AIA 61. North Carolina Chapter
LBC&W Assocs. of North Carolina, 333 Fayetteville St, Suite 1513, Raleigh, N.C. 27602.
Home Add: 4313 Yadkin, Raleigh, N.C. 27609.
b. Altoona, Pa, 1906. Prev. Firm: Ned R. Stull from 46-62 in N.J. & Fla.

*No answer to questionnaire. †Denotes architectural firm.

Pres. Firm: Employee, LBC&W Assocs. of N.C. Reg: Fla, N.J, N.C, Pa. Govt. Serv: U.S.A.A.F, 42-45.

STULL ASSOCS. INC.
† 431 Marlborough St, Boston, Mass. 02116; 470 Parker St, Boston, Mass. 02116. Prins: Don Stull, Mike Lesburg, Leon Setti, John Olson, Lajos Heder, Steve Tise.

STULTZ, H. T., JR.* AIA 48. Virginia Chapter
32500 Shlawasse, Farmington, Mich. 48024.

STULTZ, HAROLD BURNELL, JR. AIA 69. Central Pennsylvania Chapter
† H. B. Stultz, Jr, 114 S. Queen St, York, Pa. 17403.
Home Add: 400 Skyview Dr, York, Pa. 17402.
b. York, Pa, Nov. 21, 36. Pres. Firm: H.B. Stultz, Jr, org. 69. Reg: Pa, Va.

STUMPP, C. J.* AIA 42, E. New Jersey Society of Architects
819 Stypmann Blvd, Stuart, Fla. 33494.

STURGES, PHILEMON FOWLER, III. AIA 64. Rhode Island Chapter
Providence Partnership, Holden Ct, Providence, R.I. 02808.
Home Add: Usher Cove, Bristol, R.I. 02809.
b. LaGrande, Ore, June 10, 29. Educ: B.A.Arch, Princeton, 52, M.F.A.Arch, Princeton Grad. Col, 55. Prev. Firms: Partner, Millman & Sturges, 63-69; partner, Millman, Sturges & Menard, 69-70. Pres. Firm: Partner, Providence Partnership, org. 70, joined firm, 70. Reg: N.H, R.I; NCARB Cert. Prin. Wks: Short Line Bus Terminal, Providence, 63; Old Stone Bank, Bristol, 67; Cathedral of St. John (renovation & addn), Providence, 68; St. George's Sch. Libr, Middletown, R.I, 68; Hallworth House, Providence, 69. Pub. Serv: Mem, Bd. Dirs, R.I. Audubon Soc, 68-; mem, Town of Bristol Charter Cmn, 69-70; mem, Gov. Coun. Econ. Adv, 69- Govt. Serv: U.S.N, Lt.(g), 55-60.

STURGES, W. K.* AIA 46. New York Chapter
Hancock Pl, Ardsley-on-Hudson, N.Y. 10503.

STURGIS, A. W.* AIA 65, E. Hawaii Chapter
118 Poloko Pl, Honolulu, Hawaii 96822.

STURGIS, JOHN JOSEPH. AIA 62. Southern California
J. C. Penney Co, 1301 Ave. of the Americas, New York, N.Y. 10019.
Home Add: 67 Bartlett Lane, Stamford, Conn. 06903.
b. Casper, Wyo, Apr. 15, 22. Educ: B.Arch, Univ. Ore, 52. Pres. Occup: Construct. ops. mgr, J.C. Penney Co, 65- Reg: Calif.

STURGIS, R. N.* AIA 68. Portland Chapter
2216 S.W. Sunset Blvd, Portland, Ore. 97201.

STURGIS, ROBERT S(HAW). AIA 55. Boston Society of Architects
Felony & Sturgis Architects, 2 Central Sq, Cambridge, Mass. 02139.
Home Add: 5 Doublet Hill Rd, Weston, Mass. 02193.
b. Boston, July 8, 22. Educ: A.B, Harvard Col, 47, B.Arch, Harvard Grad. Sch. Design, 51; Harvard Crimson (pres. 46-47). Prev. Firm: Robert S. Sturgis, 64-68. Pres. Firm: Partner, Felony & Sturgis Archit, org. 69, joined firm, 69. Reg: Maine, Mass, Vt; NCARB Cert. Prin. Wks: Cotting House, Harvard Bus. Sch, 68; Urban design consult, Haverhill Adams & Lynn, Mass; design objectives report, Atlanta Commun. Improv. Prog, Ga, 66. Educ. Activ: Head critic, Boston Arch. Ctr, 55-64. Govt. Serv: U.S.A.A.F, M/Sgt, 42-45. AIA Activ: Boston Soc. Archits, dir, 64-65 & 69-70; mem. urban design cmt, AIA, 65-70, chmn, 70.

STYFFE, JOHN N(ATHANIEL). AIA 50. New York Chapter
Home Add: 252 74th St, Brooklyn, N.Y. 11209.
b. Brooklyn, N.Y, Dec. 22, 99. Educ: Clark Univ, 19-20; B.S, Worcester Polytechnic Inst, 24. Retired, 59.

STYPULA, J. W.* AIA 69. Santa Clara Chapter
16080 Ridgecrest Ave, Monte Sereno, Calif. 95030.

SUCCOP, WRAY GRAYSON. AIA 55. Florida South Chapter
† Wray G. Succop Assocs, 1100 Ponce De Leon Blvd, Coral Gables, Fla. 33134.
Home Add: 10500 S.W. 69th Ave, Miami, Fla. 33156.
b. Pittsburgh, Apr. 16, 27. Educ: B.S, Ga. Inst. Technol, 51, B.Arch, 52. Prev. Firm: Assoc, Edwin T. Reeder Assocs, 52-62. Pres. Firm: Wray G. Succop Assocs, org. 63. Reg: Fla. Prin. Wks: North Hialeah Bank, Hialeah, Fla, 66; Dade Fed. Savings & Loan Asn.(3 story bldg), Miami, 66; Greater Miami Fed. Savings & Loan Asn.(12 story bldg), Miami, 69; Coral Gables Pub. Libr, 69, assoc. archit. w. Edward Rempe; Constock Elem. Sch, Miami, 70, assoc. archit. w. Robert M. Shrum. Educ. Activ: Part-time instr, critic, & lectr, Dade Jr. Col. Pub. Serv: City of Miami Review Bd, 68-69; Coral Gables Bd. Archit, 69-70; Gables Estates Bd. Archit, 69- Govt. Serv: U.S.C.G, 45-46. AIA Activ: Fla. S.Chap, dir, 67.

SUCHE, W. V.* AIA 65. St. Louis Chapter
9228 Lavant Dr, Crestwood, Mo. 63126.

SUCHKE, F. R.* AIA 62. New Orleans Chapter
Box 53406, New Orleans, La. 70150.

SUCKLING, ROBERT McCLEARY. AIA 67. Central Pennsylvania Chapter
Campbell, Rea, Hayes & Large, 3601 Fifth Ave, Altoona, Pa. 16602.
Home Add: 2501 Crawford Ave, Altoona, Pa. 16602.
b. Hollidaysburg, Pa. Feb. 27, 32. Educ: B.Arch, Carnegie Inst. Technol. 55. Pres. Firm: Archit. Campbell, Rea, Hayes & Large, joined firm, 67. Reg: Pa. Govt. Serv: U.S.A. Intel. Corps. Capt, 55-57.

EXHIBIT "D"

LEACH, CLEVELAND AND ASSOCIATES

Ron Cleveland ARCHITECT

March 3, 1961

Messrs. William Jalof and Harold Silbert
186 North Canon Drive
Beverly Hills, California

RE: Roof - Shoppers Market - Highland Park

Gentlemen:

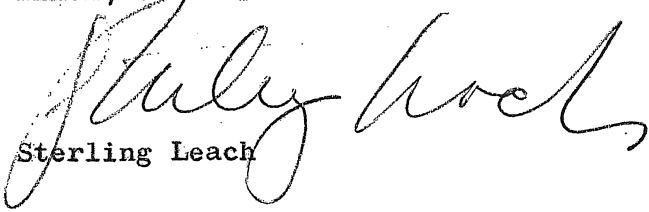
This office, in conjunction with the office of Conant & Lieberman, will check the depression caused by the lower beam in the front section of the above market next week to determine existing low areas.

Following the determination of these low areas, both offices will take the responsibility to bring these up to the elevation for drainage.

The cost of correcting these areas will be borne by Leach, Cleveland & Associates and Conant & Lieberman.

Best regards,

LEACH, CLEVELAND & ASSOCIATES


Sterling Leach

Accepted: Conant & Lieberman

By: 

Date: 3/3/61

STERLING LEACH · RON CLEVELAND, A.I.A. · HARRY WILSON, A.I.A.

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November 4, 2013

VIA MESSENGER AND EMAIL

Chair Jose Huizar
Vice-Chair Gil Cedillo
Councilmember Mitch Englander
Planning and Land Use Management
Committee, c/o City Clerk
200 North Spring Street
Los Angeles, CA 90012

Re: Superior Market, 133 West Avenue 45, Highland Park (CF 13-0611)

Dear Honorable Councilmembers:

On behalf of my client, Jalof & Silbert Limited Partnership, owner of the Superior Market property at 133 West Avenue 45 in Highland Park, I would like to thank you for taking the time to hear my presentation at the Planning and Land Use Management Committee hearing on October 22, 2013.

It is clear, based on additional research conducted during and after the hearings for the proposed Nomination, and as detailed in the attached, that the Superior Market building does not reflect Googie design or an endangered property type. In addition, the building's association with Ronald Cleveland is limited, and the building has never been previously designed as Googie. These reasons, in addition to those already presented, continue to demonstrate why designation of the Superior Market building as a Historic-Cultural Monument is inappropriate. I respectfully request, once again, that you deny the Nomination request.

As always, please feel free to contact me directly should you have any questions.

Very Truly Yours,



Nicole Kuklok-Waldman

cc: Ms. Susan Levenstein
William F. Delvac, Esq.