

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2008-4978-HCM

HEARING DATE: January 15, 2009
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 701 South Hill St.
Council District: 9
Community Plan Area: Central City
Area Planning Commission: Central
Neighborhood Council: Downtown Los Angeles
Legal Description: FR4 of Mueller Subdivision of
the North ½ of Block 26 Ord's Survey

PROJECT: Historic-Cultural Monument Application for the
FOREMAN & CLARK BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

**OWNER/
APPLICANT:** Kyung Ku Cho c/o Young Ju Kwon
3200 Wilshire Blvd. #1100
Los Angeles, CA 90010

**OWNER'S
REPRESENTATIVE:** Robert Chattel
Chattel Architecture, Planning, and Preservation
13417 Ventura Blvd.
Sherman Oaks, CA 94123

RECOMMENDATION **That the Cultural Heritage Commission:**

1. **Take the property under consideration** as a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.10(c)4 because the application and accompanying photo documentation suggest the submittal may warrant further investigation.
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP
Director of Planning
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[SIGNED ORIGINAL IN FILE]

Ken Bernstein, AICP, Manager
Office of Historic Resources

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Prepared by:

[SIGNED ORIGINAL IN FILE]

Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: November, 2008 Historic-Cultural Monument Application
ZIMAS Report

SUMMARY

Built in 1929 and located in the downtown area, this 13-story commercial building exhibits character-defining features of Art Deco-Gothic architecture. The subject building is rectangular in plan and located at the intersections of 7th Street and Hill Street. The subject building has two primary facades clad in concrete and terra cotta arranged in the classic base-shaft-capital composition. The four lower levels are defined by large display windows with decorative detailing on the metal window surrounds. Above the third level, a denticulated cornice wraps the street facades. The fourth through eleventh floors feature a middle inset bay setback from the base, creating two tower wings facing Hill Street. Rows of 16 double-hung windows run along the main elevation on Hill Street with 10 double-hung steel windows along the 7th Street elevation. Windows have bands of denticulation and decorative elements at their base. Above the fourth floor, the windows on the tower wings have projecting corbelled balconies. At the rooftop aligned with the inset bay, a mechanical penthouse rises an additional two stories with double height window openings, creating an open arcade. The rooftop of the tower wings exhibits decorative inset spandrel panels. Significant interior spaces include a main lobby space with marble and ornate brass elevators and hallways with marble flooring.

The proposed Foreman & Clark Building historic monument was designed by the architectural firm of Curlett & Beelman Architects, consisting of Alexander Curlett (1880-1942) and Claud Beelman (1884-1963). This firm is responsible for the design of several Historic-Cultural Monuments (HCM) such as the Park Plaza Hotel (1924; HCM #267), Garfield Building (1925; HCM #121), and Barker Brothers Building (1925; HCM #356). The subject building was constructed as the flagship building for a Los Angeles-based chain of men's clothiers department store, Foreman & Clark, established by businessmen Winfield Amos Foreman (1875-1932) and A.J. Clark. These department stores were recognized for their distinctive second-story locations and upper floor display windows.

The subject building appears significant as a well-preserved example of Art-Deco-Gothic style architecture and for its association with the commercial development of 7th Street in the early part of the 20th century.

Later additions to the subject property include alteration of storefronts and some interior spaces.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

FINDINGS

Based on the facts set forth in the summary and application, the Commission determines that the application is complete and that the property is significant enough to warrant further investigation as a potential Historic-Cultural Monument.



CULTURAL HERITAGE COMMISSION

HISTORIC-CULTURAL MONUMENT APPLICATION

SIGNIFICANCE WORK SHEET

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

Complete One or Both of the Upper and Lower Portions of This Page

ARCHITECTURAL SIGNIFICANCE

THE _____ IS AN IMPORTANT EXAMPLE OF
NAME OF PROPOSED MONUMENT

ARCHITECTURE
ARCHITECTURAL STYLE (SEE LINE 8)

AND MEETS THE CULTURAL HERITAGE ORDINANCE BECAUSE OF THE HIGH QUALITY OF ITS DESIGN AND THE RETENTION OF ITS ORIGINAL FORM, DETAILING AND INTEGRITY.

A N D / O R

HISTORICAL SIGNIFICANCE

THE _____ WAS BUILT IN _____
NAME OF PROPOSED MONUMENT YEAR BUILT

NAME OF FIRST OR SIGNIFICANT OTHER WAS IMPORTANT TO THE

DEVELOPMENT OF LOS ANGELES BECAUSE _____

HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1. NAME OF PROPOSED MONUMENT _____
2. STREET ADDRESS _____
CITY _____ ZIP CODE _____ COUNCIL DISTRICT _____
3. ASSESSOR'S PARCEL NO. _____
4. COMPLETE LEGAL DESCRIPTION: TRACT _____
BLOCK _____ LOT(S) _____ ARB. NO. _____
5. RANGE OF ADDRESSES ON PROPERTY _____

6. PRESENT OWNER _____
STREET ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____ PHONE (____) _____
OWNERSHIP: PRIVATE _____ PUBLIC _____
7. PRESENT USE _____ ORIGINAL USE _____

DESCRIPTION

8. ARCHITECTURAL STYLE _____
(SEE STYLE GUIDE)
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORK SHEET. 1 PAGE MAXIMUM)

HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT _____

10. CONSTRUCTION DATE: _____

11. ARCHITECT, DESIGNER, OR ENGINEER _____

12. CONTRACTOR OR OTHER BUILDER _____

13. DATES OF ENCLOSED PHOTOGRAPHS _____

(1 8X10 BLACK AND WHITE GLOSSY AND 1 DIGITAL E-MAILED TO CULTURAL HERITAGE COMMISSION@LACITY.ORG)

14. CONDITION: EXCELLENT GOOD FAIR DETERIORATED NO LONGER IN EXISTENCE

15. ALTERATIONS _____

16. THREATS TO SITE: NONE KNOWN PRIVATE DEVELOPMENT VANDALISM PUBLIC WORKS PROJECT

ZONING OTHER _____

17. IS THE STRUCTURE: ON ITS ORIGINAL SITE MOVED UNKNOWN

SIGNIFICANCE

18. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE: INCLUDE DATES, EVENTS, AND PERSON ASSOCIATED

WITH THE SITE (SEE ALSO SIGNIFICANCE WORK SHEET. 750 WORDS MAXIMUM IF USING ADDITIONAL SHEETS)

19. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) _____

20. DATE FORM PREPARED _____ PREPARER'S NAME _____

ORGANIZATION _____ STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____ PHONE (____) _____

Description

The Foreman & Clark building is a 13-story reinforced concrete frame commercial building with overpainted limestone cladding located at the southwest corner of West 7th and South Hill Street in downtown Los Angeles, in a dense, urban setting (Attachment A, figures 1-3 and photographs 1-31; Attachment B, 1983 survey form for the Foreman & Clark building).¹ The building is configured as a simple rectangle in plan, but its massing is articulated in two distinct parts. The building rises from the 1st floor to the 4th floor to form a square plinth, but on floors above breaks at the center with a large void that creates a U-shaped mass facing Hill Street which is the principal façade. Decorative horizontal banding also occurs at several floors and works to visually break up building massing. While the overall design of the building is Art Deco in style and form, some decorative elements are drawn from English Gothic precedents as a theme.²

The façade is arranged in a classical division of base, shaft and capital. The base of the building is composed of the first four floors and is three bays wide facing Hill Street. The first three floors of the base have large display windows with decorative detailing on the metal window surrounds. These window enframements feature dimensional relief with various plant motifs and corbels in the shape of figurative heads. A small amount of terrazzo sidewalk is located near the center of the Hill Street façade at the old entrance to the Foreman & Clark men's clothing store. Above the third floor, a denticulated cornice wraps the street façades and marks a transition in the window surrounds from the lower three floors of the base to the 4th floor.

The 4th floor acts as a transition floor in the composition of the façade. While including the three bay rhythm of the lower three floors, the 4th floor incorporates the new rhythm of bays for the upper portion of the building. Above the 4th floor, a horizontal band composed of three projecting corbelled balcony elements within a frieze demarcates the termination of the base of the building before it rises as a tower.

The upper floor façade on Hill Street is 16 bays wide, while the 7th Street façade is 10 bays wide. Each of the two tower wings is five bays wide rising above the 4th floor below. The inset portion of the building above the 4th floor is setback six bays from the façade and is six bays wide. At the rooftop, aligned with the upper floor Hill Street setback, a mechanical penthouse rises an additional two stories with a double height, open arcade facing east.

Upper office floors have a strong vertical emphasis reinforced by inset spandrel panels in paired and tripartite groupings. Each upper floor wing is identically detailed with the middle bays being the most heavily articulated with fluted piers separating three central window bays with paneled spandrels. These central bays are flanked by unadorned block-like piers with a somewhat narrower window at each corner. Windows are generally one-over-one double hung steel sash.

Horizontal banding above the 11th and 13th floors serves to differentiate the top-most portion of the building from the floors below. "The crowning two-story attic floors are set off from the shaft below by a belt course and spandrels of quatrefoil design [at the 11th floor]."³ Here, architectural decoration is more

¹ Attachment A: Photographs 1-27 are contemporary photographs, photographs 28-31 are historic photographs. Figures 1-2 are location maps, Figure 3 are the original basement to typical upper floor plans, Figure 4 is an advertisement for the Foreman & Clark building from the *Los Angeles Times* dated 11 October 1928. Attachment B: 1983 DPR survey form for the Foreman & Clark building.

² The building has been variously described as "neo-gothic," "Renaissance Revival/Neo-Gothic," and in an opening advertisement from 1928 which states "The architectural motif is modern Gothic." (This advertisement is attached as figure 3.)

³ Stephen Fader, *Seventh Street Mecca for Merchants: A Walking Tour Sponsored by the Los Angeles*

articulated than elsewhere, and serves to highlight this portion of the building as its crowning element. “Above the eleventh floor the style of the building veers to the Neo-Gothic variation of Art Deco.”⁴ At the parapet and penthouse floors, above segmentally arched window heads, a decorative frieze with tracery bands the façade and *bas-relief* armored figures accentuate end bays. A second frieze of tracery on the penthouse repeats the motif seen over the 13th floor.

The south and west secondary elevations are utilitarian and clad in painted concrete or stucco. Double hung steel sash windows are typical. A corner element from the Hill Street façade wraps around the south elevation.

The interior of the building contains retail spaces at the 1st floor and office spaces on the upper floors. Upper floors are generally arranged with double loaded corridors. The 2nd through 4th floors, which were originally a department store, now recreate the pattern of double loaded office corridors of the floors above. Above the 4th floor, original corridors have marble floors, high base and wall cladding, and in many instances large expanses of glazing, as well as glazed doors and transoms. The basement space is generally utilitarian and continues to serve as support space for the 1st floor retail tenants.

Alterations

Overall, the building has a high level of integrity. The 1st floor evidences the building’s historic use with contemporary storefronts on both Hill and 7th Streets, while the upper floors above are remarkably intact. Despite this, 1st floor retail storefronts and the original building and men’s clothing store entrance have all been altered; including removal of a substantial canopy that at one time ran the full width of the upper floor setback in the center of the Hill Street façade. These alterations were likely made after 1960. A significantly smaller retail entry replaces the original entry and only serves one of the first floor retail tenants. The building entrance was also moved to the westernmost bay on 7th Street with a new, contemporary canopy in the 1990s. The upper floors continue to be used for office space, though principally in support of jewelry manufacturing and wholesaling, rather than clothing wholesaling as they did at one time. Although some of the upper floors have been altered, most of the upper floor corridors above the 4th floor retain original fabric, such as marble floors and marble wall cladding. Office spaces exhibit various alterations including suspended ceilings with lay-in acoustical tile.

Despite removal of the canopy on Hill Street and alterations to storefronts on the 1st floor, the overall shape and configuration of bays and character of the building remains intact. The building retains integrity of design, workmanship, material, location, setting, feeling and association.

Significance

The Foreman & Clark building was created as part of expansion of the early Broadway shopping district to the west along West 7th Street, following a trend that started with Bullock’s and later included J.W. Robinson Company. Foreman & Clark was a national chain of men’s clothiers based in Los Angeles that included both manufacturing and retailing enterprises. The Foreman & Clark building is a unique combination of department/men’s clothing store, utilizing upper floor display windows that were part of the Foreman & Clark brand, and a Gothic-themed office tower. The Foreman & Clark building’s period of significance ranges from its completion in 1929 to the early 1960s when it appears the business ceased to operate from this location. Designed by notable local architects Curlett & Beelman, it is remarkable

Conservancy (Los Angeles Conservancy, 1986).

⁴ Richard Starzak, Department of Parks and Recreation (DPR) Survey Form for Foreman & Clark building, in “Determination of Eligibility Report Los Angeles Central Business District,” Roger G. Hatheway & Associates, 1983, 97.

example of Art Deco design with a Gothic theme worthy of local landmark designation. The Foreman & Clark building's period of significance ranges from its completion in 1929 to the early 1960s when it appears the business ceased to operate from this location.

The concentration of department stores in downtown was one of Los Angeles most unique characteristics. Department stores in the 1920s gave birth to the modern shopping center with everything under one roof. The department store revolutionized the entire shopping experience, from their newly introduced credit policies, to the availability and assortment of goods. Retail activity in Los Angeles, particularly department stores, was concentrated on Broadway, along with office buildings and numerous live performance and motion picture theaters. The first major department store retailer to shift focus to 7th Street was Arthur T. Letts, who started the Broadway Department Store in 1896 at 4th Street and Broadway. In 1906, Letts,

...acquired a partially constructed store at the northwest corner of Broadway and Seventh Street. He finished the building and named his new business for the superintendent of the Broadway Department Store, John Bullock. Bullock's original building was the first of eight separate structures in the Bullock's complex. Highly successful, Bullock's was in operation at this location for more than 70 years.⁵

As quoted in the *Los Angeles Sunday Times* in 1912,

The shopping district of Los Angeles is once again on the move. The sensational jump at this time is exactly at right angles to the supposed line of greatest business movement [Broadway]... John Brockman, local capitalist and mining financier, is the latest pioneer. He is so sure he can swing the retail shopping center westward that he is preparing to stake a million dollars on his belief.⁶

Because of Brockman's aggressive acquisition and marketing, 7th Street became the dominant high-end retail and office district it was for most of the 20th century. Brockman enticed Joseph Winchester Robinson, who founded the Boston Dry Goods Store in 1883, to relocate to 7th Street. In 1915, the new J.W. Robinson Company's store opening at 7th Street and Grand Avenue firmly established the new 7th Street shopping district. Between 1900 and 1920, many retailers started, relocated, or expanded their business in the newly active 7th Street area. Foreman & Clark moved to 7th Street during this expansion period and continued the development pattern first established by Brockman.

Winfield Amos Foreman (1875-1932) and A.J. Clark were young entrepreneurs who had some knowledge of the clothing business when they opened their first shop in 1909.⁷ Before arriving in Los Angeles, Forman had worked as a clerk for retailers in Salt Lake City, Denver and Seattle. "One day he quit The Hub and began with \$310 a little second story clothing store in an office room at 3rd and Main Streets."⁸ "A friend who knew these young men at the time says: 'They went out after business with suits on their arms.'⁹ Foreman & Clark were so successful they soon opened other locations:

⁵ Francesca L. Geisey Smith, "The Selling of Broadway," from "On Broadway: Organizational Outline to the Guide for the Broadway Theater and Commercial Historic District, Los Angeles," unpublished manuscript, Community Redevelopment Agency of the City of Los Angeles, February, 1989.

⁶ *Los Angeles Sunday Times*, "Nerve or Foresight? Seventh and Grand May Be New Shopping Center" 28 January 1912, V-1.

⁷ *Los Angeles Times*, "Foreman-Clark Building Lien Offering Soon," 10 January 1928, 10. By 1917, Foreman and his brother were in possession of the business.

⁸ *Los Angeles Times*, "Foreman Burial Planned," 12 February 1932, A1.

⁹ "Foreman Burial Planned," A1.

The expansion of the business came by opening a store at San Diego in 1913, another at Oakland in 1914, a second store at Los Angeles occupying the location at Fifth and Broadway, a store in San Francisco in 1919, and in later years established a factory in New York City for the manufacture of some of their garments.¹⁰

At the time of Foreman's death in 1932, the business encompassed 12 stores and five factories from Los Angeles to New York.¹¹ The success of Foreman & Clark was due in large measure to their renting out the 1st floor of their retail stores. In advertising the opening of their 7th and Hill store, Foreman & Clark highlighted their distinctive 2nd floor locations,

In Los Angeles we originated the idea of the Upstairs Stores...distinctively Foreman & Clark. Today it insures an annual saving of nearly \$1,000,000 to our customers. In this city we also originated and then nationalized our famous slogan, 'Trade Upstairs and save \$10' which expresses the minimum saving to our customers effected through buying, manufacturing, distributing and retailing economies.¹²

In the 1928 offering by Foreman & Clark, Inc. for the construction of the building at 7th and Hill Streets their rags to riches story describes a detailed history of the company.

Foreman & Clark, Inc. and Foreman & Clark Manufacturing Company are affiliated companies engaged in the manufacture and sale of popular priced men's suits and overcoats. These nationally known manufacturing and selling companies of today with net worth of over \$5,180,000 are an outgrowth of a small upstairs store opened in Los Angeles with a capital of \$310. Annual retail sales of Foreman & Clark, Inc. are about \$7,500,000. A chain of 10 retail clothing stores is operated in New York, Chicago, Los Angeles, San Francisco, St. Paul, Des Moines, Kansas City, Oakland and San Diego. Modern business methods have been applied to every activity, and quantity production has made lower prices possible while maintaining very satisfactory profits. While salesrooms without exception are located in excellent retail districts, second floor locations are utilized in the saving of rent effected has been one of the important factors in the success of the company. Modern manufacturing plants are operated in New York City, Watervliet, Troy and Corning, New York and Sayre, Pennsylvania, in which most of the clothing sold by the retail stores is manufactured. All retail sales are on a cash basis.¹³

The building that housed Foreman & Clark on the 2nd through 4th floors was an exclusive men's clothing store, which was also active in military uniform market. Upon completion, the Forman & Clark building was recognized as one of Los Angeles' finest office buildings, housing among the best and most successful retail men's clothing stores.¹⁴ The building also served as Forman & Clark's headquarters with advertising, buying office and display departments located at 705 South Hill Street. The business appears to have operated at this location until at least the early 1960s and elsewhere for 90 years until its operations ceased in 1999.¹⁵

¹⁰ John Steven McGroaty, *Los Angeles From the Mountains to the Sea, Vol III* (Chicago: The American Historic Society, 1921) 914-916.

¹¹ A.J. Clark left the business in 1916, and Loren Owen Forman, Winfield's bother, joined the business at about this time and continued to operate the business his brother's death. Winfield A. "Bill" Forman, Jr. apparently worked in the family business from approximately 1937 until 1950. *The Seattle Times*, "Businessman always dressed to the nines," 11 November 2005.

¹² Advertisement for the Foreman & Clark building from *Los Angeles Times*, 11 October 1928, 9.

¹³ *Los Angeles Times* "Foreman-Clark Building Lien Offering Soon," January 10, 1928, 10.

¹⁴ "Foreman-Clark Building Lien Offering Soon."

¹⁵ "Businessman always dressed to the nines."

The Foreman & Clark building is a notable work of Art Deco, Gothic-themed architecture by the prominent local architecture firm of Curlett & Beelman Architects. Alexander “Aleck” Curlett (1880-1942) and Claud Beelman (1884-1963)¹⁶ were in partnership as Curlett & Beelman Architects from 1919 until 1932.¹⁷ In 1905, Beelman received the Harvard Scholarship from the Architectural League of America. Following his formal education, he worked in the Midwest and South. Beelman arrived in Los Angeles in 1921 just as the building boom of the 1920s was gaining momentum. He obtained his license and soon went into partnership with Alexander Curlett, whose father, William Curlett (1845-1924), had already established a significant architectural practice in San Francisco and Los Angeles.¹⁸

The Curlett & Bellman firm proved to be one of the most successful architectural teams in the City of Los Angeles during the 1920s. They were well known for their large scale and elegant architecture. The firm planned, designed and superintended the construction of most of their buildings.¹⁹ It is recognized for the design of the following buildings, many of which are designated as Historic-Cultural Monuments and/or are listed in the National Register of Historic Places: Barker Brothers (1925), Elks Temple (1922),²⁰ Pershing Square Building (1923),²¹ Insurance Exchange Building (1924), Cooper Building (1923), Garfield Building (1928), Union Bank building (1925), LA Fur Mart Building (1925), Commercial Club: Hotel Case (1926), Harris Newark Building (1926), Board of Trade Building (1927), and Culver Hotel in Culver City (1924), as well as buildings in Pasadena and Long Beach.²²

The Foreman & Clark building is a significant example of a creative department store hybrid design with an office building. Curlett & Beelman’s Foreman & Clark building was designed with the intention that it was going to be a men’s clothing store from the 2nd floor through 4th floor, with upper floors as office space. The design of department stores at the time required use of new building materials, such as glass, lighting devices, and in-store people movement, which led to new store design, among other engineering and architectural innovations. The 2nd and 3rd floor display windows at the Foreman & Clark building were unique.

As stated by Paul Gleye about Art Deco architecture in Los Angeles, “The verticality and message of power were both expressed through the frequent use of Gothic elements—particularly the heavy towers.”²³ While Bullock’s Wilshire (1929) is probably the most recognized and exuberant work of Art Deco department store architecture in Los Angeles, its predecessors, such as the Foreman & Clark building set the stage and deserves recognition as well.

The Foreman & Clark building is eligible for designation as a Historic-Cultural Monument for its association with the economic history of Los Angeles as a 1920s-era department store that helped expand the early retail core from South Broadway to West 7th Street. It is also significant for its association with

¹⁶ The spelling of Mr. Beelman’s first name is alternatively given as Claud.

¹⁷ Henry F. Withey & Elsie Rathburn Withey, *Biographical Dictionary of American Architects*, (Hennessey & Ingalls, Inc, 1970), 153.

¹⁸ National Register of Historic Places Nomination Form for Garfield Building, prepared by Martin Weil, 1982.

¹⁹ *Los Angeles Times*, “Modern Office Edifice is Model Safety: Architects Combine Beauty and Efficiency in Design of Massive Structure,” November 20, 1924, 11.

²⁰ *Los Angeles Times*, “Monumental Edifice in Westlake Park District to House Los Angeles Elks Organization,” March 9, 1924, D1.

²¹ “Modern Office Edifice is Model Safety,” 11.

²² Richard Starzak, “Architects, Architectural Firms, and Builders Represented in the Los Angeles Central Business District,” in “Determination of Eligibility Report Los Angeles Central Business District,” Roger G. Hatheway & Associates, Community Redevelopment Agency of the City of Los Angeles, 1983 xxi.

²³ Paul Gleye, *The Architecture of Los Angeles*, (Los Angeles: Rosebud Books, 1981), 125.

the Foreman & Clark department/men's clothing store, which operated on the 2nd through 4th floors and rented out the 1st floor to other retailers in a business model that became part of its nationwide advertising as the "World's Largest Upstairs Clothiers." The Forman & Clark building is also eligible as a significant example of Art Deco design with a Gothic theme by the local master architects Curlett & Beelman. In terms of its design, the 2nd and 3rd floor display windows were particularly innovative.

Sources

Gleye, Paul, *The Architecture of Los Angeles*, (Los Angeles: Rosebud Books, 1981).

McGroarty, John Steven, *Los Angeles From the Mountains to the Sea, Vol III*, (Chicago: The American Historic Society, 1921).

Withey, Henry F. & Elsie Rathburn, *Biographical Dictionary of American Architects*, (Los Angeles: Hennessey & Ingalls, Inc, 1970).

Fader, Stephen, "7th Street Mecca for Merchants: A Walking Tour Sponsored by the Los Angeles Conservancy", (Los Angeles Conservancy, 1986).

Giesey Smith, Francesca L., "The Selling of Broadway," from "On Broadway: Organizational Outline to the Guide for the Broadway Theater and Commercial Historic District, Los Angeles," unpublished manuscript, Community Redevelopment Agency of the City of Los Angeles, February 1989.

Starzak, Richard, Department of Parks and Recreation (DPR) Survey Form for Foreman & Clark building, in "Determination of Eligibility Report Los Angeles Central Business District," Roger G. Hatheway & Associates, Community Redevelopment Agency of the City of Los Angeles, 1983, 95-99.

Starzak, Richard, "Architects, Architectural Firms, and Builders Represented in the Los Angeles Central Business District," in "Determination of Eligibility Report Los Angeles Central Business District," Roger G. Hatheway & Associates, Community Redevelopment Agency of the City of Los Angeles, 1983, xxi.

National Register of Historic Places Nomination Form for Garfield Building, Martin Weil, 1982.

Los Angeles Sunday Times, "Nerve or Foresight? Seventh and Grand May Be New Shopping Center," 28 January 1912, V-1.

Los Angeles Times, "Gigantic Downtown Structures Will Change Los Angeles Skyline; Apartments also planned," 15 July 1923, V1.

Los Angeles Times, "Monumental Edifice in Westlake Park District to House Los Angeles Elks Organization," 9 March 1924, D1.

Los Angeles Times, "Modern Office Edifice is Model Safety: Architects Combine Beauty and Efficiency in Design of Massive Structure," 20 November 1924, 11.

Los Angeles Times, "Foreman-Clark Building Lien Offering Soon", 10 January 1928, 10.

Los Angeles Times, "Foreman Burial Planned," 12 February 1932, A1.

The Seattle Times, "Businessman always dressed to the nines," 11 November 2005.

Foreman & Clark building
Historic-Cultural Monument Application

Attachment A: Figures and Photographs
Attachment B: 1983 DPR Survey Form for
the
Foreman & Clark building

Attachment A: Figures and Photographs

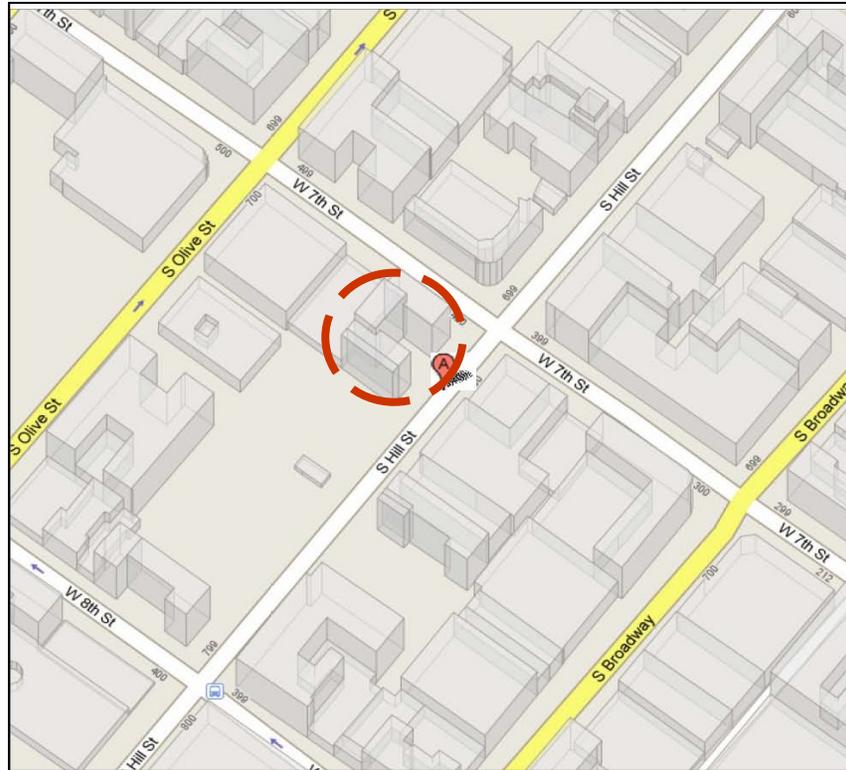


Figure 1: Site map, Foreman & Clark Building. (Google Map Data, Sandborn Maps, 2008)

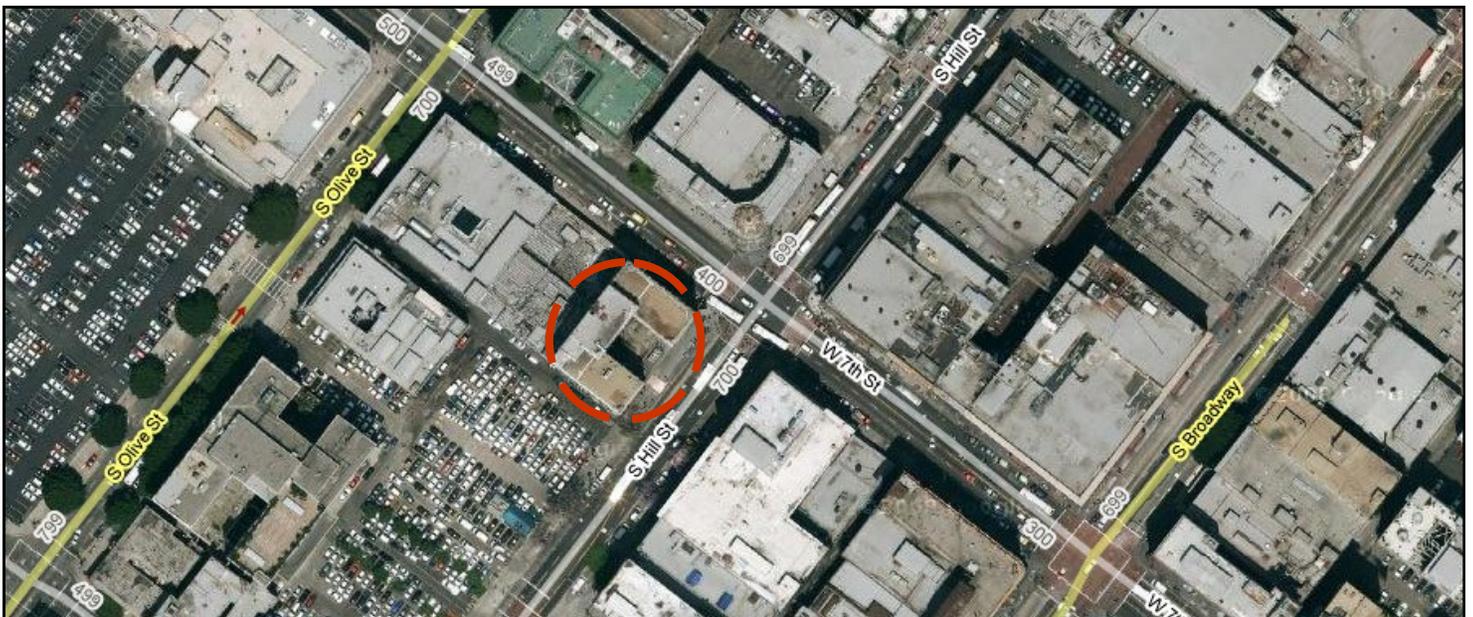


Figure 2: Aerial view of Foreman and Clark building. (Google Map Data, Tele Atlas, 2008)

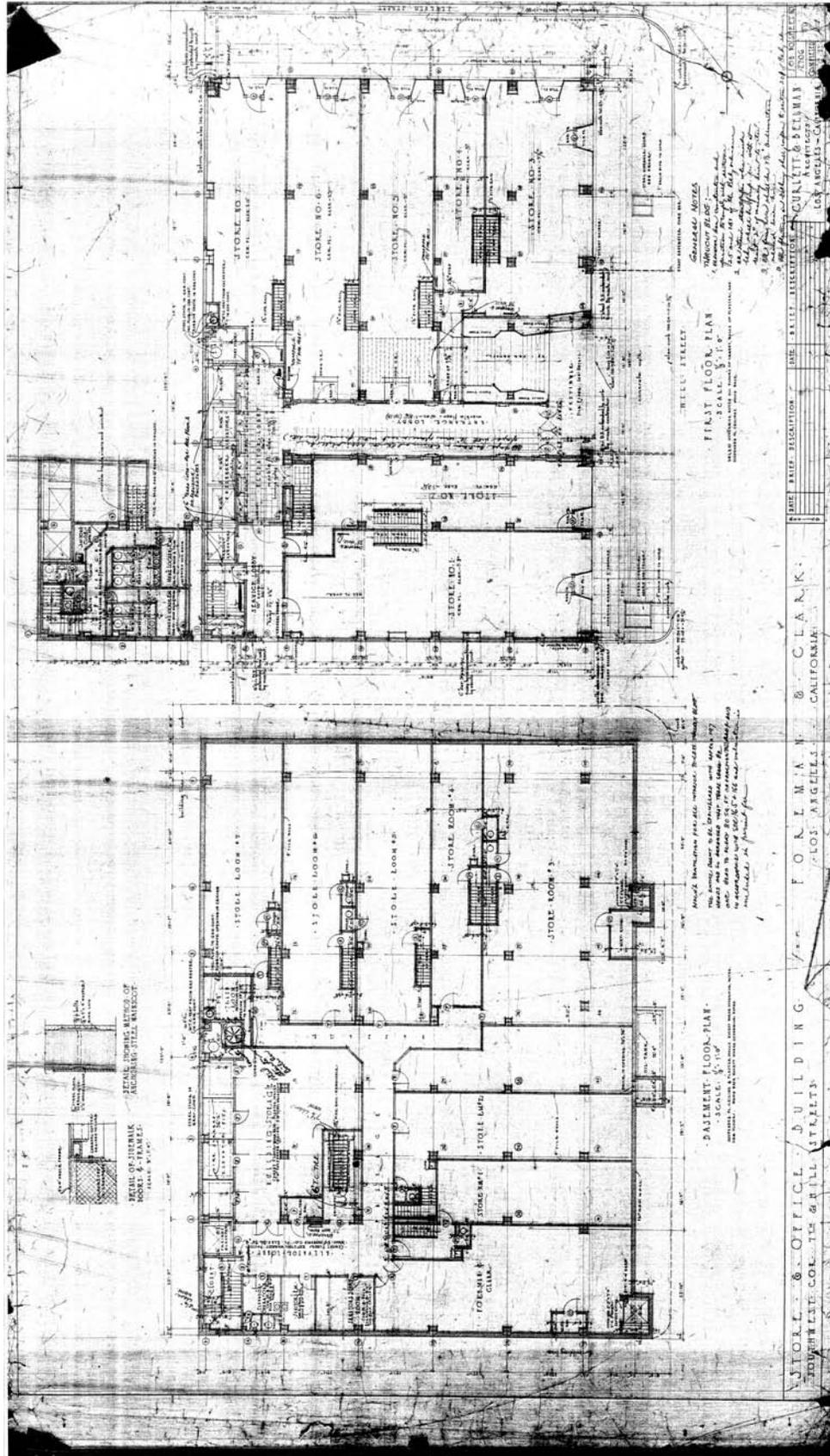


Figure 3a: Construction plans for the basement and first floors of the Foreman & Clark building. (Curlett and Beelman Architects.)

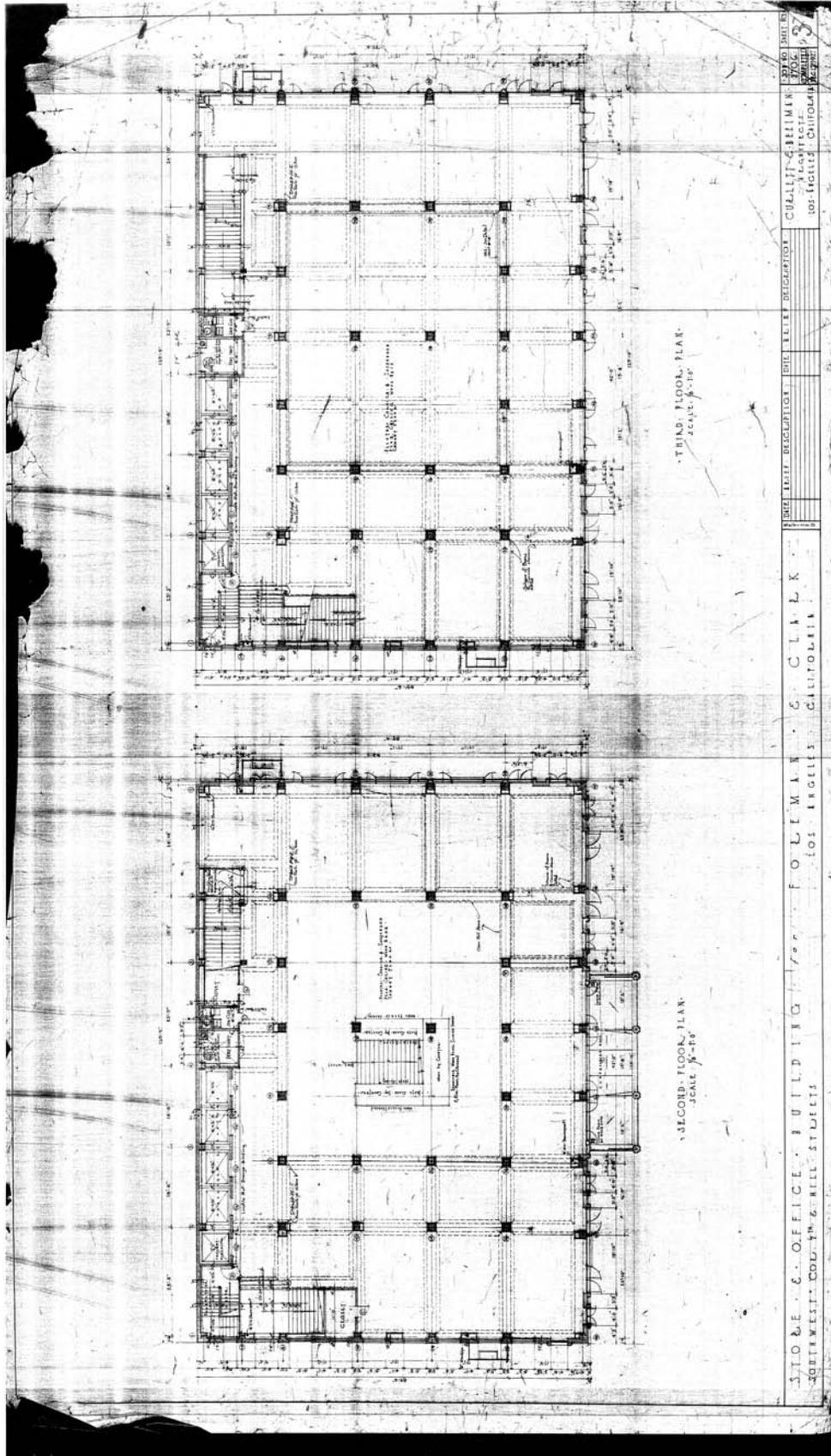


Figure 3b: Construction plans for the 2nd and 3rd floors of the Foreman & Clark building. (Curllett and Beelman Architects.)

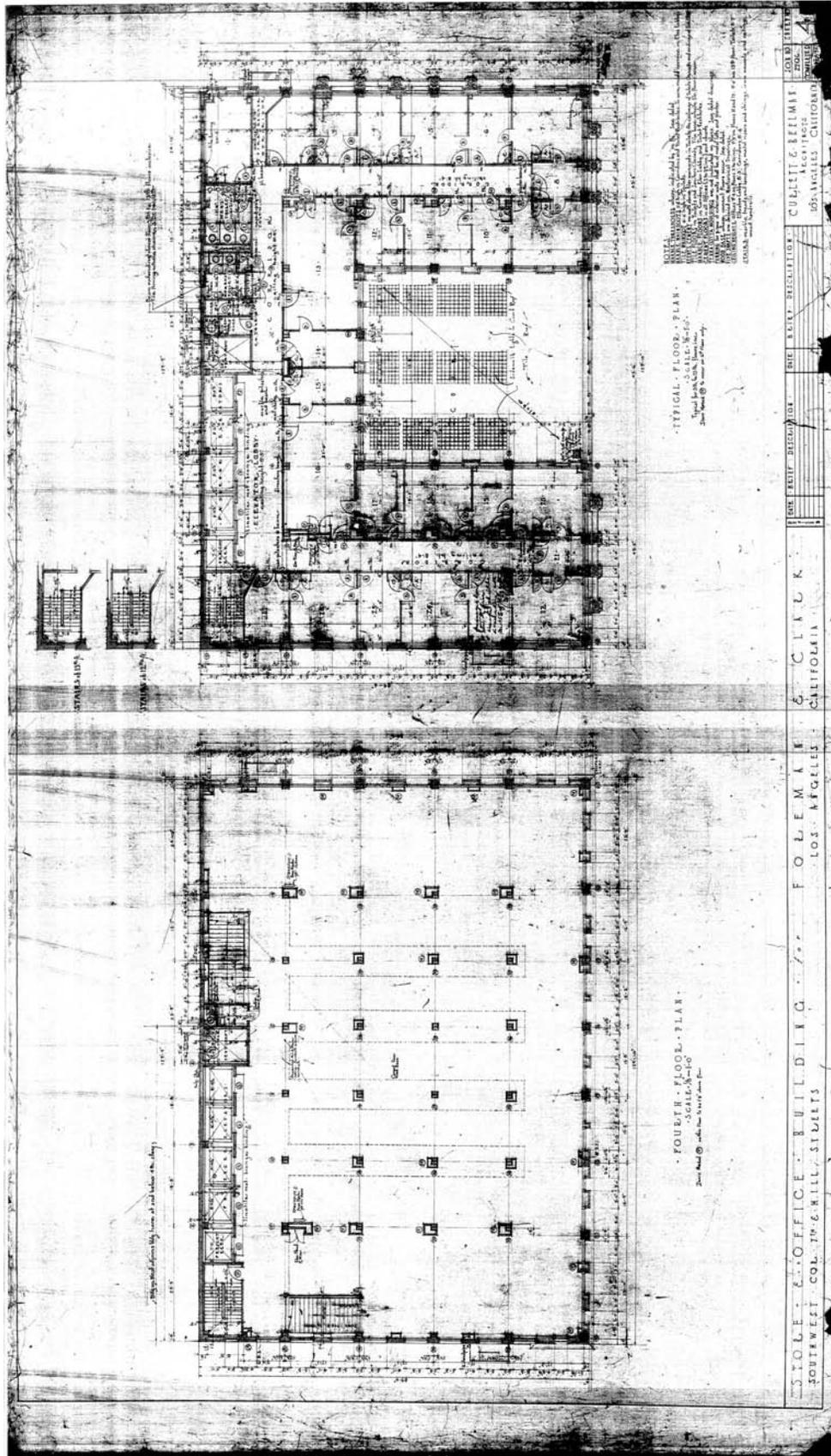


Figure 3c: Construction plans for the 4th and upper floors of the Foreman & Clark building. (Curllett and Beelman Architects.)

1909 PUBLIC CONFIDENCE 1928
built this building

**Corner Seventh and Hill
 Opening Saturday, October 13th**

More than steel and stone It is supremely fitting that Los Angeles should be the site of the new Foreman Building. In its impressive Gothic lines are written the story of Los Angeles' support and encouragement. She cradled our infancy. Had her appreciations been withheld, not only would the Foreman Building have been impossible, but every other link in our chain of Upstairs Stores from Coast-to-Coast.

We cordially invite you Visit our newest home, occupying the Second, Third, and Fourth Floors of our own building. We open the doors at 9 a.m. Saturday, October 13th. For years we have looked forward to this occasion. We earnestly ask you to join us in commemorating that which your faith in us, in our methods and ideals made possible. Inspect every feature of the three floors reserved for our business. Each floor has 11,604 square feet. Rapidly increasing business demanded more commodious quarters, more extensive facilities, a more closely knit organization.

Originated in Los Angeles In recalling the history of 19 years that have elapsed, we say with pride and satisfaction that the lure of selfish advantage never tempted us to lower the F & C standard of a square deal to each and every customer. In spirit and in purpose we are today as we were then. In Los Angeles we originated the idea of Upstairs Stores...distinctively Foreman & Clark. Today it insures an annual saving of nearly \$1,000,000 to our customers. In this city we also originated and then nationalized our famous slogan, "Trade Upstairs and Save \$10" which expresses the minimum saving to our customers effected through buying, manufacturing, distributing and retailing economies.

Service after your purchase You are familiar with our free Service-After-Purchase. In our new home you will be pleased to note the complete provision made to take care of every customer-need, promptly and efficiently. Our heart is warmly enlisted in this outstanding F & C feature. It meets a real community need. With a sale, our service to a customer begins...not ends.

Brand New Clothing On our long tiers of iron racks, conveniently arranged, you will see our latest clothing models. Everything is fresh from our factories. New fabrics, exquisite patterns, wonderful weaves, advanced styles, faultless tailoring will intrigue your eye. All garments have been made and shipped especially for this signal occasion. Every facility of our national organization has been enlisted to make this opening the most memorable in the history of the retail clothing industry!

\$10,000,000 guarantee We give elsewhere our iron-clad, double-barrelled Written Guarantee. It is exclusively an F & C feature...our pledge of good faith as both manufacturer and retailer. We operate our factories on a 6% overhead...eliminate the middleman...and cut retail profit to 5% a garment. Advantageous downstairs and upstairs leases give us free rent for the floors occupied by us...a saving that is passed on to you. We ship new styles daily from our factories to our Upstairs Stores from Coast-to-Coast.

Again, we cordially invite you to visit our newest Los Angeles Home, corner 7th and Hill Streets. It is the crowning achievement of our history. Tremendous preparations have been made and you will keenly enjoy every moment spent under our roof. Doors open Saturday 9 a. m. to 9 p. m.

Our New Upstairs Store—Corner 7th and Hill
 THE NEW 12 story, limit height Foreman Building challenges comparison with any business structure of like dimensions in America. The architectural motif is modern Gothic. It is ultra modern in every appointment and convenience. Foreman & Clark occupy the entire Second, Third and Fourth Floors.

5 F & C REASONS
 1. Superior Quality
 2. Superior Service
 3. Superior Value
 4. Superior Selection
 5. Superior Satisfaction

This Written Guarantee
 We guarantee every garment we sell to be made of the best quality materials and to be made to order. If you are not satisfied, we will refund your money or exchange the garment for one of equal value.

Foreman & Clark Limited Service
 We guarantee every garment we sell to be made to order. If you are not satisfied, we will refund your money or exchange the garment for one of equal value.

Trade UPSTAIRS and Save \$10

FOREMAN AND CLARK
7th HILL

30 DAYS MONEY BACK GUARANTEE
35 DAYS MONEY BACK GUARANTEE

Time in an F & C Radio Program
 Friday Night Conducted by Wednesday Noon. KMTZ 8 to 9 p.m.
 KHJ 9 to 10 p.m. KFJ 10 to 11 p.m.

Time in an F & C Radio Program
 Friday Night Conducted by Wednesday Noon. KMTZ 8 to 9 p.m.
 KHJ 9 to 10 p.m. KFJ 10 to 11 p.m.

Figure 4: Advertisement for the Foreman & Clark building in the Los Angeles Times. (Los Angeles Times 1886-Current File), October 11 1928, 10-11.



Photograph 1: Overall view southwest, east (left) and north (right) façades. (Chattel Architecture, October 2008)



Photograph 2: Overall view northwest, south elevation (left) and east (right) façade. (Chattel Architecture, October 2008)



Photograph 3: Typical unaltered upper floor office corridor. (Chattel Architecture, October 2008)



Photograph 4: Overall view southwest, east (left) and north (right) façades. (Chattel Architecture, October 2008)



Photograph 5: Detail view north, east façade. (Chattel Architecture, October 2008)



Photograph 6: Detail view west at lower floors of east façade. (Chattel Architecture, October 2008)



Photograph 7: Detail view southwest of sidewalk detail at east façade. (Chattel Architecture, October 2008)



Photograph 8: Detail view west at upper floors of east façade. (Chattel Architecture, October 2008)



Photograph 9: Overall view northwest, south elevation (left) and east façade (right). (Chattel Architecture, October 2008)



Photograph 10: Detail view north at east bay of south elevation. (Chattel Architecture, October 2008)



Photograph 11: Detail view north at east bay of south elevation. (Chattel Architecture, October 2008)



Photograph 12: Detail view northeast, west (left) and south (right) elevations. (Chattel Architecture, October 2008)



Photograph 13: Detail view southwest of penthouse. (Chattel Architecture, October 2008)



Photograph 14: Detail view southwest of penthouse. (Chattel Architecture, October 2008)



Photograph 15: Basement elevator lobby. (Chattel Architecture, October 2008)



Photograph 16: Typical basement area showing sidewalk light. (Chattel Architecture, October 2008)



Photograph 17: Typical basement area. (Chattel Architecture, October 2008)



Photograph 18: Typical basement area. (Chattel Architecture, October 2008)



Photograph 19: Typical basement detail with stair. (Chattel Architecture, October 2008)



Photograph 20: Typical basement detail with stair. (Chattel Architecture, October 2008)



Photograph 21: Ground floor elevator lobby, view southwest. (Chattel Architecture, October 2008)



Photograph 22: Ground floor elevator lobby detail. (Chattel Architecture, October 2008)



Photograph 23: Contemporary extension of ground floor elevator lobby, view southwest. (Chattel Architecture, October 2008)



Photograph 24: Typical interior stair. (Image credit: Chattel Architecture, October 2008)



Photograph 25: Typical altered upper floor office corridor. (Chattel Architecture, October 2008)



Photograph 26: Typical upper floor interior office. (Chattel Architecture, October 2008)



Photograph 27: Penthouse interior. (Chattel Architecture, October 2008)



Photograph 28: View southwest, east (left) and north (right) façades 1931. (California Historical Society, digitally reproduced by the University of Southern California Digital Archive, CHS-14127)



Photograph 29: View southwest, east (left) and north (right) façades 1952. (Los Angeles Public Library)



Photograph 30: Typical interior view of the Foreman & Clark retail store with display windows, 1935. (Dick Whittington, Los Angeles Public Library Photo Database)

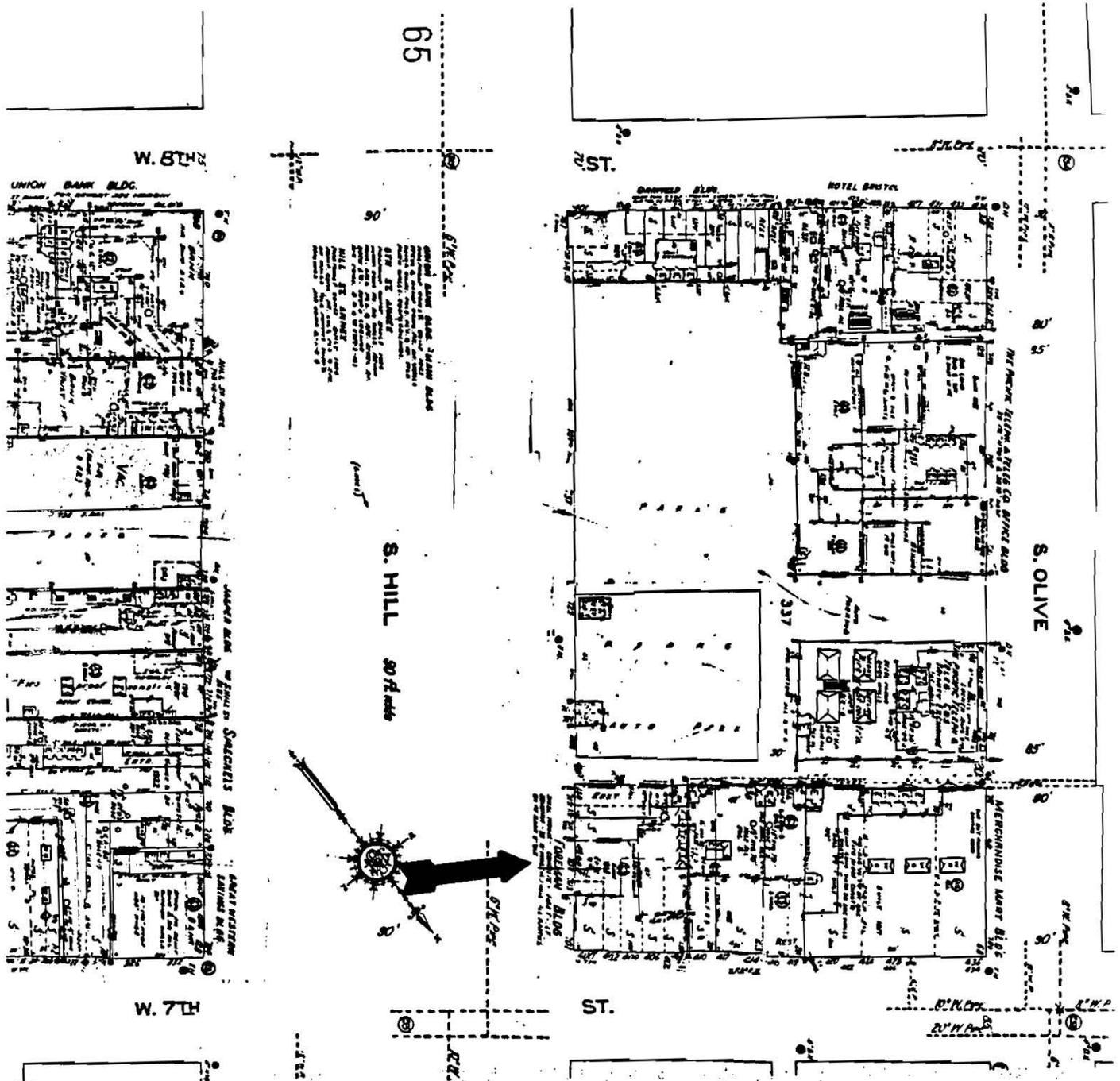


Photograph 31: Typical interior view jewelry workroom with display windows, 1983. (William Reagh, Los Angeles Public Library Photo Database)

Attachment B: 1983 DPR Survey Form
for the
Foreman & Clark building



*Foreman & Clark Building
701-715 South Hill Street*



State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

HISTORIC RESOURCES INVENTORY

HABS _____		HAER _____		NR _____		SHL _____		Loc _____	
UTM: A _____		B _____		C _____		D _____		Ser. No. _____	

IDENTIFICATION

- Common name: Foreman Building
- Historic name: Foreman & Clark Building
- Street or rural address: 701-715 South Hill Street
City Los Angeles Zip 90014 County Los Angeles
- Parcel number: Mueller Sub. of the North 1/4 of Block 26, Ord's Survey, Lots 4 & 5. Parcel 20.
- Present Owner: c/o Demetrious & Del Guercio, 408 Bl. Address: 601 W. 5th St., #1200.
City Los Angeles Zip 90017 Ownership is: Public _____ Private X
- Present Use: Commercial/ Offices Original use: Commercial/ Offices

DESCRIPTION

7a. Architectural style: Renaissance Revival/Neo Gothic

7b. Briefly describe the present physical description of the site or structure and describe any major alterations from its original condition: Located at one of the busiest intersections in downtown Los Angeles, the Foreman Clark Building is a thirteen story concrete commercial structure. While the lower portion of the building nods to the Renaissance Revival style, the upper reaches are uncompromisingly Neo Gothic. The principal facade is oriented to Hill Street. Over an altered ground level, the second and third stories are divided into three broad bays with decorative metal window surrounds. A denticulated cornice wraps the facade above the third floor. The fourth story establishes the fenestration for the upper stories. On each end, three bays of one-over-one sash are framed by bays with narrower sash, while the central bank contains six full-size bays. A panelled frieze embellished with shields and bosses and accented on either end with corbelled balconies terminates the base of the building. Beginning at the fifth floor, the central six bays are recessed a depth of six bays. Each wing is indentially detailed with the middle bays flanked by fluted piers, The remaining piers are unadorned; there are panelled spandrels between floors. Above the eleventh floor the style of the building veers to the Neo-Gothic variation of Art Deco. A frieze of Gothic-inspired blind tracery bands the facade at this level. Molded, segmented window heads appear on the thirteenth floor, capped by (see continuation sheet)



- Construction date: Estimated _____ Factual 1928-29
- Architect Curlett & Beelman
- Builder J.V. McNeil Co.
- Approx. property size (in feet)
Frontage 133.4 Depth 90
or approx. acreage _____
- Date(s) of enclosed photograph(s)
April 1983

- 13. Condition: Excellent ___ Good Fair ___ Deteriorated ___ No longer in existence ___
- 14. Alterations: Minor to street level frontage.
- 15. Surroundings: (Check more than one if necessary) Open land ___ Scattered buildings ___ Densely built-up
Residential ___ Industrial ___ Commercial Other: _____
- 16. Threats to site: None known Private development ___ Zoning ___ Vandalism ___
Public Works project ___ Other: _____
- 17. Is the structure: On its original site? Moved? ___ Unknown? ___
- 18. Related features: None.

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)
 The Foreman Building is located at the southwest corner of the intersection of Hill and Seventh Streets. The Foreman & Clark Manufacturing Company a highly successful retailer and manufacturer of fine men's clothes built the structure in question to house their merchandise and offices. Loren Owen Foreman entered the men's clothing business in 1909 in Los Angeles. He subsequently became one of that city's most successful merchants, and his firm was nationally recognized. Foreman & Clark commissioned the prominent architectural firm of Curlett & Beelman to design the stores and office structure. One of Los Angeles finest builders of prestigious office structures, J.V. McNeil, was awarded the contract to erect the edifice at an estimated cost of \$850,000. Subcontractors included the elite of Los Angeles craftsmen: mural decorations by A.B. Heinsbergen; ornamental iron and bronze hollow doors by A.J. Bayer Co.; architectural woodwork by Frank Graves; and lighting fixtures by Solar Lighting Fixture Co. Construction was begun on January 27, 1928, and was completed by September, 1929. Property improvement values increased to \$446,950 by 1929. Upon completion, the Foreman Building was recognized as one of Los Angeles finest office buildings, housing one of its best and most successful retail men's clothing stores. Erection of the Foreman Building contributed to the growth of the highly (see continuation sheet)

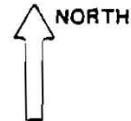
- 20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
 Architecture 1 Arts & Leisure ___
 Economic/Industrial ___ Exploration/Settlement ___
 Government ___ Military ___
 Religion ___ Social/Education ___

21. Sources (List books, documents, surveys, personal interviews and their dates).

SEE BIBLIOGRAPHY

- 22. Date form prepared February, 1983
 By (name) Richard Starzak
 Organization Hatheway & Associates
 Address: 1633 Westwood Bl., Ste. 203
 City Los Angeles, Ca. Zip 90024
 Phone: (213) 478-1176

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



SEE ATTACHED MAP

(Continuation Sheet)

7b.

decorative spandrels of blind, Gothic arches and pinnacled colonnettes. Warrior-like figures in low relief emphasize the spandrels over the end bays. Towering above the side wings, the central bays rise into a penthouse, recessed behind a loggia defined by segmented arches springing from the piers. A second frieze repeat the motif seen over the thirteenth floor, culminating the design. The Foreman Clark Building is a highly visible landmark whose architects were responsible for many of the other remarkable Art Deco buildings nearby.

19.

fashionable Hill Street shopping area, both by the quality of its merchandise and its architecture. The Foreman Building is significant for its architectural integrity and quality, its design by a prominent local architectural firm- Curlett & Beelman, its historic association one of Los Angeles most successful merchandizing concerns- Foreman & Clark, as one of Los Angeles finest commercial structures, as a stylistic and representative example of commercial architecture in Los Angeles during this period, and for its consistency in architectural style, period and scale with neighboring structures in the Central Business District, contributing to a unique sense of time and place.

