

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2015-5-HCM
ENV-2015-6-CE

HEARING DATE: January 15, 2015
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 470 N. La Cienega Blvd.
Council District: 5
Community Plan Area: Wilshire
Area Planning Commission: Central
Neighborhood Council: Greater Mid City West
Legal Description: TR 4353, Lot 2

PROJECT: Historic-Cultural Monument Application for the
NORM'S LA CIENEGA COFFEE SHOP

REQUEST: Declare the property a Historic-Cultural Monument

OWNER(S): JDM Holdings LP
C/O Allen Dempster
500 Ygnacio Valley Rd, Ste 328
Walnut Creek, CA 94596
JDM Holdings LP
C/O John Neidlinger
17570 Posetano Rd
Pacific Palisades, CA 90272

APPLICANT: Los Angeles Conservancy, Modern Committee
C/O Adrian Scott Fine
523 West 6th Street, Ste. 826
Los Angeles, CA 90014

RECOMMENDATION

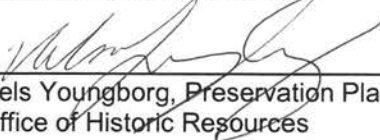
That the Cultural Heritage Commission:

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

MICHAEL J. LOGRANDE
Director of Planning



Ken Bernstein, AICP, Manager
Office of Historic Resources



Nels Youngborg, Preservation Planner
Office of Historic Resources



Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

SUMMARY

Built in 1956, Norm's La Cienega Coffee Shop is a Googie style structure designed that has remained in continuous operation since its opening. The structure has a rectangular plan, incorporating a kitchen on the northeast side and a dining area wrapped around the south and west sides. The L-shaped counter separates the exposed kitchen area from the customers. The interior floor is terrazzo with chips of color that match the architectural palette.

The exterior of the building exhibits many character-defining features of the Googie style, including:

- Cantilevered roofline
- Building forms display sharp angles and sweeping curves
- Custom designed neon signage integrated within the architecture
- Large glass window walls connect interior and exterior
- Use of natural materials contrasting with modern technological materials
- "Gardenlike" landscaping surrounding brick walls connect modern structure to the earth.
- An exhibition kitchen that makes the function of the kitchen on display as part of the architecture of the restaurant.

The subject property was designed by architects Louis Armet and Eldon Davis, early and significant practitioners of the Googie style. Other designs by these architects include:

- Kerry's Coffee Shop (now Mel's) (1953), Sherman Oaks, CA.
- Johnie's Coffee Shop (1956), Los Angeles, CA. HCM# 1045
- Ship's Restaurant (1956), *demolished 1996*, Los Angeles, CA.
- Holiday Bowl (1958), *partially demolished 2007*, Los Angeles, CA. HCM# 688
- Pann's Coffee Shop (1958), Los Angeles, CA.
- Penguin Coffee Shop (now Western Dental) (1959), Santa Monica, CA.

CRITERIA

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

FINDINGS

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

HISTORIC-CULTURAL MONUMENT

NOMINATION FORM



1. PROPERTY IDENTIFICATION

Proposed Monument Name: Norm's La Cienega Coffee Shop		Original historic name	
Other Associated Names:			
Street Address: 470 La Cienega		Zip: 90048	Council District: 5
Range of Addresses on Property:		Community Name: Mid City West	
Assessor Parcel Number: 5514001001	Tract: TR 4353	Block: 1	Lot: 2
Identification cont'd:			
Proposed Monument Property Type:	<input checked="" type="radio"/> Building	<input type="radio"/> Structure	<input type="radio"/> Object
		<input type="radio"/> Site/Open Space	<input type="radio"/> Natural Feature
Describe any additional resources located on the property to be included in the nomination, here:			

2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built: 1956	<input checked="" type="radio"/> Factual	<input type="radio"/> Estimated	Threatened? Private Development
Architect/Designer: Armet and Davis (Helen Fong); Stan Abrams		Contractor:	
Original Use: Coffee shop		Present Use: Coffee shop	
Is the Proposed Monument on its Original Site?		<input checked="" type="radio"/> Yes	<input type="radio"/> No (explain in section 7)
		<input type="radio"/> Unknown (explain in section 7)	

3. STYLE & MATERIALS

Architectural Style: Googie		Stories: 1	Plan Shape: Rectangular
FEATURE	PRIMARY	SECONDARY	
CONSTRUCTION	Type: Wood	Type: Select	
CLADDING	Material: Glass skin	Material: Brick	
ROOF	Type: Combination	Type: Flat	
	Material: Rolled asphalt	Material: Select	
WINDOWS	Type: Floor-to-Ceiling	Type:	
	Material: Aluminum	Material: Select	
ENTRY	Style: Corner	Style: Select	
DOOR	Type: Glass	Type: Select	

HISTORIC-CULTURAL MONUMENT NOMINATION FORM



4. ALTERATION HISTORY

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

	See "Proposed Monument Description" and "Statement of Significance" pages

5. EXISTING HISTORIC RESOURCE IDENTIFICATION (if known)

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

6. APPLICABLE HISTORIC-CULTURAL MONUMENT CRITERIA

The proposed monument exemplifies the following Cultural Heritage Ordinance Criteria (Section 22.171.7):	
<input checked="" type="checkbox"/>	Reflects the broad cultural, economic, or social history of the nation, state, or community
	Is identified with historic personages or with important events in the main currents of national, state, or local history
<input checked="" type="checkbox"/>	Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction
<input checked="" type="checkbox"/>	A notable work of a master builder, designer, or architect whose individual genius influenced his or her age

HISTORIC-CULTURAL MONUMENT NOMINATION FORM



7. WRITTEN STATEMENTS

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

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

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

8. CONTACT INFORMATION

Applicant

Name: Adrian Scott Fine		Company: Los Angeles Conservancy, Modern Committee (MCA)	
Street Address: 523 West 6th Street, Suite 826		City: Los Angeles	State: CA
Zip: 90014	Phone Number: 213-430-4203	Email: afine@laconservancy.org	

Property Owner

Is the owner in support of the nomination?

Yes

No

☒ Unknown

Name: Believed to be Jason Illoulouian		Company:	
Street Address:		City:	State:
Zip:	Phone Number:	Email:	

Nomination Preparer/Applicant's Representative

Name: Alan Hess		Company:	
Street Address:		City: Irvine	State: CA
Zip:	Phone Number:	Email: alhess@aol.com	

HISTORIC-CULTURAL MONUMENT NOMINATION FORM



9. SUBMITTAL

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

APPLICATION CHECKLIST

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

10. RELEASE

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

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

Name: Adrian Scott Fine Date: 12.23.2014 Signature: [Signature]

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

Office of Historic Resources
Department of City Planning
200 N. Spring Street, Room 620
Los Angeles, CA 90012

Phone: 213-978-1200
Website: preservation.lacity.org

NORM'S LA CIENEGA COFFEE SHOP
Historic-Cultural Monument (HCM) Application
Submitted by: Los Angeles Conservancy and its Modern Committee

A. Proposed Monument Description:

NORM'S LA CIENEGA RETAINS THE ORIGINAL CHARACTER-DEFINING FEATURES OF GOOGIE STYLE CALIFORNIA COFFEE SHOPS: A PROMINENT ROOF, THE EXPRESSION OF THE STRUCTURE IN THE SHAPE OF THE ROOF, THE USE OF NATURAL STONE WALLS, INTEGRAL NEON SIGNAGE, GLASS EXTERIOR WALLS, INTERIOR COUNTER AND SEATING CONFIGURATION, AN UPSWEPT CEILING, AND EXPOSED KITCHEN EQUIPMENT BEHIND THE COUNTER.

NORM'S LA CIENEGA HAS A RECTANGULAR PLAN ORIGINALLY 4640 SQ. FT., INCORPORATING A KITCHEN CORE ON THE NORTHEAST SIDE, WITH A DINING AREA WRAPPING AROUND THE SOUTH AND WEST SIDES OF THE CORE. THE KITCHEN CORE (INCLUDING BATHROOMS) IS BRICK CONSTRUCTION; GLASS WALLS ENCLOSE THE DINING AREAS FACING LA CIENEGA, AND THE PARKING LOT ON THE SOUTH. THE ENTRY IS ON THE PARKING LOT. THE RESTAURANT ORIGINALLY SEATED 25 AT THE COUNTER AND 110 AT TABLES. ACCORDING TO THE ARCHITECT'S RECORDS, IT WAS BUILT FOR \$150,000.

THE ROOF IS THE MOST PROMINENT FEATURE OF THE DESIGN. THE PORTION EXTENDING ALONG THE FRONT (WESTERN) PORTION OF THE BUILDING IS AN ELONGATED WEDGE-SHAPED DIAMOND FORM REFLECTING THE SHAPE OF A CANTILEVERED STRUCTURAL TRUSS; IT FORMS A LONG CANTILEVER THAT STRETCHES PAST THE GLASS LINE TO CREATE A WIDE EAVE. THE TRUSS IS SUPPORTED ON ONE SIDE BY THE CENTRAL BRICK STRUCTURE AND ON THE OTHER SIDE BY FIVE DIAMOND-SHAPED COLUMNS CLAD IN 1X2-INCH CERAMIC TILES IN TWO COLORS, CHOCOLATE AND TAN. EACH COLUMN DISPLAYS A DECORATIVE MOSAIC LOWER CASE "N" IN DIFFERENT COLORS AND PLACED ON A DIFFERENT POSITION ON EACH COLUMN, CREATING AN IRREGULAR DECORATIVE RHYTHM. THE PORTION OF THE ROOF ALONG THE SOUTH SIDE FACING THE PARKING LOT TILTS DOWN TO ACT AS A SUNSHADE.

THE ROOF TRUSSES ARE EXPRESSED ON THE CEILING BY SIX WIDE, RAISED DECORATIVE STRIPES ORIGINALLY PAINTED ORANGE. THESE CREATE "BEAM ENDS" ALONG THE THIN EDGE OF THE ROOF EAVE. THE EXTERIOR STUCCO FINISH ON THESE ROOF/TRUSS FORMS WERE EMBEDDED WITH GLITTER TO SPARKLE IN THE SUNLIGHT.

THE CANTILEVERED TRUSS ROOF CREATES A STRUCTURE THAT APPEARS VISUALLY LIGHT, AND UNITES INTERIOR AND EXTERIOR BY ALLOWING LARGE AMOUNTS OF GLASS WALL SET IN THIN ALUMINUM FRAMES. THEY FORM A MINIMAL SCREEN TO ENCLOSE THE AIR-CONDITIONED INTERIOR AND TO PERMIT NATURAL LIGHT AND VIEWS TO PERMEATE THE BUILDING. THERE ARE NO SOLID OR STRUCTURAL WALL PLANES ON THE PERIMETER OF THE PUBLIC DINING AREAS.

NEON SIGNAGE FOR ADVERTISING IS INTEGRATED INTO THE ARCHITECTURE. THE SIGN PYLON (A STEEL I-BEAM WHOSE WEB IS PUNCTURED WITH CIRCULAR, WEB-LIGHTENING HOLES) RISES

THROUGH THE ROOF EAVE. THE SIGN ITSELF HAS FIVE ELONGATED DIAMOND OR PENNANT SHAPES, REPEATING THE SHAPE OF THE ROOF, SPELLING OUT "N-O-R-M-S" IN ANIMATED NEON TUBING. NEON TUBE SCRIPT LETTERING ON THE SIDE OF THE TRUSS SAID "OPEN 24 HOURS."

INTEGRATED ARTIFICIAL LIGHTING WAS DESIGNED TO MAKE THE BUILDING AS VISIBLE BY NIGHT AS BY DAY. THE SIDES OF THE ROOF'S STRUCTURAL TRUSS FORMS WERE SPOTLIGHTED AT NIGHT, AND CAN LIGHTS IN THE EAVE SOFFITS ILLUMINATE THE STRUCTURAL COLUMNS AND THE LANDSCAPING BENEATH. RIMS FIXED BELOW THESE CAN LIGHTS WERE PUNCTURED WITH HOLES, CREATING A SPARKLE EFFECT. THE LARGE GLASS WALLS ALONG THE WEST AND SOUTH SIDES (AND PARTIALLY ON THE EAST AND NORTH SIDES) ALLOWED POTENTIAL CUSTOMERS DRIVING BY TO SEE THE WELL-ILLUMINATED INTERIOR. REFLECTED LIGHT ON THE UPSWEPT ACOUSTIC TILE CEILING MADE THIS PLANE VERY NOTICEABLE TO MOTORISTS. DECORATIVE HANGING LIGHTS (A DIAMOND SHAPE IN THREE DIMENSIONS) AND HOUR-GLASS SHAPED SCONCES FIXED TO THE TILED COLUMNS ADDED LIGHT AND DECORATION. ILLUMINATED BUILT-IN PIE DISPLAY CABINETS PROVIDED ANOTHER VISUAL MAGNET.

LANDSCAPING WAS ALSO INTEGRAL TO THIS MODERN CALIFORNIA DESIGN. SUBTROPICAL PLANTING AT THE BUILDING'S PERIMETER, EASILY VISIBLE TO DINERS INSIDE THROUGH THE GLASS WALLS, CREATED THE EFFECT OF DINING ON AN OUTDOOR PATIO.

INSIDE, BANQUETTES, BOOTHS, TABLES, AND COUNTERS WITH STOOLS PROVIDED SEATING. BANQUETTES WITH FIXED TABLES LINE THE PERIMETER GLASS WALL. EAMES WIRE CHAIRS ALSO PROVIDED SEATING. AT THE EAST END OF THE DINING AREA, A WIDER SEATING AREA WAS MARKED ON ONE SIDE BY A DRIFTWOOD STONE WALL TOPPED BY A STAINLESS STEEL PIE CASE, AND ON THE OTHER BY A LOW PARTITION WALL WITH AN ABSTRACT SCREEN WITH A THIN METAL FRAME WITH COLORFUL PLASTIC FORMS ATTACHED TO IT. THIS AREA FEATURED WALL BOOTHS AND TABLES IN ADDITION TO THE BANQUETTES. WITH AN EXIT DOOR, THIS DINING AREA ALSO LOOKS OUT TO A SMALL GARDEN. A DECORATIVE, ABSTRACT MURAL BY HANCOCK-WERNER (BETSY HANCOCK AND HANS WERNER) WAS FIXED TO THE WALL IN THIS AREA. IT DEPICTED A NIGHTTIME VIEW OF LA CIENEGA BUILDINGS AND LIGHTS, INCLUDING PALM TREES, MOON, STARS, AND NORM'S AT ITS CENTER.

THE COUNTER STOOLS, UPHOLSTERED IN PERSIMMON LEATHERETTE MATERIAL, ARE CANTILEVERED FROM THE RAISED TERRAZZO CURB WHICH SERVES AS A FOOTREST.

A GEOMETRICAL MOTIF OF OBLIQUE ANGLES IS REPEATED THROUGHOUT THE BUILDING. THE UPSWEPT ROOFLINE ESTABLISHES THE THEME; THE DIAMOND SHAPED COLUMNS ECHO THE SAME GEOMETRY. BETWEEN THE COLUMNS, THE LARGE GLASS WINDOW WALLS, EXTENDING FROM THE TOP OF THE SEATING BANQUETTES TO THE CEILING, ARE CONFIGURED IN A ZIG-ZAG, ACCORDION-FOLD PATTERN. THE LOW BRICK WALLS ON WHICH THE GLASS SITS CONTINUE THE ZIG-ZAG PATTERN TO THE GROUND. INSIDE, THE SHAPE OF THE SEATING BANQUETTES AND THE FIXED TABLES REPEAT THE SAME GEOMETRY.

INSIDE THE FRONT DOOR THE GLASS WALLS ARE PUSHED OUT PAST THE COLUMN LINE TO PROVIDE A WAITING AREA WITH CHAIRS. ACCENT WALLS OF IRREGULAR DRIFTWOOD STONE ARE PLACED AT THE FAR NORTHERN END OF THE COUNTER, AND AT THE FAR EASTERN END OF THE EXHIBITION KITCHEN. OTHER FUNCTIONAL SPACES, INCLUDING OFFICES AND STORAGE, ARE HIDDEN FROM CUSTOMERS' VIEW BEHIND THE EXHIBITION COOKING AREA.

THE L-SHAPED COUNTER FACES THE EXPOSED KITCHEN AREA IN THE CENTER OF THE BUILDING. THIS IS AN EXHIBITION COOKING CONFIGURATION, A TYPE OF SERVICE WHICH ALLOWED CUSTOMERS SITTING AT THE COUNTER TO DIRECTLY OBSERVE THE COOKS WORKING AT THE GRIDDLES AND COUNTERS. THIS WAS A DISTINCTIVE FEATURE OF CALIFORNIA COFFEE SHOPS TO ASSURE CUSTOMERS OF THE CLEANLINESS OF FOOD PREPARATION. THE STAINLESS STEEL FIXTURES INCLUDE PREPARATION COUNTERS, "FLOATING" GRILLS THAT COULD BE EASILY SCRAPED AND CLEANED, AND FOOD DISPLAY CASES MOUNTED HIGH SO DESSERTS COULD BE EASILY SEEN BY CUSTOMERS, SPRING-LOADED PLATE STORAGE, WASTE DISPOSAL RECEPTACLES, AND STORAGE CABINETS. THIS EFFICIENTLY ORGANIZED FOOD PREPARATION EQUIPMENT WAS CUSTOM-DESIGNED BY KITCHEN SUPPLY DESIGNER STAN ABRAMS WITH ARMET AND DAVIS TO BE BOTH EFFICIENT AND VISUALLY ATTRACTIVE AS INTEGRAL ELEMENTS OF THE ARCHITECTURAL DESIGN. ABOVE THE FOOD DISPLAY CASES, REDDISH-BROWN CERAMIC TILES (APPROXIMATELY 2X5 INCHES) EXTEND TO THE CEILING.

THE FLOOR WAS TERRAZZO, A LONG LASTING AND EASILY MAINTAINED MATERIAL EMBEDDED WITH CHIPS OF COLOR TO COORDINATE WITH THE ARCHITECTURAL PALETTE.

Character-Defining features of Googie seen in Norm's::

- A. THE STRUCTURALLY-EXPRESSIVE CANTILEVERED ROOFLINE
- B. CUSTOM DESIGNED NEON SIGNAGE INTEGRATED WITH THE ARCHITECTURE
- C. LARGE GLASS WINDOW WALLS CONNECT INTERIOR AND EXTERIOR
- D. USE OF NATURAL MATERIALS (NATURAL STONE VENEER, LANDSCAPING) CONTRASTING WITH MODERN TECHNOLOGICAL MATERIALS (NEON, FORMICA COUNTERS, STAINLESS STEEL KITCHEN CABINETRY)
- E. "GARDENLIKE" LANDSCAPING SURROUNDING BRICK WALLS CONNECT MODERN STRUCTURE TO THE EARTH.
- F. MODERN IMAGERY OF CLEAN LINES REFLECTING THE BUILDING'S FUNCTION WITHOUT HISTORICAL REFERENCES
- G. EXHIBITION KITCHEN PUTS THE FUNCTION OF THE RESTAURANT ON DISPLAY AS PART OF THE ARCHITECTURE

4. Alteration History

NORM'S LA CIENEGA COFFEE SHOP DISPLAYS A HIGH DEGREE OF ARCHITECTURAL INTEGRITY AS AN EARLY AND REPRESENTATIVE EXAMPLE OF THE GOOGIE STYLE, THE CALIFORNIA COFFEE SHOP TYPE, AND ARMET & DAVIS' WORK. IT RETAINS ITS ORIGINAL USE, PLAN, MATERIALS, AND SPACES. THE ALTERATIONS AS LISTED BELOW ARE PRIMARILY COSMETIC.

EXTERIOR:

- A. NEON TUBING SIGN SPELLING OUT "OPEN 24 HOURS" ON SOUTH SIDE OF TRUSS-ROOF HAS BEEN REMOVED.
- B. LOW BRICK WALLS BETWEEN COLUMNS (THE BASE FOR THE GLASS WALLS) ARE NOW PAINTED
- C. ORIGINAL SUBTROPICAL PLANTING IN FRONT AND ALONG SIDE OF BUILDING REPLACED WITH GRASS AND SHRUBS.
- D. FRAMELESS GLASS DOORS AT ENTRY REPLACED WITH ALUMINUM FRAME GLASS DOORS.
- E. ORIGINAL PAINT COLORS HAVE BEEN CHANGED: ORANGE PAINTED ACCENTS ON CEILING TRUSS FORMS ARE NOW BEIGE, GLITTER STUCCO ON EXTERIOR HAS BEEN PAINTED OVER WITH STANDARD PAINT, DIAMOND-SHAPED TRUSS FORM HAS BEEN PAINTED GREEN.
- F. RIMS BELOW CEILING CAN LIGHTS HAVE BEEN REMOVED, LEAVING THEM FLUSH WITH THE SURFACE.

INTERIOR:

- A. ORIGINAL HOUR-GLASS-SHAPED SCENCE LIGHTS ON COLUMNS REPLACED WITH RECTANGULAR LIGHTS.
- B. THE ORIGINAL DIAMOND-VOLUME HANGING LAMPS HAVE BEEN REPLACED.
- C. ORIGINAL TERRAZZO FLOORING HAS BEEN COVERED IN MOST PLACES WITH CARPETING.
- D. BOOTHS AT EAST END OF DINING AREA HAVE BEEN REMOVED AND REPLACED WITH TABLES.
- E. CHAIRS IN WAITING AREA BY FRONT DOOR HAVE BEEN REPLACED BY FIXED BENCHES.
- F. MURAL AT EAST END OF DINING AREA NO LONGER VISIBLE.

B. Statement of Significance

NORM'S LA CIENEGA COFFEE SHOP IS IMPORTANT IN THE DEVELOPMENT OF LOS ANGELES BECAUSE:

- A. IT EXPRESSES THE CULTURAL, ECONOMIC, AND SOCIAL HISTORY OF LOS ANGELES AND THE NATION WHEN SUBURBANIZATION AND THE AUTOMOBILE RESHAPED THE NATURE OF AMERICAN CITY PLANNING AND ARCHITECTURE IN THE POST-WORLD WAR II DECADES.
- B. IT IS AN EXCELLENT EXAMPLE OF THE CALIFORNIA COFFEE SHOP ARCHITECTURAL TYPE, AND OF THE GOOGIE ARCHITECTURAL STYLE, EXPRESSING SOUTHERN CALIFORNIA MODERN DESIGN.
- C. IT IS THE OLDEST REMAINING EXAMPLE OF THE NORM'S DESIGN, ARMET AND DAVIS' FIRST APPLICATION OF THE CONCEPT OF ESTABLISHING BRANDING THROUGH ARCHITECTURE, WHICH BECAME A STANDARD OF THE RESTAURANT INDUSTRY.
- D. AS A MAJOR EXAMPLE OF A MASTER ARCHITECT, ARMET & DAVIS, WHO HELPED TO DEFINE AND PROMULGATE THIS IMPORTANT SOUTHERN CALIFORNIA ARCHITECTURAL TYPE THROUGHOUT THE NATION.

NORM'S LA CIENEGA COFFEE SHOP IS AN EXCELLENT AND NOW RARE EXAMPLE OF THE CALIFORNIA COFFEE SHOP TYPE, AND OF THE GOOGIE STYLE, AND OF THE ARCHITECTURE OF

ARMET AND DAVIS, MASTER ARCHITECTS WHO PLAYED A MAJOR ROLE IN DEVELOPING AND DISSEMINATING THAT STYLE AND TYPE THROUGHOUT NORTH AMERICA. NORM'S CAR-ORIENTED DESIGN AND ITS MODERN ARCHITECTURE REPRESENT A PERIOD IN LOS ANGELES HISTORY OF GROWTH AND TECHNOLOGICAL OPTIMISM, WHEN THE ADVANTAGES AND LOOK OF MODERNISM WERE MADE AVAILABLE TO THE AVERAGE CITIZEN IN THE BUILDINGS OF EVERYDAY LIFE. IT WAS BUILT IN 1956 AND OPENED IN 1957. ITS STRUCTURAL ENGINEER WAS RICHARD BRADSHAW, WHO ALSO ENGINEERED THE THEME BUILDING AT LAX AND MANY OTHER NOTEWORTHY STRUCTURES.

FROM 1945-1965, THE CALIFORNIA COFFEE SHOP, A NEW RESTAURANT TYPE AND A NEW ARCHITECTURAL STYLE, DEVELOPED IN SOUTHERN CALIFORNIA IN RESPONSE TO THE RETURN OF PROSPERITY, THE GROWTH OF POPULATION, AND THE SPREAD OF SUBURBIA AS IT BECAME A DOMINANT URBAN TREND FOLLOWING WORLD WAR II.

COMPARED WITH THE DINERS AND DRIVE-INS OF THE PRE-WAR PERIOD, THE CALIFORNIA COFFEE SHOP WAS A LARGER, MORE COMFORTABLE YET STILL REASONABLY PRICED RESTAURANT WITH INDOOR SEATING, LARGER MENU, AND A STYLISH CONTEMPORARY DESIGN.

ARMET & DAVIS WERE MAJOR FIGURES IN DEFINING THE CALIFORNIA COFFEE SHOPS IN THIS PERIOD, AND CONTRIBUTED SIGNIFICANTLY TO DEVELOPING THE GOOGIE STYLE OF ARCHITECTURE. GOOGIE WAS A MODERN STYLE EMPHASIZING NEW MATERIALS AND OPEN SPATIAL CONFIGURATIONS, MODERN ENGINEERING, IMAGERY, AND LANDSCAPING. ITS FORMS ALSO REFLECTED THE FUNCTIONS OF COMMERCE AND ADVERTISING. THE INFLUENCE OF THE ORGANIC MODERN CONCEPTS OF FRANK LLOYD WRIGHT ARE SEEN IN ASPECTS OF GOOGIE DESIGN, INCLUDING THE CONTRASTS OF RUGGED NATURAL MATERIALS (BRICK, STONE) WITH SLEEK TECHNOLOGICAL MATERIALS (PLASTICS, STAINLESS STEEL, FORMICA), AND THE SPACES AND LANDSCAPING THAT FLOW EASILY FROM INTERIOR TO EXTERIOR.

THE GOOGIE STYLE DEVELOPED AFTER WORLD WAR II FROM LOS ANGELES' DRIVE-IN ARCHITECTURE OF THE 1920S AND 1930S. MANY ARCHITECTS CONTRIBUTED TO ITS EVOLUTION, INCLUDING JOHN LAUTNER, MARTIN STERN, JR., WAYNE MCALLISTER, SMITH AND WILLIAMS, DOUGLAS HONNOLD, AND A. QUINCY JONES. ARMET AND DAVIS WERE THE MOST PROLIFIC IN USING THE STYLE.

THE STYLE'S COMMON ELEMENTS, AS ENUMERATED ABOVE, BEGAN TO EMERGE, ESPECIALLY IN THE WORK OF ARMET & DAVIS. THE FIRST BUILDING TO INCORPORATE ALL THESE ELEMENTS IS GENERALLY RECOGNIZED TO BE ARMET AND DAVIS' FIRST NORMS (1955) AT 8511 FIGUEROA (NOW DEMOLISHED), WHICH WAS SIMILAR TO THE SECOND, AT 470 LA CIENEGA.

THESE ELEMENTS REFLECTED THE STRONGLY INNOVATIVE MODERN ARCHITECTURE CULTURE OF LOS ANGELES IN THE MIDCENTURY. THE OPEN, FLOWING PLAN AND LARGE GLASS WINDOW WALLS REFLECT MODERNISM'S REJECTION OF THE TRADITIONAL BOX AND

ITS BLENDING OF INDOORS AND OUTDOORS; NORM'S LA CIENEGA HAS A DISTINCT FEELING OF SPACIOUSNESS BECAUSE OF THIS. THE FUNCTION OF ADVERTISING WAS INTEGRATED INTO THE ARCHITECTURE WITH THE NEON SIGN ECHOING THE SHAPE OF THE ROOF, AND THE GLASS WALLS THAT PUT THE APPEALING COLOR, LIGHT AND ACTIVITY OF THE RESTAURANT ON VIEW TO PASSING MOTORISTS. THE ARCHITECTURE ALSO MAXIMIZED THE VISIBILITY OF THE BUILDING AT NIGHT THROUGH INTEGRATED LIGHTING, AND THE INCLUSION OF THE BROAD TILTED CEILING PLANE, ILLUMINATED BY REFLECTED LIGHT, WHICH CAUGHT THE EYE OF MOTORISTS. THESE FORMS AND SPACES ARE ALL UNIFIED AS A DESIGN BY THE COORDINATED COMPOSITION OF OBLIQUE LINES AND PLANES IN FORM AND DETAIL. ARCHITECT HELEN FONG, A MEMBER OF ARMET AND DAVIS' STAFF, DESIGNED MANY OF THE INTERIOR ELEMENTS, INCLUDING SEATING AND COORDINATING DESIGN ELEMENTS.

THE CHAIN OF NORM'S COFFEE SHOPS WAS STARTED BY RESTAURATEUR NORMAN ROYBARK. HE OPERATED A NORM'S RESTAURANT ON SUNSET WEST OF VINE WHEN HE DECIDED TO EXPAND. RESTAURANT KITCHEN EQUIPMENT DESIGNER STAN ABRAMS RECOMMENDED ARMET AND DAVIS BECAUSE OF THEIR EXPERTISE; SINCE 1950 THEY HAD DESIGNED A NUMBER OF SUCCESSFUL COFFEE SHOPS, INCLUDING CLOCKS AND HUDDLES. ABRAMS WORKED CLOSELY WITH ARMET AND DAVIS ON MOST OF THESE, INTEGRATING THE DESIGN OF THE KITCHEN EQUIPMENT WITH THE ARCHITECTURE IN ONE UNIFIED DESIGN. AS A DEALER OF MODERN FURNITURE, ABRAMS ALSO RECOMMENDED THE USE OF THE WIRE CHAIRS DESIGNED BY CHARLES AND RAY EAMES. BECAUSE ROYBARK ENVISIONED A CHAIN OF RESTAURANTS, HE WANTED A DESIGN WITH A DISTINCTIVE IMAGE, OR BRAND, THAT COULD BE REPEATED IN EACH RESTAURANT SITE TO HELP ADVERTISE THE CHAIN.

THE IDEA OF BRANDING A CHAIN IN THIS WAY HAD BEEN PIONEERED BY SMALLER DINERS AND HAMBURGERS STANDS SINCE THE 1920S, SUCH AS THE WHITE CASTLE AND WHITE TOWER CHAINS. ROADSIDE RESTAURANTS, INCLUDING HOWARD JOHNSON'S, USED A SIMILAR APPROACH SINCE THE 1930S. AFTER WORLD WAR II, THE BIFF'S CHAIN OF DINERS USED A DISTINCTIVE MODERN PROTOTYPE DESIGN BY ARCHITECT DOUGLAS HONNOLD; THIS IDEA BECAME POPULAR, AND INFLUENCED ROYBARK, AS WELL AS THE MCDONALD BROTHERS IN THEIR CHAIN OF SMALL HAMBURGER STANDS (THEIR FIRST PROTOTYPE WAS BUILT IN 1953), AND ROBERT PETERSON FOR HIS JACK IN THE BOX CHAIN AT THE SAME TIME.

NORM'S WAS ONE OF THE FIRST CALIFORNIA CHAINS TO APPLY THE BRANDING CONCEPT TO A LARGER, SIT-DOWN RESTAURANT. PREVIOUSLY, COFFEE SHOP CHAINS SUCH AS BOB'S BIG BOY TYPICALLY COMMISSIONED CUSTOM DESIGNS FOR EACH RESTAURANT IN ITS CHAIN; THE CUSTOM DESIGNS (OFTEN BY ARCHITECTS WHO ALSO DESIGNED UPSCALE RESTAURANTS) HELPED TO CONVEY THAT THE QUALITY OF THE COFFEE SHOP HAD MORE IN COMMON WITH A FANCY RESTAURANT THAN WITH A SMALL DINER. THE CONCEPT OF USING PROTOTYPES, HOWEVER, PROVIDED GOOD ADVERTISING, AND REDUCED DESIGN AND CONSTRUCTION COSTS; ARMET AND DAVIS WOULD GO ON TO DESIGN GOOGIE-STYLE PROTOTYPES FOR DENNY'S AND BOB'S BIG BOY. THE PROTOTYPE BECAME AN INDUSTRY

STANDARD

ARMET AND DAVIS DESIGNED A TOTAL OF EIGHT NORM'S: 8511 S. FIGUEROA (1955); 470 LA CIENEGA AT ROSEWOOD (1957); LA CIENEGA AND WASHINGTON, CULVER CITY (1956); EL SEGUNDO AND CRENSHAW, HAWTHORNE (1957); SUNSET AND VERMONT (1957); 2500 E. SLAUSON, HUNTINGTON PARK (1959); PACIFIC COAST HIGHWAY AND LONG BEACH BLVD., LONG BEACH (1959); AND 4410 W. CENTURY BLVD, INGLEWOOD (1960.)

ONCE WIDESPREAD IN LOS ANGELES, APPROXIMATELY EIGHT GOOGIE RESTAURANTS REMAIN TODAY IN THE CITY OF LOS ANGELES, MOST ALTERED IN SOME WAY: NORM'S LA CIENEGA, JOHNNIE'S AT WILSHIRE AND FAIRFAX, PANN'S ON LA TIJERA, ASTRO'S ON FLETCHER, CORKY'S ON VAN NUYS, HOLIDAY BOWL ON CRENSHAW, KERRY'S ON VENTURA, AND THE WICH STAND ON SLAUSON, OF THESE, NORM'S LA CIENEGA AND PANN'S RETAIN THE HIGHEST INTEGRITY.

OF THE ORIGINAL EIGHT NORM'S BY ARMET AND DAVIS BUILT BETWEEN 1955 AND 1960, ONLY THE LA CIENEGA AND HUNTINGTON PARK RESTAURANTS ARE INTACT TODAY; BOTH REMAIN IN OPERATION AS NORM'S.

Architect

THE ARCHITECTURE FIRM OF LOUIS ARMET (1914-1981) AND ELDON DAVIS (1917-2011) WAS HIGHLY INFLUENTIAL IN THE DEVELOPMENT OF THE GOOGIE STYLE AND THE CALIFORNIA COFFEE SHOP. FROM 1950 INTO THE 1960S, ARMET & DAVIS BUILT MORE THAN TWENTY-FIVE CUSTOM DESIGNED GOOGIE-STYLE COFFEE SHOPS IN LOS ANGELES. THEY ALSO DESIGNED SEVERAL PROTOTYPE COFFEE SHOPS WHICH WERE REPEATED IN MULTIPLE SITES.

ARMET (BORN IN ST. LOUIS, MO) AND DAVIS (BORN IN ANACONDA, WA) MET AS STUDENTS AT THE USC SCHOOL OF ARCHITECTURE; ARMET GRADUATED IN 1939, DAVIS IN 1942. USC HAD A STRONG MODERNIST CURRICULUM AT THIS TIME; WELL KNOWN MODERNISTS SUCH AS RICHARD NEUTRA, CALVIN STRAUB, AND WHITNEY SMITH TAUGHT THERE.

AFTER WORLD WAR II, BOTH ARCHITECTS WORKED WITH SPAULDING AND REX, A NOTABLE SOUTHERN CALIFORNIA FIRM, AS WELL AS WITH OTHER ARCHITECTS. THEY FORMED THEIR PARTNERSHIP IN 1947. THE FIRM (TODAY KNOWN AS ARMET, DAVIS & NEWLOVE) DESIGNED A WIDE VARIETY OF BUILDINGS, INCLUDING SCHOOLS, CHURCHES, BANKS, CUSTOM RESIDENCES, APARTMENTS, MOTELS, SHOPPING CENTERS, AND BOWLING ALLEYS. THEY PUBLICIZED THEIR WORK IN INSTITUTIONAL AND PROFESSIONAL MAGAZINES, AND THIS ATTENTION HELPED THEM BECOME WELL ESTABLISHED. THE FIRM BECAME WIDELY IDENTIFIED WITH THE CALIFORNIA COFFEE SHOP TYPE THROUGH SUCH ARTICLES IN THE JOURNALS OF THE RESTAURANT INDUSTRY.

THE TWO PARTNERS DIVIDED DESIGN AND SUPERVISION OF THEIR PROJECTS BETWEEN THEMSELVES, AND HIRED A LARGE AND TALENTED STAFF TO DESIGN THEIR PROJECTS. AMONG THEIR LONG-TIME EMPLOYEES WERE HELEN LIU FONG (WHO WORKED ON NORM'S

LA CIENEGA), LEE LINTON, AND VICTOR NEWLOVE.

ARMET & DAVIS' FIRST COFFEE SHOP IN THIS MODERN STYLE WAS CLOCKS IN INGLEWOOD IN 1951. THEY HAD BEEN TRAINED IN MODERN DESIGN AT USC ARCHITECTURE SCHOOL; NOW THEY APPLIED THOSE CONCEPTS TO THE DEMANDS OF COMMERCIAL RESTAURANTS. THEIR CLIENTS INCLUDED MANY OF THE MEMBERS OF THE CLOSE-KNIT FRATERNITY OF LOS ANGELES RESTAURATEURS. LIKE THEIR FIRST NORM'S ON FIGUEROA, ROMEO'S TIMES SQUARE (LATER RENAMED JOHNIE'S) AT WILSHIRE AND FAIRFAX WAS BUILT IN 1955, FOLLOWED BY HOLLY'S (1956), STANLEY BURKE'S (LATER CORKY'S AND THE LAMPLIGHTER, 1957), PANN'S (1958), WICHSTAND (1958), CONRAD'S (NOW ASTRO'S, 1958), PENGUIN (1959), SHIPS LA CIENEGA (1967), SEVERAL HUDDLE RESTAURANTS, THE OTHER NORM'S, AND OTHER COFFEE SHOPS. BY 1960, THE SUCCESS OF SUCH COFFEE SHOPS ACROSS THE NATION ENCOURAGED TWO GROWING RESTAURANT CHAINS, DENNY'S AND BOB'S BIG BOY, TO HIRE ARMET & DAVIS TO DEVELOP PROTOTYPE RESTAURANT DESIGNS WHICH COULD BE BUILT, WITH MINIMAL CHANGES TO THE PLAN, IN MANY LOCATIONS AT A COST SAVINGS. THESE TWO CHAINS HELPED SPREAD ARMET & DAVIS' ARCHITECTURE ACROSS THE COUNTRY.

Recognition

CRITIC/HISTORIAN REYNER BANHAM SPECIFICALLY DISCUSSED THE GOOGIE STYLE AND CALIFORNIA COFFEE SHOPS IN HIS SEMINAL BOOK *LOS ANGELES: THE ARCHITECTURE OF FOUR ECOLOGIES* (1971, P 118). NORM'S LA CIENEGA WAS INCLUDED AS A NOTABLE EXAMPLE OF THE STYLE IN *GOOGIE: FIFTIES COFFEE SHOP ARCHITECTURE* (CHRONICLE BOOKS, 1985) BY ALAN HESS, A BOOK WHICH HELPED LAUNCH A REASSESSMENT OF THE ROLE OF THE CALIFORNIA COFFEE SHOP IN THE HISTORY OF SOUTHERN CALIFORNIA MODERN ARCHITECTURE. EXAMPLES OF ARMET & DAVIS' AND JOHN LAUTNER'S GOOGIE COFFEE SHOPS WERE INCLUDED IN THE GETTY MUSEUM'S EXHIBIT "LOS ANGELES ARCHITECTURE 1940-1990" IN 2013.

NORM'S LA CIENEGA ALSO PLAYED A ROLE IN THE DEVELOPMENT OF LOS ANGELES' ART IN THE 1960S, WHEN POP ART (DRAWING SUBJECTS FROM POPULAR CULTURE) WAS EMERGING. NORM'S LA CIENEGA IS DEPICTED IN ARTIST ED RUSCHA'S PAINTING "NORM'S, LA CIENEGA, ON FIRE" (1964.) RUSCHA'S USE OF A RECOGNIZABLE GOOGIE CAR-ORIENTED BUILDING DEMONSTRATES THE WAY IN WHICH NORM'S ARCHITECTURE EMBODIED CENTRAL ELEMENTS IN THE CULTURE OF LOS ANGELES IN THAT PERIOD.

Bibliography:

ARMT AND DAVIS PROJECT LIST

BANHAM, REYNER, LOS ANGELES: THE ARCHITECTURE OF FOUR ECOLOGIES (PENGUIN, 1971)
HESS, ALAN, GOOGIE REDUX: ULTRAMODERN ROADSIDE ARCHITECTURE (CHRONICLE BOOKS, 2004)

HESS, ALAN, GOOGIE: FIFTIES COFFEE SHOP ARCHITECTURE (CHRONICLE BOOKS, 1985)

LACHER, IRENE, "NEON RHAPSODY: A '50S CLASSIC IS FLASHING L.A. AGAIN" LA TIMES

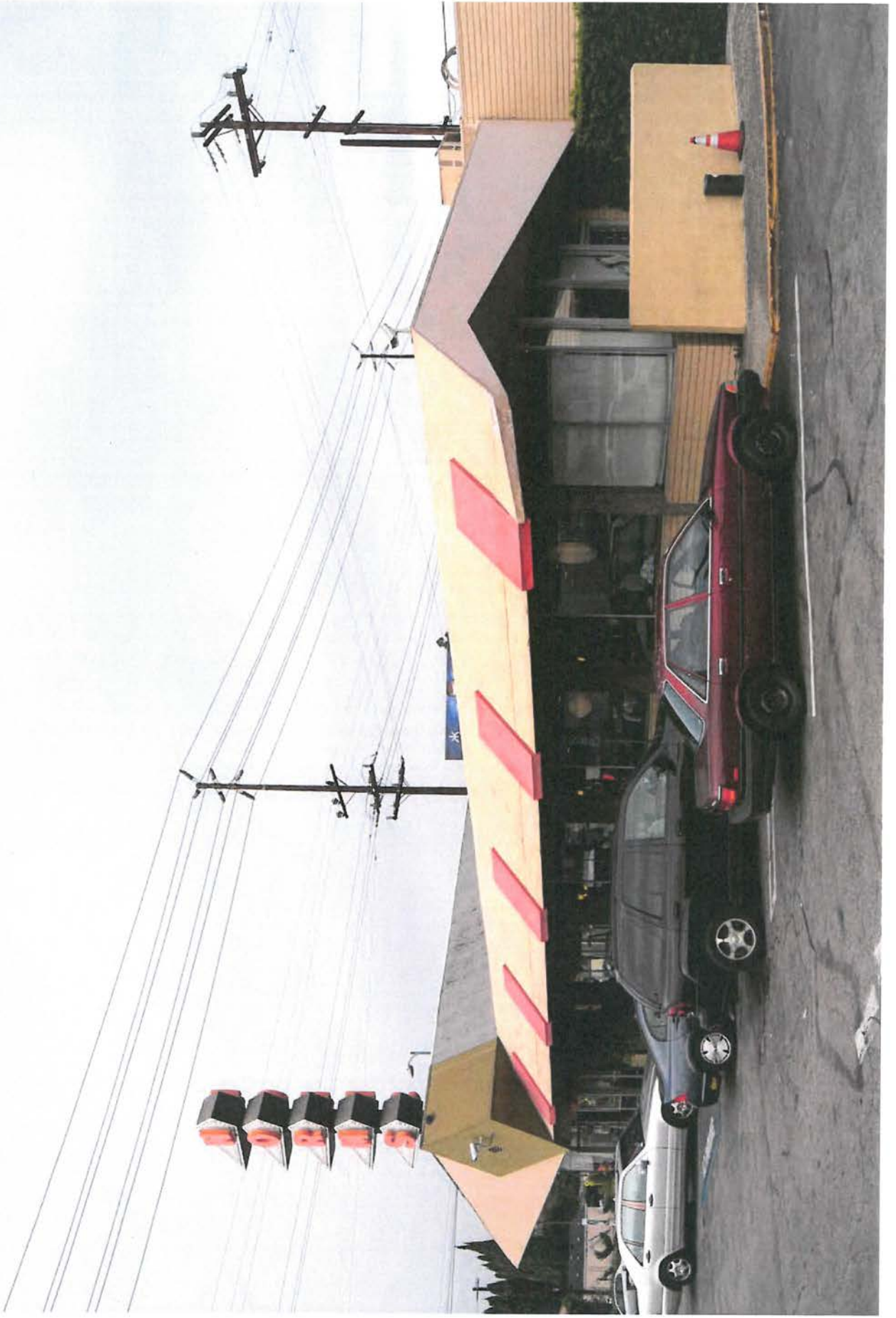
MAGAZINE, AUG 5, 2003, P 7.

**Norm's La Cienega Coffee Shop
Historic-Cultural Monument (HCM) Application
Photographs**

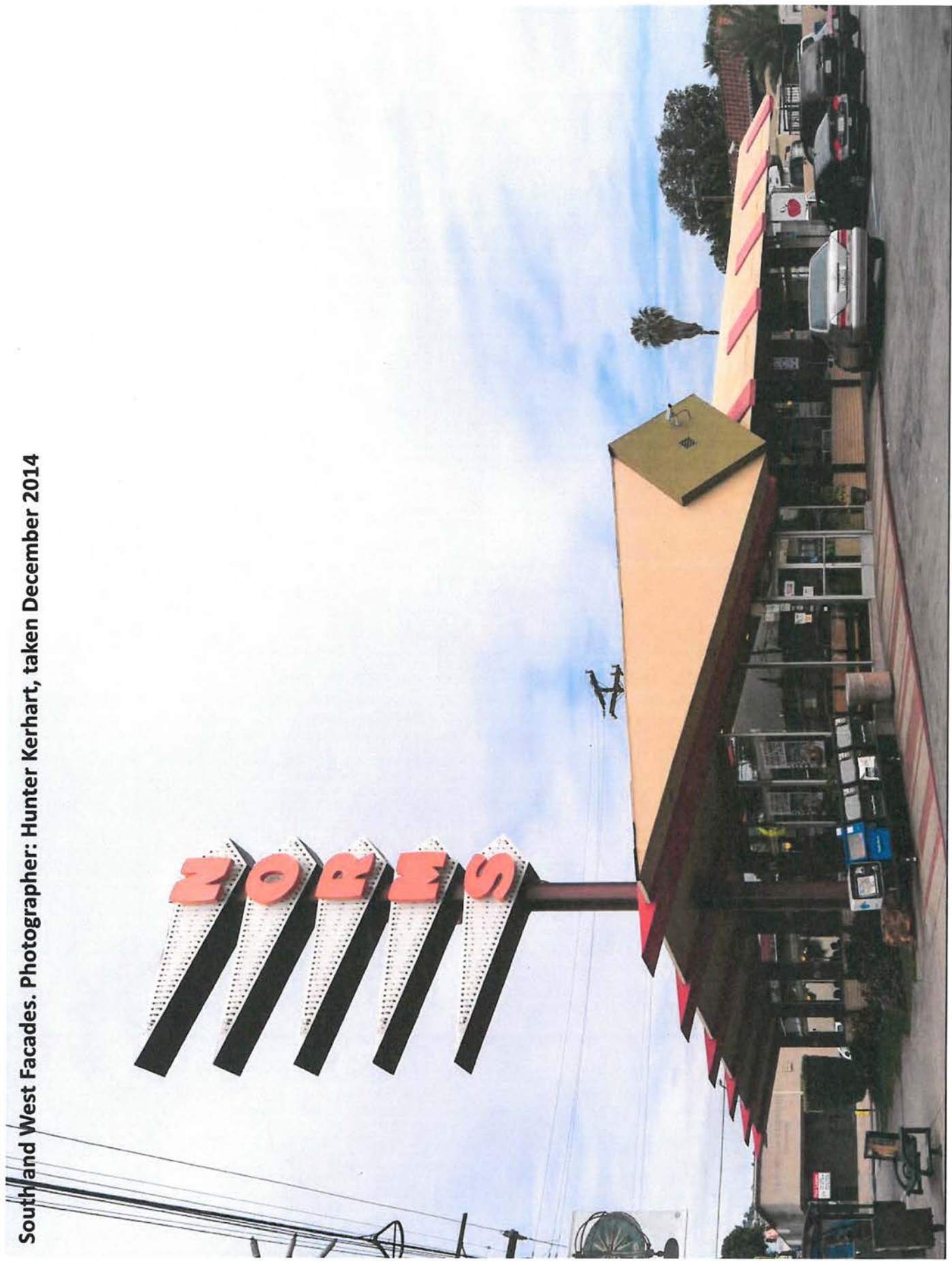
West Façade. Photographer: Hunter Kerhart, taken December 2014



South and East Facades. Photographer: Hunter Kerhart, taken December 2014



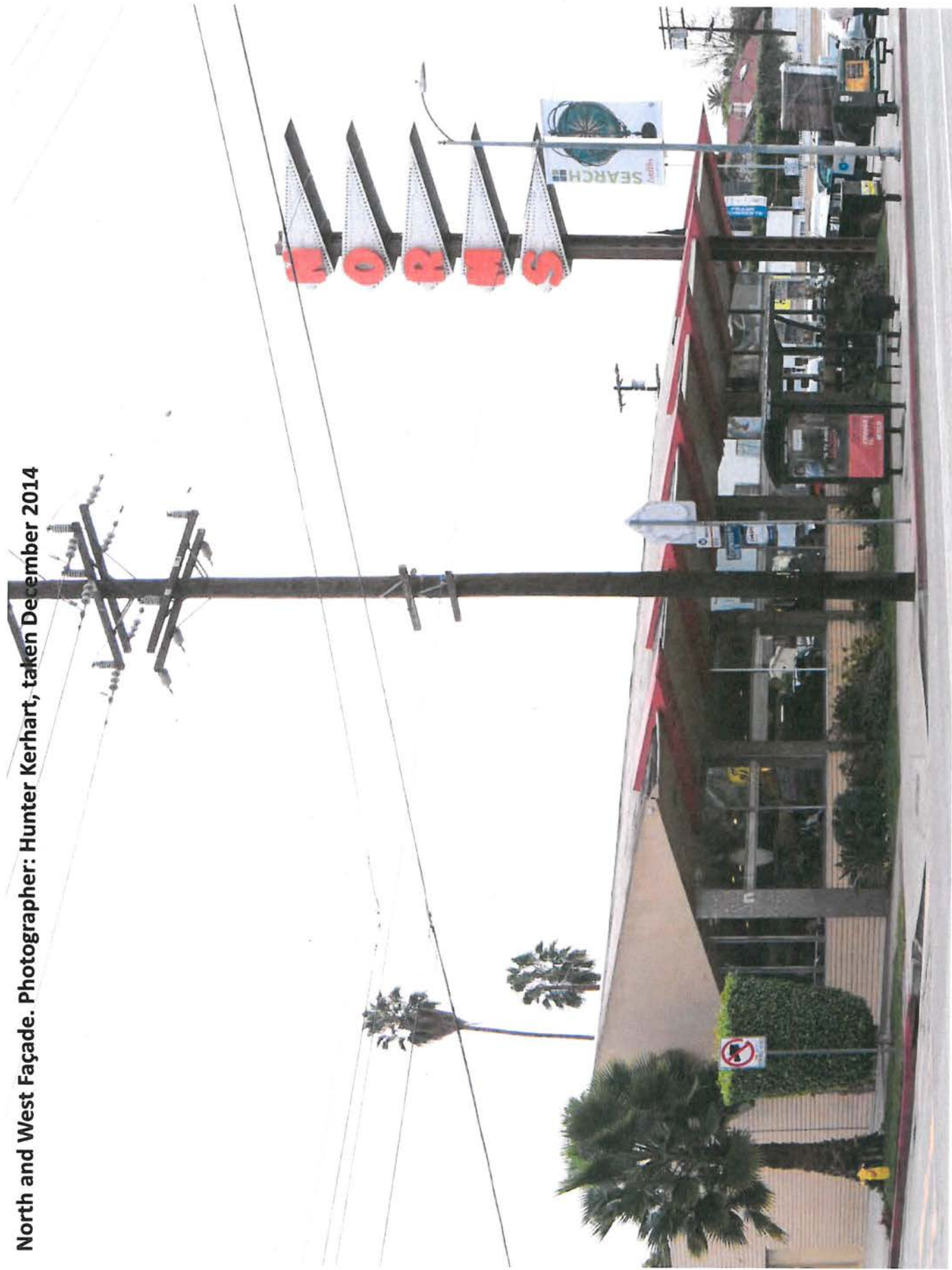
Southland West Facades. Photographer: Hunter Kerhart, taken December 2014



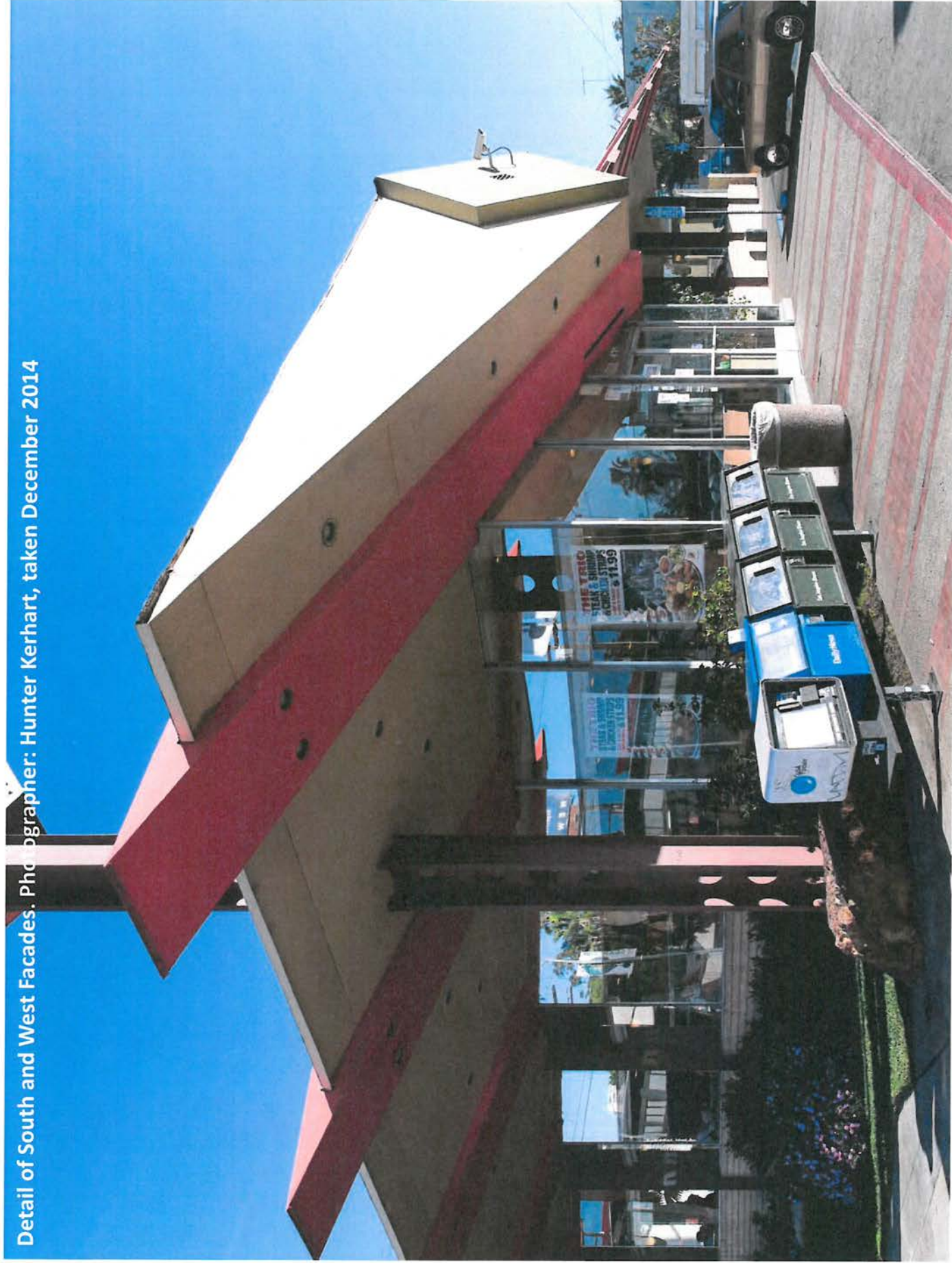
South and West Facades. Photographer: Hunter Kerhart, taken December 2014



North and West Façade. Photographer: Hunter Kerhart, taken December 2014



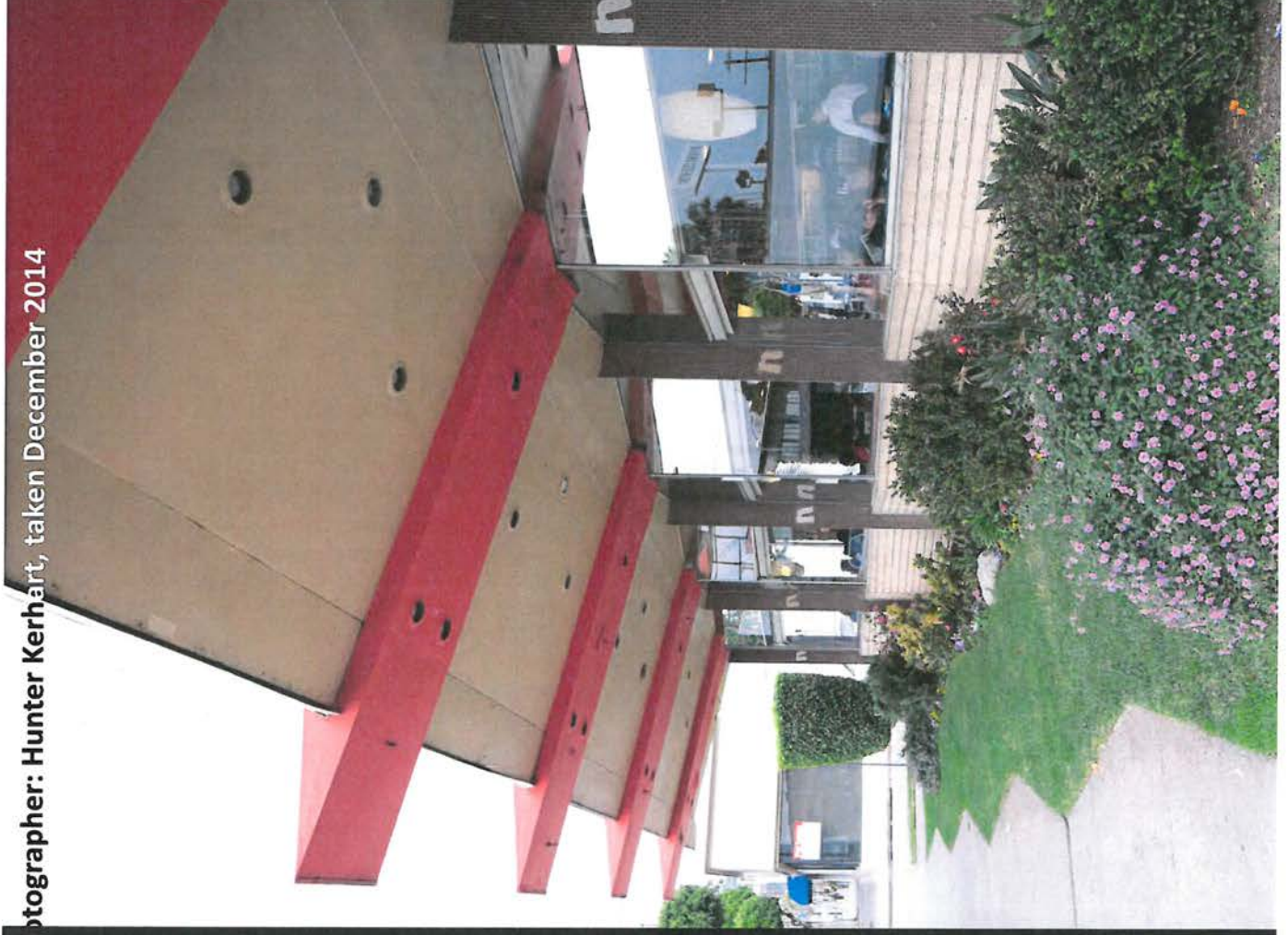
Detail of South and West Facades. Photographer: Hunter Kerhart, taken December 2014



Detail of South Façade and Norm's Sign. Photographer: Hunter Kerhart, taken December 2014



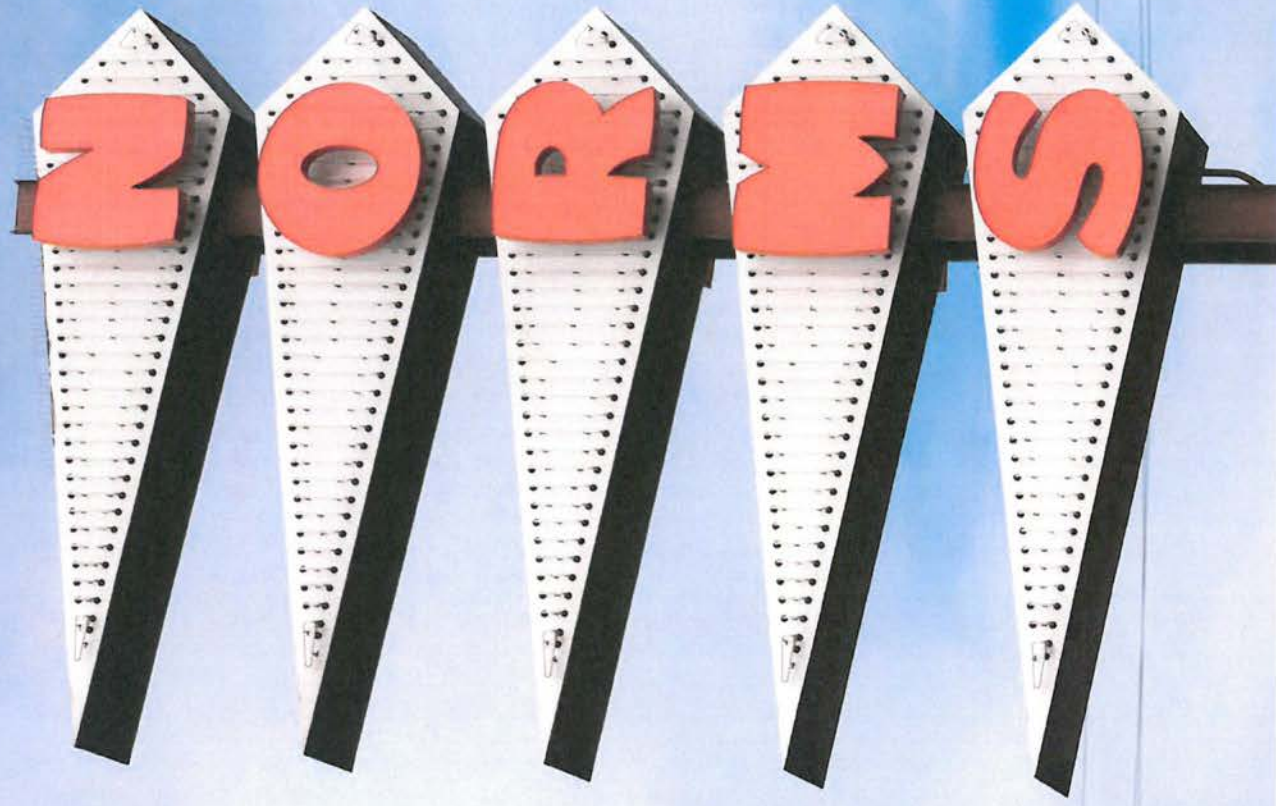
Detail of West Façade.. Photographer: Hunter Kerhart, taken December 2014



Photographer: Hunter Kerhart, taken December 2014



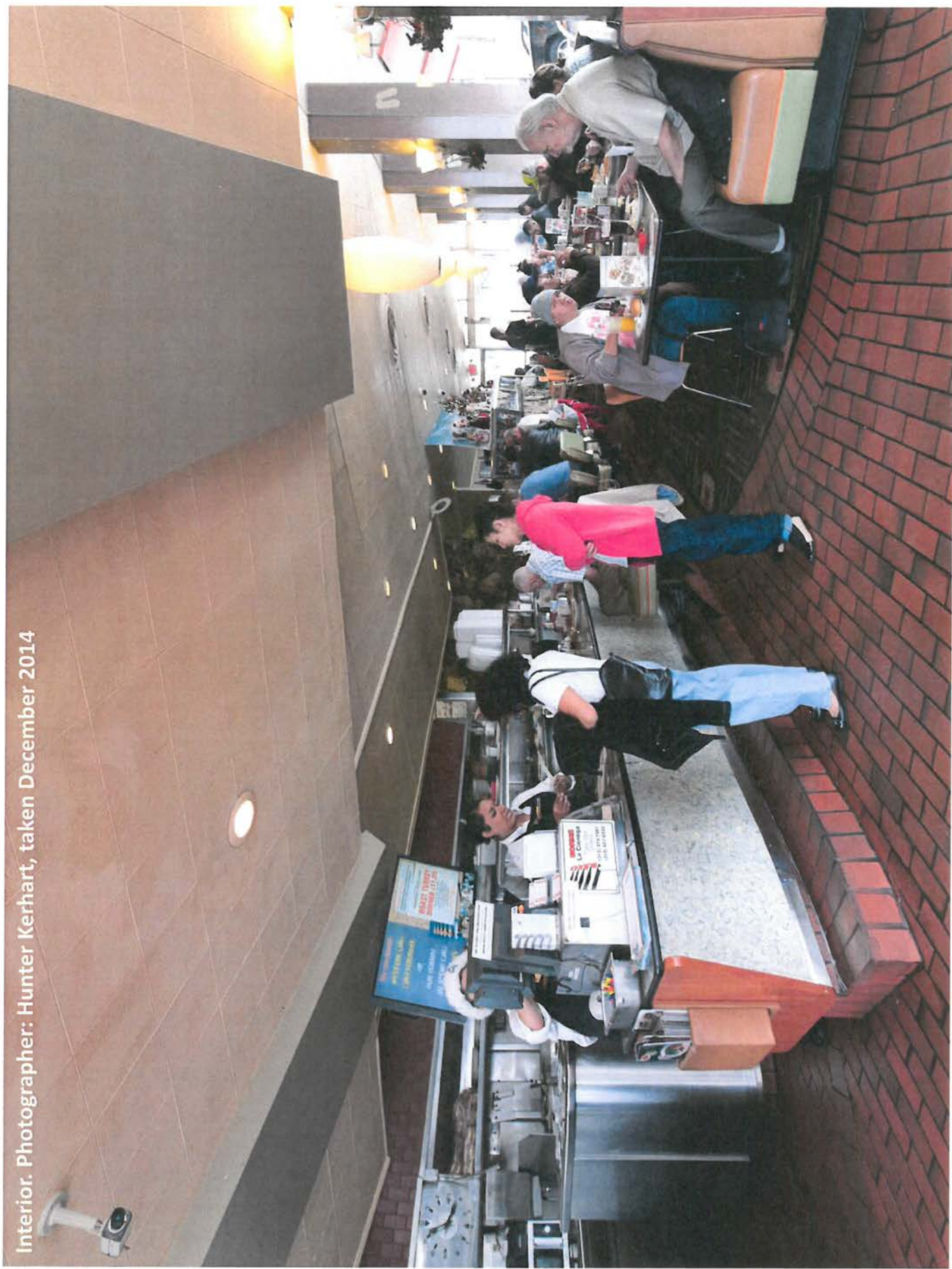
Detail of Norm's Sign. Photographer: Hunter Kerhart, taken December 2014



Detail of South Façade and Main Entrance. Photographer: Hunter N. December 12, 2011



Interior. Photographer: Hunter Kerhart, taken December 2014



Interior. Photographer: Hunter Kerhart, taken December 2014



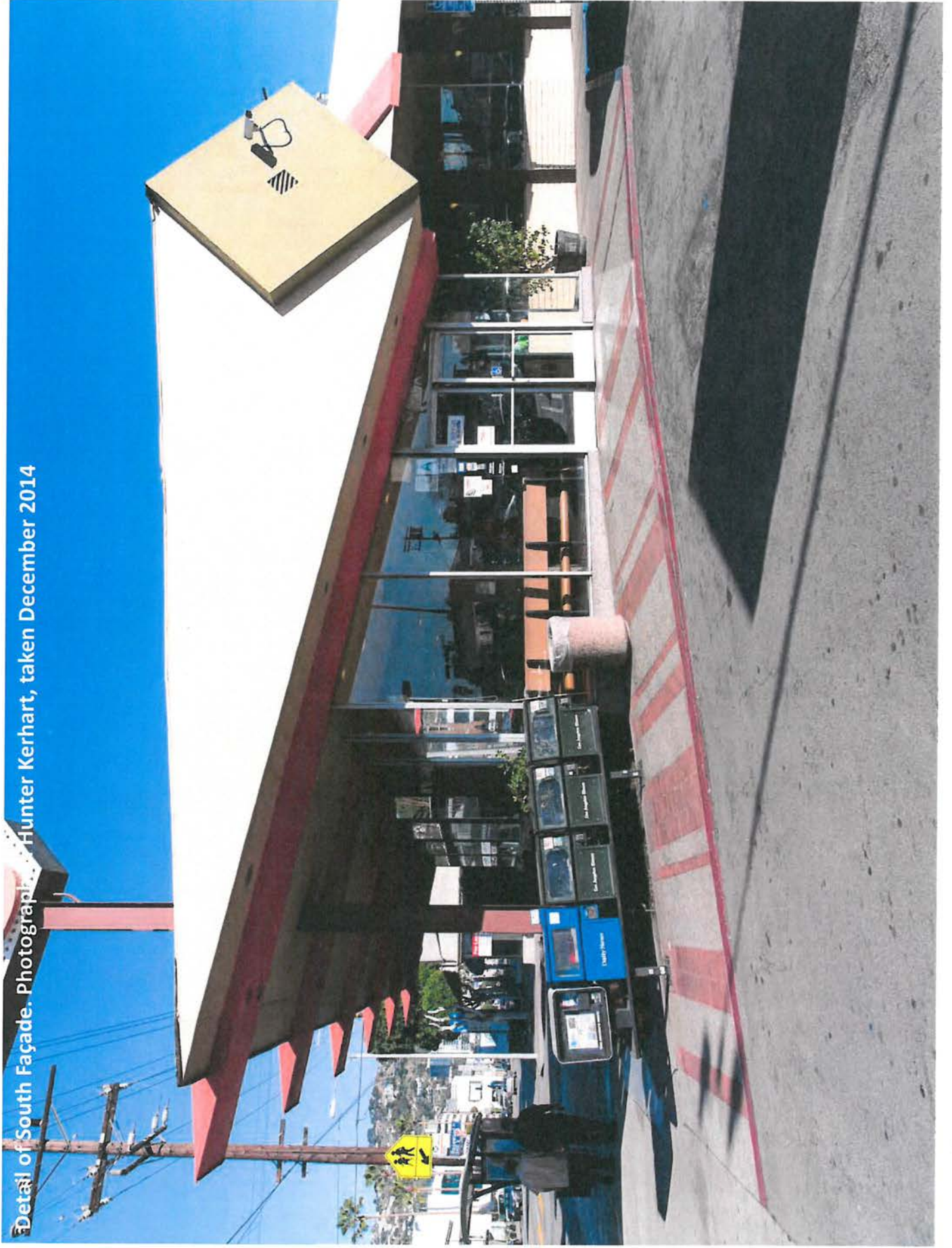
Detail of Norm's Sign. Photographer: Hunter Kerhart, taken December 2014



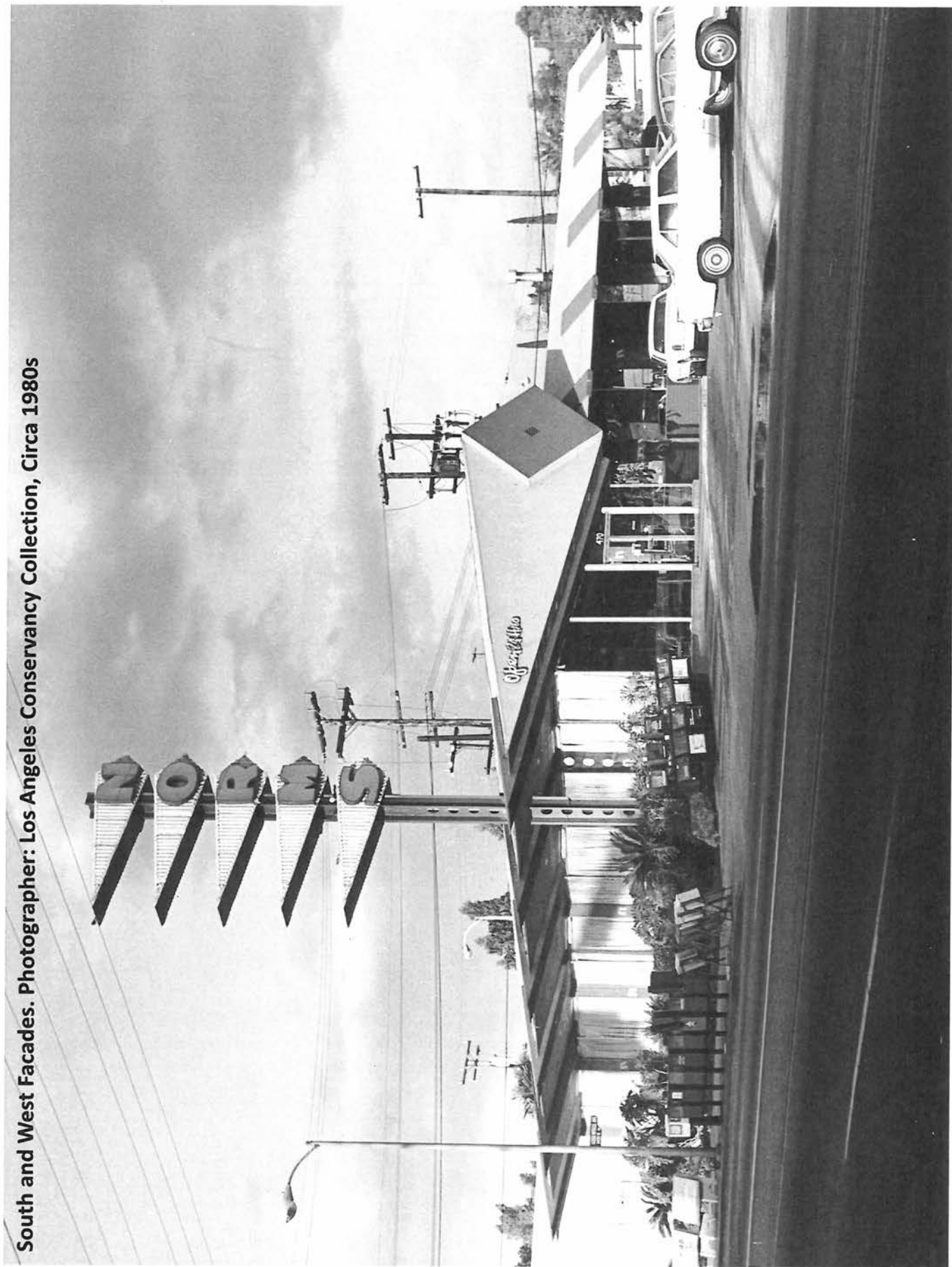
Detail of North and West Facades. Photographer: Hunter Kerhart, taken December 2014



Detail of South Façade. Photograph by Hunter Kerhart, taken December 2014



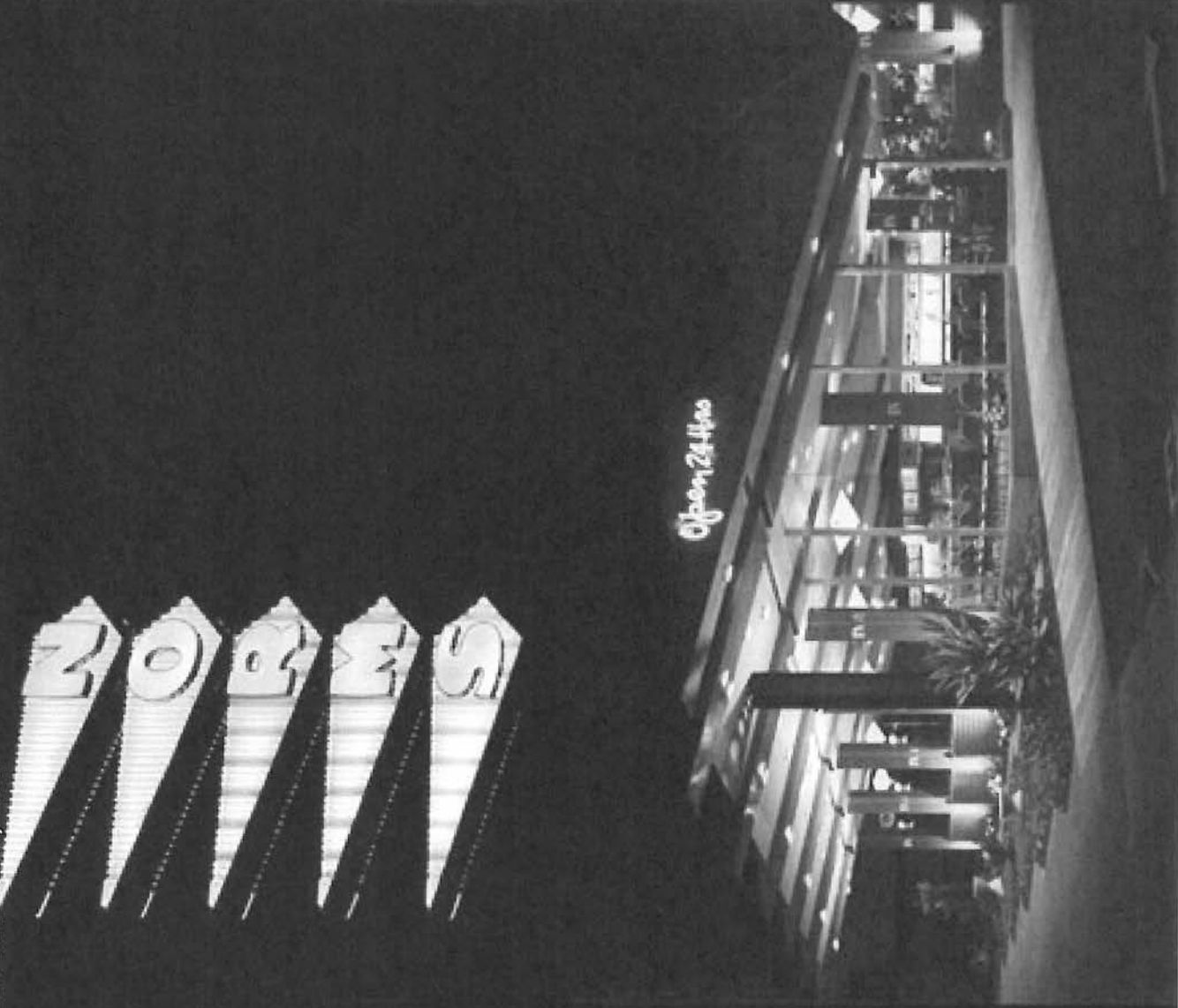
South and West Facades. Photographer: Los Angeles Conservancy Collection, Circa 1980s



Norm's Sign. Photographer: Los Angeles Conservancy Collection, Circa 1980s



Photographer: Jack Laxer Collection, 1957





City of Los Angeles Department of City Planning

12/23/2014

PARCEL PROFILE REPORT

PROPERTY ADDRESSES

470 N LA CIENEGA BLVD

ZIP CODES

90048

RECENT ACTIVITY

None

CASE NUMBERS

CPC-30642

CPC-23814

ORD-163505

ORD-142787-ODU-170

ND-83-13-HD

Address/Legal Information

PIN Number	141B173 1158
Lot/Parcel Area (Calculated)	5,356.4 (sq ft)
Thomas Brothers Grid	PAGE 592 - GRID J7
Assessor Parcel No. (APN)	5514001001
Tract	TR 4353
Map Reference	M B 74-25/26
Block	1
Lot	2
Arb (Lot Cut Reference)	None
Map Sheet	141B173

Jurisdictional Information

Community Plan Area	Wilshire
Area Planning Commission	Central
Neighborhood Council	Mid City West
Council District	CD 5 - Paul Koretz
Census Tract #	1945.00
LADBS District Office	Los Angeles Metro

Planning and Zoning Information

Special Notes	None
Zoning	C2-1VL-O
Zoning Information (ZI)	None
General Plan Land Use	Neighborhood Office Commercial
General Plan Footnote(s)	Yes
Hillside Area (Zoning Code)	No
Baseline Hillside Ordinance	No
Baseline Mansionization Ordinance	No
Specific Plan Area	None
Special Land Use / Zoning	None
Design Review Board	No
Historic Preservation Review	No
Historic Preservation Overlay Zone	None
Other Historic Designations	None
Other Historic Survey Information	None
Mills Act Contract	None
POD - Pedestrian Oriented Districts	None
CDO - Community Design Overlay	None
NSO - Neighborhood Stabilization Overlay	No
Streetscape	No
Sign District	No
Adaptive Reuse Incentive Area	None
CRA - Community Redevelopment Agency	None
Central City Parking	No
Downtown Parking	No
Building Line	None
500 Ft School Zone	Active: Rosewood Elementary School
500 Ft Park Zone	No

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

Assessor Information

Assessor Parcel No. (APN)	5514001001
APN Area (Co. Public Works)*	0.042 (ac)
Use Code	2100 - Restaurant Lounge Tavern
Assessed Land Val.	\$803,729
Assessed Improvement Val.	\$232,546
Last Owner Change	04/06/09
Last Sale Amount	\$0
Tax Rate Area	398
Deed Ref No. (City Clerk)	7-489
	493557
	373212
	2075010
	2026129
	1541120
	1328258-60
	1023

Building 1

Year Built	1956
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	5,200.0 (sq ft)

Building 2

Year Built	1956
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	5,200.0 (sq ft)

Building 3

Year Built	1956
Building Class	CX
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	4,817.0 (sq ft)

Building 4 No data for building 4

Building 5 No data for building 5

Additional Information

Airport Hazard	None
Coastal Zone	None
Farmland	Area Not Mapped
Very High Fire Hazard Severity Zone	No
Fire District No. 1	No
Flood Zone	None
Watercourse	No
Hazardous Waste / Border Zone Properties	No
Methane Hazard Site	Methane Buffer Zone
High Wind Velocity Areas	No
Special Grading Area (BOE Basic Grid Map A-13372)	No
Oil Wells	None

Seismic Hazards

Active Fault Near-Source Zone	
Nearest Fault (Distance in km)	1.64665152

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

Nearest Fault (Name)	Hollywood Fault
Region	Transverse Ranges and Los Angeles Basin
Fault Type	B
Slip Rate (mm/year)	1.00000000
Slip Geometry	Left Lateral - Reverse - Oblique
Slip Type	Poorly Constrained
Down Dip Width (km)	14.00000000
Rupture Top	0.00000000
Rupture Bottom	13.00000000
Dip Angle (degrees)	70.00000000
Maximum Magnitude	6.40000000
Alquist-Priolo Fault Zone	No
Landslide	No
Liquefaction	Yes
Tsunami Inundation Zone	No
Economic Development Areas	
Business Improvement District	None
Renewal Community	No
Revitalization Zone	None
State Enterprise Zone	None
State Enterprise Zone Adjacency	No
Targeted Neighborhood Initiative	None
Public Safety	
Police Information	
Bureau	West
Division / Station	Wilshire
Reporting District	711
Fire Information	
Division	1
Battalion	18
District / Fire Station	61
Red Flag Restricted Parking	No

CASE SUMMARIES

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

Case Number: ND-83-13-HD
Required Action(s): HD-HEIGHT DISTRICT
Project Descriptions(s): Data Not Available

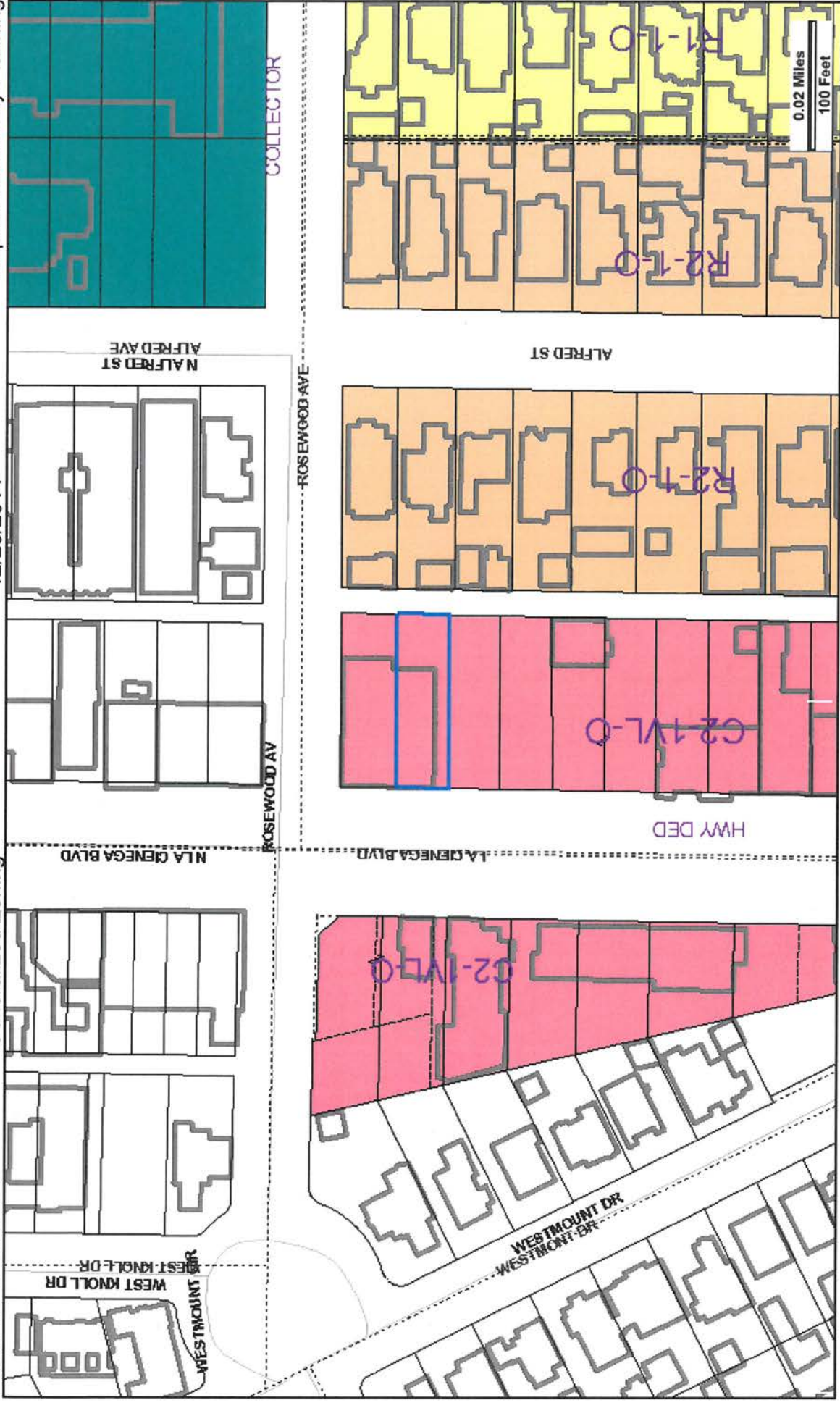
DATA NOT AVAILABLE

CPC-30642
CPC-23814
ORD-163505
ORD-142787-ODU-170

12/23/2014

Generalized Zoning

ZIMAS PUBLIC



Zoning: C2-1VL-O

General Plan: Neighborhood Office Commercial

Tract: TR 4353

Block: 1

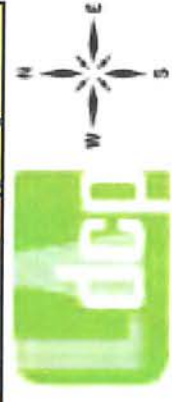
Lot: 2

Arb: None

Address: 470 N LA CIENEGA BLVD


APN: 5514001001

PIN #: 141B173 1158



LEGEND

GENERALIZED ZONING

-  OS, GW
-  A, RA
-  RE, RS, R1, RU, RZ, RW1
-  R2, RD, RMP, RW2, R3, RAS, R4, R5
-  CR, C1, C1.5, C2, C4, C5, CW, ADP, LASED, CEC, USC, PVSP
-  CM, MR, WC, CCS, UV, UI, UC, M1, M2, LAX, M3, SL
-  P, PB
-  PF
-  HILLSIDE







GENERAL PLAN LAND USE

LAND USE

RESIDENTIAL

-  Minimum Residential
-  Very Low / Very Low I Residential
-  Very Low II Residential
-  Low / Low I Residential
-  Low II Residential
-  Low Medium / Low Medium I Residential
-  Low Medium II Residential
-  Medium Residential
-  High Medium Residential
-  High Density Residential
-  Very High Medium Residential

COMMERCIAL

-  Limited Commercial
-  Limited Commercial - Mixed Medium Residential
-  Highway Oriented Commercial
-  Highway Oriented and Limited Commercial
-  Highway Oriented Commercial - Mixed Medium Residential
-  Neighborhood Office Commercial
-  Community Commercial
-  Community Commercial - Mixed High Residential
-  Regional Center Commercial

FRAMEWORK

COMMERCIAL

-  Neighborhood Commercial
-  General Commercial
-  Community Commercial
-  Regional Mixed Commercial




INDUSTRIAL

-  Commercial Manufacturing
-  Limited Manufacturing
-  Light Manufacturing
-  Heavy Manufacturing
-  Hybrid Industrial

PARKING

-  Parking Buffer

PORT OF LOS ANGELES

-  General / Bulk Cargo - Non Hazardous (Industrial / Commercial)
-  General / Bulk Cargo - Hazard
-  Commercial Fishing
-  Recreation and Commercial
-  Intermodal Container Transfer Facility Site



LOS ANGELES INTERNATIONAL AIRPORT

-  Airport Landside
-  Airport Airside
-  Airport Northside

OPEN SPACE / PUBLIC FACILITIES

-  Open Space
-  Public / Open Space
-  Public / Quasi-Public Open Space
-  Other Public Open Space
-  Public Facilities

INDUSTRIAL

-  Limited Industrial
-  Light Industrial

CIRCULATION

STREET

	Arterial Mountain Road
	Collector Scenic Street
	Collector Street
	Collector Street (Hillside)
	Collector Street (Modified)
	Collector Street (Proposed)
	Country Road
	Divided Major Highway II
	Divided Secondary Scenic Highway
	Local Scenic Road
	Local Street
	Major Highway (Modified)
	Major Highway I
	Major Highway II
	Major Highway II (Modified)

	Major Scenic Highway
	Major Scenic Highway (Modified)
	Major Scenic Highway II
	Mountain Collector Street
	Park Road
	Parkway
	Principal Major Highway
	Private Street
	Scenic Divided Major Highway II
	Scenic Park
	Scenic Parkway
	Secondary Highway
	Secondary Highway (Modified)
	Secondary Scenic Highway
	Special Collector Street
	Super Major Highway

FREEWAYS

	Freeway
	Interchange
	On-Ramp / Off-Ramp
	Railroad
	Scenic Freeway Highway




MISC. LINES

	Airport Boundary
	Bus Line
	Coastal Zone Boundary
	Coastline Boundary
	Collector Scenic Street (Proposed)
	Commercial Areas
	Commercial Center
	Community Redevelopment Project Area
	Country Road
	DWP Power Lines
	Desirable Open Space
	Detached Single Family House
	Endangered Ridgeline
	Equestrian and/or Hiking Trail
	Hiking Trail
	Historical Preservation
	Horsekeeping Area
	Local Street
	MSA Desirable Open Space
	Major Scenic Controls
	Multi-Purpose Trail
	Natural Resource Reserve
	Park Road
	Park Road (Proposed)
	Quasi-Public
	Rapid Transit Line
	Residential Planned Development
	Scenic Highway (Obsolete)
	Secondary Scenic Controls
	Secondary Scenic Highway (Proposed)
	Site Boundary
	Southern California Edison Power
	Special Study Area
	Specific Plan Area
	Stagecoach Line
	Wildlife Corridor

POINTS OF INTEREST





























Alternative Youth Hostel (Proposed)	Horticultural Center	Public Elementary School
Animal Shelter	Hospital	Public Elementary School (Proposed)
Area Library	Hospital (Proposed)	Public Golf Course
Area Library (Proposed)	HW House of Worship	Public Golf Course (Proposed)
Bridge	e Important Ecological Area	Public Housing
Campground	Important Ecological Area (Proposed)	Public Housing (Proposed Expansion)
Campground (Proposed)	Interpretive Center (Proposed)	Public Junior High School
Cemetery	Junior College	Public Junior High School (Proposed)
HW Church	MTA / Metrolink Station	Public Middle School
City Hall	MTA Station	Public Senior High School
Community Center	MTA Stop	Public Senior High School (Proposed)
Community Library	MWD MWD Headquarters	Pumping Station
Community Library (Proposed Expansion)	Maintenance Yard	Pumping Station (Proposed)
Community Library (Proposed)	Municipal Office Building	Refuse Collection Center
Community Park	P Municipal Parking lot	Regional Library
Community Park (Proposed Expansion)	Neighborhood Park	Regional Library (Proposed Expansion)
Community Park (Proposed)	Neighborhood Park (Proposed Expansion)	Regional Library (Proposed)
Community Transit Center	Neighborhood Park (Proposed)	Regional Park
Convalescent Hospital	Oil Collection Center	Regional Park (Proposed)
Correctional Facility	Parking Enforcement	RPD Residential Plan Development
Cultural / Historic Site (Proposed)	Police Headquarters	Scenic View Site
Cultural / Historical Site	Police Station	Scenic View Site (Proposed)
Cultural Arts Center	Police Station (Proposed Expansion)	School District Headquarters
DMV DMV Office	Police Station (Proposed)	School Unspecified Loc/Type (Proposed)
DWP DWP	Police Training site	Skill Center
DWP Pumping Station	PO Post Office	Social Services
Equestrian Center	Power Distribution Station	Special Feature
Fire Department Headquarters	Power Distribution Station (Proposed)	Special Recreation (a)
Fire Station	Power Receiving Station	Special School Facility
Fire Station (Proposed Expansion)	Power Receiving Station (Proposed)	Special School Facility (Proposed)
Fire Station (Proposed)	C Private College	Steam Plant
Fire Supply & Maintenance	E Private Elementary School	Surface Mining
Fire Training Site	Private Golf Course	Trail & Assembly Area
Fireboat Station	Private Golf Course (Proposed)	Trail & Assembly Area (Proposed)
Health Center / Medical Facility	JH Private Junior High School	UTL Utility Yard
Helistop	PS Private Pre-School	Water Tank Reservoir
Historic Monument	Private Recreation & Cultural Facility	Wildlife Migration Corridor
Historical / Cultural Monument	SH Private Senior High School	Wildlife Preserve Gate
Horsekeeping Area	SF Private Special School	
Horsekeeping Area (Proposed)	Public Elementary (Proposed Expansion)	

SCHOOLS/PARKS WITH 500 FT. BUFFER

-  Existing School/Park Site
-  Planned School/Park Site
-  Inside 500 Ft. Buffer

- | | |
|--|--|
|  Aquatic Facilities |  Opportunity School |
|  Beaches |  Other Facilities |
|  Charter School |  Park / Recreation Centers |
|  Child Care Centers |  Parks |
|  Elementary School |  Performing / Visual Arts Centers |
|  Golf Course |  Recreation Centers |
|  High School |  Span School |
|  Historic Sites |  Special Education School |
|  Horticulture/Gardens |  Senior Citizen Centers |
|  Middle School |  Skate Parks |

OTHER SYMBOLS

- | | | |
|--|---|--|
|  Lot Line |  Airport Hazard Zone |  Flood Zone |
|  Tract Line |  Census Tract |  Hazardous Waste |
|  Lot Cut |  Coastal Zone |  High Wind Zone |
|  Easement |  Council District |  Hillside Grading |
|  Zone Boundary |  LADBS District Office |  Historic Preservation Overlay Zone |
|  Building Line |  Downtown Parking |  Specific Plan Area |
|  Lot Split |  Fault Zone |  Very High Fire Hazard Severity Zone |
|  Community Driveway |  Fire District No. 1 |  Oil Wells |
|  Tract Map | | |
|  Parcel Map | | |
|  Lot Ties | | |
|  Building Outlines | | |

APPLICATION TO CONSTRUCT NEW BUILDING AND FOR CERTIFICATE OF OCCUPANCY

CITY OF LOS ANGELES

DEPT. OF BUILDING AND SAFETY

DIST. MAP 5-36	1. LEGAL LOT 1, 2, 3, 4	BLK.	TRACT 4358
ZONE C-2	JOB ADDRESS 470 N. La Cienega Blvd.		
FIRE DIST. 100'	2. BETWEEN CROSS STREETS Rosedale AND Oakwood		
INSIDE 60'	3. PURPOSE OF BLDG. Restaurant - Coffee Shop		
KEY COR. LOT	4. OWNER Neyman Roybark		
REV. COR. LOT SIZE 163' x 139'	5. OWNER'S ADDRESS 8950 W. 6th St.		
REAR ALLEY 20'	6. CERT. ARCH. Armet & Davis		
SIDE ALLEY X	7. LIC. ENGR. Richard Bradshaw		
ALONG LINE	8. CONTRACTOR OWNER		
AFFIDAVITS	9. SIZE OF NEW BLDG. 58'-0" x 80'-0" STORIES 2		
BLDG. AREA 4623	10. MATERIAL OF EXTERIOR WALLS: <input type="checkbox"/> W/O STUDO <input type="checkbox"/> METAL BRICK <input type="checkbox"/> CONC. BLOCK <input type="checkbox"/> CONCRETE		
SPRINKLERS REV'D SPECIFIED	HEIGHT 7'-3 1/2"		

1		470 N. La Cienega Blvd.	
VALIDATION	LA 101	FEB-24-56	36198
TYPE	GROUP	MAX. OCC.	
I	B2	132	
DIST.	LA	APR-20-56	46383
OFFICE		APR-20-56	46384
		APR-20-56	46384
		APR-20-56	46384

C. OF O
ISSUED
DWELL
UNITS
PARKING
SPACES
SCHOOL
ROOMS
FILE WITH
LIC. F.B.D.

11. VALUATION TO INCLUDE ALL FIXED
EQUIPMENT REQUIRED TO OPERATE
AND USE PROPOSED BUILDING.
\$25,000.00
\$50,000.00
I certify that in doing the work authorized hereby
I will not employ any person in violation of the Labor
Code of the State of California relating to workmen's
compensation insurance.
Eldon E. Davis
SIGNED

VALUATION APPROVED
Hatch
APPL. CHECKED
Hatch
PLANS CHECKED
Hatch
CORRECTIONS VERIFIED
Hatch
PLANS APPROVED
Hatch
APPROBATION APPROVED
Hatch

This Form When Properly Validated is a Permit to
Do the Work Described

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.
2. Plot Plan Required on Back of Original.

h

o

R

m

s

open 24 hours

Breakfast

24 HOURS

CHILLED JUICES AND FRUITS

Orange Juice	15-30
Grapefruit Juice	15-25
Tomato Juice (Slice of Lemon)	15-25
Apple Sauce	20
Stewed Prunes	20
Melba Peaches	20
Kadoia Figs	20
Cream 5c Extra	

CEREALS Served with Cream 30c

(Eggs Fried in Pure Creamery Butter)

HAM AND EGGS
BACON AND EGGS
SAUSAGE AND EGGS
or
HAMBURGER PATTY
AND EGGS

\$1.05

Toast
and
Jelly
with or without
Hashed Browned
Potatoes

STEAK AND EGGS 1.25

NORM SAYS:

Try Our

PANCAKE SANDWICH

3 Golden Brown Hot Cakes, 2 Ranch Eggs
with Maple or Boysenberry Syrup and Butter

65c

(2) EGGS, Potatoes, Toast and Jelly 55

HOT CAKES 40

with Hot Maple or Boysenberry Syrup and Butter

OLD FASHIONED BLUEBERRY HOT CAKES 50

with Hot Maple or Boysenberry Syrup and Butter

Order of Bacon or Sausage Patties	45
Order (2) Fried Eggs	40
Order Hamburger Patty (Our Own Grind)	40
Toast and Jelly	20
Toasted English Muffin, Jelly	20
Coffee Cake, Butter	20
Order Fried Ham	55
Doughnut	10

Specialtie

OLD FASHIONED SOUP OF THE DAY
CLAM CHOWDER (Friday Only)

NEW YORK STEAK SANDWICH

Served with French Fried Potatoes and Tomato

Special Treat - A Tasty French PORK TENDERLOIN SANDWICH

On a Toasted Bun, Topped with Cole Slaw, French Dressing and Sliced Tomato

A Tasty French Fried VEAL CUTLET

On a Toasted Bun, Topped with Cole Slaw, French Dressing and Sliced Tomato

FRANKFURTERS and Hickory Smoked Sausages

Served with French Fried Potatoes

Chili and Beans 50

Sea Foods

Londontown HALIBUT FINGERS

(Tartar Sauce) Served with Cole Slaw, French Dressing, Hot Roll and Butter

French Fried JUMBO SHRIMP

Our Special Sauce, Served with Cole Slaw, French Dressing, Hot Roll and Butter

French Fried EASTERN SCAOPS

(Tartar Sauce) Served with Cole Slaw, French Dressing, Hot Roll and Butter

Sea Food COMBINATION PLATE

SHRIMP — HALIBUT FINGERS — POTATOES
Our Special Sauce, Served with Cole Slaw, French Dressing, Hot Roll and Butter

Steaks

WE CANNOT RECOMMEND WISCONSIN STEAK

JUMBO HAMBURGER STEAK

Served with Crisp Green Salad, French Fried Potatoes, Hot Roll and Butter

Special NEW YORK DELMOCO STEAK

Served with Crisp Green Salad, French Dressing, Hot Roll and Butter

TOP SIRLOIN STEAK

Served with Crisp Green Salad, Potatoes, Hot Roll and Butter

NEW YORK STEAK

Served with Crisp Green Salad, Potatoes, Hot Roll and Butter

PORTERHOUSE STEAK

Served with Crisp Green Salad, Potatoes, Hot Roll and Butter

Sales Tax Will Be Added to Retail Price

Not Responsible for Lost or Stolen

Sandwiches

Norm's Hamburger Sandwich . . 45

Full One-Quarter Pound, Freshly Ground,
Government Graded Beef
Served with Our Own Bar-B-Q Sauce, Lettuce, Tomato,
Pickles and Carrot Curls on a Toasted Bun

With Cheese 55

Grilled Nippy Cheese	35	Ham or Bacon and Eggs	60
with Bacon or Ham	60	Peanut Butter and Jelly	30
Tuna Salad	50	Bar-B-Q Beef	65
Bacon and Tomato	55	Bar-B-Q Ham	65
Lettuce and Tomato	35	Fried Egg	35
Fried Ham	55	American Cheese	35

A TRUE TASTE DELIGHT! SPECIAL BARBECUE SANDWICH 95

(Grilled in Pure Creamery Butter)
Choice of BEEF or HAM, Served with
Hickory Smoked Beans and
French Fried Potatoes

SIDE ORDERS

Shoestring Potatoes	25	Hickory Smoked Beans	30
Hashed Browned Potatoes	25	Cole Slaw	25

Salads

with Toast or Roll

Choice of Danish Bleu or French Dressing

Fruit Salad Bowl with Whipped Cream or Sherbet	75
Pineapple or Peach and Cottage Cheese	65
Tuna Salad, Sliced Lemon	70
Mixed Green Salad with Shrimp	80
Small Mixed Green Dinner Salad	30

Desserts

Cheese Cake	35	Strawberry Shortcake	45
Delicious Assorted Pies 25; with Ice Cream	35		
Delicious Layer Cake	25		

Beverages

Coffee	10	Milk or Buttermilk	15
Tea, Hot or Iced	15	Hot Chocolate	20

Fountain

Malted Milk	35	Hot Fudge or	
Milk Shake	35	Strawberry Sundae	40
Ice Cream Soda	30	Ice Cream (Dish)	20
Chocolate or Pineapple		Coca-Cola	10
Sundae	35	Root Beer	10

Cup 15; Bowl 25

Cup 15; Bowl 25

W 95

s as Tomatoes

h
S 65

w, c Fried Potatoes

Q 75

w, c Fried Potatoes

ke 85

ed

h 75

ds

7 95

Fried Potatoes and

utts

M 1.25

w, c Fried Potatoes and

utts

AO 1.25

Fried Potatoes and

utts

PL 1.35

ER

w, c Fried Potatoes and

utts

WEDONE STEAKS

E 1.20

ed, c, m, Roll and Butter

OCO STEAK 1.30

ed, c, m, Roll and Butter

utts

. 1.50

ed, c, m, Roll and Butter

utts

. 1.70

ed, c, m, Roll and Butter

utts

. 1.95

ed, c, m, Roll and Butter

utts

ed, c, m, Roll and Butter

utts

ed, c, m, Roll and Butter

utts

ed, c, m, Roll and Butter

NORM'S



NORM'S

Norman Roybark, Pres.
LOS ANGELES, CALIFORNIA

INSTITUTIONS
10th ANNUAL FOOD SERVICE
CONTEST

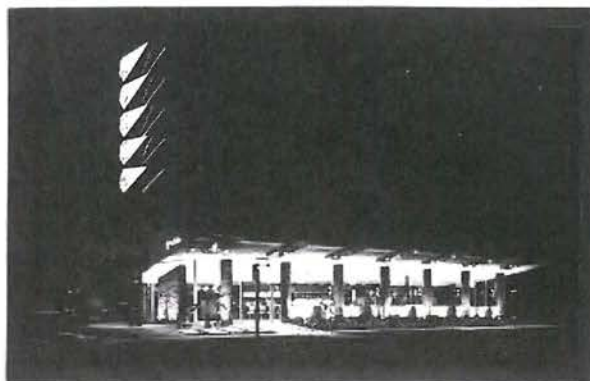
Submitted by
DEPARTMENT OF WATER & POWER

Architects _____ Armet & Davis

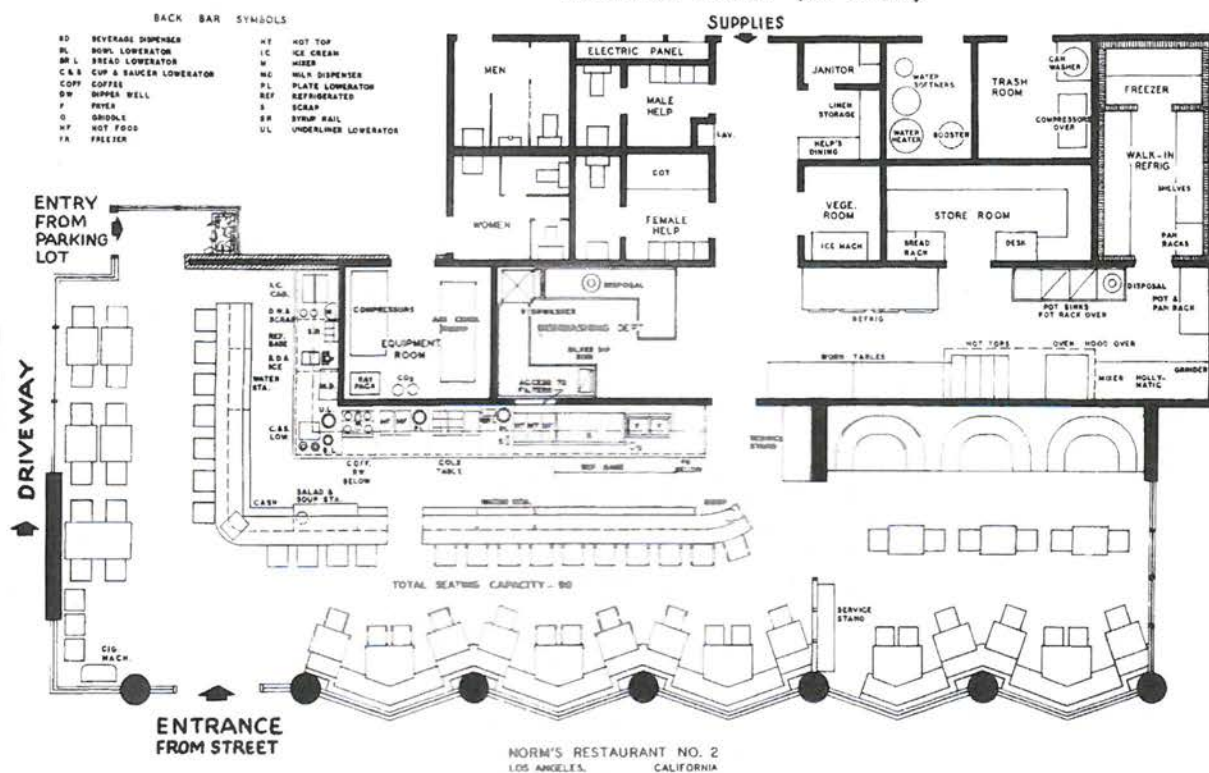
Kitchen Design _____ Stan Abrams

Equipment _____ West Coast Fixture Co.

NORM'S



PARKING AREA (85 CARS)



NORM'S RESTAURANT NO. 2
LOS ANGELES, CALIFORNIA

Entry for 10th Annual Food Service Contest
Sponsored by "Institutions" Magazine

N O R M ' S R E S T A U R A N T
8511 So. Figueroa St.
Los Angeles, California

Presented by:
Department of Water and Power
City of Los Angeles

* * * * *

A. GENERAL PURPOSE

"We wanted a building with an exterior that would be an advertisement and an invitation to customers, and an interior that would be an invitation to dine in congenial surroundings. In our opinion these requirements have been more than satisfactorily achieved. In addition we have an efficient, working operation of which we are very proud, and which is further proven by being highly profitable," said Mr. Norman Roybark, President of Norm's Restaurant.

For the patron, an attractive atmosphere, both exterior and interior, has been provided. Excellent lighting, comfortable and flexible seating of three types, and fast service are features which bring back customers.

For the owners, Architects Armet & Davis, together with Kitchen Designer Stan Abrams, provided a striking and attractive architectural design with open view glass front and excellent lighting to attract patrons. The equipment was selected and installed to provide maximum sanitation and ease of cleaning, with step-saving features in arrangement and use of equipment to speed service for low operational expense and long life.

Thirty years of restaurant operation experience by Mr. Roybark, plus ideas of the Architect and Kitchen Designer, were incorporated in the design of this restaurant to make possible a highly profitable operation.

Special Features:

Speed of service is made possible by a simple menu and an efficient layout. Time and motion studies were used as the basis for placement of equipment to save steps and eliminate cross traffic.

Flexible Seating:

Booths and tables provide seating for 69 patrons, and the counter accommodates 21 patrons, giving a total of 90 seats. The dining room is easily closed off during slack periods.

B. SELECTION OF EQUIPMENT

As this is the third unit operated by this firm, many years of actual operating experience have gone into the selection of each item of equipment. Workability, operation, ease of cleaning and repair were given consideration. A simplified menu, and the use of frozen and other prepared foods minimize the amount of equipment required. This eliminates most preparatory work, reduces the amount of working area needed in the kitchen, and adds to the profit area.

An example of the equipment installed may be noted in photograph #84 showing the back-bar. The stainless steel back-bar is mounted on coved terrazo base. The splayed apron provides knee clearance.

Special Features:

1. Refrigerated display case above.
2. Rounded corners, seamless construction, recessed door handles.
3. Automatic beverage dispenser.
4. Milk dispenser.
5. Lowerator dish dispenser pre-heats dishes, cups, and bowls.
6. Built-in, heated, roll warmer.
7. Iced tea, hot water for tea, and hot syrup.
8. Automatic coffee maker.

Special Features (cont'd.)

9. Toasters elevated on shelf to increase working area.
10. Lowerator bread dispenser.
11. Hot food units on top.
12. Refrigerated cabinet and drawers under make-up table and griddle.
13. Frozen food cabinet built in under the counter for fish, etc.
14. High velocity air extractor with grease filters. (Note grease filters removable from rear for ease in cleaning. Filters completely out of customers' sight.)
15. Electric griddles and fryers built-in for ease in cleaning.
16. Back splash of custom designed tile.
17. Terrazo floor -- Vinyl pad of matching color at cook's station for comfort, recessed in floor for safety.

C. LAYOUT, EQUIPMENT PLACEMENT

Findings of motion and time studies were used in locating equipment, including waitress service stations, etc., in order to save steps and minimize worker traffic crossing. All equipment is stainless steel with rounded corners, seamless construction, having recessed handles on drawers and doors.

D. SANITATION

Sanitation was given a great deal of attention in the designing of this restaurant. To present an inviting appearance to diners, special attention was given to eliminating odors, unsightly garbage cans, and rubble heaps.

Special Features:

1. All trimmings are disposed of in a heavy-duty waste disposer.
2. Empty cans are washed over a foot-operated, hot water spray to remove all food. Cans are then flattened and stored out of sight until removed from premises.
3. The entire floor is terrazo covered.
4. The kitchen walls are tiled.
5. All equipment is installed on terrazo islands, where possible. Where this isn't possible the installation is secured to the wall, and the legs are removed to facilitate cleaning.
6. All stainless steel equipment, with coved and seamless construction and no protruding handles.
7. Terrazo floors and stainless steel equipment make steam cleaning a simple matter.
8. Constantly operating electric fans create down drafts over all doors and entrances to keep out insects.
9. Use of electric cooking eliminates combustion fumes and greasy by-products.
10. High efficiency exhaust system removes cooking odors. Grease filters on this system are installed out of patrons' vision.
11. The grease filters, in addition to being out of sight, are installed in the wall so that they can be removed from the rear for service, with no interference to cooks and no unsightly appearance to diners as this is a 24-hour operation. The filters are removed and cleaned by running them through the dishwashing machine daily.

Special Features (cont'd.)

12. Complete air conditioning provides the diner with comfort and eliminates cooking odors. The air is exhausted by high velocity hoods over cooking centers.
13. Dishwashing area has many sanitation features:
 - (a) Stainless steel tables with rounded corners and seamless construction.
 - (b) Tables are supported from the wall to eliminate legs.
 - (c) Other equipment is mounted on terrazo islands.
 - (d) Tiled walls, terrazo floor, acoustic ceiling.
 - (e) Special exhaust hood for steam over dishwashing machine.
 - (f) Note bus box shelf under table for extra storage of loaded boxes during rush periods.
 - (g) Garbage waste disposal and raised scrap block for papers, etc.
 - (h) Pre-rinse.
 - (i) Rinse-dry-injector for spot free, fast drying of dishes.
 - (j) 180° F. temperature water for sanitizing final rinse.
 - (k) Space for bus carts.
 - (l) Depressed floor boards with special drain.
 - (m) Excellent, high intensity lighting.

E. SAFETY

Careful planning to eliminate all hazards.

1. Vinyl floor mat at cook's station is recessed into floor to prevent tripping.
2. Wood floor boards in dishwashing area are recessed flush with floor.
3. Use of bus carts and bus boxes.
4. Fire extinguishers at convenient locations.
5. Automatic shut-down of ventilation system in case of fire.
6. Elimination of protruding door handles by use of recessed drawer pulls, etc.
7. Storage of detergents and cleaning supplies in janitor's closet.

F. ECONOMIC SOUNDNESS

Seven months of actual operation have served to prove the many factors which were given careful consideration in planning. Some of these important factors are:

Exhibition Cooking:

Attracts patrons and increases amount of checks.
Ease of cleaning made possible by the absence of combustion fumes with electric cooking.

Employee Morale:

Highest employee morale because of excellent working conditions made possible by having air conditioning and excellent equipment with which to work. Employee meals are unlimited in choice or quantity! Separate employee dining area.

Limited Menu:

Specializing in a few items has quickly built a reputation for quality and fast service. Of course this is reflected in menu prices.

Profitable Operation:

Sound design and management is reflected in the exceptional operating statement:

Low labor cost	29.2%
Food Cost	41.7%
Profit	7.51%

Proof of soundness in this \$150,000 restaurant is further evidenced by the fact that plans are now nearly completed for another unit incorporating the same features existing in this operation.

G. OTHER FACTORS

Lighting, color, air conditioning, acoustics, and music were carefully planned.

Lighting:

There is a colorful, moving, electric sign at the front of this building. General illumination in the restaurant is from three rows of recessed R-40 floods spaced on 6 ft. centers. There are also two rows of recessed light fixtures on 24" centers over counters. Ornamental lighting fixtures are used for decorative purposes in the dining area.

Following are actual readings of light intensity and glare-factor taken after 6 month's operation:

	<u>Average Intensity in Foot Candles</u>	<u>Brightness in Foot Lamberts</u>
Dining Room	40	5
Counter	55	6
Tables	40	6
Entry	55	6
Back-bar Cooking Area	35	
Kitchen	35--50	7
Dishwashing	50--60	20
Columns		3.5
Plantings		1.5

Color:

Color pattern was given special attention by the architect, and a "lively" theme was developed, ranging from light brown to burnt orange for relief. Liberal use of glass, planters, etc., with the harmonious color scheme, makes for pleasant dining surroundings.

Music:

Soft background music is provided not only in the dining areas but in the kitchen as well, for the benefit of employees.

Air Conditioning:

Complete comfort air conditioning is provided by an electric, refrigerated system. High velocity, exhaust hoods are provided over the cooking and dishwashing areas to remove steam and odors.

Soundproofing:

An acoustic ceiling adds to dining comfort.

2000



ATTRACTIVE ATMOSPHERE

provides pleasant dining background

Wise use of color, lighting, music and air conditioning

Flexible seating - *tables, booths and counter*

Exhibition cooking

Excellent lighting, designed to enhance food colors

Seating capacity increased by booths along V-shaped glass wall and gives diner feeling of privacy.

Acoustic ceiling

Booths and counters on raised, coved bases

Terrazo floor



STAINLESS STEEL
SEAMLESS CONSTRUCTION



STAINLESS STEEL BACK-BAR, ROUNDED CORNERS,
SEAMLESS CONSTRUCTION, MOUNTED ON TERRAZZO BASE

Splayed apron construction provides
knee clearance, all handles recessed.
Refrigerated display case above
lowerator dish dispensers are pre-heated
Toasters on elevated shelf to
increase work area
Lowerator bread dispenser
Refrigerated cabinet and drawers
under make-up table and griddle.

Frozen food cabinet below fryers
Air exhaust above cooking area;
grease filters installed out of
sight and serviced from rear
Electric griddles and fryers
built-in for sanitation
Terrazzo floor- has recessed
vinyl pad (of matching color)
at cooks station



UNDER COUNTER WAITRESS SERVICE STATION

Refrigerated storage for salads,
salad dressing on top.
Electric hot soup container
Vinyl covering on shelves coved
and bull-nosed for ease in cleaning
Slanted design to provide easier
access for waitress
Counters on raised bases
Terrazzo floor.



DISHWASHING AREA

Designed for Efficiency and Sanitation

Stainless steel tables and shelves...coved corners, seamless

Secured to walls to eliminate legs

Raised coved terrazzo bases for equipment
also for empty racks

Exhaust hood over machine

Pre-rinse waste disposal unit

Injector rinse

Extra shelf for loaded bus boxes, during rush

Floor mat recessed in floor for safety

High intensity lighting

Acoustic ceiling - tiled walls - terrazzo floor

Space for bus carts

> snapshots from the center of the universe Metropolis

Neon Rhapsody

A '50s Classic Is Flashing L.A. Again

Many an icon of Southern California architecture beckons to the empty stomach. This isn't the town for hamongous clocks or sleek moderne skyscrapers like those in world capitals with actual history—give us a giant doughnut or a neon sign signaling a burger on the loose any day.

For one of SoCal's finest gastronomical landmarks, you can thank the late Norm Roybark. He was *the* Norm of Norm's coffee shops, and his name has been lighting up Southern California skies for more than 50 years—albeit, until recently, on a reluctantly muted scale.

Norm wasn't the kind of guy you'd see as a taste-maker, except when it came to eggs over easy. He started out as a used-car salesman, and he brought his marketing savvy to restaurateuring. Roybark wanted his restaurant to look like a brightly lit automobile showroom, with people instead of cars behind those huge glass windows.

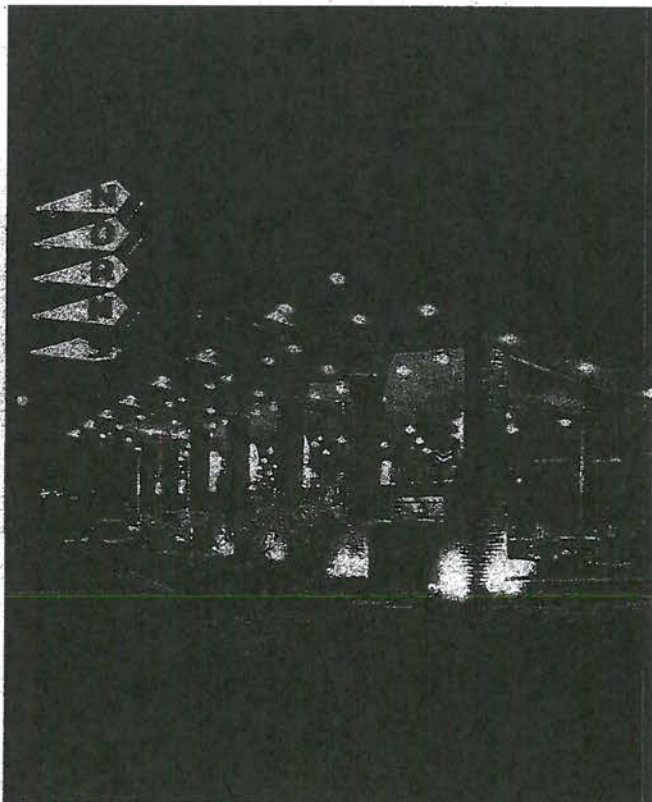
He hired architect Eldon Davis, who was busy fathering the kooky California coffee shop for chains such as the Clock and Huddle restaurants. At a time when America was in love with aerodynamic design, Davis made Norm's resemble an airplane wing with a roof that tilted down toward the back.

But the piece de resistance was the sign, a spiky shout in "Norm's orange," as the company calls the shade. Norm wanted the sign to dance like the snazzy neons in Las Vegas, and he got his wish. Davis scrawled the design on a Norm's napkin in 1950: a veritable light show with the letters N-O-R-M-S stacked vertically from top to bottom, each letter blazing from its own pennant-shaped background with "washing" white neon (lighting lingo for a horizontal effect).

"If you were brain dead you'd still see it and go in there to eat," says Santa Monica architect Victor Newlove, current partner of Davis, who is semi-retired. Indeed, the Norm's sign became such an integral part of the landscape that in 1964, Ed Ruscha immortalized it in his painting "Norm's, La Cienega, on Fire," which is in the Broad Art Foundation and has been exhibited at the L.A. County Museum of Art.

By the '70s, the energy crisis was dimming Norm's enthusiasm for flashing lights. The neon tubes were vulnerable to moisture, and every time it rained, some lights would go out, requiring costly repairs. The flaming white pennants were turned off, leaving only the orange NORMS letters constantly lit. Noisy signs were going out of vogue, and in 1986, Santa Monica cited code violations in ordering its Norm's to remove the sign by 1999.

But over the next decade or so, Southern California got hip to its history. Santa Monica saw the light, and in early 2000, its City Council declared the Norm's sign,



One of the early Norm's restaurants at Sunset Boulevard and Vermont Avenue.

which had yet to be removed, of meritorious distinction. Focus groups assembled by Norm's last year suggested that restoring the flash would be good business to boot. The family-owned chain has 17 locations from Los Angeles County to Riverside, but metropolitan L.A. has lost several restaurants over the years.

New technology has made flashing neon more cost-effective. So amid much hoopla, Norm's recently restored and re-ignited the signs at its restaurants on La Cienega Boulevard north of the Beverly Center, on Pico Boulevard in Westwood and on Lincoln Boulevard in Santa Monica. The Norm's in Bellflower joined the pack in late July after that city exempted Norm's from its ban on moving and blinking lighted signs.

At \$40,000 to restore each sign, good taste doesn't come cheap, even at Norm's, where every bite is a bargain. "There's very little . . . of this style of architecture and sign design left," Newlove says. "It's the ultimate 1950s homage to Jetsons architecture, and it survived. So flaunt it." —RENE LACHER

Photograph by Jack Lacher

LOS ANGELES TIMES MAGAZINE, August 3, 2003 7



Address: 460 N LA CIENEGA BLVD
Name: Norms
Year built: 1956
Architectural style: Googie

Context 1:

Context:	Architecture and Engineering, 1850-1980
Sub context:	L.A. Modernism, 1919-1980
Theme:	Post-War Modernism, 1946-1976
Sub theme:	Googie, 1935-1969
Property type:	Commercial
Property sub type:	No Sub-Type
Criteria:	C/3/3
Status code:	3S;3CS;5S3
Reason:	Excellent example of a Googie style coffee shop in the area. Designed by architects Armet and Davis, early and notable practitioners of the Googie style.

Context 2:

Context:	Commercial Development, 1850-1980
Sub context:	No Sub-context
Theme:	Commercial Identity, 1850-1980
Sub theme:	No SubTheme
Property type:	Commercial
Property sub type:	No Sub-Type
Criteria:	A/1/1
Status code:	3S;3CS;5S3
Reason:	Significant as the long-term location of the Los Angeles-based coffee shop chain and as the oldest Norms still in operation. As the business has been in continuous use here since 1956, the Period of Significance is left open-ended.



Address: 1479 S LA CIENEGA BLVD
Name: Motel Grand
Year built: 1947
Architectural style: Commercial, Vernacular; Moderne, Streamline

Context 1:

Context:	Commercial Development, 1850-1980
Sub context:	No Sub-context
Theme:	Motels, 1925-1970
Sub theme:	No SubTheme
Property type:	Commercial - Lodging

Architecture and Engineering, 1850-1980

CONTEXT:	Architecture and Engineering, 1850-1980
SUB CONTEXT:	L.A. Modernism, 1919-1980
THEME:	Post-War Modernism, 1946-1976
SUB THEME:	Googie, 1935-1969
PROPERTY TYPE:	Commercial
PROPERTY SUB TYPE:	No Sub-Type
GEOGRAPHIC LOCATION	Citywide, typically occur along commercial corridors, particularly those developed in the post WWII-era
AREA OF SIGNIFICANCE	Architecture
CRITERIA	C/3/3
PERIOD OF SIGNIFICANCE	1935 - 1969
ELIGIBILITY STANDARDS:	Exhibits quality of design through distinctive features
	Is a good example of the Googie architecture style
	Was constructed during the period of significance
	More research needed
	Resource does not meet Eligibility Standards
	No Eligibility Standards checked
CHARACTER DEFINING/ASSOCIATIVE FEATURES:	More research needed
	No CDFs/Associative Features checked
	Resource does not retain sufficient CDFs/Associative Features
	Building forms may display sharp angles and sweeping curves
	Common building types include coffee shops, car washes, service stations, motels, drive-ins, and bowling alleys
	Dramatic rooflines, including butterfly, folded plate (zig-zag), dome and cantilever
	Extensive use of glass, such as floor-to-ceiling plate glass windows
	For the National Register, property must possess exceptional importance if less than 50 years of age
	May include natural features such as rocks, palm trees and other plantings
	Often incorporates applied details, including neon signage and geometric ornamentation
	Retains most of the essential character-defining features from the period of significance
	Variety of materials, including stucco, brick, stone, wood
INTEGRITY CONSIDERATIONS:	Extant examples of Googie are relatively rare, therefore a greater degree of alterations or fewer character-defining features may be acceptable
	Original landscaping may have been altered or removed
	Original use may have changed

Architecture and Engineering, 1850-1980

	Should retain integrity of Location, Design, Materials, Workmanship, and Feeling
	Signage may have been altered



City of Los Angeles Department of City Planning

1/6/2015 PARCEL PROFILE REPORT

PROPERTY ADDRESSES

478 N LA CIENEGA BLVD

ZIP CODES

90048

RECENT ACTIVITY

CHC-2015-5-HCM

ENV-2015-6-CE

CASE NUMBERS

CPC-30642

CPC-23814

ORD-163505

ORD-142787-ODU-170

ND-83-13-HD

Address/Legal Information

PIN Number	141B173 1136
Lot/Parcel Area (Calculated)	5,763.0 (sq ft)
Thomas Brothers Grid	PAGE 592 - GRID J7
Assessor Parcel No. (APN)	5514001001
Tract	TR 4353
Map Reference	M B 74-25/26
Block	1
Lot	1
Arb (Lot Cut Reference)	None
Map Sheet	141B173

Jurisdictional Information

Community Plan Area	Wilshire
Area Planning Commission	Central
Neighborhood Council	Mid City West
Council District	CD 5 - Paul Koretz
Census Tract #	1945.00
LADBS District Office	Los Angeles Metro

Planning and Zoning Information

Special Notes	None
Zoning	C2-1VL-O
Zoning Information (ZI)	None
General Plan Land Use	Neighborhood Office Commercial
General Plan Footnote(s)	Yes
Hillside Area (Zoning Code)	No
Baseline Hillside Ordinance	No
Baseline Mansionization Ordinance	No
Specific Plan Area	None
Special Land Use / Zoning	None
Design Review Board	No
Historic Preservation Review	No
Historic Preservation Overlay Zone	None
Other Historic Designations	None
Other Historic Survey Information	None
Mills Act Contract	None
POD - Pedestrian Oriented Districts	None
CDO - Community Design Overlay	None
NSO - Neighborhood Stabilization Overlay	No
Streetscape	No
Sign District	No
Adaptive Reuse Incentive Area	None
CRA - Community Redevelopment Agency	None
Central City Parking	No
Downtown Parking	No
Building Line	None
500 Ft School Zone	Active: Rosewood Elementary School
500 Ft Park Zone	No

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

Assessor Information

Assessor Parcel No. (APN)	5514001001
Ownership (Assessor)	
Owner1	JDM HOLDINGS LP C/O C/O JOHN NEIDLINGER
Address	17570 POSETANO RD PACIFIC PALISADES CA 90272
Ownership (City Clerk)	
Owner	JDM HOLDINGS LP C/O ALLEN DEMPSTER
Address	500 YGNACIO VALLEY RD STE 328 WALNUT CREEK CA 94596
APN Area (Co. Public Works)*	0.042 (ac)
Use Code	2100 - Restaurant Lounge Tavern
Assessed Land Val.	\$803,729
Assessed Improvement Val.	\$232,546
Last Owner Change	04/06/09
Last Sale Amount	\$0
Tax Rate Area	398
Deed Ref No. (City Clerk)	7-489 493557 373212 2075010 2026129 1541120 1328258-60 1023
Building 1	
Year Built	1956
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	5,200.0 (sq ft)
Building 2	
Year Built	1956
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	5,200.0 (sq ft)
Building 3	
Year Built	1956
Building Class	CX
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	4,817.0 (sq ft)
Building 4	No data for building 4
Building 5	No data for building 5

Additional Information

Airport Hazard	None
Coastal Zone	None
Farmland	Area Not Mapped
Very High Fire Hazard Severity Zone	No
Fire District No. 1	No
Flood Zone	None
Watercourse	No
Hazardous Waste / Border Zone Properties	No

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

Seismic Hazards

Active Fault Near-Source Zone

Nearest Fault (Distance in km)	1.63537392
Nearest Fault (Name)	Hollywood Fault
Region	Transverse Ranges and Los Angeles Basin
Fault Type	B
Slip Rate (mm/year)	1.00000000
Slip Geometry	Left Lateral - Reverse - Oblique
Slip Type	Poorly Constrained
Down Dip Width (km)	14.00000000
Rupture Top	0.00000000
Rupture Bottom	13.00000000
Dip Angle (degrees)	70.00000000
Maximum Magnitude	6.40000000
Alquist-Priolo Fault Zone	No
Landslide	No
Liquefaction	Yes
Tsunami Inundation Zone	No

Economic Development Areas

Business Improvement District	None
Renewal Community	No
Revitalization Zone	None
State Enterprise Zone	None
State Enterprise Zone Adjacency	No
Targeted Neighborhood Initiative	None

Public Safety

Police Information

Bureau	West
Division / Station	Wilshire
Reporting District	711

Fire Information

Division	1
Batallion	18
District / Fire Station	61
Red Flag Restricted Parking	No

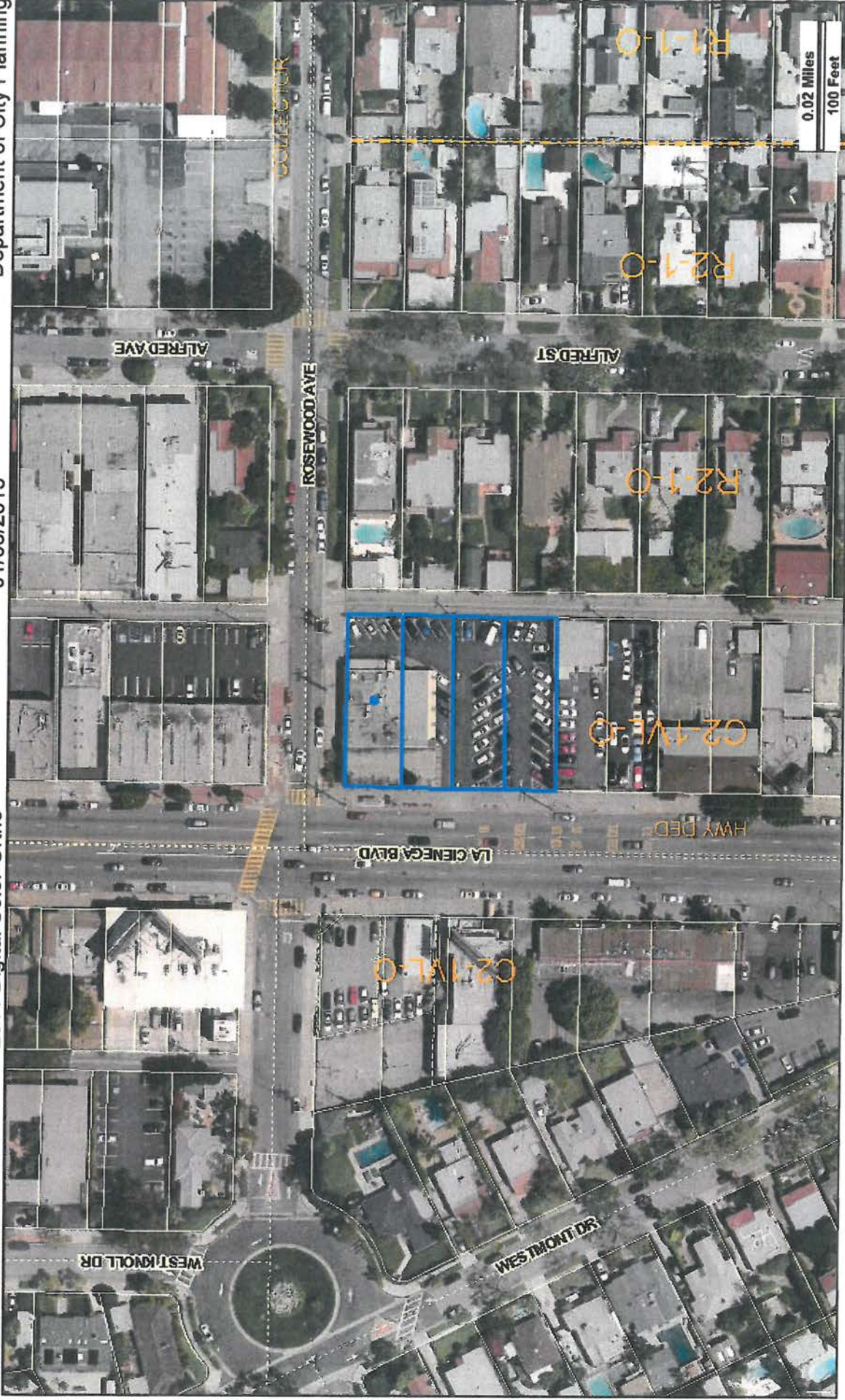
CASE SUMMARIES

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

Case Number:	ND-83-13-HD
Required Action(s):	HD-HEIGHT DISTRICT
Project Descriptions(s):	Data Not Available

DATA NOT AVAILABLE

CPC-30642
CPC-23814
ORD-163505
ORD-142787-ODU-170



Address: 478 N LA CIENEGA BLVD
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Tract: TR 4353
Block: 1
Lot: 1
Arb: None

Zoning: C2-1VL-O
General Plan: Neighborhood Office Commercial

