

Attachment H

Historical Resources Evaluation Report



PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

September 11, 2019

HISTORIC RESOURCES GROUP

12 S. Fair Oaks Avenue, Suite 200, Pasadena, CA 91105-3816
Telephone 626 793 2400, Facsimile 626 793 2401
www.historicresourcesgroup.com

PREPARED FOR

Thomas Safran & Associates
11812 San Vicente Boulevard
Los Angeles, CA 90049

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1.0 EXECUTIVE SUMMARY

This report evaluates the commercial property at 525 S. Virgil Avenue (the “Subject Property”) in the City of Los Angeles, California for potential historic significance. This parcel is located in the Wilshire Community Plan Area (“CPA”), which was surveyed by SurveyLA, the City of Los Angeles’ citywide historic resources survey, between December 2013 and January 2015.¹ The commercial building on the Subject Property was identified as appearing to be eligible through survey evaluation for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a local Historic-Cultural Monument during that study. The Subject Property is re-evaluated in this report based on an observation of existing conditions on the property, primary and secondary source research related to the history of the property, review of the relevant historic contexts, and an analysis under the eligibility criteria and integrity thresholds for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a City of Los Angeles Historic-Cultural Monument. A site visit was conducted on August 8, 2018. In addition, a comparative analysis with other New Formalist commercial buildings and the work of Langdon & Wilson supplements the information that was available at the time of the survey and provides a more comprehensive view of eligible commercial properties from the post-World War II era. As a result of this additional study, the Subject Property does not appear eligible for historic designation at the federal, state, or local levels.

2.0 PROJECT SUMMARY

Project Location

525 S. Virgil Avenue is located at the east edge of the Koreatown neighborhood, on the west side of S. Virgil Avenue, north of the intersection of Virgil Avenue and 6th Street. A site map is included in Figure 1.

Project Description

This report is a historic resources assessment of the property at 525 S. Virgil Avenue to determine whether the property is historically significant.

¹ City of Los Angeles, Department of City Planning, Office of Historic Resources, *Historic Resources Survey Report: Wilshire Community Plan Area*, prepared by Architectural Resources Group, Inc., January 2015.



Figure 1. Site Map

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525 S. Virgil Ave. was evaluated using integrity thresholds and eligibility criteria for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a City of Los Angeles Historic-Cultural Monument. The field methods and analysis are based on guidance from the National Park Service, the California Office of Historic Preservation, and the City of Los Angeles Office of Historic Resources for evaluating potential historic resources; and an identification of physical features and historic integrity ascertained during the site visit and through building records.

This report was prepared using sources related to the history and development of 525 S. Virgil Avenue. The following sources were consulted:

- Building permits
- Historic newspaper articles
- Other primary and secondary sources relevant to the history of the site
- Secondary sources related to the work and career of Langdon and Wilson, architects
- SurveyLA Survey Report for the Wilshire Community Plan Area (“CPA”) for description and survey findings of the area

Research, field inspection, and analysis were performed by Christine Lazzaretto, Managing Principal; John LoCascio, AIA, Principal; and Molly-Iker Johnson, Associate Architectural Historian. All meet the Secretary of the Interior’s Professional Qualifications Standards in History and Architectural History.

Historic resources may be designated at the federal, state, and local levels. Current landmark designations available for properties located in Los Angeles include: listing in the National Register of Historic Places, the California Register of Historical Resources, and as City of Los Angeles Historic-Cultural Monuments. While all designation programs place emphasis on architectural character, they also use basic criteria relating to a property's place in important events or patterns of development, association with important personages, and architectural significance.

National Register of Historic Places

The National Register of Historic Places is an authoritative guide to be used by Federal, State, and local governments, private groups and citizens to identify the Nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment.² The National Park Service administers the National Register program. Listing in the National Register assists in preservation of historic properties in several ways including: recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally assisted projects; eligibility for federal tax benefits; and qualification for Federal assistance for historic preservation, when funds are available.

To be eligible for listing and/or listed in the National Register, a resource must possess significance in American history and culture, architecture, or archaeology. Listing in the National Register is primarily honorary and does not in and of itself provide protection of a historic resource. The primary effect of listing in the National Register on private owners of historic buildings is the availability of financial and tax incentives. In addition, for projects that receive Federal funding, a clearance process must be completed in accordance with Section 106 of the National Historic Preservation Act. Furthermore, state and local regulations may apply to properties listed in the National Register.

The criteria for listing in the National Register follow established guidelines for determining the significance of properties. The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or

² 36CFR60, Section 60.2.

- B. That are associated with the lives of persons significant in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. That have yielded, or may be likely to yield, information important in prehistory or history.³

Integrity

In addition to meeting any or all of the National Register designation criteria listed above, properties nominated must also possess historic *integrity*. Historic integrity is the ability of a property to convey its significance and is defined as “the authenticity of a property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s historic period.”⁴

The National Register recognizes seven aspects or qualities that comprise integrity: location, design, setting, materials, workmanship, feeling, and association. These qualities are defined as follows:

- *Location* is the place where the historic property was constructed or the place where the historic event took place.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property.
- *Setting* is the physical environment of a historic property.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

³ 36CFR60, Section 60.3. Criterion D addresses potential archaeological resources which is outside the scope of this study.

⁴ U.S. Department of the Interior, “National Register Bulletin 16: How to Complete the National Register Registration Form” (Washington, D.C.: National Park Service, 1997).

- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time.
- *Association* is the direct link between an important historic event or person and a historic property.⁵

California Register of Historical Resources

The California Register is an authoritative guide in California used by State and local agencies, private groups, and citizens to identify the State's historic resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.⁶

The criteria for eligibility for listing in the California Register are based upon National Register criteria. These criteria are:

1. Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
2. Associated with the lives of persons important to local, California or national history.
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.⁷

For integrity purposes, resources eligible for listing in the California Register must retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. It is possible that resources lacking sufficient integrity for listing in the National Register may still be eligible for the California Register.⁸

⁵ U.S. Department of the Interior, "National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation" (Washington D.C.: National Park Service, 1995).

⁶ California PRC, Section 5023.1(a).

⁷ Criterion 4 addresses potential archaeological resources; therefore, it is not analyzed as part of this report.

⁸ State of California Department of Parks and Recreation, "California Office of Historic Preservation Technical Assistance Series #6: California Register and National Register: A Comparison," Sacramento, CA: Office of Historic Preservation, 2011.

The City of Los Angeles Cultural Heritage Ordinance, first enacted in 1962 and updated in 2018, allows for the designation of buildings and sites as individual local landmarks in the City of Los Angeles. These landmarks are known as “Historic-Cultural Monuments.”

Section 22.171.7 of Article 1, Chapter 9, Division 22 of the City of Los Angeles Administrative Code defines a Historic-Cultural Monument as “any site (including significant trees or other plant life located on the site), building or structure of particular historic or cultural significance to the City of Los Angeles.” A proposed Monument may be designated by the City Council upon the recommendation of the Cultural Heritage Commission if it meets at least one of the following criteria:

1. Is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community;
2. Is associated with the lives of historic personages important to national, state, city, or local history; or
3. Embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.

Designation as a Historic-Cultural Monument is “reserved for those resources that have a special aesthetic, architectural, or engineering interest or value of a historic nature.”⁹ For integrity purposes, resources eligible for local designation should retain enough of their historic character or appearance to convey the reasons for their significance.

⁹ Los Angeles Department of City Planning, “Historic-Cultural Monuments: What Makes a Resource Historically Significant?,” Los Angeles: Office of Historic Resources, <https://preservation.lacity.org/commission/what-makes-resource-historically-significant> (accessed August 2019).

SurveyLA

SurveyLA is the City of Los Angeles' citywide survey of historic resources, conducted in accordance with the standards and guidelines set forth by the National Park Service and the California State Office of Historic Preservation, and overseen by the City's Office of Historic Resources. Properties surveyed as part of SurveyLA were evaluated for eligibility for listing in the National Register of Historic Places, the California Register of Historical Resources, and for designation as City of Los Angeles Historic-Cultural Monuments. 525 S. Virgil Avenue is located in the Wilshire CPA, which was surveyed between December 2013 and January 2015.¹⁰ The commercial building on the Subject Property was identified by SurveyLA as appearing to be eligible through survey evaluation for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a local Historic-Cultural Monument. It was identified as eligible under the context "Architecture and Engineering, 1850-1980," and the theme "Post-War Modernism, 1946-1976," as an excellent example of New Formalist commercial architecture in the Wilshire area, and as the work of noted Los Angeles architectural firm Langdon and Wilson.

Historical Resources Inventory

The California Office of Historic Preservation (OHP) maintains the California Historical Resources Inventory (HRI), a database of previously evaluated resources throughout the state. The Subject Property is not listed in the California Historical Resources Inventory (HRI).¹¹

South Central Coastal Information Center

A records search was conducted at the California Historical Resources Information System (CHRIS) South Central Coastal Information Center (SCCIC) housed at the California State University, Fullerton on September 19, 2018. The records search included a review of all previous cultural resource studies and previously documented historic or architectural resources associated with the Subject Property. No information related to the Subject Property was located as part of the records search; the formal response is included in Appendix A.

¹⁰ City of Los Angeles, Department of City Planning, Office of Historic Resources, *Historic Resources Survey Report: Wilshire Community Plan Area*, prepared by Architectural Resources Group, Inc., January 2015.

¹¹ California Historical Resources Inventory, August 15, 2011.

Wilshire Community Plan Area¹²

The commercial building at 525 S. Virgil Avenue was constructed in 1965. It is located in the Wilshire CPA (known historically as the Wilshire District). The neighborhood is roughly bounded by Beverly Boulevard on the north, Wilton Place and Crenshaw Boulevard on the west, Olympic Boulevard on the south, and Virgil and Westmoreland Avenues on the east.

In 1887, Henry Gaylord Wilshire, an entrepreneur from Ohio, purchased 35 acres west of present-day MacArthur Park in partnership with his brother, William. They subdivided the land in 1895, envisioning a luxurious subdivision anchored by a wide, graveled avenue (present-day Wilshire Boulevard) that would connect present-day MacArthur and Lafayette Parks, and arranged a deal to build an intersecting boulevard (present-day Lafayette Park Place) if the City donated the land. These streets became the heart of a subdivision with generous lots, palm trees, and views of MacArthur Park and downtown Los Angeles.¹³

The Wilshire neighborhood developed steadily throughout the 1910s and 1920s, with large apartment buildings, resort hotels, and commercial buildings rising throughout the district. In the late 1920s, twenty-five blocks of Wilshire from MacArthur Park to Western Avenue were rezoned for commercial use, spurring a new era of rapid development in the eastern part of the Wilshire district. The neighborhood's commercial identity soon became one of affluence, newness, and convenience, in contrast to the older and more established downtown commercial district. The most potent symbol of the Wilshire district's glamour was the 1929 Bullock's Wilshire department store, one of the first businesses in Los Angeles designed to cater to customers arriving by car.

Large parking lots, service stations, automobile dealerships, drive-up markets, and drive-up coffee shops soon sprang up throughout the district. The neighborhood became known as Los Angeles' playground: recreational facilities were established throughout the district, and local dining and dancing institutions like the Brown Derby lured people to the Wilshire neighborhood.

The Wilshire district saw little commercial development during World War II. In the postwar years, however, Wilshire Boulevard's luxurious department stores, clubs, and restaurants were

¹² History of the Wilshire neighborhood excerpted and adapted from City of Los Angeles, Department of City Planning, Office of Historic Resources, *Historic Resources Survey Report: Wilshire Community Plan Area*, prepared by Architectural Resources Group, Inc., January 2015.

¹³ In 1897, Wilshire Boulevard was extended to meet Vermont Avenue as it became Los Angeles' new western boundary; the road angled away from its original alignment with the downtown street grid to instead orient toward the cardinal directions. The final gap in the thoroughfare was eliminated in 1934, when Wilshire was pushed through MacArthur Park.

joined by office buildings housing high-profile corporations, earning Wilshire a new reputation as a business center. The 1957 lifting of the city's 150-foot height limit restriction led to towering skyscrapers, bringing a fundamental change to the built environment in the area. The postwar period saw a shift in the area's architectural identity, with many commercial and institutional buildings exhibiting sleek Modern styles rather than the more extravagant styles of previous decades.

The Wilshire District's reputation as a world-class business center continued through the 1970s, with dozens of new high-rise corporate buildings. However, this trend began to wane in the 1980s as corporations departed the area in favor of the cheaper and less congested San Fernando Valley and Westside of Los Angeles. Development in the area was revived with an infusion of capital from Korean investors. Although parts of neighborhood experienced periods of economic downturn in the 1980s and 1990s, the area as a whole remains a strong and diverse commercial center in Los Angeles.

Current Setting

525 South Virgil Avenue is located on the west side of Virgil Avenue between West 5th Street and West 6th Street in the Koreatown neighborhood of Los Angeles. It occupies three lots on the east side and portions of two lots on the west side of the block bounded by West 5th Street on the north, South Virgil Avenue on the east, West 6th Street on the south, and South Westmoreland Avenue on the west. The parcel is flanked to the north by a three-story commercial building; to the south by a fast-food restaurant; and to the west by a surface parking lot.

Architectural Description

525 South Virgil Avenue is located on the west side of Virgil Avenue between West 5th Street and West 6th Street in the Wilshire CPA of Los Angeles. It occupies three lots on the east side and portions of two lots on the west side of the block bounded by West 5th Street on the north, South Virgil Avenue on the east, West 6th Street on the south, and South Westmoreland Avenue on the west. The parcel is flanked to the north by a three-story commercial building; to the south by a fast-food restaurant; and to the west by a surface parking lot. The building occupies the east portion of the parcel with narrow setbacks on the north, east and south. The west portion of the parcel is occupied by a small surface parking lot at the rear of the building.

The building is Late Modern in style and is four stories in height. It has a rectangular plan, simple massing and is symmetrically composed on all four façades. It has a flat roof with wide, overhanging soffits and a central mechanical penthouse. The structural system is expressed on the exterior by exposed columns and beams. The exterior wall panels are veneered in stone tile. Fenestration consists of metal-framed, vertical strip windows flanking each expressed column. The windows and wall panels on the east and west façades are recessed between the flanking columns. The primary entrance consists of a pair of frameless glass doors, offset within a symmetrical recess on the east façade. The entrance recess is paneled in slabs of black granite and is accessed by a flight of wide terrazzo steps with metal pipe handrails.



East (primary) and south façades, view facing northwest.



East (primary) and north façades, view facing southwest.

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West façade and surface parking lot, view facing east.

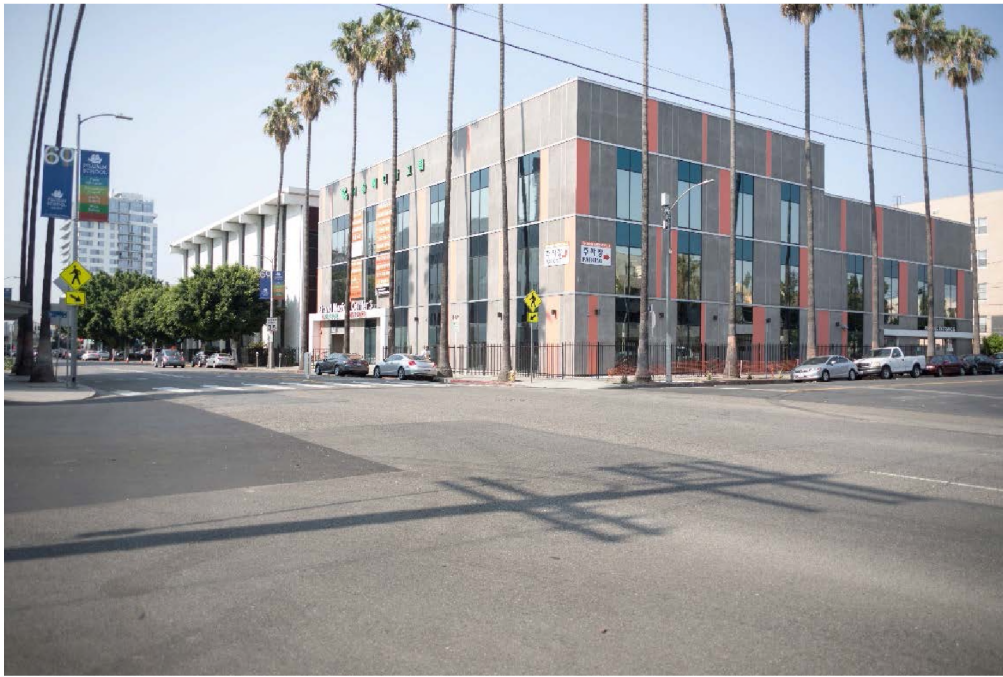


Detail view of primary entrance doors and steps.

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Contextual view of Virgil Avenue from northeast corner of Virgil Avenue and 5th Street, view facing southwest.



Contextual view of Virgil Avenue from northeast corner of Virgil Avenue and 6th Street, view facing northwest.

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Contextual view of Virgil Avenue and 6th Street from southwest corner, view facing north.

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The commercial building at 525 S. Virgil Avenue was designed by the architectural firm Langdon & Wilson and constructed in 1965. The primary entrance doors have been replaced and metal pipe handrails have been added to the entrance steps,¹⁴ but the building exterior otherwise appears to have undergone almost no alterations since its initial construction in 1965. The majority of the building permits are for interior alterations and improvements.

Related Architects/Builders

Langdon & Wilson

The architectural firm Langdon & Wilson was founded in 1951 by Robert E. Langdon, Jr., AIA (1918-2004) and Ernest C. Wilson, Jr., AIA (1924-1992). The founding partners met at the University of Southern California School of Architecture, where Langdon was working on campus expansion projects following World War II, and Wilson, a Navy veteran, was completing his architecture degree.¹⁵ The two began to collaborate on projects in 1949. Between 1953 and 1961, Langdon and Wilson worked for Claud Beelman & Associates to gain experience designing major office structures, after which they resumed their own practice.¹⁶ By the mid-1960s, Langdon & Wilson primarily focused on commercial projects for corporate clients. Wilson viewed each project as a unique opportunity and made it a priority to befriend his clients.¹⁷

The firm followed popular trends and regularly employed the stylistic tenets of New Formalism, Late Modernism, and Postmodernism in their commercial designs. Alone or in partnership with other architects, by the 1990s, Langdon & Wilson was responsible for the design of 28 high-rise office buildings along Wilshire Boulevard.¹⁸ Langdon & Wilson is credited with designing more office towers in Orange County than any other architectural firm and has planned communities and designed buildings throughout the United States, Canada, China, Korea, Taiwan, Spain, and Mexico.¹⁹ The Home Savings and Loan Bank at 100 E. 2nd Street in Pomona, designed in association with artist and building designer Millard Sheets in 1962, is an early example of the

¹⁴ No building permits were found for these alterations.

¹⁵ Myrna Oliver, "Robert Langdon Jr., 86; Designed 1st Getty Museum," *Los Angeles Times*, August 25, 2004.

¹⁶ Oliver, "Robert Langdon Jr., 86."

¹⁷ Iris Yokoi, "Famed Architect Ernest Clifford Wilson Jr. Dies: Death: He designed Nixon, Getty museums and is credited with changing the development face of Orange County," *Los Angeles Times*, August 20, 1992.

¹⁸ Yokoi, "Famed Architect Ernest Clifford Wilson Jr. Dies."

¹⁹ Yokoi, "Famed Architect Ernest Clifford Wilson Jr. Dies."

firm's work after leaving Beelman's office.²⁰ The building was designed to be the focal point in the city's urban renewal mall project.²¹ In 1968, Langdon & Wilson designed the Glendale Federal Savings Building (now Bank of America), which was the first high-rise building on Wilshire Boulevard in Beverly Hills. The building is New Formalist in style and features angular concrete columns and alternating horizontal registers of reflective glass. It has a cantilevered *dalle de verre* ("slab of glass") cornice, expressed as a concrete grid of rainbow patterned glass.²² Other works include the CNA Park Place Building (now Los Angeles Superior Court), designed in 1972, which was the first major use of double-glazed "Solarban Twindow" reflective glass in Los Angeles, and potentially the first all-reflective glass building in the United States.²³ In 1974, J. Paul Getty commissioned Langdon & Wilson to design the Getty Villa, a reimagining of the *Villa dei Papiri* in Herculaneum, a Roman villa buried by the eruption of Mount Vesuvius in 79 BCE.²⁴

With offices in Los Angeles and Newport Beach, the firm changed its name to Langdon, Wilson & Mumper when Hans Mumper joined as a partner in 1970. It was subsequently re-named Langdon Wilson Architects.²⁵ Wilson died in 1992 at the age of 68; Langdon died in 2004 at the age of 86. Today, Langdon & Wilson operates under the name Langdon Wilson International.²⁶

Late Modern Architecture

Although 525 S. Virgil Avenue was identified in SurveyLA as New Formalist, it also reflects characteristics of Late Modern architecture in general and may be more appropriately categorized as Late Modern in style. The term "Late Modern" describes the evolution of Modern architecture from the mid-1950s through the 1970s. It is typically applied to commercial and institutional buildings. Unlike the straightforward, functionalist simplicity of International Style and Mid-century Modernism, Late Modern buildings exhibit a more deliberate sculptural quality with bold geometric volumes, uniform surfaces such as glass skin or concrete, and a sometimes-exaggerated expression of structure and systems. Significant architects who produced works in the style include Marcel Breuer, Philip Johnson, Cesar Pelli, Piano and Rogers, and John Portman.

Character-defining features of Late Modernism include:

²⁰ "Savings Firm Sets Office in Pomona," *Los Angeles Times*, February 11, 1962.

²¹ "Savings Firm Sets Office in Pomona," *Los Angeles Times*, February 11, 1962. Sheets designed mosaics and murals for both the interior and exterior of the building.

²² Los Angeles Conservancy, "Bank of America, Beverly Hills," <https://www.laconservancy.org/locations/bank-america-beverly-hills> (accessed August 2018).

²³ Terence M. Green, "Mirrors Sheathe CAN Park Place Building," *Los Angeles Times*, August 20, 1971; Yokoi, "Famed Architect Ernest Clifford Wilson Jr. Dies."

²⁴ Los Angeles Conservancy, "Getty Villa," <https://www.laconservancy.org/locations/getty-villa> (accessed August 2018).

²⁵ Oliver, "Robert Langdon Jr., 86."

²⁶ Langdon Wilson International, <http://www.langdonwilson.com/> (accessed August 2018).

- Bold geometric volumes
- Large expanses of unrelieved wall surfaces
- Uniform use of cladding materials including glass, concrete, or masonry veneer
- Exaggerated expression of structure and systems
- Hooded or deeply set windows
- Little or no applied ornament

New Formalism

New Formalism is a sub-type of Late Modern architecture that developed in the mid-1950s as a reaction to the International Style's strict vocabulary and total rejection of historical precedent. New Formalist buildings are monumental in appearance, and reference and abstract classical forms such as full-height columns, projecting cornices, and arcades. Traditional materials such as travertine, marble, or granite were used, but in a panelized, non-traditional form. In Southern California, the style was applied mainly to public and institutional buildings. On a larger urban design scale, grand axes and symmetry were used to achieve a modern monumentality. Primary in developing New Formalism were three architects: Edward Durrell Stone, who melded his Beaux Arts training with the stark Modernism of his early work; Philip Johnson; and Minoru Yamasaki. All three had earlier achieved prominence working within the International Style and other Modernist idioms.

Character-defining features of New Formalism include:

- Symmetrical plan and monumental appearance
- Flat rooflines with heavy overhanging cornices
- Attenuated classical elements including colonnades, arcades, plazas and elevated podiums used as compositional devices
- Repeating arches and rounded openings
- Large screens of perforated concrete block, concrete, or metal

Ownership/Occupant and Use Summary

City directories, historic newspaper articles, and building permits were consulted to compile a list of former owners and occupants of the Subject Property. Based on the available ownership and occupancy information, research was conducted on each owner and occupant using available archival sources. The owners/occupants of the Subject Property for whom significant information was available are discussed below.

DATE	OWNER/OCCUPANT	USE
1965 – c. 1980	Stuart M. Ketchum	Office building
c. 1980 – present	California Association of Realtors	Office building

Stuart M. Ketchum

Real estate developer and philanthropist Stuart M. Ketchum, Jr. (b.1926) attended the University of Southern California, graduating with a degree in finance and engineering. He entered the development and construction industry in 1946, and was a member, director, or committee head in the Associated General Contractors of America, California Real Estate Association, Los Angeles Realty Board, Wilshire Chamber of Commerce, Hancock Park Home Owners Association, and Los Angeles Chamber of Commerce.²⁷

Alongside Millard Jacobs, Ketchum served as managing partner of the construction and development firm George W. Carter Company (later Carter Company Contractors & Developers) from 1953 to 1963.²⁸ Ketchum and Jacobs led the firm as it developed major commercial, institutional, and industrial properties throughout Southern California. During his time at the Carter Company, Ketchum was associated with the development of over 25 major office buildings in the Wilshire District (now the Wilshire Community Plan Area), primarily situated along the Wilshire corridor.²⁹ While at the Carter Company, Ketchum developed projects in association with various Southern California architects, including several projects with Langdon & Wilson.³⁰

In 1964, Ketchum left the Carter Company to begin his own development business, establishing offices at 2600 Wilshire Boulevard.³¹ Projects include 525 S. Virgil Avenue (1965, Langdon & Wilson), 3130 Wilshire Boulevard (1967, Langdon & Wilson), and the Bonaventure Hotel (1976, John C. Portman, Jr.).³²

California Association of Realtors

In an effort to combat perceptions of misconduct in the real estate industry, a group of approximately 70 real estate agents founded the California State Realty Federation in Los Angeles on May 27, 1905. In 1920, the name was changed to California Real Estate Association and, in 1975, it was changed to the California Association of Realtors.

²⁷ "Ketchum Opens New Offices," *Los Angeles Times*, June 28, 1964.

²⁸ "Large Addition Begun for Express Agency," *Los Angeles Times*, July 25, 1954; "Wilshire Chamber Honors Building, Development Firm," *Los Angeles Times*, May 17, 1959.

²⁹ "Ketchum Opens New Offices."

³⁰ "Another Major Project Slated for Wilshire," *Los Angeles Times*, May 20, 1956.

³¹ "Ketchum Opens New Offices."

³² "L.A. Chamber Honors Developer, Lawyer," *Los Angeles Times*, June 3, 1990.

Although the organization was initially successful, membership growth was slow. After several attempts, in 1917 the Association successfully sponsored a real estate license law. However, the first law was declared unconstitutional. A revised act was passed in 1919 and became the first real estate license law in the United States.

In 2015, the California Association of Realtors comprised over 100 local chapters and represented more than 170,000 realtors. The Association emphasizes the development of products, programs, and services to assist members in achieving success while also continuing to be the premiere representative of private property rights and real estate professionals in the public policy arena.³³

³³ History of the California Association of Realtors adapted from "C.A.R. Mission Statement: Association History," California Association of Realtors, May 2015, <https://www.car.org/aboutus/mission> (accessed August 2018).

SurveyLA Context/Themes & Associated Eligibility Standards

SurveyLA is the City of Los Angeles' citywide survey of historic resources, conducted in accordance with the standards and guidelines set forth by the National Park Service and the California State Office of Historic Preservation. Properties surveyed as part of SurveyLA were evaluated for eligibility for listing in the National Register of Historic Places, the California Register of Historical Resources, and for designation as a Los Angeles Historic-Cultural Monument.

Utilizing the contexts and themes developed by SurveyLA, the buildings on the Subject Property were re-evaluated within the following context/theme/property type combinations (CTPs):³⁴

Architecture and Engineering

Context: Architecture and Engineering, 1870-1980
Sub-context: L.A. Modernism, 1919-1980
Theme: Post-War Modernism, 1946-1976
Sub-theme: New Formalism, 1955-1976
Property type: Commercial

Period of Significance: 1955-1976

Criteria: NR C; CR 3; Local 3

Eligibility Standards:

- Was constructed during the period of significance
- Exhibits quality of design through distinctive features
- Retains the essential character-defining features of New Formalism from the period of significance

Character-defining Features:

- Strict symmetry and formality
- Monumental in size and appearance, often three or more stories in height
- Flat roof, often with heavy, projecting overhang
- Smooth wall surfaces

³⁴ City of Los Angeles, *SurveyLA: Historic Context Statement Outline*, Revised May 2018. Though SurveyLA findings note that this building is an excellent example of New Formalist commercial architecture, upon further investigation it appears that this building is more appropriately described as Late Modernism. Descriptions of both architectural styles are included above in Section 5.3.

- Colonnade of stylized full-height columnar supports
- Repeating arches or rounded openings
- Large screens of perforated cast stone, metal or concrete grills over expanses of glass
- Integral parking lot, either subterranean or above grade
- Landscaped plazas, fountains or integral plantings at ground floor

Integrity Considerations:

- Some original materials may have been altered, removed or replaced
- Association, original use may have changed
- Replacement of some windows and doors may be acceptable if the openings have not been resized and original fenestration patterns have not been disrupted

Context: Architecture and Engineering, 1870-1980

Sub-context: L.A. Modernism, 1919-1980

Theme: Late Modernism, 1966-1980

Sub-theme: Late Modernism, 1966-1980

Period of Significance: 1966-1980

Criteria: NR C; CR 3; Local 3

Eligibility Standards:

- Was constructed during the period of significance
- Exhibits quality of design through distinctive features
- Is an excellent example of Late Modernism

Character-defining Features:

- Retains most of the essential character-defining features from the period of significance
- Absence of traditional ornamentation
- Exteriors display a variety of textures and finishes
- Geometric volumes, often with triangular and cylindrical forms as well as rectangular
- Often with integral landscape and hardscape elements such as planters, parking lots, trees, and water features
- Steel windows
- Stucco, often with a heavily textured or raked finish
- Wood siding, at times diagonal or vertical

Integrity Considerations:

- Original landscaping may have been altered or removed

- Should retain integrity of Location, Design, Materials, Workmanship and Feeling from the period of significance

Significant People

Context: Commercial Development, 1850-1980

Theme: Commercial Merchants, Leaders, and Builders

The Commercial Merchants, Leaders, and Builders theme is used to evaluate resources associated with persons who made important contributions to, or played a significant role in, commercial development in Los Angeles. Eligibility standards developed for this theme are largely based on the National Register Bulletin, "Guidelines for Evaluating and Documenting Properties Associated with Significant Persons." Associated property types may include the location of a business or a residential property associated with a person. Commercial property types may include restaurants, retail stores, offices, insurance companies, banks, hotels, and others.

Summary Statement of Significance: Properties evaluated under this theme may be significant in the areas of Commerce and/or Community Planning and Development for their association with persons who made important contributions to commercial growth and development in Los Angeles. Some individuals may also be significant in the area of Ethnic Heritage.

Period of Significance: 1850-1980. This coincides with the timeframe established for SurveyLA.

Criteria: NR B; CR 2; Local 2

Eligibility Standards:

- Is associated with a person who made important individual contributions to commercial growth and development
 - Individual must be proven to have made an important contribution to commercial development

Character-defining Features:

- Retains most of the essential physical features from the period of significance
- Directly associated with the productive life of the individual in the area of commercial development
- May be associated with individuals important in ethnic, cultural, LGBT, and/or women's history
- For residential property types, the individual must have resided in the property during the period in which he/she achieved significance

- For the National Register, properties associated with individuals whose significant accomplishment date from the last 50 years must possess exceptional significance

Integrity Considerations:

- Should retain integrity of Feeling, Association, Location, and Design from the period of significance
- Some original materials may be altered or removed, particularly in cases where a property is not also evaluated for significance under Criterion C/3/3.
- Setting may have changed (surrounding buildings and land uses)

The Subject Property was evaluated using eligibility criteria and integrity thresholds for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a City of Los Angeles Historic-Cultural Monument.³⁵

Criterion A/1/1 (association with events or patterns of development)

According to guidance from the National Park Service, in order to be considered eligible for designation for representing a pattern of development:

...A property must be associated with one or more events important in the defined historic context. The event or trends, however, must clearly be important within the associated context: settlement, in the case of the town, or development of a maritime economy, in the case of the port city. Moreover, the property must have an important association with the event or historic trends, and it must retain historic integrity...Mere association with historic events or trends is not enough, in and of itself, to qualify under [this criterion]; the property's specific association must be considered important as well.³⁶

525 S. Virgil Avenue was not identified as significant under a commercial development theme by SurveyLA. The Wilshire CPA survey report does not identify a significant trend or pattern of development from this period, other than describing the general commercial growth that occurred in Los Angeles after the war.

The commercial building at 525 S. Virgil Avenue was constructed during a period of widespread redevelopment in the Wilshire CPA and corresponds generally to the area's growth in the 1960s and 1970s. The major thoroughfare in the Wilshire CPA is Wilshire Boulevard. South Virgil Avenue was primarily a residential street until the postwar period. Between 1950 and 1990, single-family residences along South Virgil Avenue were demolished and replaced by large commercial buildings, multi-family residences, and surface parking lots. This process began at the southern terminus of Virgil Avenue, where it intersects with Wilshire Boulevard, as commercial activity spilled over from the main thoroughfare, transforming Virgil Avenue from a residential street to a commercial tributary of busy Wilshire Boulevard.³⁷

³⁵ This report analyzes the subject property for eligibility under Criterion A/1/1, B/2/2, and C/3/3. Criterion D/4 addresses potential archaeological resources which is outside the scope of this study.

³⁶ "National Register Bulletin 15."

³⁷ Information about the transformation of South Virgil Avenue derived from the Sanborn Fire Insurance maps of the area from 1921 and 1950, and historic aerial photographs of the area from 1948 to 2014.

As an individual example of commercial development in the Wilshire CPA from the mid-1960s, 525 S. Virgil Avenue on its own does not have an important association with the development patterns in the area, but rather was part of the general commercialization of South Virgil Avenue, which occurred during a period of intense redevelopment that characterized the neighborhood. 525 S. Virgil Avenue reflects trends in commercial development from the postwar period; however, it does not represent an important association with these development patterns. Properties that are significant for representing a pattern of development are more typically eligible for designation as part of a historic district; however, there is no identified or potential historic district that includes 525 S. Virgil Avenue as a contributor.

525 S. Virgil Avenue did not have an important impact on local, state, or national history, and therefore does not meet the established eligibility standards for listing in the National Register of Historic Places, the California Register of Historical Resources, or as a City of Los Angeles Historic-Cultural Monument under Criterion A/1/1.

Criterion B/2/2 (association with an important person)

According to the National Park Service, properties may be eligible for an association with the lives of persons significant in our past. Persons “significant in our past” refers to individuals whose activities are demonstrably important within a local, state, or national historic context. A property is not eligible if its only justification for significance is that it was owned or used by a person who is a member of an identifiable profession, class, or social or ethnic group. In addition, the property must be associated with a person’s productive life, reflecting the time period when he or she achieved significance.

The SurveyLA HCS includes a “Commercial Merchants, Leaders, and Builders” theme for evaluating properties that may be significant for their association with persons who are proven to have made important contributions to commercial growth and development in Los Angeles.

525 S. Virgil Avenue was originally owned by Stuart M. Ketchum, Jr., a prominent figure in real estate development in Southern California during the post-World War II period. Ketchum served as managing partner of the construction and development firm George W. Carter Company (later Carter Company Contractors & Developers) from 1953 to 1963, as the firm developed major commercial, institutional, and industrial properties throughout Southern California, but primarily in the Wilshire CPA. In 1964, Ketchum left the Carter Company to begin his own development business.

Though this property is associated with Ketchum’s productive life, Ketchum rose to prominence when he became a managing partner at Carter Company, which precedes his time as an independent developer and predates the construction of 525 S. Virgil Avenue. The commercial building at 525 S. Virgil was not Ketchum’s first project as a developer, it was not among his

most prominent projects, and it was not the building where he maintained his office.³⁸ It is not the property that best represents Ketchum's historic contributions.

Therefore, 525 S. Virgil Avenue is not eligible for listing in the National Register of Historic Places, the California Register of Historical Resources, or as a City of Los Angeles Historic-Cultural Monument under Criterion B/2/2.

Criterion C/3/3 (architectural merit or work of a master architect)

According to guidance from the National Park Service, to be eligible under Criterion C/3/3, a building must clearly contain enough of the "distinctive characteristics" to be considered a true representative of the style or type. Buildings eligible for artistic merit must embody the distinctive characteristics or a type, period, or method of construction, and they must possess high artistic value. A building with some applied detailing is not eligible if the details are not fully integrated into the overall design.

525 S. Virgil Avenue was documented by SurveyLA as an excellent example of New Formalist commercial architecture. Character-defining features of New Formalist architecture include symmetrical composition and monumental appearance; flat rooflines with heavy overhanging cornices; attenuated classical elements including colonnades, plazas and elevated podiums used as compositional devices; repeating arches and rounded openings; and large screens of perforated concrete block, concrete, or metal. 525 S. Virgil Avenue exhibits only the most basic elements associated with New Formalist architecture: it is symmetrically composed; it is vertically articulated with exposed columns; and it has a flat roofline with pronounced overhanging beams and soffit. However, these features are not exclusive to New Formalist architecture; they do not overtly reference classical compositions and are minimally articulated; the columns are incorporated into the curtain wall and do not form a true colonnade; and the overhanging beams and soffit do not form a true cornice. The building does not embody any of the other character-defining features of New Formalist design. Therefore, it does not represent an excellent example of New Formalist commercial architecture.

Several examples of New Formalist commercial architecture were identified in SurveyLA, including 4835 W. Venice Boulevard (1965, Paul R. Williams), 312 N. Fairfax Ave. (Equitable Savings and Loan; 1966, Dan Saxon Palmer), and 116 N. Robertson Boulevard (1966, William L. Pereira). Still more prominent examples of the style in Southern California include the Dorothy Chandler Pavilion in Los Angeles (1964, Welton Becket); the Forum in Inglewood (1967, Charles Luckman, listed in the National Register); the Beckman Auditorium on the

³⁸ Ketchum's office was at 3130 Wilshire Boulevard, designed by Langdon & Wilson in 1967.

campus of the California Institute of Technology in Pasadena (1964, Edward Durell Stone); and the Von KleinSmid Center (1966, Edward Durell Stone), Waite Phillips Hall (1968, Edward Durell Stone), and the Social Sciences Building (1968, Edward Durell Stone) all on the campus of the University of Southern California, and all of which are designated as City of Los Angeles Historic-Cultural Monuments and listed in the National Register.

A table identifying New Formalist commercial properties in Southern California that are designated or have been identified as eligible for listing at the national, state, or local levels can be found in Appendix E. These properties represent excellent examples of New Formalist architecture and are appropriately identified as eligible for designation based on their architectural merit. 525 S. Virgil Avenue does not display the quality of design and distinctive details necessary to be considered equal to the others in this collection of New Formalist architecture in Southern California.

Because the design of 525 S. Virgil does not include the overt classicism of true New Formalist buildings, it may be more appropriately classified as Late Modern in style. Character-defining features of Late Modern architecture include bold geometric volumes; large expanses of unrelieved wall surfaces; uniform use of cladding; exaggerated expression of structure; hooded or deeply set windows; and little or no applied ornament. The design of 525 S. Virgil Avenue includes large expanses of unrelieved wall surfaces, exaggerated expression of structure, and no applied ornament. However, these features are not distinctive in their design and composition, and are similar to those found on multitudes of other simple Late Modern commercial buildings constructed in Los Angeles in the 1960s and 1970s. 525 S. Virgil Avenue does not possess sufficient distinctive characteristics to fully articulate the concepts or express the aesthetic ideals of Late Modern design, or to set it apart from many other similar commercial buildings of the era.

SurveyLA also noted that 525 S. Virgil Avenue is eligible as the work of noted local architects Langdon & Wilson. According to guidance from the National Park Service, a master is a “figure of generally recognized greatness in the field, a known craftsman of consummate skill, or an anonymous craftsman whose work is distinguishable from others by its characteristic style and quality.” In addition, “the property must express a particular phase in the development of the master's career, an aspect of his or her work, or a particular idea or theme in his or her craft.” Not every building is eligible as the work of a master just because it was designed by a prominent architect.³⁹

³⁹ National Park Service guidance on works of a master summarized from *National Register Bulletin 15*.

The firm was notable primarily for the prolific quantity of its commissions, especially along Wilshire Boulevard, rather than the overall quality of design of its catalog of works. Langdon & Wilson is not known as an innovative firm, and there is no evidence that they broke new ground or set design precedents; rather, it was a journeyman firm that was adept at applying popular architectural trends to accommodate clients' needs in a large number and wide variety of projects.

Langdon & Wilson designed numerous commercial/office buildings during this period, and 525 S. Virgil is not one of the most distinctive buildings designed by the firm, nor does it exhibit the higher caliber of design embodied in the best examples of their work. Alone or in partnership with other architects, they were responsible for the design of 28 buildings along Wilshire Boulevard, as well as several commercial buildings in the Wilshire District on other commercial streets.

Among their more prominent commissions are the Home Savings and Loan Bank in Pomona (1962, with Millard Sheets; now Chase Bank), TWA Tower (1965; now 1545 Wilshire Boulevard Office Building), Glendale Federal Savings Building in Beverly Hills (1968; now Bank of America), and CNA Park Place Building (1972; now Los Angeles Superior Court). These buildings exhibit distinctive design, unique details, and an innovative use of building materials, distinguishing them from other, unexceptional examples of the firm's work. A table identifying additional examples of the firm's work is included in Appendix F.

525 S. Virgil Avenue is not an excellent example of New Formalist architecture; it may be more appropriately classified as Late Modernism. As noted above, it does not represent significant character-defining features of New Formalism, including the overt Classical references that are intrinsic to the style. It does not meet the eligibility standards for Late Modernism as defined by SurveyLA: it does not exhibit quality of design through distinctive features, and it is not an excellent example of the style. Further, although Langdon & Wilson were a prolific firm that designed numerous commercial buildings in Los Angeles after World War II, there is not sufficient scholarly evidence that they were master architects. 525 S. Virgil Avenue is not an excellent or unique example of their work that is distinguishable from other examples from the same period. Therefore, 525 S. Virgil is not eligible for listing in the National Register of Historic Places, the California Register of Historical Resources, or as a City of Los Angeles Historic-Cultural Monument for its architectural merit under Criterion C/3/3.

Based on a review of the relevant historic contexts, a comparative analysis of New Formalist commercial buildings in Los Angeles, and other works by the firm Langdon & Wilson, and a review of the architectural features of the building, the Subject Property at 525 S. Virgil Avenue does not appear eligible for listing in the National Register of Historic Places, the California Register of Historical Resources, or as a City of Los Angeles Historic-Cultural Monument. The building is not significant for an association with important events/patterns of development; an association with important people; or as an excellent example of an architectural style or the work of a master architect. Therefore, it does not warrant further consideration or additional analysis as a historic resource as defined by the California Environmental Quality Act (CEQA).

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U.S. Department of the Interior. "National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation." Washington D.C.: National Park Service, 1995.

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Yokoi, Iris. "Famed Architect Ernest Clifford Wilson Jr. Dies: Death: He designed Nixon, Getty museums and is credited with changing the development face of Orange County." *Los Angeles Times*. August 20, 1992.

APPENDIX A – SCCIC RECORD SEARCH

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP

South Central Coastal Information Center

California State University, Fullerton
Department of Anthropology MH-426
800 North State College Boulevard
Fullerton, CA 92834-6846
657.278.5395 / FAX 657.278.5542
sccic@fullerton.edu

California Historical Resources Information System
Orange, Los Angeles, and Ventura Counties

9/19/2018

Records Search File No.: 19402.5347

Molly Iker-Johnson
Historic Resources Group
12 S. Fair Oaks Ave, Suite 200
Pasadena, CA 91105

Re: Record Search Results for Project #18-0172

The South Central Coastal Information Center received your records search request for the project area referenced above, located on the Hollywood, CA USGS 7.5' quadrangle. The following reflects the results of the records search for the project area:

As indicated on the data request form, the locations of resources and reports are provided in the following format: custom GIS maps shape files hand-drawn maps no map

Resources within project area: 0	None
Resources listed in the OHP Historic Properties Directory within project area: 0	None
Reports within project area: 1	LA-05074

- Resource Database Printout (list):** enclosed not requested nothing listed
- Resource Database Printout (details):** enclosed not requested nothing listed
- Resource Digital Database (spreadsheet):** enclosed not requested nothing listed
- Report Database Printout (list):** enclosed not requested nothing listed
- Report Database Printout (details):** enclosed not requested nothing listed
- Report Digital Database (spreadsheet):** enclosed not requested nothing listed
- Resource Record Copies:** enclosed not requested nothing listed
- Report Copies:** enclosed not requested nothing listed
- OHP Historic Properties Directory:** enclosed not requested nothing listed
- Archaeological Determinations of Eligibility:** enclosed not requested nothing listed
- Los Angeles Historic-Cultural Monuments** enclosed not requested nothing listed
- Historical Maps:** enclosed not requested nothing listed
- Ethnographic Information:** not available at SCCIC
- Historical Literature:** not available at SCCIC

GLO and/or Rancho Plat Maps:

not available at SCCIC

Caltrans Bridge Survey:

not available at SCCIC; please go to

<http://www.dot.ca.gov/hq/structur/strmaint/historic.htm>

Shipwreck Inventory:

not available at SCCIC; please go to

http://shipwrecks.slc.ca.gov/ShipwrecksDatabase/Shipwrecks_Database.asp

Soil Survey Maps: (see below)

not available at SCCIC; please go to

<http://websoilsurvey.nrcs.usda.gov/app/WebSoilSurvey.aspx>

Please forward a copy of any resulting reports from this project to the office as soon as possible. Due to the sensitive nature of archaeological site location data, we ask that you do not include resource location maps and resource location descriptions in your report if the report is for public distribution. If you have any questions regarding the results presented herein, please contact the office at the phone number listed above.

The provision of CHRIS Data via this records search response does not in any way constitute public disclosure of records otherwise exempt from disclosure under the California Public Records Act or any other law, including, but not limited to, records related to archeological site information maintained by or on behalf of, or in the possession of, the State of California, Department of Parks and Recreation, State Historic Preservation Officer, Office of Historic Preservation, or the State Historical Resources Commission.

Due to processing delays and other factors, not all of the historical resource reports and resource records that have been submitted to the Office of Historic Preservation are available via this records search. Additional information may be available through the federal, state, and local agencies that produced or paid for historical resource management work in the search area. Additionally, Native American tribes have historical resource information not in the CHRIS Inventory, and you should contact the California Native American Heritage Commission for information on local/regional tribal contacts.

Should you require any additional information for the above referenced project, reference the record search number listed above when making inquiries. Requests made after initial invoicing will result in the preparation of a separate invoice.

Thank you for using the [California Historical Resources Information System](#),

Isabela Kott
GIS Technician/Staff Researcher

Enclosures:

(X) Report Database Printout (details) – 1 page

(X) Historical Maps – 4 pages

(X) Invoice #19402.5347

APPENDIX B – BUILDING PERMIT CHRONOLOGY

DATE	PERMIT NUMBER	WORK PERFORMED	ARCHITECT	OWNER
5/10/1965	1965LA94646	New 4-story concrete block office building & 112 spaces paved parking	Langdon & Wilson	Stuart M. Ketchum
8/11/1967	1967LA51180	Rearrange existing office partitions – 4 th floor	Langdon & Wilson	Stuart M. Ketchum
9/16/1969	1969LA95601	Interior partitions only (ground floor)	Langdon & Wilson	Stuart M. Ketchum
6/18/1970	1970LA10742	Computer floor & 2 nd floor interior partitions & suspended ceiling @ corridor (Title Records Inc.)	Langdon & Wilson	Stuart M. Ketchum
8/14/1970	1970LA14107	Install new partitions to create office space (3 rd & 4 th floors)	Roger F. Gillette	U.S. Gypsum Company
3/8/1972	1972LA46832	Demolish partitions; erect new 7'6" partitions	Illig Const. Co. (contractor)	Title Records
8/29/1974	1974LA96201	Tenant improvement 3 rd floor	Walker Lazar (contractor)	Ketchum, Peck & Tooley
10/8/1976	1976LA33975	Alterations to existing area to conform to new desk layout	D. Reisman	The Ketchum Co.
2/19/1981	1981LA18771	Remodel for new tenant office use	CHA	California Assoc. of Realtors
3/25/1981	1981LA20790	Remodel of exist. wall and remodel and repair of new and exist const.	CHA	Calif. Assoc. of Realtors
2/26/1987	1987LA58464	Tenant improvement – non-bearing (4 th floor)	Gary Horn (contractor)	California Association of REALTORS
12/19/1988	1988LA19622	Tenant improvement ground floor	John D. Weidmann & Assoc.	California Assoc of Realtors
12/19/1988	1988LA19623	Tenant improvement 2 nd and 4 th floor	John D. Weidmann & Assoc.	California Assoc of Realtors
1/30/1989	1989WL79549	Tenant improvement non-structural bearing, partition-temporary one-hour corridor; two-hour shaft to connect stair shaft to exterior.	John D. Weidmann & Assoc.	California Assoc of Realtors
5/16/1989	1989VN62279	Change in plan 4 th floor	Weidmann & Assoc	California Assoc of Realtors
9/7/1989	1989LA41454	Reroofing class A 140 sq	McFarlane Roof (contractor)	California Assoc of Realtors
12/26/1989	1989 LA48625	New raised floor platform	APA Const. (contractor)	Cal. Assoc. Realtors
4/3/1991	1991HO11824	New raised excess floor per R.R. #24038 in 18' x 28" [sic] room on 3 rd floor	APA Const. (contractor)	Cal. Assoc. Realtors
9/22/1994	1994LA24744	Install new grout into existing conc blk walls between 2 nd flr to roof	S.L. Horne (contractor)	California Assn of Realtors

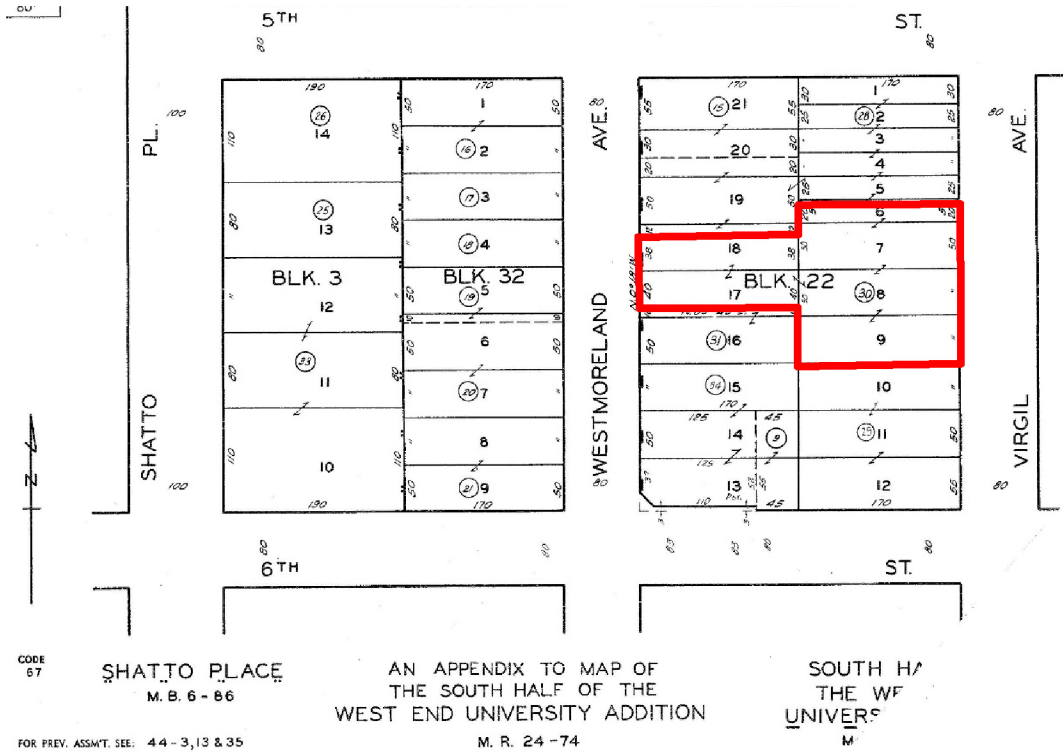
DATE	PERMIT NUMBER	WORK PERFORMED	ARCHITECT	OWNER
10/4/1996	96016-10000-01744	Tear-off and reroof, 4-ply, crushed AGG 160 sqs. Class B min.	H B Roofing (contractor)	California Assoc of Realtors Inc
5/24/2005	05016-10000-08856	T.I. non-bearing interior partitions (1 st floor)	2h Construction Inc (contractor)	California Assoc of Realtors Inc
5/24/2005	05016-40000-05247	Std. Work Descr – Interior Non-struct. Remo (3 rd Floor)	2h Construction Inc (contractor)	California Assoc of Realtors Inc
7/22/2005	05014-40000-06820	Tenant improvement at shower rooms and female restroom on 1 st floor (appx 240 s.f.): add 1 WC to female restroom, alternate shower rooms, modify exist'g fire-rated walls/doors of shower rooms, add/remove non-bearing walls, & misc. works	2h Construction, Inc. (contractor)	California Assoc. of Realtors Inc.
8/24/2005	05016-1002-08856	Supplemental to permit #05016-10000-08865: structural reinforcement for new opening at NE corner of building.	2h Construction, Inc. (contractor)	California Assoc of Realtors Inc.
1/11/2006	06016-30000-00548	Tear off existing roofing. Reroof with class A materials. Built up roof/hot mop (max 1 overlay total). 150 sq. A cool roof, labeled and certified by CRRC, is required for all re-roofing of A; non-residential buildings with roofs sloping 16.7% or less	Howard Roofing Company Inc	California Assoc of Realtors Inc
5/15/2006	06016-10000-03195	Installation of storage racks in north east corner of existing office building	Webker Construction Inc (contractor)	California Assoc of Realtors Inc

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP

APPENDIX C – PARCEL MAP

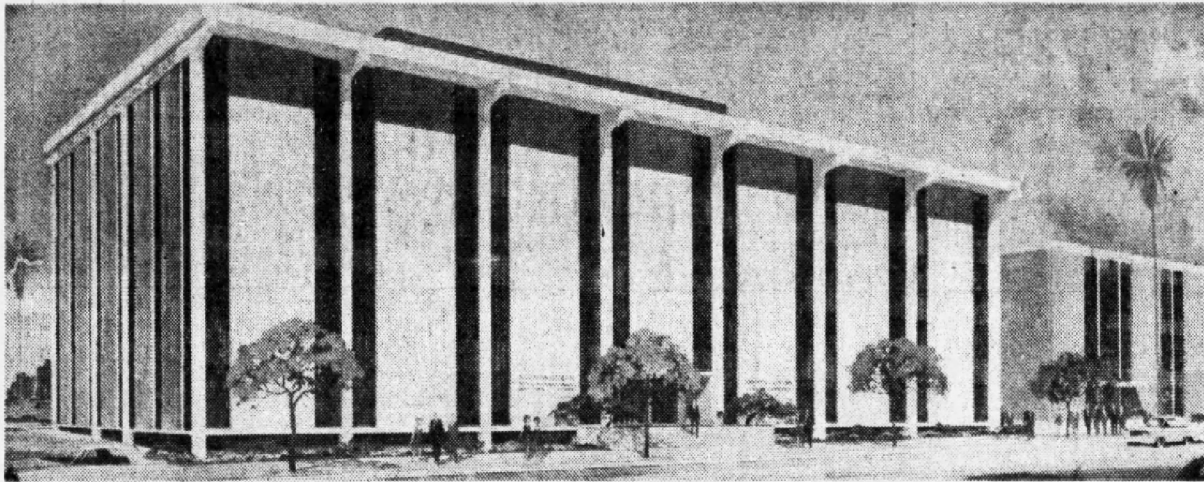


PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

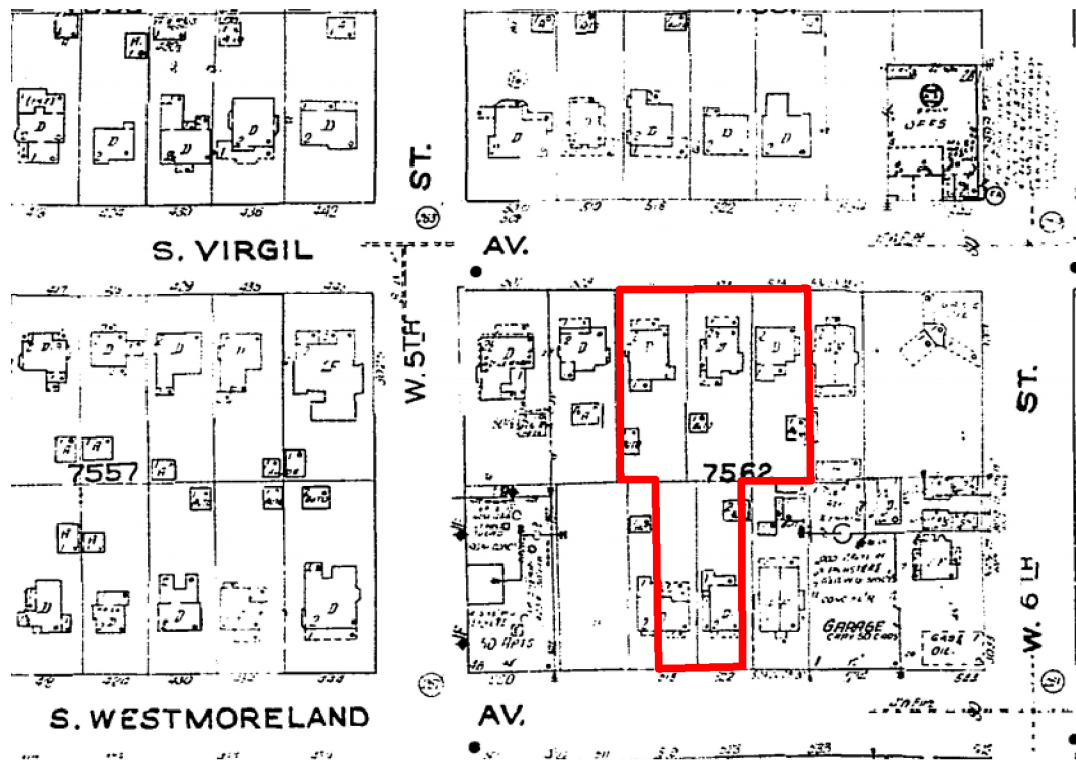
525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP

APPENDIX D— HISTORIC IMAGES AND MAPS



Historic rendering of 525 S. Virgil Avenue, view facing northwest. Source: "Work Begun," *Los Angeles Times*, May 30, 1965.

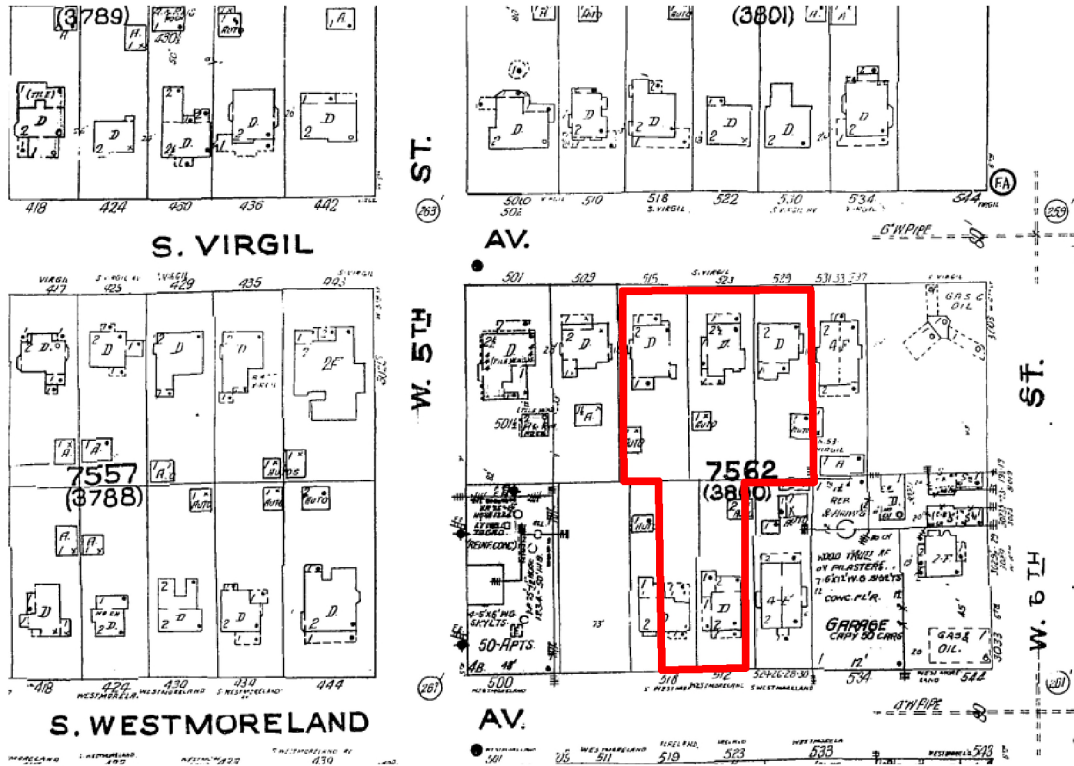


Sanborn Fire Insurance Map of project area, 1921. Subject property outlined in red.

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP



Sanborn Fire Insurance Map of project area, 1921; revised 1950. Subject property outlined in red.



Historic aerial photograph of project area, 1948. Subject property outlined in red. Source: HistoricAerials.com.

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP



Historic aerial photograph of project area, 1964. Subject property outlined in red. Source: HistoricAerials.com.



Historic aerial photograph of project area, 1980. Subject property outlined in red. Source: HistoricAerials.com.




PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT




525 S. Virgil Avenue, Los Angeles




HISTORIC RESOURCES GROUP

APPENDIX E: COMPARATIVE ANALYSIS




New Formalist Buildings in the City of Los Angeles Found Eligible for National Register by SurveyLA




ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	COMMUNITY PLAN AREA	PHOTOGRAPH
21851 W. Victory Blvd	The Broadway	1963	Victor Gruen	Canoga Park/Winnetka/Woodland Hills/West Hills	
11605 W. Chayote St	Beverly Hills National Bank	1965	Richard Dorman	Brentwood/Pacific Palisades	
6633 N. Topanga Canyon Blvd	Lytton Savings and Loan	1965	Kurt Meyers & Associates	Canoga Park/Winnetka/Woodland Hills/West Hills	

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	COMMUNITY PLAN AREA	PHOTOGRAPH
4835 W. Venice Blvd		1965	Paul R. Williams	Wilshire	
755 N. Broadway	Cathay Bank	1966	Eugene Kinn Choy & Associates	Central City North	
16800 W. Devonshire St	California Federal Savings & Loan	1966	Allison & Rible	Granada Hills/Knollwood	

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	COMMUNITY PLAN AREA	PHOTOGRAPH
312 N. Fairfax Ave.	Equitable Savings and Loan/City National Bank	1966	Dan Saxon Palmer	Wilshire	
1508 N. Hayworth Ave		1966		Hollywood	
6551 N. Van Nuys Blvd	Bank of America	1967	Paul R. Williams; Millard Sheets (mural)	Van Nuys/North Sherman Oaks	

New Formalist Buildings in Southern California




ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	CITY	PHOTOGRAPH
9720 Wilshire Blvd	Perpetual Savings and Loan Association	1961	Edward Durell Stone	Los Angeles	
100 E. 2nd St.	Home Savings and Loan	1963	Millard Sheets with Langdon & Wilson	Pomona	
332 S. Michigan Ave.	Beckman Auditorium, California Institute of Technology	1963	Edward Durell Stone	Pasadena	


ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	CITY	PHOTOGRAPH
135 N. Grand Ave	Dorothy Chandler Pavilion	1964	Welton Becket	Los Angeles	
1 LMU Drive	Edward T. Foley Center, Loyola Marymount University	1964	Edward Durrell Stone	Los Angeles	
700 S. Sepulveda Blvd	Culver Federal Savings and Loan Association	1965	Chancy Miles Lott	Manhattan Beach	

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	CITY	PHOTOGRAPH
University Park Campus	Von KleinSmid Center, University of Southern California	1966	Edward Durell Stone	Los Angeles	
3900 Manchester Blvd	The Forum	1967	Charles Luckman	Inglewood	
University Park Campus	Waite Phillips Hall of Education, University of Southern California	1968	Edward Durell Stone	Los Angeles	

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	CITY	PHOTOGRAPH
University Park Campus	Social Sciences Building, University of Southern California	1968	Edward Durell Stone	Los Angeles	

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525 S. Virgil Avenue, Los Angeles





HISTORIC RESOURCES GROUP


APPENDIX F: COMPARATIVE ANALYSIS

Commercial Designs by Langdon Wilson

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	NOTES	PHOTOGRAPH
626 Wilshire Boulevard	State Mutual Savings and Loan	1966	Langdon & Wilson		
680 Wilshire Place	Mutual Benefit Life Insurance	1965	Langdon & Wilson		
1200 Wilshire Boulevard	Nettleship Insurance Co./Charles E. Dunn Co.	1971	Langdon & Wilson		
1545 Wilshire Boulevard	Adams Plaza/TWA Tower	1964	Langdon & Wilson	With developer Morgan Adams Jr.	

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	NOTES	PHOTOGRAPH
3130 Wilshire Boulevard	Pennsylvania Life Insurance Co.	1967	Langdon & Wilson	With developer Stuart Ketchum	
3303 Wilshire Boulevard	Wilshire Plaza	1970	Langdon & Wilson	With developer Ketchum, Peck & Tooley	
3345 Wilshire Boulevard	Wilshire Square	1967	Langdon & Wilson	Site of Langdon & Wilson offices	
13274 Fiji Way	Sav-On Drug	1968	Langdon & Wilson		

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	NOTES	PHOTOGRAPH
600 S. Commonwealth Avenue	CNA Park Place Building	1972	Langdon & Wilson with Emmet L. Wemple		
100 E. 2nd Street, Pomona	Home Savngs and Loan Bank, Pomona	1962	Langdon & Wilson with Millard Sheets		
9454 Wilshire Boulevard, Beverly Hills		1968	Langdon & Wilson		
1666 N Main Street, Santa Ana	Equitable Savings & Loan Association/First Western Bank	1969	Langdon & Wilson	With developer Ketchum, Peck & Tooley	

ADDRESS	NAME	CONSTRUCTION DATE	ARCHITECT	NOTES	PHOTOGRAPH
180 S Lake Avenue, Pasadena	Howe Building	1970	Langdon & Wilson		

APPENDIX G – RESUMES OF AUTHORS/CONTRIBUTORS

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP

HISTORIC RESOURCES GROUP

Years of Experience: 15

Education

Master's Degree, Heritage Conservation, University of Southern California, Los Angeles, CA, 2006

Bachelor of Arts Degree with High Distinction, Art History, The Pennsylvania State University, State College, PA, Phi Beta Kappa, 1993

Lectures

California Preservation Foundation

- Topics: CEQA, Historic Resource Surveys, Context Statements

University of Southern California

- Lecturer, Heritage Conservation Summer Course

Professional Affiliations

California Preservation Foundation

- Board of Trustees, 2016-Present
- Education Committee Co-Chair, 2015-Present

DOCOMOMO Southern California

- Founding & Current Vice-President

Los Angeles Conservancy

National Trust for Historic Preservation

Society of Architectural Historians

CHRISTINE LAZZARETTO

MANAGING PRINCIPAL

Experience Profile

Christine Lazzaretto is an Architectural Historian with 15 years of experience in historic preservation in Southern California. Christine joined Historic Resources Group in 2008. At HRG, Christine works on environmental review, policy development, historic resources surveys, historic context statements, and federal tax credit projects. She has worked on numerous large-scale historic resources surveys, authored a wide range of historic context statements and successful National Register nominations. Her deep understanding of CEQA principles, significance, context and environmental impacts make her a leading expert in cultural resources analysis for environmental review. Christine also manages teams of professional colleagues on large-scale planning and mitigation efforts.

Selected projects include: Citywide surveys for Beverly Hills, Los Angeles, Modernism in Riverside; Context Statements for City of Pasadena Recent Past, Paso Robles, San Luis Obispo, Beverly Hills, South Pasadena; City of Long Beach Historic Preservation Element; National Register nomination for the University of Southern California; Forum historic tax credit project; Master Plan for University of Southern California.

Prior to joining HRG, Christine worked at Pasadena Heritage as Preservation Director and Program Director, where her responsibilities included administering the Preservation Easement Program; assisting with advocacy efforts; attending local hearings and advising neighborhood groups on preservation issues; conceiving, organizing and implementing all of the organization's highly successful educational tours and programs; conducting historic research; producing written architectural descriptions and detailed histories.

Christine Lazzaretto meets the *Secretary of the Interior's Professional Qualifications Standards* in History and Architectural History.

Selected Project Experience

City of Palm Springs Citywide Survey

City of Santa Monica Citywide Survey Update

Forum Rehabilitation and Historic Tax Credit Project

Fulton Corridor & Downtown Neighborhoods Specific Plans, Fresno

Paramount Pictures Master Plan, Los Angeles

South Glendale Survey

SurveyLA, Los Angeles

University of Southern California Consulting Services, Los Angeles

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP

HISTORIC RESOURCES GROUP

Years of Experience: 30

Professional License

California Architect C24223

Education

Master's Degree, Historic Preservation,
University of Southern California, Los
Angeles, CA

Bachelor of Architecture, University of
Southern California

Professional Affiliations

American Institute of Architects

Glendale Historical Society

- President, 2008-2011

JOHN LOCASCIO, AIA

PRINCIPAL

Experience Profile

A licensed, practicing architect for 25 years, John has been involved with historic preservation for 15 years and working at HRG for 6 years.

John's areas of focus at HRG include historic architecture and technology, building conservation, historic structure reports, and federal historic rehabilitation tax credit projects. He provides technical assistance for construction documents, advises on compliance with the Secretary of the Interior's Standards and the use of the State Historic Building Code, provides construction monitoring, and paint and materials sampling and analysis services.

John has worked on a wide variety of projects involving historic buildings and structures in Southern California, including CBS Columbia Square, Grand Central Air Terminal in Glendale, the Academy of Motion Pictures Museum, Los Angeles International Airport, Hotel Constance, Los Angeles Forum, University of Southern California, numerous LAUSD campus modernization projects, and the 28th Street YMCA.

Prior to joining HRG, John served as Executive Director of Claremont Heritage, including reviewing environmental documents and advising the City of Claremont on planning and design issues. John also worked for 14 years as a project architect in private practice, specializing in custom residential projects.

John LoCascio meets the *Secretary of the Interior's Professional Qualifications Standards* in Architecture and Historic Architecture.

Selected Project Experience

28th Street YMCA, Los Angeles
Academy Museum of Motion Pictures, Hollywood
CBS Columbia Square, Hollywood
Constance Hotel, Pasadena
Grand Central Air Terminal, Glendale
Forum, Inglewood
Los Angeles International Airport
Painted Desert Visitors' Center, Arizona
University of Southern California
Venice High School Modernization, Los Angeles

PHASE 1: HISTORICAL RESOURCE ASSESSMENT REPORT

525 S. Virgil Avenue, Los Angeles

HISTORIC RESOURCES GROUP

HISTORIC RESOURCES GROUP

Years of Experience: 5

Education

Certificate, Photography
Glendale Community College, 2018

Master of Arts, Historic Preservation
University of Delaware, 2015

Bachelor of Arts, History; Bachelor
of Music, Instrumental Performance
Chapman University, 2013

Honors & Distinctions

California Preservation Foundation,
Guest Speaker

Professional Affiliations

Los Angeles Conservancy
National Trust for Historic
Preservation
Preserve Orange County
US Green Building Council
Vernacular Architecture Forum

MOLLY IKER-JOHNSON

ASSOCIATE ARCHITECTURAL HISTORIAN/ STAFF PHOTOGRAPHER

Experience Profile

Molly Iker-Johnson joined Historic Resources Group in 2014. She holds a Master of Arts in Historic Preservation from the University of Delaware, a Bachelor of Arts in History and a Bachelor of Music in Instrumental Performance from Chapman University, and a Certificate in Photography from Glendale Community College.

At Historic Resources Group, Molly works on historic resources surveys, historic context statements, historic resource assessments, National Register nominations, Historic American Building Survey documentation, and landmark photography. She has worked on several large-scale historic resources surveys, collaborated on historic context statements, and authored successful National Register nominations.

Prior to joining HRG, Molly worked at the Center for Historic Architecture and Design, a historic preservation organization located at the University of Delaware, as a Graduate Research Assistant. Her responsibilities included assisting with large format re-photography of early 20th century glass plate photographs taken by Delaware seed analyst Roydon Hammond, aiding in the compilation of inventories of historically significant sites along Delaware's Byways, and creating photographic databases of historic sites along Delaware's Byways and Newark, Delaware's Main Street.

Molly Iker-Johnson meets the *Secretary of the Interior's Professional Qualifications Standards* in History and Architectural History.

Selected Project Experience

City of Goleta Historic Preservation Program
City of Santa Monica Citywide Survey Update
City of South Pasadena Citywide Survey Update
Chapman University VPOA Packing House Adaptive Reuse
Peter Drucker House National Register Nomination
Lydia D. Killefer School National Register Nomination
Frank Thomas House National Register Nomination
Hulett C. Merritt Mansion Pasadena Landmark Nomination