

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

**CASE NO.: CHC-2012-2951-HCM
ENV-2012-2952-HCM**

HEARING DATE: December 6, 2012
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 3410 N. Amesbury Road
Council District: 4
Community Plan Area: Hollywood
Area Planning Commission: Central
Neighborhood Council: Greater Griffith Park
Legal Description: Lot 9 of TR 9050

PROJECT: Historic-Cultural Monument Application for the
DUREX MODEL HOME

REQUEST: Declare the building a Historic-Cultural Monument

**APPLICANT/
OWNER:** Michael J. Locke and Andrew E. Jelmert
3410 Amesbury Rd.
Los Angeles, CA 90027

**OWNER'S
REPRESENTATIVE:** Charles J. Fisher
140 S. Avenue 57
Los Angeles, CA 90042

RECOMMENDATION **That the Cultural Heritage Commission:**

1. **Declare** the property a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.7
2. **Adopt** the report findings.

MICHAEL J. LOGRANDE
Director of Planning

[SIGNED ORIGINAL IN FILE]

Ken Bernstein, AICP, Manager
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Prepared by:
[SIGNED ORIGINAL IN FILE]

Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

FINDINGS

1. The building “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction” as an example of Spanish Colonial Revival style residential architecture.
2. The building reflects the “broad cultural, economic, or social history of the nation, State or community” for its association with the residential development of Los Feliz Hills.

CRITERIA

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

SUMMARY

Built in 1928 and located in Los Feliz, this single-family residence exhibits character-defining features of Spanish Colonial Revival style architecture. The two-story residence is rectangular in plan with a low gabled roof covered with tapered clay tiles. The exterior has a stucco finish with wood trim. Windows are large fixed pane and casement wood windows. The entry features a long porch with three low arches and a wide arched multi-paneled wooden entryway door. The tile steps leading up to the porch have a large tile-topped stepped banister. An arched window and a half arch are located above a two-car garage door flanked by square pilasters. A wooden Monterrey-style covered balcony is located on the second floor, above the dining room window. The low smooth stucco chimney is topped with a round flue. Additional character-defining features include scroll-cut rafter rails, copper gutters, scored concrete on the porch, stairs, and patio, and wrought iron light fixtures. Significant interior spaces include hardwood floors, wrought iron gates, semi-smooth plaster walls, decorative joist beams, a marble mantle, and stained glass windows. Landscape features consist of palm trees and shrubbery enclosed by a metal gate with archway opening.

The proposed historic monument was designed by Harry Garfield Koerner and William John Gage for the Durex Quality Homes subsidiary of the F.P. Fay Company as a marketing tool for their Los Feliz Hills subdivision. The architects designed a number of homes for the Durex Company in the 1920s and went on to design the Beverly Hills City Hall. The home was sold in 1931 to attorney and real-estate broker James L. Merely. He sold the home to Carl C. Vianelli, a well-known private investigator. Shortly thereafter, Vianelli sold the house to William Beaton.

Alterations include the addition of a swimming pool and the installation of the fence and gate. The sign that reads “La Casa Contenta” was installed by the current owners in 1993.

DISCUSSION

The Durex Model Home property successfully meets two of the specified Historic-Cultural Monument criteria: 1) “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, and 2) reflects the “broad cultural, economic, or social history of the nation, State or community”. As a residential building designed in the Spanish Colonial Revival style and associated with the residential development of Los Feliz Hills, the property qualifies for designation as a Historic-Cultural Monument based on these criteria.

BACKGROUND

At its meeting of October 4, 2012, the Cultural Heritage Commission voted to take the application under consideration. On November 1, 2012, the Cultural Heritage Commission toured the subject property.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) REVIEW

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 “*consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.*”

State of California CEQA Guidelines Article 19, Section 15331, Class 31 “*consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings.*”

The designation of the Durex Model Home property as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code (“LAAC”) will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior’s Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

**CASE NO.: CHC-2012-2951-HCM
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200 N. Spring Street
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90012

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REPRESENTATIVE:** Charles J. Fisher
140 S. Avenue 57
Los Angeles, CA 90042

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

[SIGNED ORIGINAL IN FILE]

Ken Bernstein, AICP, Manager
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
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Prepared by:

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The proposed historic monument was designed by Harry Garfield Koerner and William John Gage for the Durex Quality Homes subsidiary of the F.P. Fay Company as a marketing tool for their Los Feliz Hills subdivision. The architects designed a number of homes for the Durex Company in the 1920s and went on to design the Beverly Hills City Hall. The home was sold in 1931 to attorney and real-estate broker James L. Merely. He sold the home to Carl C. Vianelli, a well-known private investigator. Shortly thereafter, Vianelli sold the house to William Beaton.

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CRITERIA

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FINDINGS

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

HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1. NAME OF PROPOSED MONUMENT DUREX MODEL HOME
2. STREET ADDRESS 3410 AMESBURY ROAD
CITY LOS ANGELES ZIP CODE 90027 COUNCIL DISTRICT 4
3. ASSESSOR'S PARCEL NO. 5592-008-009
4. COMPLETE LEGAL DESCRIPTION: TRACT TRACT NO. 9050, LOS FELIZ HILLS, AS PER MAP IN BOOK 123, PAGES 84 THRU 97 INCLUSIVE OF MAPS FILED, IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER.
BLOCK G LOT(S) 9 ARB. NO. N/A
5. RANGE OF ADDRESSES 3400-3414 AMESBURY ROAD
6. PRESENT OWNER MICHAEL J. LOCKE AND ANDREW E. JELMERT
STREET ADDRESS 3410 AMESBURY ROAD
CITY LOS ANGELES STATE CA ZIP CODE 90027 PHONE (323) 644-3338 EMAIL: MJLOCKE@PACBELL.NET
OWNER IS: PRIVATE PUBLIC
7. PRESENT USE SINGLE FAMILY RESIDENCE ORIGINAL USE SINGLE FAMILY RESIDENCE/MODEL HOME

DESCRIPTION

8. ARCHITECTURAL STYLE SPANISH COLONIAL REVIVAL
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORKSHEET)
(SEE DESCRIPTION WORKSHEET)

HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT DUREX MODEL HOME

10. CONSTRUCTION DATE: FACTUAL 1928 ESTIMATED _____

11. ARCHITECT , DESIGNER, OR ENGINEER: HARRY G. KOERNER AND WILLIAM J. GAGE

12. CONTRACTOR OR OTHER BUILDER: DUREX QUALITY HOMES

13. DATES OF ENCLOSED PHOTOGRAPHS APRIL 11, 2012

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

ALTERATIONS: SWIMMING POOL ADDED IN 1977, FENCE AND GATE ADDED AROUND THE PROPERTY. THE GATE IS TOPPED WITH THE NAME "LA CASA CONTENTA", WHICH WAS GIVEN TO THE HOUSE BY THE CURRENT OWNERS IN 1993.

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

16. IS THE STRUCTURE ON ITS ORIGINAL SITE MOVED UNKNOWN

17. SIGNIFICANCE

BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED WITH SITE (SEE OPTIONAL SIGNIFICANCE WORKSHEET) THIS FINE QUALITY SPANISH COLONIAL REVIVAL HOUSE WAS DESIGNED THE BEVERLY HILLS BASED ARCHITECTURAL FIRM OF KOERNER AND GAGE FOR THE F. P. FAY COMPANY, A MAJOR REAL ESTATE VENTURE IN LOS ANGELES. KOERNER AND GAGE WERE TO LATER DESIGN THE BEVERLY HILLS CITY HALL. THE HOUSE WAS BUILT BY DUREX QUALITY HOMES AND USED AS THE MODEL HOME FOR THE PRESTIGIOUS LOS FELIZ HILLS SUBDIVISION. THE HOUSE WAS COMPLETELY FURNISHED BY THE BROADWAY DEPARTMENT STORE AND BECAME ONE OF THE VERY FIRST "SHOWCASE" HOUSES. THE HOUSE WAS USED TO MARKET THE TRACT. IT WAS LISTED AS THE "DUREX MODEL HOME" AS A PART OF THAT CAMPAIGN. THE ARCHITECTS ARE ALSO IMPORTANT. THEY HAD NOT YET DESIGNED THEIR SIGNATURE WORK, THE BEVERLY HILLS CITY HALL. THIS EARLY DESIGN SHOWS THE SAME QUALITY THE LARGER BUILDING. THIS WAS ALSO THE HOME OF WILLIAM BEATON, PRESIDENT AND CEO OF KIEV RADIO FROM 1961-1984.

18. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) LOS ANGELES CITY BUILDING PERMITS PER ATTACHED, LA COUNTY ASSESSORS RECORDS, RECORDED DEEDS, CENSUS RECORDS, LOS ANGELES COUNTY SUBDIVISION MAPS, DUREX AND FAY COMPANY SALES BROCHURES, LOS ANGELES TIMES ARTICLES AND "THE GREAT LOS ANGELES SWINDLE" BY JULES TYGIEL..

DATE FORM PREPARED JULY 6, 2012 PREPARER'S NAME CHARLES J. FISHER

ORGANIZATION OWNER'S REPRESENTATIVE STREET ADDRESS 140 S. AVENUE 57

CITY HIGHLAND PARK STATE CA ZIP CODE 90042 PHONE (323) 256-3593

E-MAIL ADDRESS: ARROYOSECO@HOTMAIL.COM

DESCRIPTION WORK SHEET

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

THE DUREX MODEL HOME IS A 2 STORY,

NAME OF PROPOSED MONUMENT

NUMBER OF STORIES

SPANISH COLONIAL REVIVAL, L- SHAPED PLAN SINGLE-FAMILY RESIDENCE

ARCHITECTURAL STYLE (SEE LINE 8 ABOVE)

PLAN SHAPE (SEE CHART)

STRUCTURE USE (RESIDENCE, ETC)

WITH A STUCCO FINISH AND WOOD TRIM.

MATERIAL (WOOD SIDING, WOOD SHINGLES, BRICK, STUCCO, ETC)

MATERIAL (WOOD, METAL, ETC.)

ITS LOW-GABELED ROOF IS COVERED WITH TAPERED MISSION CLAY TILES, GLASS AND WOOD,

ROOF SHAPE (SEE CHART))

MATERIAL (CLAY TILE, ASPHALT OR WOOD SHINGLES)

WINDOW MATERIAL

LARGE FIXED PANE AND CASEMENT WINDOWS ARE PART OF THE DESIGN.

WINDOW TYPE [DOUBLE HUNG (SLIDES UP & DOWN), CASEMENT (OPENS OUT), HORIZONTAL SLIDING, ETC.]

THE ENTRY FEATURES A LONG PORCH ALONG THE WEST WING OF THE HOUSE WITH THE DOOR AT THE NORTH END

DOOR LOCATION (RECESSED, CENTERED, OFF-CENTER, CORNER, ETC.)

WITH A WIDE ARCHED MULTI-PANELED WOODEN DOOR. ADDITIONAL CHARACTER DEFINING ELEMENTS

ENTRY DOOR STYLE (SEE CHART)

OF THE STRUCTURE ARE THREE LOW PORCH ARCHES FACING EAST TOWARD THE FRONT YARD AND A HALF ARCH

IDENTIFY ORIGINAL FEATURES SUCH AS PORCHES (SEE CHART); BALCONIES; NUMBER AND SHAPE OF DORMERS (SEE CHART);

FACING SOUTH TOWARD AMESBURY ROAD, AS WELL AS AN ARCHED LIVING ROOM WINDOW, BOTH ABOVE THE

NUMBER AND LOCATION OF CHIMNEYS; SHUTTERS; SECONDARY FINISH MATERIALS; PARAPETS; METAL TRIM; DECORATIVE TILE OR CAST STONE; ARCHES;

BUILT-IN TWO CAR GARAGE. THE ARCHES ARE SUPPORTED BY THICK SQUARE COLUMNS, EACH TOPPED BY A SQUARED

ORNAMENTAL WOODWORK; SYMMETRY OR ASYMMETRY; CORNICES; FRIEZES; TOWERS OR TURRETS; BAY WINDOWS; HALFTIMBERING; HORIZONTALITY;

CAPITAL. THE TILE STAIRS LEADING UP TO THE PORCH HAVE A LARGE TILE TOPPED STEPPED BANISTER. A WOODEN

VERTICALITY; FORMALITY OR INFORMALITY; GARDEN WALLS, ETC.

A CANTILEVERED WOODEN MONTEREY-STYLE COVERED BALCONY IS FACING THE STREET FROM THE SECOND FLOOR.

ADDITIONAL DEFINING ELEMENTS

THAT BALCONY IS ABOVE A 10-LIGHT CASEMENT DINING ROOM WINDOW WITH A SMALL METAL BALCONY. CAST

ADDITIONAL DEFINING ELEMENTS

CONCRETE CORBELS SUPPORT THE BEDROOM EXTENSION OVER THE DINING ROOM PATIO ON THE EAST SIDE OF THE

ADDITIONAL DEFINING ELEMENTS

REAR WING. A LOW LEVEL SMOOTH CONCRETE OR STUCCO CHIMNEY LOCATED AT THE WEST SIDE OF THE HOUSE IS

ADDITIONAL DEFINING ELEMENTS

TOPPED WITH A SINGLE BRICK OF TERRA COTTA ROW, WITH A SINGLE ROUND FLUE EXTENDING FROM THE CENTER OF

ADDITIONAL DEFINING ELEMENTS

THAT CHIMNEY. ADDITIONAL DETAILS INCLUDE SCROLL CUT RAFTER TAILS, ORIGINAL ROUND COPPER GUTTERS A

ADDITIONAL DEFINING ELEMENTS

WROUGHT IRON, SCORED CONCRETE SURFACES ON THE PORCH, OUTSIDE STAIRS AND PATIO, THREE TRIANGULAR

ADDITIONAL DEFINING ELEMENTS

TOPPED SQUARE PILASTERS FLANKING THE TWO GARAGE DOORS., A THIN FREEZE AT WINDOW HEIGHT ON THE WEST

ADDITIONAL DEFINING ELEMENTS

WING AND VARIOUS WROUGHT IRON LIGHTING FIXTURES ON THE EXTERIOR AND WITHIN THE PORCH AREA.

ADDITIONAL DEFINING ELEMENTS

SECONDARY BUILDINGS CONSIST OF THERE ARE NO SECONDARY BUILDINGS. THERE IS FOUNTAIN IN FRONT

IDENTIFY GARAGE; GARDEN SHELTER, ETC.

SIGNIFICANT INTERIOR SPACES INCLUDE OCTAGONAL SCORED CONCRETE AND HARDWOOD FLOORS, INTERIOR

IDENTIFY ORIGINAL FEATURES SUCH AS WOOD PANELING; MOLDINGS AND TRIM, SPECIAL GLASS WINDOWS,

WROUGHT IRON GATES, SEMI SMOOTH PLASTER WALLS, AN OPEN WOODEN LIVING ROOM CEILING WITH DECORATIVE

ORNATE CEILINGS; PLASTER MOLDINGS; LIGHT FIXTURES; PAINTED DECORATION; CERAMIC TILE; STAIR BALUSTRADES; BUILT-IN FURNITURE, ETC.

JOIST BEAMS, WROUGHT IRON LIGHTING FIXTURES, A CARVED MARBLE MANTEL, STAINED GLASS WINDOWS, ETC.

ORNATE CEILINGS; PLASTER MOLDINGS; LIGHT FIXTURES; PAINTED DECORATION; CERAMIC TILE; STAIR BALUSTRADES; BUILT-IN FURNITURE, ETC.

HISTORIC-CULTURAL MONUMENT APPLICATION

CITY OF LOS ANGELES
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 DUREX MODEL HOME IS AN IMPORTANT EXAMPLE OF

NAME OF PROPOSED MONUMENT

SPANISH COLONIAL REVIVAL

ARCHITECTURAL STYLE (SEE LINE 8)

ARCHITECTURE

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

AND/OR

HISTORICAL SIGNIFICANCE

THE DUREX MODEL HOME WAS BUILT IN 1928

NAME OF PROPOSED MONUMENT

YEAR BUILT

KOERNER AND GAGE AND SPANISH COLONIAL REVIVAL ARCHITECTURE WAS IMPORTANT TO THE

NAME OF FIRST OR OTHER SIGNIFICANT OWNER

DEVELOPMENT OF LOS ANGELES BECAUSE THE DUREX MODEL HOME WAS DESIGNED BY THE BEVERLY HILLS BASED ARCHITECTURAL PARTNERSHIP OF HARRY GARFIELD KOERNER AND WILLIAM JOHN GAGE FOR THE DUREX QUALITY HOMES SUBSIDIARY OF THE F. P. FAY COMPANY, A MAJOR LOS ANGELES REAL ESTATE DEVELOPER. THE HOME WAS BUILT PRIMARILY AS A MARKETING TOOL FOR THE FAY COMPANY'S LOS FELIZ HILLS SUBDIVISION (TRACT No. 9050). DUREX HAD ACTUALLY BEEN BUILDING HOMES IN LOS ANGELES SINCE 1899. LOS FELIZ HILLS WAS SPECIFICALLY DESIGNED TO CREATE A PLANNED COMMUNITY, USING ARCHITECT DESIGNED HOMES AS THE MEANS OF CREATING AN UPSCALE YET AFFORDABLE NEIGHBORHOOD. THE HOUSE AT 3410 AMESBURY ROAD ADORNED ADVERTISEMENTS IN THE LOS ANGELES TIMES FOR SEVERAL MONTHS. THE ARCHITECTS OF THE HOUSE DESIGNED A NUMBER OF HOMES FOR THE DUREX COMPANY DURING THE PERIOD JUST PRECEDING THE STOCK MARKET CRASH OF OCTOBER 1929 THAT USHERED IN THE GREAT DEPRESSION. THE PARTNERSHIP SURVIVED, HOWEVER AND WENT ON TO DESIGN THE BEVERLY HILLS CITY HALL, WHICH OPENED ITS DOORS IN 1932. HARRY G. KOERNER DIED OF A SUDDEN HEART ATTACK ON FEBRUARY 27, 1935, JUST 14 HOURS AFTER HE HAD BEEN THE GUEST OF HONOR AT A DINNER AT THE VICTOR HUGO CAFÉ, IN BEVERLY HILLS. HE WAS 54 YEARS OLD. WILLIAM GAGE CONTINUED THE PRACTICE, FOR A NUMBER OF YEARS, EVENTUALLY RETIRING AND PASSING AWAY ON SEPTEMBER 28, 1965, AT THE AGE OF 74. AFTER THE FAY COMPANY HAD SOLD MOST OF THE LAND IN LOS FELIZ HILLS, THE MODEL HOME WAS SOLD TO REAL ESTATE BROKER/ATTORNEY JAMES L. MERELEY IN 1931. MERELEY USED THE PROPERTY AS A RENTAL UNTIL IT WAS SOLD TO CARL C. VIANELLI, AN ITALIAN-BORN PRIVATE DETECTIVE, IN 1944. VIANELLI HAD MADE A NAME FOR HIMSELF 14 YEARS EARLIER WHEN HE BLEW THE WHISTLE IN THE

CITY OF LOS ANGELES
SIGNIFICANCE WORK SHEET
CONTINUED

BRIBERY CASE THAT HAD RESULTED IN THE ACQUITTAL OF THE DEFENDANTS IN THE NOTORIOUS JULIAN OIL SCANDAL IN THE 1920S AND BROUGHT ABOUT THE DOWNFALL AND SUBSEQUENT INCARCERATION OF FORMER LOS ANGELES DISTRICT ATTORNEY ASA KEYES. VIANELLI HAD BEEN WORKING FOR ONE OF THE DEFENDANTS WHEN HE FOUND OUT ABOUT THE BRIBERY OF SEVERAL JURORS IN THE ORIGINAL CASE. IT WAS AN ELABORATE SCHEME, WELL DOCUMENTED IN JULES TYGIEL'S BOOK, "THE GREAT LOS ANGELES SWINDLE". VIANELLI WASN'T THERE FOR LONG, SELLING THE DUREX HOUSE TO WILLIAM J. BEATON, AND HIS WIFE, BEATRICE ON FEBRUARY 27, 1945. WILLIAM BEATON WAS TO BECOME THE LONGEST OWNER OF THE HOUSE, REMAINING THERE FROM 1945 UNTIL HIS DEATH ON 1985 OCTOBER 4, 1985. AT THE TIME, BEATON WAS SERVING AS THE PRESIDENT OF THE SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION, A POSITION HE WAS ELECTED TO ON FOUR OCCASIONS. IN 1961 HE ALSO OWNED RADIO STATION KWKW, IN PASADENA, WHICH HE CONVERTED TO A FULL SPANISH LANGUAGE FORMAT, ONE OF THE FIRST IN THE UNITED STATES, BEATON BOUGHT RADIO STATION KIEV (NOW KRLA) AM-870, WHICH HE MADE INTO ONE OF THE THE PIONEER TALK RADIO STATIONS IN SOUTHERN CALIFORNIA, GOING TO A 24 HOUR FORMAT IN 1983, THE FIRST LOCAL DAYTIME STATION TO GET APPROVAL TO DO THAT FROM THE FCC. BEATON'S TWO SONS WERE MOSTLY RUNNING THE STATION TOWARD THE END, BUT HE RETAINED THE MONIKER "THE BOSS" RIGHT UP TO THE END. BEATON ADDED A SWIMMING POOL TO THE PROPERTY IN 1977. BEATON'S SECOND WIFE, CLAIRE, REMAINED IN THE HOUSE UNTIL SHE PASSED AWAY ON MARCH 16, 1990. THE HOUSE WAS ACQUIRED FROM THE BEATON ESTATE BY THE CURRENT OWNERS IN 1992. IT REMAINS VIRTUALLY AS IT WAS IN 1929, WITH A WROUGHT IRON FENCE AND THE NAME OF "LA CASA CONTENTA" (THE HOUSE OF CONTENTMENT) WERE ERECTED ON THE PROPERTY IN 1993. . THE FOUNTAIN IN THE FRONT OF THE HOUSE IS AN ORIGINAL FEATURE AND CAN BE DISCERNED IN A POOR QUALITY COPY OF THE ORIGINAL DUREX BROCHURE THAT ACCOMPANIES THIS APPLICATION. THE ORIGINAL TILE BOTTOM IS STILL IN THE FOUNTAIN. THE DUREX MODEL HOME REMAINS AN IMPORTANT UNALTERED EXAMPLE OF HIGH QUALITY SPANISH COLONIAL REVIVAL DESIGN AND A TESTAMENT TO THE ABILITIES OF THA ARCHITECTURAL PARTNERSHIP OF KOERNER AND GAGE.



THE improvement program of Los Feliz Hills is in keeping with the exclusiveness of this magnificent home tract. The owners and subdividers have laid their plans with the utmost care and thought for the hundreds of homebuilders who will live here.

Engineering skill of the highest order is being employed in laying out the roads and driveways with the idea of retaining all of the natural beauty of the property.

Fifty-year general and architectural restrictions adequately protect buyers and provide for the construction of modest homes as well as mansions and villas. Artistic beauty and harmony with the environment are the governing factors in the building restrictions, and a price range for homesites is started low enough to meet all requirements. Plans must be passed on by an Architectural Committee.

Grades on all of the streets and driveways are gradual and easy, and on no part of the tract will there be any steep or dangerous grades.

Improvement work is under way and is high-class and substantial in every way. The improvements consist of:

Concrete streets and driveways, cement curbs and sidewalks, ornamental street lighting, underground conduits for electric and telephone wires, water, gas and sewer.

Don't Wait—See Los Feliz Hills Today

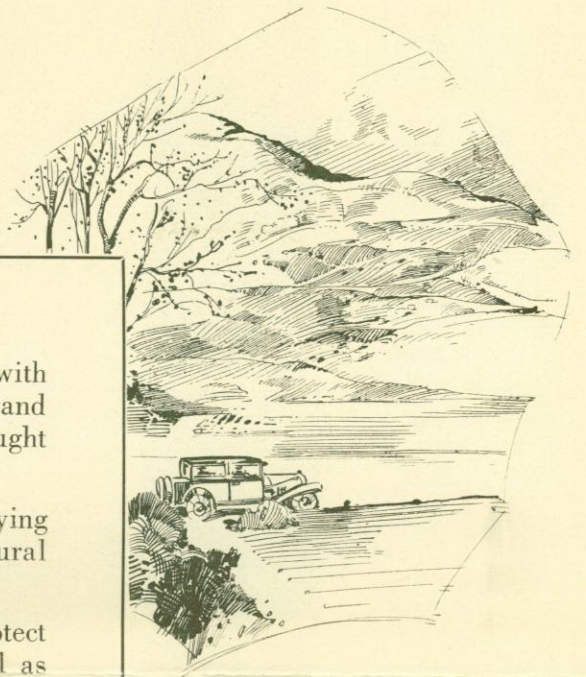
The entire tract has been platted and homesites are now on sale. You will be surprised to learn how modest we have made the opening prices in comparison with foothill homesites in other localities. In establishing these prices the owners have taken into consideration the interests of buyers in relation to future values. Liberal terms extending over a period of years.

Close to schools and stores, and only twenty minutes from downtown Los Angeles. The new high school for this district will be located only two blocks from the tract.

Come to Los Feliz Hills Today—Any Day. Drive direct to the tract, where courteous representatives will gladly show you over the property.

Tract Office

**Northeast Corner of Los Feliz Boulevard
and Lowry Road**

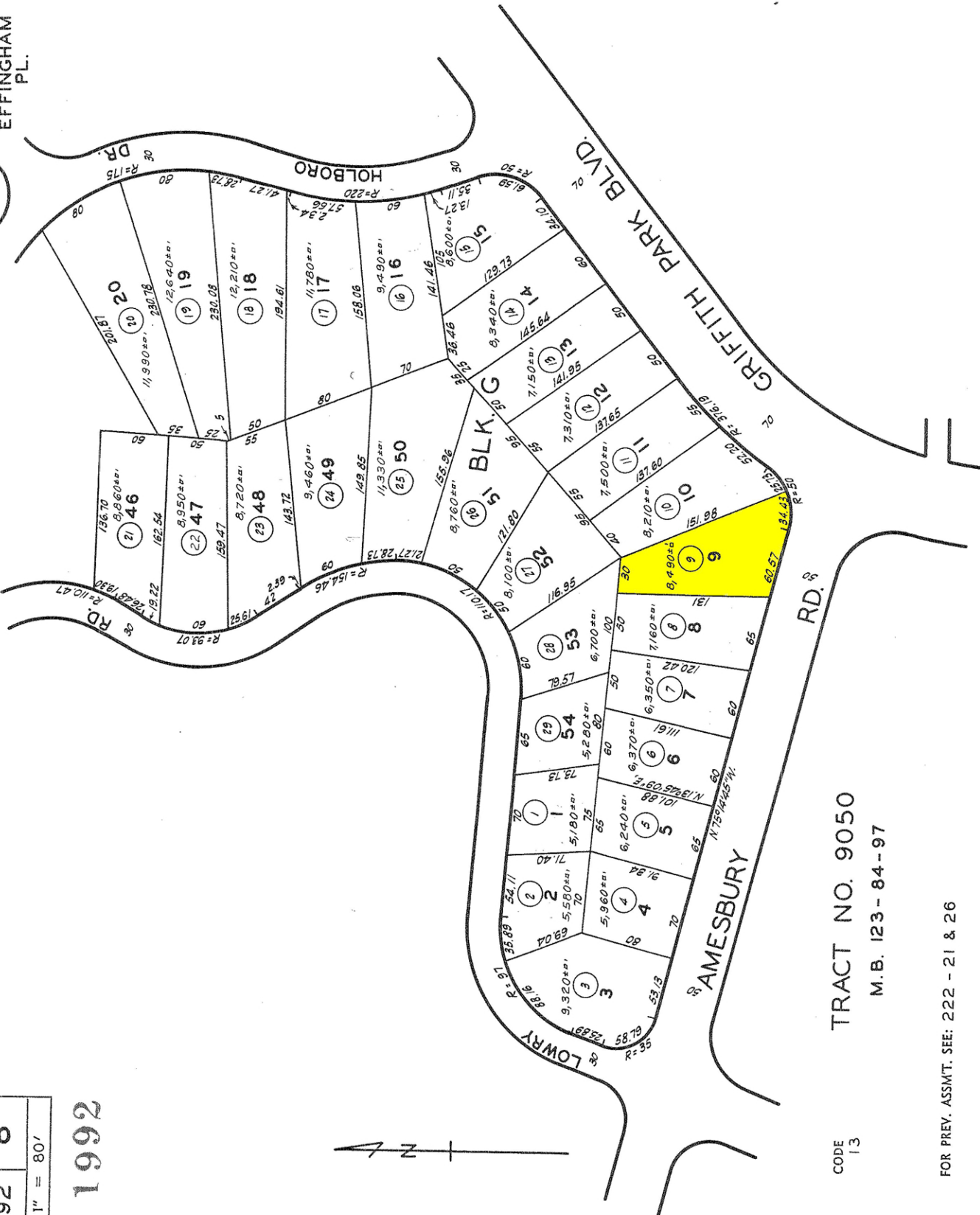


5592 8
SCALE 1" = 80'

1992

REVISED 6/8/02
* 50030-620000000000
* 9/05/29

EFFINGHAM PL.



TRACT NO. 9050
M.B. 123 - 84 - 97

CODE 13

FOR PREV. ASSMT. SEE: 222 - 21 & 26

ASSESSOR'S MAP
COUNTY OF LOS ANGELES, CALIF.



City of Los Angeles Department of City Planning

7/23/2012 PARCEL PROFILE REPORT

PROPERTY ADDRESSES

3410 N AMESBURY ROAD
3402 N AMESBURY ROAD

ZIP CODES

90027

RECENT ACTIVITY

None

CASE NUMBERS

Address/Legal Information

PIN Number	153A203 54
Lot/Parcel Area (Calculated)	8,394.5 (sq ft)
Thomas Brothers Grid	PAGE 594 - GRID C2
Assessor Parcel No. (APN)	5592008009
Tract	TR 9050
Map Reference	M B 123-84/97
Block	BLK G
Lot	9
Arb (Lot Cut Reference)	None
Map Sheet	153A203

Jurisdictional Information

Community Plan Area	Hollywood
Area Planning Commission	Central
Neighborhood Council	Greater Griffith Park
Council District	CD 4 - Tom LaBonge
Census Tract #	1882.02
LADBS District Office	Los Angeles Metro

Planning and Zoning Information

Special Notes	None
Zoning	R1-1
Zoning Information (ZI)	None
General Plan Land Use	Low II Residential
General Plan Footnote(s)	Yes
Hillside Area (Zoning Code)	Yes
Baseline Hillside Ordinance	Yes
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	No
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)	5592008009
APN Area (Co. Public Works)*	1.970 (ac)
Use Code	0100 - Single Residence
Assessed Land Val.	\$521,782
Assessed Improvement Val.	\$145,421
Last Owner Change	10/04/95
Last Sale Amount	\$9
Tax Rate Area	13
Deed Ref No. (City Clerk)	3-879
	286925
	286924
	2205055
	1742189
	1605831
Building 1	
Year Built	1929
Building Class	D8C
Number of Units	1
Number of Bedrooms	5
Number of Bathrooms	3
Building Square Footage	3,438.0 (sq ft)
Building 2	No data for building 2
Building 3	No data for building 3
Building 4	No data for building 4
Building 5	No data for building 5

Additional Information

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

Seismic Hazards

Active Fault Near-Source Zone	
Nearest Fault (Distance in km)	Within Fault Zone
Nearest Fault (Name)	Hollywood Fault
Region	Traverse Ranges and Los Angeles Basin
Fault Type	B
Slip Rate (mm/year)	1
Slip Geometry	Left Lateral - Reverse - Oblique
Slip Type	Poorly Constrained
Down Dip Width (km)	14
Rupture Top	0
Rupture Bottom	13
Dip Angle (degrees)	70
Maximum Magnitude	6.4
Alquist-Priolo Fault Zone	No

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

Landslide	No
Liquefaction	No
Tsunami Inundation Zone	No

Economic Development Areas

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

Public Safety

Police Information

Bureau	Central
Division / Station	Northeast
Reporting District	1132

Fire Information

Division	3
Batallion	5
District / Fire Station	56
Red Flag Restricted Parking	YES

CASE SUMMARIES

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

DATA NOT AVAILABLE

CITY DEDICATES OFFICIAL HOME

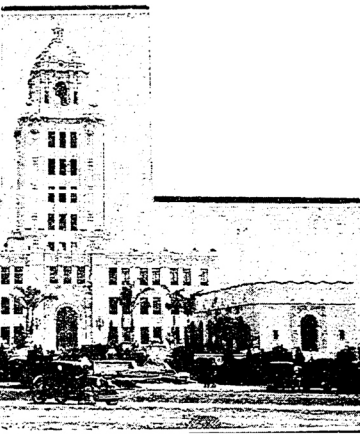
NEW HEADQUARTERS OF BEVERLY HILLS

*Beverly Hills Takes Over
Municipal Hall*

*Structure Built at Cost of
More Than \$1,000,000*

*Rogers, One-Time Mayor,
Speaker of Day*

Six hundred guests assembled last night at a banquet at the Beverly Hills City Hall when the splendid new building was formally dedi-



Suburb's City Hall Dedicated Last Night

cated and turned over to the municipality. People noted in the screen and literary world assembled, the occasion also being the ninth annual banquet of the Beverly Hills Chamber of Commerce.

Meeting in the basement of the structure, the guests heard Mayor Paul E. Schwab outline the steps which preceded the erection of the new civic center at Santa Monica Boulevard and Rexford Drive, and formally accept the \$400,000 structure on behalf of the city.

Chief speaker of the evening was Will Rogers, first unofficial Mayor of Beverly Hills. Frank Burnaby, president of the Chamber of Commerce, was master of ceremonies. Later he turned over the gavel to William Collier, Sr., veteran screen and stage actor, who is now a resident of Beverly Hills.

ARCHITECTS TAKE BOW

Rev. Arthur Lee O'Dell, pastor of the Beverly Hills Community Church, gave the invocation. President Burnaby then made a brief address and introduced William J. Gage and Harry G. Koerner, architects, who designed the building, and John C. Austin, consulting architect. Seymour Thomas, landscape architect, also was introduced, following which members of the City Council were made known to the guests.

Collier, on taking charge of the program, introduced Chief of Police Blair as "one of the oldest inhabitants of Beverly Hills." Leland Reeder, member of a prominent pioneer family, took the place of Conrad Nagel on the program, giving a brief address. Mr. Nagel was called from the city and is at the bedside of a brother reported to be critically ill.

Then followed the address of Mayor Schwab and the acceptance of the structure. Dr. Frederick P. Woelfner, associate professor of education of the University of California at Los Angeles, spoke briefly. Tom Mix, screen actor, was introduced and made a few informal remarks.

SPEAKERS OF DAY

Nina Wilcox Putnam made an extended address and was followed by Will Rogers. Following the program the structure and its two acres of grounds were inspected.

A cablegram from Douglas Fairbanks in the South Seas was received and read. Telegrams from Fred Niblo, screen director, and from Al Smith of New York were received.

Guests included Joseph Cawthorn, Edmund Breese, Col. William Eric Fowler, Rob Wagner, Paul Gerand Smith, D. W. Pontius and numerous municipal officials from Los Angeles and adjoining towns.

The building will be open for business Monday morning. Its opening will mark the completion of a project which was started in 1930, when a bond issue of \$1,100,000 for a civic center was passed by the voters. Two other structures will be on the two-acre tract, the \$50,000 fire department and a postoffice, the appropriation already having been made by the government.

The City Hall is built of reinforced concrete throughout in a style described as monumental Spanish Renaissance, the ornamental work being in terra cotta.

FURNISHINGS SUMPTUOUS

Entrance and lighting fixtures are of bronze, the floor of the lobby is of Italian tile, the walls and ceilings of travertine marble. The walls of the first floor lobby are of French marble and the Council chamber and the courtroom have a seven-foot-high wainscoting of wormy chestnut. All furniture is of steel and all the work rooms have acoustic plastered ceilings. Electric heat is used throughout.

The tower rises nine stories, projecting from a central structure three stories high, while spreading from the center are two one and one-half-story wings. The basement will be used as a garage, police pistol range, police locker room and report room. Machinery and equipment rooms also will be in the basement.

On the main floor will be administrative and deliberation rooms, while a large part of the second floor will be given over to the jail, police rooms, park and library departments. Police headquarters will be on Burton Way.

Following the banquet last night a large force of men was put to work getting the structure ready for use Monday.

LEGION SETS LIMIT

SAN FRANCISCO, April 22. (Exclusive)—The deadline of May 15 has been set as the final day for American Legion posts sponsoring baseball teams to enter in the junior championship contests, announces Charles W. Davis of Berkeley, chairman of the junior baseball commission.

BANQUET TO DEDICATE HALL

Beverly Hills Chamber to Open New Civic Structure Formally Week From Saturday

The annual banquet of the Beverly Hills Chamber of Commerce this year will be held in that municipality's large, ornate new City Hall and will serve to dedicate the new structure. It will take place the evening of Saturday, the 23rd inst., and the following Monday the new structure will begin its official life.

About 700 guests are expected to attend the banquet and dedication ceremonies. The program will be announced within a few days, but meanwhile William Collier, Sr., has already consented to act as master of ceremonies.

The largest and most costly City Hall of any municipality its size in the country, the new City Hall of Beverly Hills was planned to serve a population of 50,000, which the town boosters figure as the eventual population of the city. At present it boasts about 22,000 inhabitants.

The City Hall will be only one of three ornate structures which eventually will grace the Beverly Hills Civic Center, for the establishment of which a bond issue of \$1,100,000 was voted in 1930. The Civic Center is bounded by Canon and Rexford drives, Santa Monica Boulevard and Burton Way.

In addition to the central governmental structure, also rapidly nearing completion, is a \$50,000 building to be used as the fire department headquarters, main fire station and firemen's training school. The third building to be included in the Civic Center will be the new postoffice, for which the appropriation already has been made by the Federal government and the construction of which awaits only final approval of plans. The architects for the City Hall and fire headquarters were Koerner and Gage.

The cost of the City Hall is about \$350,000, not including the expenditure for land. Built of concrete, ornamented with terra cotta in a Spanish renaissance treatment, its outstanding feature is a tower which rises nine stories. The tower projects from a central structure three stories in height and spreading from the center are two one-and-one-half-story wings, one of which will house the City Council chamber and the other the Municipal Court.

In addition to all the administrative city departments the central structure will house the public library, the police headquarters and an emergency hospital with three operating rooms and two wards. For the present, the floors in the tower will not be finished, but will stand ready to be utilized as the expansion of the city's business demands.

ARCHITECT SUCCUMBS

H. G. Koerner Meets End Fourteen Hours After Testimonial Dinner

Harry G. Koerner, widely known here for the last twenty-two years as an architect, died suddenly yesterday of a heart attack at his home, 1462 South Wooster street. He was 54 years of age.

On Tuesday evening, less than fourteen hours before his death, he was the guest at a testimonial dinner given in his honor at the Victor Hugo Cafe, Beverly Hills, by the Little Theater group of Beverly Hills. His plans for a Little Theater building were approved and accepted at the dinner.

Among his more widely known architectural projects are the Beverly Hills City Hall and Fire Department building and the Pacific Electric station in Beverly Hills. Some of the fine residences in the Los Angeles area were designed by him.

Before coming to Los Angeles he was associated in Pittsburgh with Sidney F. Hecker, internationally known architect. He was active in Masonic circles, being a member of Beverly Hills Lodge No. 528.

Mr. Koerner leaves his mother, Mrs. Josephine Koerner. He was unmarried.

LOS FELIZ HILLS

Located in the Exclusive
Close-in Foothills Adjoining
Griffith Park and
Fronting on Los Feliz Boulevard

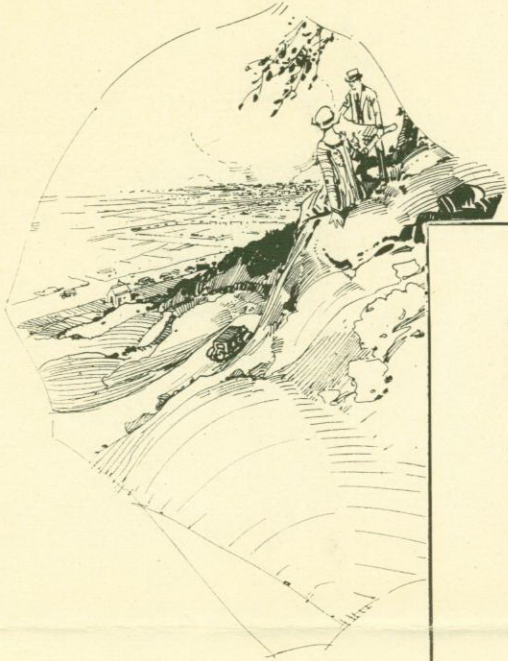
William Mead, Owner Harry E. Rice, Agent

Tract Office, 3997 Los Feliz Boulevard

**Northeast Corner of
Loz Feliz Boulevard and Lowry Road**

Telephone OLympia 6716

TERMS—ONE-FIFTH CASH



FRONTING on Los Feliz Boulevard on the south, Riverside Drive on the east and adjoining Griffith Park on the north, Los Feliz Hills is truly one of the most scenic home sections that has yet been created in the close-in foothill area of Los Angeles.

This magnificent property, embracing 130 acres of sloping hillsides, charming glens and commanding eminences, is peculiarly distinctive for its many open spaces. In no part of the tract is the view obstructed. Even the most secluded areas command wonderful vistas of nearby valleys and distant mountains.

Los Feliz Hills is practically the last of the choice foothill districts facing Los Feliz Boulevard. Its easy accessibility from downtown Los Angeles, and its location on a main thoroughfare connecting with the traffic lanes to Hollywood and the Beach Cities on the west, and Glendale, Pasadena and other communities on the east, makes it exceptionally desirable for homebuilders who want to enjoy the quiet and seclusion of the foothills and at the same time have all of the modern conveniences of the city.

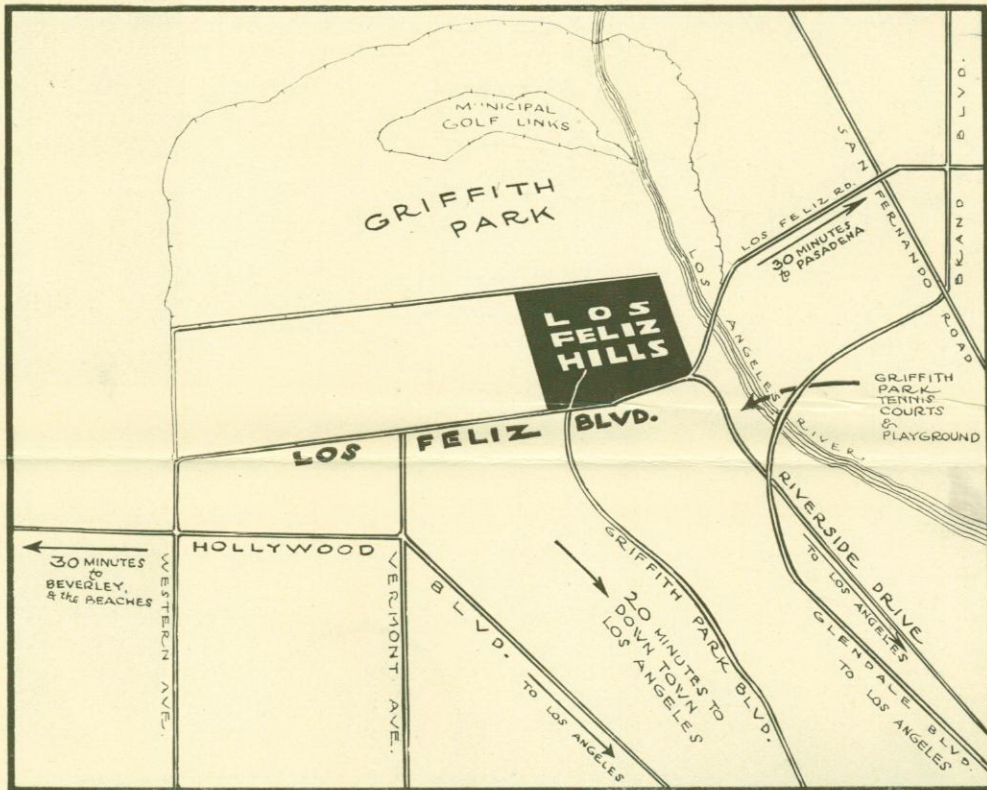
Demand for Foothill Homesites

Demand for foothill homesites is fast increasing beyond the supply. More and more homebuilders are awakening to a realization that the time is not far distant when these delightful localities close to metropolitan Los Angeles will be gone, or cannot be had except for prices far in advance of what they can be bought for today.

Far-seeing and discerning buyers are taking advantage of the opening of Los Feliz Hills and are selecting their homesites while prices are at the present levels. They understand fully the possibilities of increasing values.

No more ideal locality can be selected for a home than Los Feliz Hills. Griffith Park, with its 3751 acres of rolling hills, stretches away from the northern edge of the property. All of the advantages of this outdoor recreation center are immediately available. The golf links are only a short distance away, as well as the tennis courts and playgrounds, and numerous bridle trails connect directly with the tract.

Here, indeed, is the place to build your home. In this favored environment you and your children will be privileged to dwell in a clean, pure atmosphere and the warm, healthful sunshine of the Glorious Southland.



HOW TO GO

From Los Angeles

BY Auto—Drive to Vermont Avenue, then north on Vermont to Los Feliz Boulevard. Turn east on Los Feliz and drive to Tract, which is located approximately five blocks from the intersection of Vermont Avenue and Los Feliz Boulevard. Tract Office—Northeast corner of Los Feliz Boulevard and Lowry Road.

By Bus or Trolley—Take any line connecting with Griffith Park or Los Feliz Boulevard buses.

From Hollywood

BY Auto—Drive either to Western or Vermont Avenues, turn north on either of these thoroughfares and drive to Los Feliz Boulevard, then drive east on Los Feliz Boulevard to Tract Office at Northeast corner of Los Feliz Boulevard and Lowry Road.

By Bus or Trolley—Take any line connecting with Griffith Park or Los Feliz Boulevard buses.

From Pasadena

BY Auto—Drive over Colorado Street bridge, thence through Eagle Rock and Glendale to Los Feliz Boulevard. Turn left on Los Feliz Boulevard and continue on past Riverside Drive entrance of Griffith Park to Tract Office at top of hill—Northeast corner of Los Feliz Boulevard and Lowry Road.

Tract Office

Northeast Corner of
Los Feliz Boulevard and Lowry Road



**SCENIC, EXCLUSIVE
AND UNDER-PRICED**

MORE than 60 elegant homes
have already been built here.
LOS FELIZ HILLS offers:

- Most Expensive Improvements.
- Best Social Environment.
- Griffith Park as a Dooryard.
- Lowest Prices in the District.
- Lots as Low as \$3000.
- Easy Payment Terms.
- Nearness to Business District.

SEE OUR MODEL HOME

ONE of the most delightful model homes
ever opened in California is now on pub-
lic exhibition in **LOS FELIZ HILLS**. It was
built by the Durex Quality Homes Company
and is artistically furnished by the Broadway
Department Store. It is open every day.

*We can assist you, without any charge by
us, to secure 100% financing on new
buildings in this tract.*

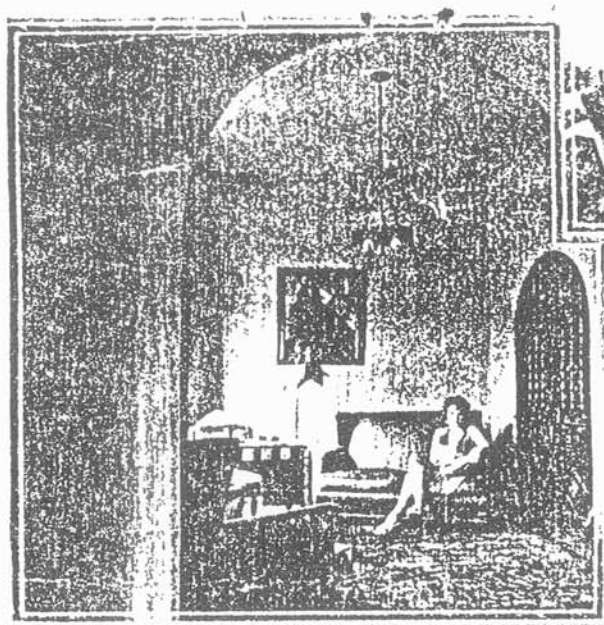
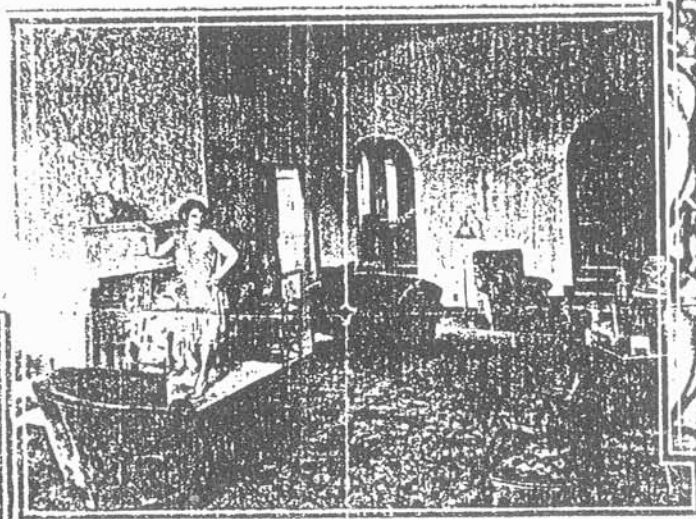
**Laack & Williams
Edwards & Wildey Co.**

Owners and Subdividers

**Sales Office, 3839 Los Feliz Blvd.
Phone OLYmpia 2222**

The Entrance Hall sounds a note of imaginative beauty that the visitor feels again and again. The Livingroom is the very heart of the home and has been well handled by architect and decorator. The Den! Modern treatment . . . scarlet morocco loveseat and chair . . . noble "lace" of wrought-iron doors . . . a suggestion of leisure in wall bookcases, this small, well-planned room will charm you.

The Dining-room has distinction. The group of Oak, modeled on architectural lines, recalling the ancient church furniture that inspired it . . . mellows the atmosphere. The Breakfast Room is a place of cheer . . . with tiled floor, cretonne draperies, set of antique oak . . . and patio overlooking boulevard, hills and sloping valleys.

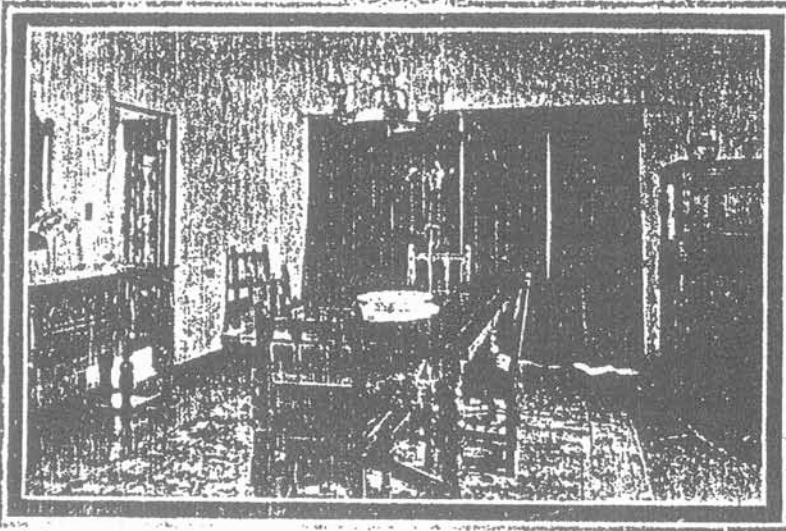


The Kitchen sparkles with color. Sunshine tint, with black for accent and green to "tie in." Every modern convenience . . . and the housewifely tools in scarlet to lure "the perfect cook" to stay forever.

The Maids' Room, bright and cheerful, comfort for the housewife's helper.

Mounting the stairs to the Bedrooms, one discovers a delightful unity of treatment and color themes. Daintiness, intimacy, charm materialized in furniture, draperies, floor coverings. The Broadway Home-furnishing Studio has made this beautiful house "a home." What a triumph for this decorative service!

The delightfully colored Bathroom, of course, needs no mention. Here, you will sing at your bath!



This DUREX HOME or Another

The DUREX QUALITY HOMES COMPANY, owned and operated by the E. P. Fay interests, is financially responsible and has a Southern California background of thirty years' fair dealing and integrity.

This "Home of Your Dreams" illustrates the co-operation of architect, builder and financier . . . with a distinguished creator of home-like interiors. (The Broadway's Homefurnishing Studio) . . . to achieve a livable modern home.

Durex Quality Homes are ordinarily built for owners . . . residential sites who immediately occupy them, thereby closing them to inspection. This Durex Home is the exception . . . about which you may question the host's content and return to go over again and again . . . until the happy owner takes possession.

Ask for booklet, "The Durex Plan of Home Ownership."

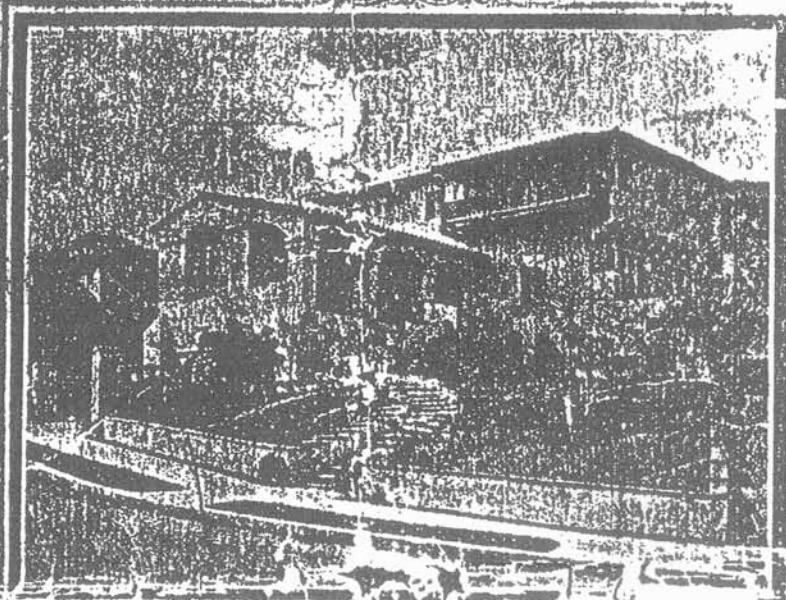
Visiting Hours, 10:00 a.m. to 5:00 p.m.
3410 Amesbury Road, Los Feliz Hills

DIRECTIONS: Follow Sunset Boulevard to Griffith Park Boulevard; on, just beyond Los Feliz Boulevard crossing.

DUREX QUALITY HOMES COMPANY

F. P. Fay Building, Third and Hill
LOS ANGELES, CALIFORNIA
Phone MUTUAL 8613

936-1663 RES
963-0132



The
"HOME OF YOUR DREAMS"

Recalling the days of the Dons, when ranchos stretched from the mountains to the sea, when life was leisurely and the end of sheep-shearing meant "Fiesta." Architect and decorator have worked together to reproduce in a home modern from foundations to roofline . . . the singing line and sparkle of color that is genuinely California-Spanish.

This home welcomes . . . invites . . . charms you afresh at each step.

Whether or not you are in the market for a home, a visit will give purpose to your planning.

OWNERS TO MAKE HOME LIKE MODEL

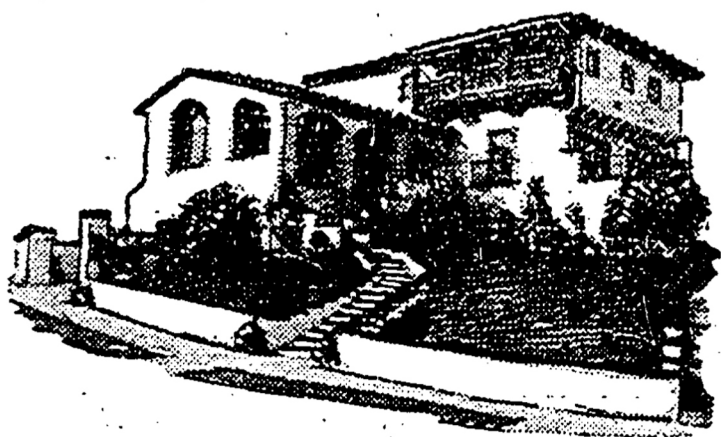
Hillside Dwelling Attracts Attention in Architecture and Furnishings

After inspecting the model home now on exhibition in Los Feliz Hills, nine owners of lots in that subdivision have prepared to build residences containing many of its features, it was learned yesterday from Ralph O. Williams of Laack & Williams, affiliated with Edwards & Wildey Company in the ownership of that tract.

In the construction of three of the nine new residences the plans will be exactly the same as those of the model home, it was stated, while the remaining six houses will each involve many of the model's best features.

This was pointed out by Mr. Williams as evidence of the influence a properly constructed model home has on the public. The Los Feliz Hills model house was constructed by the Durex Homes Company and it has been elaborately furnished throughout by one of the largest department stores in the city.

Three things have combined to create popularity for the Los Feliz Hills model home, Mr. Williams declared. These are its attractive type of architecture, furnishings and the scenic site on which it stands.



Here Is a Home To Inspire You!

*This Durex Model Home
furnished throughout by
The Broadway*

Crowning a slope in Los Feliz Hills, the romantic charm of its California-Spanish architecture lures you . . . intrigues your fancy.

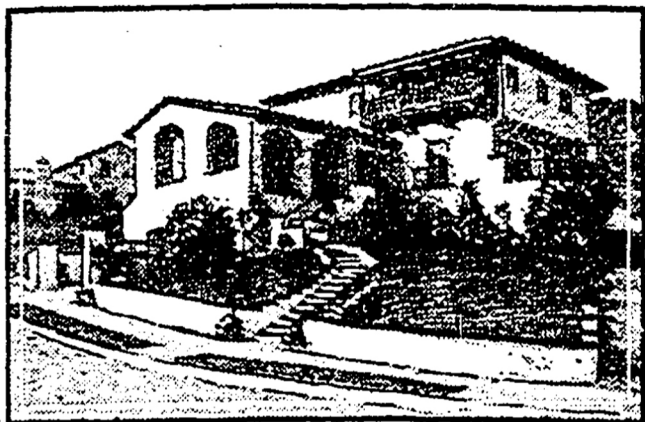
Within, all is inviting warmth, color, the charm of a genuine home. You will find yourself envying the owner who will step into this home made ready seemingly by magic hands.

The hands that built and equipped this DUREX Model Home can fashion as lovely a home for you, to suit your individual needs. Ask the hostess for the booklet, "The Durex Plan of Home Ownership."

**Drive to 3410 Amesbury Road today—
Open from 10:30 a. m. to 5 p. m.**

Directions: Sunset Boulevard to Griffith Park Boulevard; north to Los Feliz Boulevard, one block beyond to Griffith Park Blvd., and Amesbury Rd.

Durex Quality Homes Co.
217 F. P. Fay Bldg.
MUtual 8613 Los Angeles



See This Beautiful DUREX Model Home

*Furnished by The Broadway's
Homefurnishing Studio!*

Set on a slope of Los Feliz Hills, this home is charmingly California Spanish.

The furnishings are complete to the smallest detail. From stately living room to modern kitchen, there is no ordered coldness about this home. It is warm . . . inviting . . . livable!

Built by DUREX QUALITY HOMES COMPANY, an institution operating under ideal conditions . . . having a strong financing, planning and building organization. See this Model DUREX Home and learn how to build "*the home of your dreams*" without excessive cost . . . 100% financed, if desired. 7% money, no bonus.

A hostess will welcome you daily, from 10 a.m. to 5:30 p.m. Drive out today or tomorrow.

DIRECTIONS: Follow Sunset Boulevard to Griffith Park Boulevard; north on Griffith Park Boulevard to Los Feliz Boulevard—just beyond, at 3410 Amesbury Road, corner Amesbury Road and Griffith Park Boulevard.

DUREX QUALITY HOMES COMPANY

Telephone MUtual 8613
F. P. Fay Bldg., 3rd and Hill,
Los Angeles, California

Display Ad 63 -- No Title

Los Angeles Times (1886-Current File); May 5, 1929;
ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)
pg. 19



Visit the DUREX Model Home, *Today!* "Home of Your Dreams" Come True *completely furnished by The Broadway*

Ready for you to take possession! It stands on one of the slopes in Los Feliz Hills, facing a perpetual view of sloping hills and valleys across the boulevard. The theme is Spanish-Californian.

This beautiful building is filled with the warmth of hospitality. The Broadway's Homefurnishing Studio has put into its furnishings the charm of thoughtful color, the little intimate touches that "make" a home.

The DUREX QUALITY HOMES COMPANY, operating under ideal conditions . . . having a strong *financing, planning and building organization*, offers you unexcelled opportunity to build a beautiful new home *without excessive cost* . . . 100% financed, if desired. 7% money, no bonus.

The hostess will be glad to answer your questions. Drive out today!

3410 AMESBURY ROAD

Open from 10 A.M. to 5:30 P.M.

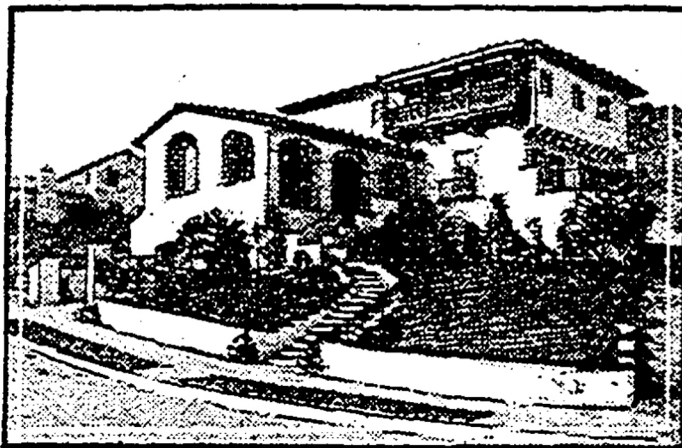
DIRECTIONS: Follow Sunset Boulevard to Griffith Park Boulevard; North on Griffith Park Boulevard to Los Feliz Boulevard—just beyond at the corner of Amesbury Road and Griffith Park Boulevard.

DUREX QUALITY HOMES COMPANY

217-18-19 F. P. Fay Building, Third & Hill Streets

MUtual 8613

Los Angeles, California



EVERY JUNE BRIDE SHOULD SEE

This DUREX Home

furnished by

The Broadway

It holds many a suggestion for you, whenever you are ready to build "the home of your dreams."

It will suggest color harmonies, conveniences, architectural features—that can be applied to the smaller home you may be planning to build soon. The hostess in charge from 10:30 a.m. to 5 p.m. will gladly answer all your questions.

An attractive book, "The Durex Plan of Home Ownership," is yours for the asking. An interesting collection of Plans and Designs of other DUREX QUALITY HOMES are on display at our offices and available for your inspection.

The DUREX QUALITY HOMES COMPANY is owned and operated by the F. P. Fay interests, and has 30 years of fair dealing and integrity for a Southern California record.

The Home Furnishing Studio of The Broadway is a decorative service without charge to you if you are furnishing or refurnishing a home or any part of it . . . through The Broadway.

Drive to 3410 Amesbury Road, on Griffith Park Boulevard, just beyond Los Feliz Boulevard intersection.

Phone MUTual 8613

DUREX QUALITY HOMES CO.

217-19 F. P. Fay Bldg., 3rd and Hill
Los Angeles, California

HOME HELD IMPETUS TO SUBDIVISION

*Los Feliz Hills Developer
Reports Many Dwellings to
Be Built Soon*

Opening of the model home in Los Feliz Hills has aroused renewed public interest in that subdivision and has given an impetus to building development there, according to Ralph O. Williams of Laack & Williams, associated with Edwards & Wilbey Company in the ownership of the tract.

Within the last two weeks, Mr. Williams explained, plans for twelve homes were submitted to the subdividers for their approval. Also there is a growing interest in lot prices in the tract, and it was explained that there is an encouraging increase in the number of sales of homesites.

"The new model home that was recently completed in our Los Feliz Hills subdivision and which is now open to the public, is of California-Spanish type of architecture," said Mr. Williams. "It is located but a short distance from Los Feliz Boulevard, at the intersection of Griffith Park Boulevard and Ashbury Road. It was built by the Durex Quality Homes Company, but is not for sale, so I am informed. The builders have provided a hostess, who shows visitors through the various rooms, between 10 a.m. and 5:30 p.m.

"The home contains nine rooms and three baths. There are four bedrooms. Every room has been expensively and artistically furnished by one of the leading department stores of Los Angeles. The fact that it is so attractively furnished has evidently aided in interesting the general public."

Building Permit History
3410 Amesbury Road
Los Feliz

- September 7, 1928: Building Permit No. LA24911 to construct a 2-story 44' X 65' frame and stucco residence at 3404 (now 3410) Amesbury Road on Lot 9, Block G of Tract No. 9050, Los Feliz Hills.
Owner: Durex Quality Homes
Architect: Koerner and Gage
Contractor: Durex Quality Homes
Cost: \$15,000.00
- October 29, 1928: Building Permit No. LA30323 to install a complete hot air heating syetem; Consisting of: 3 #2 & 1 #4 Andrews-Schroeder Furnaces.
Owner: Durex Quality Homes
Architect: None
Contractor: Andrews-Schroeder Heating Co.
Cost: Not Shown
- May 13, 1977: Building Permit No. LA44731 to install a 10' X' 16 gunite lined swimming pool.
Owner: W. Beaton
Architect: None
Engineer: Goodman
Contractor: Dynamic Pools
Cost: 2,500.00

All Applications Must be Filled in by Applicant

PLANS AND SPECIFICATIONS and other data must also be filed

Blde. Form 2

BUILDING DIVISION

2

DEPARTMENT OF BUILDING AND SAFETY

Application for the Erection of Frame Buildings CLASS "D"

To the Board of Building and Safety Commissioners of the City of Los Angeles:

Application is hereby made to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Superintendent of Building, for a building permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit:

- First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.
- Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Los Angeles.
- Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

TAKE TO ROOM No. 6 REAR OF NORTH ANNEX 1st Floor CITY CLERK PLEASE VERIFY

Lot No. 9 Block G
(Description of Property)

TAKE TO ROOM No. 248 (2nd FLOOR) 9050

District No. _____ M. B. Page _____ F. B. Page _____

TAKE TO FIRST FLOOR 242 SO. BROADWAY ENGINEER PLEASE VERIFY

TAKE TO ROOM No. 8 (1.00R) 3404 Amhurst Road Street
(Location of Job)

MAIN: bet Griffith Park Blvd & Hollywood

(USE INK OR INDELIBLE PENCIL)

- Purpose of Building Residence No. of Rooms 9 No. of Families 1
- Owner's name Dunbar Quality Homes Co. Phone MU 8613
- Owner's address 2187 P. Fay Bldg.
- Architect's name Hoerner & Sons, Ber. Hills Phone 40
- Contractor's name Blair Johnson, Dunbar Quality Phone MU 8613
- Contractor's address 2187 P. Fay Bldg.
- VALUATION OF PROPOSED WORK {Including all Material, Labor, Finishing Equipment and Appliances in Completed Building.} \$15000.00
- Is there any existing building or permit for a building on lot? No How used? _____
- Size of proposed building 44 x 65 Height to highest point 26' 5" feet
- Number of Stories in height (Two) Character of ground Sandy loam
- Material of foundation concrete Size of footings 16 Size of wall 8 Depth below ground 12
- Material of chimneys Brick Number of inlets to flue 1 Interior size of flues 7 x 7
- Material of exterior walls Stucco on wood
- Give sizes of following materials: REDWOOD MUDSILLS 2 x 6 Girders 4 x 4
EXTERIOR studs 2 x 4 INTERIOR BEARING studs 2 x 4 to 2 x 10 Interior Non-Bearing studs 2 x 4
Ceiling joists 2 x 6 Roof rafters 2 x 6 FIRST FLOOR JOISTS 2 x 6
Second floor joists 2 x 12 Specify material of roof Tile & concrete
- Will all provisions of State Housing Act be Complied with? Yes
- What Zone is Property in? A 8/2/28

I have carefully examined and read the above application and know the same is true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

OVER

8/24 1.00
JWA

(Sign Here) Dunbar Quality Homes Co.
By J. Johnson (Owner or Authorized Agent)

FOR DEPARTMENT USE ONLY

PERMIT NO. 24911	Plans and Specifications checked and found to conform to Ordinances, State Laws, etc. [Signature] Plan Examiner	Application checked and found O. K. [Signature] Clerk	RECEIVED SEP 7 1928 TOULU
	[Signature] J. B. P. [Signature]		

36
3125

All Applications Must be Filled Out by Applicant

PLANS AND SPECIFICATIONS and other data must also be filed

Bldg. Form 3

BUILDING DIVISION

3

DEPARTMENT OF BUILDING AND SAFETY

Application to Alter, Repair or Demolish

To the Board of Building and Safety, Commissioners of the City of Los Angeles:

Application is hereby made to the Board of Building and Safety Commissioners of the City of Los Angeles, through the office of the Superintendent of Building, for a building permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which are hereby agreed to by the undersigned applicant and which shall be deemed conditions entering into the exercise of the permit:

First: That the permit does not grant any right or privilege to erect any building or other structure therein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.

Second: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Los Angeles.

Third: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

REMOVED FROM

REMOVED TO

TAKE TO ROOM No. 248 (2ND FLOOR) CITY CLERK PLEASE VERIFY	Lot _____ Block _____	Lot _____ Block _____	O. K. City Engineer Deputy
	Tract _____	Tract _____	
TAKE TO ROOM No. 5 (MAIN ST. FLOOR) ENGINEER PLEASE VERIFY	Book _____ Page _____ F. B. Page _____	Book _____ Page _____ F. B. Page _____	O. K. City Clerk Deputy
	From No. 3410 Amesbury Rd. _____ Street	_____ Street	
	To No. _____ Street	_____ Street	

(USE INK OR INDELIBLE PENCIL)

1. What purpose is the present Building now used for? _____
2. What purpose will Building be used for hereafter? Res.
3. Owner's name Durex Quality Homes Co. Phone Mu 8613
4. Owner's address 218 Fay Bldg.
5. Architect's name _____ Phone _____
6. Contractor's name Andrews-Schroeder Htg. Co. Phone EM 5950
7. Contractor's address 1911 4th. Ave
8. VALUATION OF PROPOSED WORK {Including all Material, Labor, Finishing, Equipment and Appliances in Completed Building.} **WARM AIR FURNACE**
9. Class of present Building _____ No. of rooms at present _____
10. Number of stories in height _____ Size present Building _____ x
11. State how many buildings are on this lot _____
12. State purpose buildings on lot are used for _____ (Apartment House, Hotel, Residence, or any other purpose.)
13. What Zone is Property in? _____

STATE ON FOLLOWING LINES EXACTLY WHAT ALTERATIONS, ADDITIONS, ETC., WILL BE MADE TO THIS BUILDING:

Complrtre hot air heating system; Consisting of; 3#2 & I#4
 Andrews-Schroeder Furnaces.

I have carefully examined and read the above application and know the same is true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

OVER

10/29 11/30

(Sign here) Andrews-Schroeder Htg. Co.

(Owner or Authorized Agent.)

FOR DEPARTMENT USE ONLY

PERMIT NO. 30323	Plans and Specifications checked and found to conform to Ordinances, State Laws, etc. <i>[Signature]</i> Plan Examiner	Application checked and found O. K. <i>[Signature]</i> Clerk	Stamp here when permit is issued ISSUED OCT 29 1928 RECEIVED
	<i>[Signature]</i>		<i>[Signature]</i>

Plans

**APPLICATION FOR INSPECTION OF NEW SWIMMING POOL AND ACCESSORIES
CITY OF LOS ANGELES AND FOR CERTIFICATE OF OCCUPANCY DEPT. OF BUILDING AND SAFETY**

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

1. LEGAL DESCR.	LOT 9	BLK. G	TRACT 9050	DIST. MAP 153 201
2. POOL USE	PRIVATE <input checked="" type="checkbox"/>	PUBLIC <input type="checkbox"/>	STANDARD PLAN NO. 155 BE	CENSUS TRACT 1882.02
3. JOB ADDRESS	3410 Amesbury Rd			ZONE R1-1
4. BETWEEN CROSS STREETS	Lowry Rd		AND Griffith Park	FIRE DIST. MFD
5. OWNER'S NAME	W. Beaton			LOT (TYPE) int
6. OWNER'S ADDRESS	3410 Amesbury			LOT SIZE
7. ARCHITECT OR ENGINEER	BUS. LIC. NO. 1155	CITY LA	ACTIVE STATE LIC. NO. 90027	irreg
8. CONTRACTOR	BUS. LIC. NO.	CITY	PHONE ST 6 3387	ALLEY
9. QUALIFIED ELEC. INSTALLER	BUS. LIC. NO.	CITY	PHONE 297696-C53 981 5611	BLDG. LINE
10. QUALIFIED PLUMB. INSTALLER	BUS. LIC. NO.	CITY	PHONE	AFFIDAVITS 6' SSE
11. BRANCH LENDFR	ADDRESS	CITY		Ely side
12. MATERIAL OF CONSTRUCTION	gunite	NO. OF EXISTING BUILDINGS ON LOT AND USE dwlg & att gar		

7 13. JOB ADDRESS 3410 Amesbury Rd. DISTRICT OFFICE LA

14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED POOL \$ 2500 CRIT. SOIL yes

PERMIT FEES	SUBTOTAL	TOTAL	SIZE	DEPTH	GRADING
ELECTRICAL	15	22	10x16	4-5	yes
ISSUING FEE	7		SURFACE AREA 160 sf	HEATER GAS SOLAR	HIGHWAY DED. -----
SUBJ. TO FEE DISC			PLANS CHECKED		FLOOD -----
PLUMBING	30	47	PHNS APPROVED		CONS. -----
ISSUING FEE	7		APPLICATIONS APPROVED		ZONED BY Figueroa
GAS WATER HEATER	5		CONSP. INSP. gunite		FILE WITH
BUILDING	PERMIT	22.00	INSPECTION ACTIVITY		INSPECTOR
B.P.C. 18.70	P.P.C. 5.00	S.P.C. -	COMB GEN MAJ. S. CON		
TOTAL PERMIT FEE 91.00			P.M.	I.F.	G.P.I. 30.00

P.C. No. XX6651 PLAN CHECK EXPIRES ONE YEAR AFTER FEE IS PAID. PERMIT EXPIRES TWO YEARS AFTER FEE IS PAID OR 180 DAYS AFTER FEE IS PAID IF CONSTRUCTION IS NOT COMMENCED. TYPIST mj

MAY-4-77	77887 E	44731	T-6 CK	23.70
MAY-4-77	77888 E		T-7 CK	30.00
MAY-13-77	80470 E		S-2 CK	91.00

STATEMENT OF RESPONSIBILITY

I certify that in doing the work specified herein I, will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.

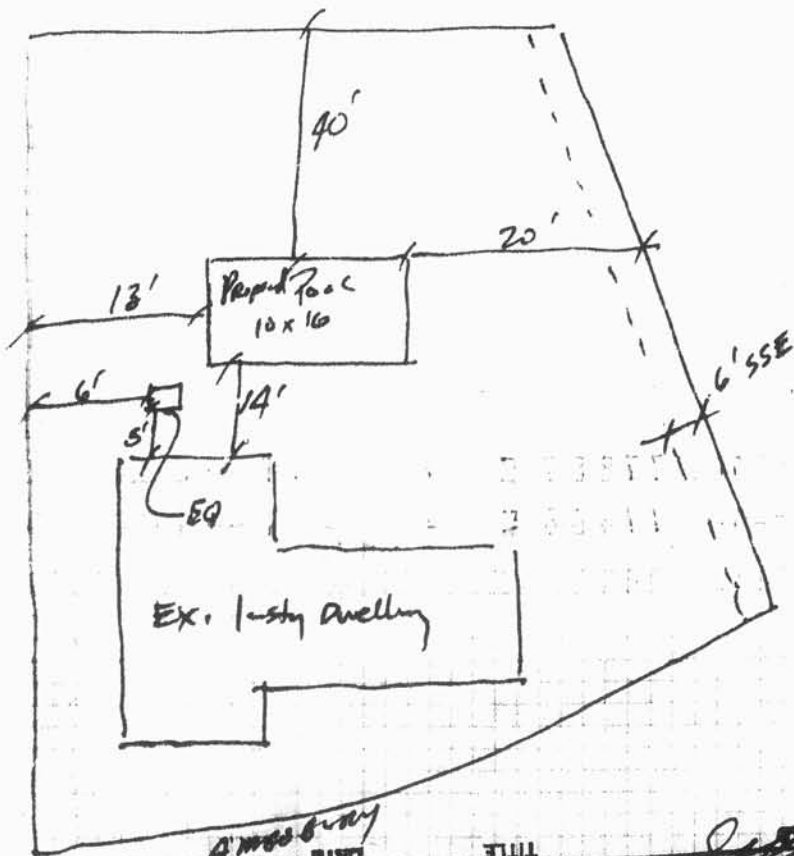
"This permit is an application for inspection, the issuance of which is not an approval or an authorization of the work specified herein. This permit does not authorize or permit, nor shall it be construed as authorizing or permitting the violation or failure to comply with any applicable law. Neither the City of Los Angeles, nor any board, department, officer or employee thereof make any warranty or shall be responsible for the performance or results of any work described herein, or the condition of the property or soil upon which such work is performed." (See Sec. 91.0202 L.A.M.C.)

Signed: *[Signature]* (Owner or Agent having Property Owner's Consent)

Signature/Date: Armendariz 5-4-77

Bureau of Engineering	ADDRESS APPROVED	
	DRIVEWAY	
	HIGHWAY DEDICATION	REQUIRED
		COMPLETED
	FLOOD CLEARANCE	
SEWERS	XX	SEWERS AVAILABLE
		NOT AVAILABLE
	NO SEWER/PLUMBING REQ'D.	SFC PAID
XX	SFC NOT APPLICABLE	SFC DUE
Conservation	APPROVED FOR ISSUE <input type="checkbox"/>	NO FILE <input type="checkbox"/>
Plumbing	PRIVATE SEWAGE SYSTEM APPROVED	
Planning	APPROVED UNDER CASE #	
County Health Department	APPROVED	

Dean 5-4-77



WORKER'S COMPENSATION CERTIFICATION
 1. I certify that in the performance of the work for which this permit is issued I shall not employ any person in any manner so as to become subject to the workmen's compensation laws of California, or
 2. I certify that if I am subject to workmen's compensation laws, I have on file, or will file within 15 days following the issuance date of this permit with the Department of Building and Safety of the City of Los Angeles one of the following:
 a) A certificate of consent to self-insure issued by the Director of Industrial Relations, or
 b) A certificate of workmen's compensation insurance issued by an approved insurer, or
 c) An exact copy of the certificate thereof obtained by the Director or insurer.
 TITLE _____
 Date _____
 Signature _____
 A. [unclear]

Durex Model Home Photographs



Durex Model Home, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



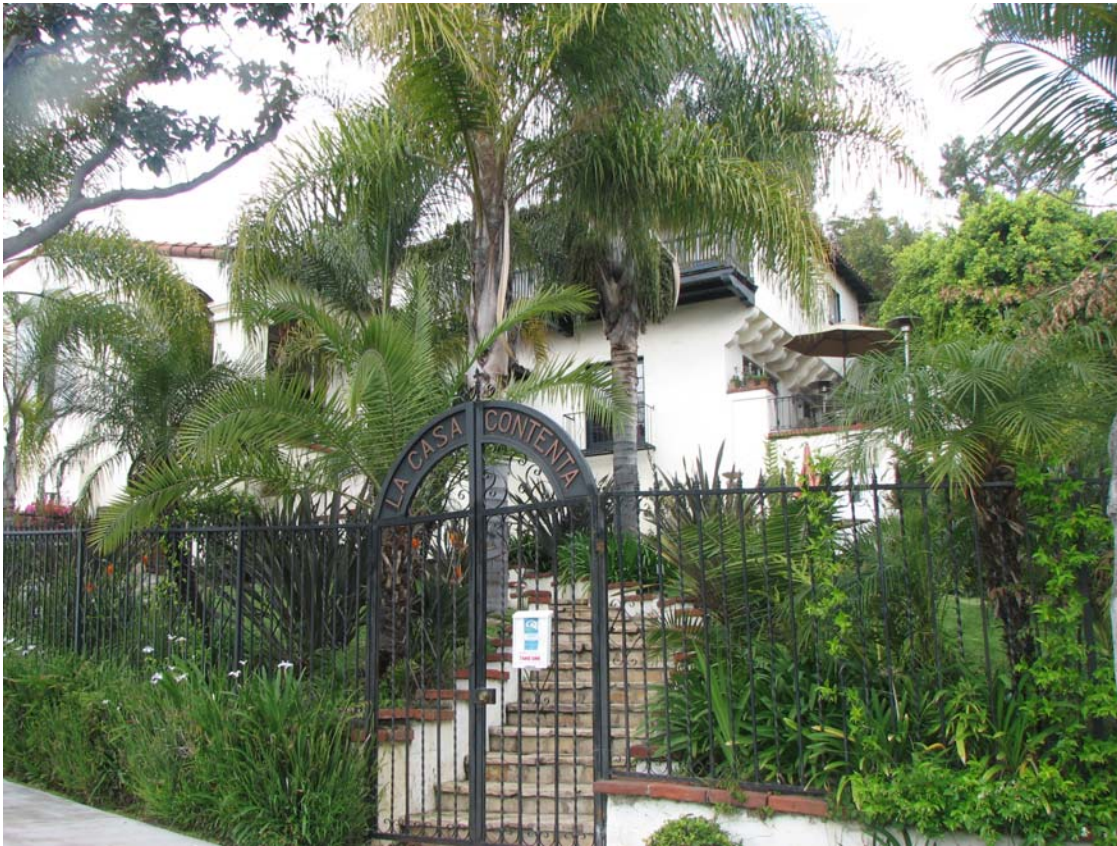
Durex Model Home, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, garage under living room and porch, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, street view, 3410 Amesbury Road, June 29, 2011 (Photograph by Charles J. Fisher)



Durex Model Home showing “La Casa Contenta” , 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, second floor balcony, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, roof and chimney, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, front yard and fountain, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, front fountain, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, tile lining fountain, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, original copper downspout, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, corbels, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, swimming pool added by Beacon, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, steps from side patio, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, front porch, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Rifkin Durex Model Home, front porch, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, front porch, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, front door and landing, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, front entry, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, living room, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, living room, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, fireplace, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, living room ceiling and chandelier, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, dining room grille, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



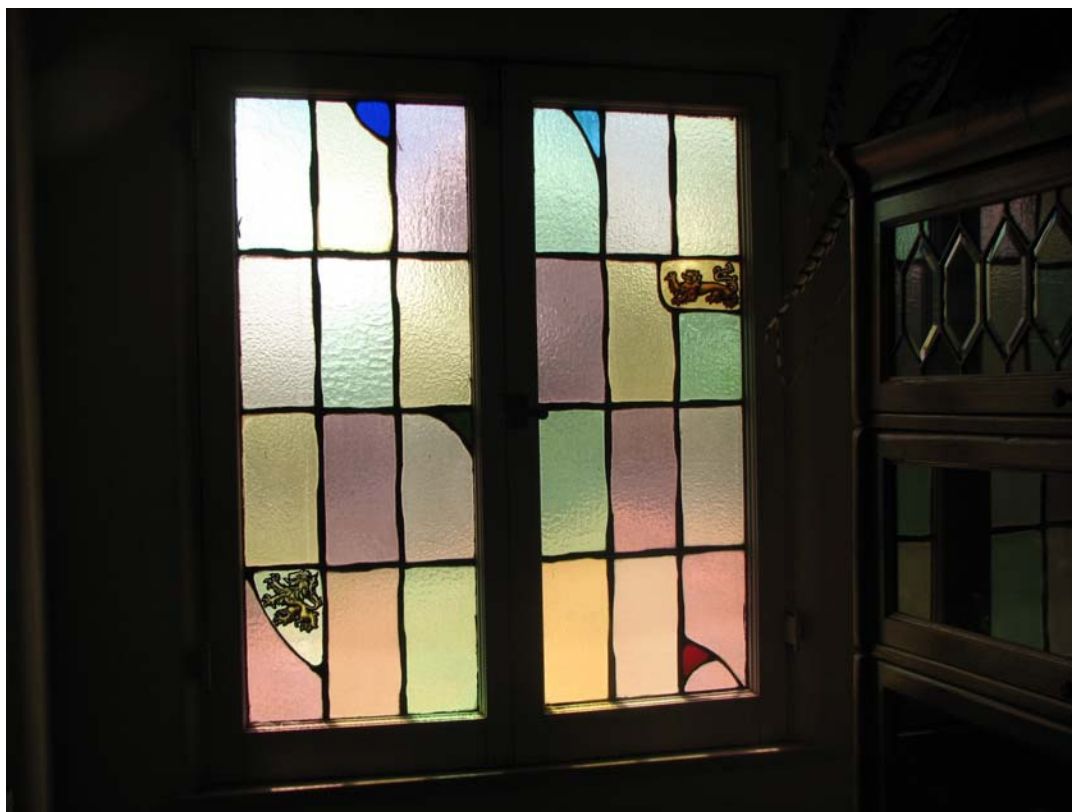
Durex Model Home, dining room entry, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



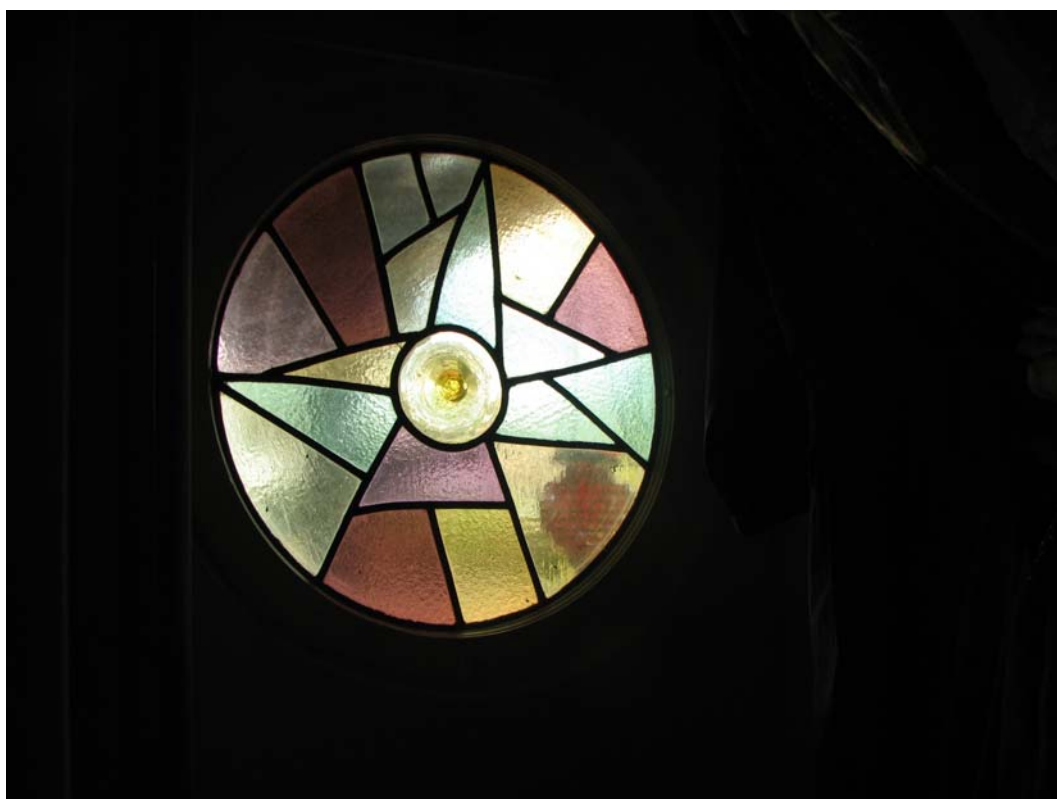
Durex Model Home, dining room, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, dining room chandeir, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, stained glass window, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, stained glass window, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, stair case, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, breakfast room floor, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, breakfast room, 3410 Amesbury Road, April 11, 2012 (Photograph by Charles J. Fisher)



Durex Model Home, 3410 Amesbury Road, 2012 (Photograph by MichaelLocke)