

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2017-3695-HCM
ENV-2017-3696-CE

HEARING DATE: October 5, 2017
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA 90012

Location: 3700-3732 West Wilshire Boulevard;
658-674 South Oxford Avenue;
651-673 South Serrano Avenue
Council District: 10 - Wesson
Community Plan Area: Wilshire
Area Planning Commission: Central
Neighborhood Council: Wilshire Center-Koreatown
Legal Description: Tract P M 896, Lots A and C

PROJECT: Historic-Cultural Monument Application for
BENEFICIAL PLAZA AND LIBERTY PARK

REQUEST: Declare the property a Historic-Cultural Monument

OWNER(S): Wilshire Park Place North, LLC
c/o Thomson Reuters, Inc.
P.O. Box 847
Carlsbad, CA 92018

Wilshire Park Place, LLC
15211 Vanowen Street, Suite 206
Van Nuys, CA 91405

Wilshire Park Place North LLC
c/o Jamison Properties, Inc.
3530 Wilshire Boulevard, Suite 1800
Los Angeles, CA 90010

APPLICANT: Annette van Duren
Friends of Save Liberty Park
3810 Wilshire Boulevard
Los Angeles, CA 90010

PREPARERS: Katie E. Horak and Evanne St. Charles
Architectural Resources Group, Inc.
8 Mills Place, Suite 300
Pasadena, CA 91105

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.

VINCENT P. BERTONI, AICP
Director of Planning

[SIGNED ORIGINAL IN FILE]

Ken Bernstein, AICP, Manager
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Melissa Jones, Planning Assistant
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Attachment: Historic-Cultural Monument Application

SUMMARY

Beneficial Plaza and Liberty Park is comprised of an 11-story office tower with a three-level underground parking garage, a plaza, and a park located on the south side of Wilshire Boulevard between Oxford and Serrano Avenues in the Wilshire Center/Koreatown community of Los Angeles. Completed in 1967, the Late-Modern architectural style office tower was designed by architects Gordon Bunshaft (1909-1990) and Edward Charles Bassett (1922-1999) of the prominent architectural firm Skidmore, Owings & Merrill (SOM). The plaza in front of the office tower and the park facing Wilshire Boulevard was designed by noted landscape architect Peter Walker (born 1932) of Sasaki, Walker & Associates. The subject property was built as the headquarters of the Beneficial Standard Life Insurance Company, which occupied the building until 1985.

Wilshire Center emerged in the 1920s as a business improvement association to champion progress along the new boulevard and by 1941 it consisted of 12 blocks along Wilshire Boulevard, between Lafayette Park Place and Normandie Avenue. Over the decades the western and eastern boundaries continued to expand and in 1966, Wilshire Center was formally dedicated as a four-mile business district extending from Union Avenue on the east to Sycamore Avenue to the west. A post-war commercial development boom in Los Angeles saw the congested downtown area being bypassed by major corporations who preferred to build their headquarters in Wilshire Center. From the late 1940s through the 1970s, insurance firms, oil companies, and major financial institutions, including Carnation, IBM and Texaco, built their headquarters in Wilshire Center, often hiring prominent architects to design their high-rise towers.

The Beneficial Plaza office tower is rectangular in plan and is set back 315 feet from the street on approximately four-and-a-half acres of land. The building is constructed of precast shocked concrete with panels of natural granite aggregate cladding and has a flat roof with a recessed metal parapet. It is characterized by a concrete exoskeletal frame with slender vertical elements and wide horizontal bands, which form rows of bays at each facade. Paired fixed aluminum floor-to-ceiling windows with solar bronze glazing are recessed behind each bay at the second through ninth stories. A coved gold colored header tops all windows. The first story at all façades is set back from regularly-spaced concrete piers that widen at their bases and is enclosed by fixed aluminum floor-to-ceiling windows, which are larger than the upper stories. A row of pyramidal-shaped waffle lighting lines the exterior corridor ceiling between the first story piers and fenestration. The interior features an H-shaped lobby with pyramidal-shaped waffle lighting and a circular reception desk. There is an elevator core at the center of the lobby that is clad with green marble and has smooth white and gray granite flooring.

The designed landscape to the north of the office tower, Liberty Park, consists of an open lawn with a grove of Canary Island pine trees slightly north and east of the park center. It is slightly raised from street level and bounded by a concrete retaining wall. A semi-circular promenade composed of a concrete path and wide strip planted with lawn and edged with shrubs hugs the south, east and west sides of the open lawn. Between the park and office tower is a rectangular plaza paved with concrete and patterned with a rectangular grid of black and red granite. A flight of shallow concrete steps provides egress from the plaza to the park.

Skidmore, Owings & Merrill (SOM) was originally founded as Skidmore & Owings in 1936 in Chicago, Illinois. In addition to designing several of the world's tallest buildings, including the John Hancock Center (1969), the Sears Tower (1973) and the Burj Khalifa (2010), SOM is known for pioneering International-style architecture in high-end corporate buildings. Gordon Bunshaft was

SOM's preeminent designer for 40 years. His most noted works include his post-war designs for H.J. Heinz (1950), Delta Airlines (1960), and First City National Bank (1961). Edward Charles Bassett, who worked for Eero Saarinen before starting with SOM, is known for San Francisco's Bechtel Building (1967) and Louise M. Davis Symphony Hall (1980). Starting the San Francisco office of Sasaki, Walker & Associates in 1957, landscape architect Peter Walker went on to head projects like the Golden Gateway commercial and residential development (1960-1968) and Fashion Island in Newport Beach (1970).

Alterations to the building exterior appear minimal and include the replacement of the entrance doors on the north and south façades, removal and/or replacement of original signage, and a ramp added on top of the central entrance steps at the south façade, all at unknown dates. Numerous interior alterations between 1967 and 2009 consist of tenant improvements that include office remodeling, adding or removing interior partitions and dropped ceilings, and accessibility upgrades. Alterations to the plaza and park, also appear minimal and include the repair of the perimeter concrete wall in 1990. Replacement of a hedge surrounding the park with lawn and a row of shrubs, and the removal of two circular planters from the plaza also occurred at unknown dates.

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:					
Other Associated Names:					
Street Address:				Zip:	Council District:
Range of Addresses on Property:				Community Name:	
Assessor Parcel Number:	Tract:			Block:	Lot:
Identification cont'd:					
Proposed Monument Property Type:	Building	Structure	Object	Site/Open Space	Natural Feature
Describe any additional resources located on the property to be included in the nomination, here:					

2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built:	Factual	Estimated	Threatened?	
Architect/Designer:			Contractor:	
Original Use:			Present Use:	
Is the Proposed Monument on its Original Site?		Yes	No (explain in section 7)	Unknown (explain in section 7)

3. STYLE & MATERIALS

Architectural Style:		Stories:	Plan Shape:
<i>FEATURE</i>	<i>PRIMARY</i>	<i>SECONDARY</i>	
CONSTRUCTION	Type:	Type:	
CLADDING	Material:	Material:	
ROOF	Type:	Type:	
	Material:	Material:	
WINDOWS	Type:	Type:	
	Material:	Material:	
ENTRY	Style:	Style:	
DOOR	Type:	Type:	



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.

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
Determined eligible for national, state, or local landmark status by an historic resources survey(s)	Survey Name(s):
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):

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
Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction
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:		Company:	
Street Address:		City:	State:
Zip:	Phone Number:	Email:	

Property Owner

Is the owner in support of the nomination?

Yes

No

Unknown

Name:		Company:	
Street Address:		City:	State:
Zip:	Phone Number:	Email:	

Nomination Preparer/Applicant's Representative

Name:		Company:	
Street Address:		City:	State:
Zip:	Phone Number:	Email:	

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.

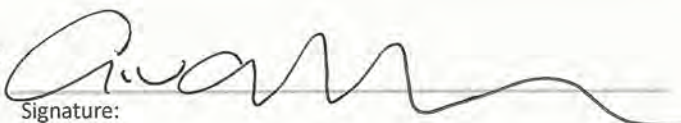
APPLICATION CHECKLIST

- | | |
|---|---|
| 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.

Annette van Duren 6/13/17 
 Name: Date: 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



Beneficial Plaza and Liberty Park

Historic-Cultural Monument Nomination Continuation Sheet

A. Property Description

Site

The property at 3700 Wilshire Boulevard is located on the south side of Wilshire Boulevard in the Wilshire Center/Koreatown community, about four miles west of downtown Los Angeles. The subject property comprises two parcels, together approximately four-and-a-half acres, surrounded by office towers and other large commercial and institutional buildings dating from the 1920s to the present. The property contains an office tower, park, and plaza, which were originally known as Beneficial Plaza and Liberty Park, and are now known as Wilshire Park Place. Completed in 1967, Beneficial Plaza was designed by architects Gordon Bunshaft and Edward Charles Bassett of renowned architecture firm Skidmore, Owings & Merrill (SOM). Liberty Park, the landscaped open space fronting Beneficial Plaza, was designed by noted landscape architect Peter Walker of Sasaki, Walker & Associates (SWA). The property was built as the headquarters of the Beneficial Standard Life Insurance Company.

The office tower is set back from Wilshire Boulevard 315 feet and is fronted by a hardscaped plaza and open lawn known as Liberty Park. The plaza and lawn comprise approximately 2.5 acres of the site. To the rear (south) of the building is a landscaped promenade composed of a concrete path bounded by sunken rectangular planters, which are planted with ficus trees (some of the planters are empty). Beyond the promenade is paved surface parking and the Pio Pico branch of the Los Angeles Public Library. The library building replaced half of the surface parking in the 1980s.¹

Office Tower – Exterior

The Beneficial Plaza building is an 11-story Late Modern office tower with a three-level underground parking garage. The building has a rectangular plan, sits on a concrete foundation, and is capped with a flat roof featuring a recessed metal parapet. It is constructed of precast shocked concrete and its walls are clad with panels of natural granite aggregate. The main structure of the building is characterized by a concrete exoskeletal frame with slender vertical elements and wide horizontal bands, which form rows of bays at each façade. The top corners of each bay are curved. Paired fixed aluminum floor-to-ceiling windows with solar bronze glazing are recessed behind each bay at the second through ninth stories of each façade. A coved gold colored header tops all of the windows. Fenestration at the tenth story is recessed more than at the lower stories, and a metal railing lines the space between each concrete pier, suggesting a top floor balcony. The 11th story contains no fenestration, as it is likely dedicated to housing mechanical equipment.

¹ The surface parking and library are on a separate parcel and are not included as part of this HCM nomination.



The first story at all façades is set back from, and supported by, regularly-spaced concrete piers that widen at their bases. The first story is enclosed by fixed aluminum floor-to-ceiling windows, which are larger than at the upper stories. A row of pyramidal-shaped waffle lighting lines the exterior corridor ceiling between the piers and fenestration at the first story. Between each pier along the first story of the south, east, and west façades is a low concrete railing with slightly tapered concrete supports.

The north (primary) façade contains three entrances. The central main entrance is composed of three grouped fully glazed doors with metal handles inscribed with the word “PULL.” Above the doors is a black metal band containing metal lettering that reads “3700 WILSHIRE BOULEVARD.” The doors at the east and west entrances on the north façade have been replaced with new fully glazed aluminum doors.

The central entrance on the south façade contains the same doors and signage as the main entry on the north facade. A concrete ramp with a metal railing and canopy was added on top of the steps leading to the central south façade entrance. The canopy connects to the rear entrance of the Pio Pico library. The doors at the east and west entrances on the south façade have been replaced with new fully glazed aluminum doors.

Office Tower – Interior (First Floor Lobby)

The first floor lobby has an H-shaped plan. At the center of the lobby are two elevator banks, each containing four elevator bays with simple recessed metal doors. The dropped ceiling of the lobby retains the same pyramidal-shaped waffle lighting as the exterior first floor corridor. The elevator core is clad with green marble, and the flooring is smooth white and gray granite. At the south end of the lobby is a circular reception desk. The east and west ends of space are lined with offices/retail enclosed with floor-to-ceiling windows and fully glazed doors.

Liberty Park and Plaza

The designed landscape to the front (north) of the office tower is known as Liberty Park. Liberty Park consists of an expansive open lawn with a grove of Canary Island pine trees slightly north and east of the center of the park. The lawn is set back from the street by a wide concrete sidewalk. It is slightly raised from street level and is bounded by a concrete retaining wall along its north, east, and west sides. At the northeast and northwest corners of the park, separated from the lawn by concrete walkways, are raised concrete platforms, atop which sit square metal structures with wide fascia accommodating signage (original signage has been removed/replaced). Three flagpoles sit at the southwest corner of the park. A semi-circular promenade composed of a concrete path and wide strip planted with lawn and edged with shrubs hugs the south, east, and west sides of the open lawn.

South of the lawn is a rectangular plaza paved with concrete and patterned with a rectangular grid of black and red granite. A flight of shallow concrete steps provides egress from the plaza to the park. The plaza is reached from Serrano and Oxford avenues via two curving ramps paved with concrete and



trimmed with granite. The ramps widen as they reach street level. Two rows of five rectangular podiums supporting circular concrete planters delineate a path as one enters the plaza from the east and west ramps. Two of the concrete planters have been removed. A replica of the Liberty Bell sits atop a concrete podium south of the circular planters. The central part of the plaza serves as a bridge over two vehicular ramps at Serrano and Oxford avenues that lead to the underground parking garage. The vehicular entrances are bordered on three sides by raised rectangular planters containing hedges. At its south end, the plaza extends east and west into a rectangular walk that stretches the length of the office tower's north façade. At the east and west ends of the walkway are flights of stairs leading to the street.

Alterations

Historic and recent photos of the office tower and alteration permits from the Los Angeles Department of Building and Safety (LADBS) indicate that the exterior of the building has endured few alterations. Interior alterations, beginning in 1967 and continuing through 2009, largely consisted of tenant improvements (office remodeling and adding/removing interior partitions and dropped ceilings), as well as systems upgrades and disabled access accommodations. Due to the substantial number of interior alterations, each individual interior alteration is not included in the list below.

1967-2009	Interior tenant improvements, including office remodeling, removal/addition of non-loadbearing partitions and dropped ceilings, and systems/ADA upgrades were performed on all floors at various points in time
Dec. 1990	The perimeter concrete wall was repaired (LADBS Permit No. 30900500107)
Oct. 1994	The building was re-roofed (LADBS Permit No. 48780400176)
Oct. 2002	The building was re-roofed a second time (LADBS Permit No. 02016-10000-20217)
Unknown	East and west entrance doors on the north and south façades were replaced A ramp was added on top of the central entrance steps at the south façade Original signage was removed and/or replaced Two circular planters were removed from the plaza The semi-circular hedge surrounding the park was replaced with lawn and a row of shrubs Some trees were removed from the sunken planters at the rear of the building

Character-Defining Features

Site

- Site plan, including a rectangular office tower (Beneficial Plaza building) deeply set back from Wilshire Boulevard and fronted by a plaza and park (Liberty Park)
- View of the Beneficial Plaza building from Wilshire Boulevard, rising above the plaza and park



- Promenade, composed of a wide concrete walkway bounded by sunken rectangular planters and shade trees, south of the building

Office Tower – Exterior

- Vertical massing
- Simple, rectilinear forms
- Flat roof with recessed metal parapet
- Exoskeletal concrete frame
- Granite aggregate exterior paneling
- Rows of bays with curved top corners framing fenestration at upper stories along all façades
- Recessed fixed floor-to-ceiling aluminum windows with solar bronze glazing and gold colored coved headers at the upper stories
- Concrete piers that widen at their bases and support the first story
- Fixed floor-to-ceiling aluminum windows recessed behind the first story piers
- Row of waffle lighting at the ceiling of the exterior first floor corridor
- Grouped fully glazed doors with metal handles inscribed with the word “PULL” at the central entrances on the north and south façades
- Metal signage reading “3700 WILSHIRE BOULEVARD” above north and south main entrances
- Low concrete railing with tapered concrete supports along the first floor exterior corridor of the south, east, and west façades

Office Tower – Interior (First Floor Lobby)

- H-shaped plan
- Central elevator core with eight bays of elevator doors (four on each side)
- Dropped ceiling with waffle lighting
- Green marble cladding along the elevator core
- Fully glazed office/retail enclosures on the east and west sides of the lobby
- White and gray smooth granite flooring

Liberty Park and Plaza

- Formal, symmetrical landscape and hardscape fronting the office tower, consisting of a plaza fronting the building and a park (Liberty Park) between the plaza and the street
- Expansive open lawn, slightly raised from street level
- Semi-circular promenade that wraps around the lawn on the south, east, and west sides
- Grove of mature Canary Island pines at the northeast corner of the park
- Rectangular concrete podiums supporting signage at the northeast and northwest corners of the park



- Concrete retaining wall bounding the park on the north, east, and west sides
- Flagpoles at the southwest corner of the park
- Hardscaped plaza paved with a rectangular pattern of concrete and red and black granite
- Flight of low steps providing egress from the park to the plaza
- Curved concrete granite-trimmed ramps bounded by concrete walls that lead from the sidewalk at Oxford and Serrano avenues to the center of the plaza
- Two rows of rectangular podiums containing circular planters in the north half of the plaza
- Liberty Bell replica atop a concrete podium at the central, south end of the plaza
- Bridged section of the plaza over vehicular parking ramps
- Vehicular ramps that lead to the underground parking garage from Oxford and Serrano avenues
- Raised rectangular planters bordering the vehicular ramps on the north, south, and east sides

B. Statement of Significance

Summary

Beneficial Plaza and Liberty Park meet the following criteria for designation as a Los Angeles Historic-Cultural Monument:

It reflects the broad cultural, political, economic, or social history of the nation, state, or community.

Constructed in 1967, the subject property reflects the development of the Wilshire Center business district as Los Angeles' epicenter for the headquarters of insurance companies and major national and international corporations after World War II. By the late 1940s, a Wilshire Boulevard address had become synonymous with power and prestige in the world of international corporations and Fortune 500 companies. From the late 1940s through the 1970s, insurance firms, oil companies, and major financial institutions built their headquarters in Wilshire Center, often hiring prominent architects to design their high-rise office towers. Designed as the headquarters of the Beneficial Standard Life Insurance Company, a major nationwide insurance corporation founded in Los Angeles in 1940, Beneficial Plaza and Liberty Park were completed at the height of the Wilshire Center corporate building boom. In keeping with other master architect-designed corporate headquarters, the company hired renowned architecture firm Skidmore, Owings & Merrill (SOM) to design its new office tower, which it occupied until 1985.

The subject property also reflects local discourse on the value of community open space during the height of postwar commercial development in Los Angeles. Beneficial Insurance created Liberty Park as an open space intended to promote the aesthetic and cultural values of the city, and the City of Los Angeles administered protection of that open space through zoning practices in recognition of its benefit to the community.



It embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style or method of construction.

The Beneficial Plaza office tower embodies the distinguishing characteristics of Late Modern architecture. Specifically, the style is conveyed through the building's modular design, simple rectilinear form, exoskeletal structural frame, unpainted textured wall surfaces, unadorned window and door openings, and lack of applied ornamentation. Liberty Park complements the design of the building and draws upon the principles of Modern landscaping.

It is a notable work of a master builder, designer, or architect whose individual genius influenced his or her age.

The subject property is a notable work of the internationally-renowned architecture firm Skidmore, Owings & Merrill (SOM), with its design led by master architects Gordon Bunshaft (1909-1990) and Edward Charles Bassett (1922-1999). Originally founded as Skidmore & Owings in 1936, the firm became known for its high-profile corporate office design and large-scale urban development projects in the United States and worldwide after World War II. The property also contains an excellent example of a designed landscape (Liberty Park) by noted landscape architect Peter Walker. Walker, a founding principal of the renowned landscape architecture firm Sasaki, Walker & Associates (SWA), is best known for his classical landscape designs that combine history and tradition with contemporary practices.

Historical Background

Post-World War II Development of the Wilshire Center Business District

Originally envisioned as a grand parkway lined with mansions and high-end hotels, by the 1920s Wilshire Boulevard was on its way to becoming a major commercial corridor serving multiple communities. The Ambassador Hotel, opened in 1921 on the 3400 block of Wilshire, set precedent for the development of the Wilshire corridor. By 1927, the wide boulevard, complete with concrete curbs and sidewalks, and lined with palm trees, had been paved from Westlake Park to Fairfax Avenue. Shortly thereafter, Angelenos voted to rezone 25 blocks of the street from Westlake Park to Western Avenue for commercial use, prompting a surge in construction. Soon, this portion of Wilshire Boulevard was lined with banks, cafes, high-end retail establishments, and automobile service stations, in addition to prominent houses of worship.² Many of the buildings were designed in dramatic architectural styles in an attempt to catch the eye of motorists passing by.³

² Kevin Roderick and J. Eric Lynxwiler, *Wilshire Boulevard: Grand Concourse of Los Angeles* (Santa Monica: Angel City Press, 2005), 85.

³ *Ibid.*, 92.



Wilshire Center first emerged as a distinct identity along Wilshire Boulevard in the 1920s as one of several early business improvement associations formed to champion progress along the boulevard.⁴ By 1941, the newly formed Wilshire Center Company, created by local business proprietors to attract tourists and residents to the district as a “Fifth Avenue of the West,” defined its boundaries as the 12 blocks of Wilshire between Lafayette Park Place and Normandie Avenue.⁵ The western and eastern boundaries continued to expand in later years and in 1966, Wilshire Center was formally dedicated by the Wilshire Committee of the Wilshire Chamber of Commerce as a four mile business district extending from Union Avenue on the east to Sycamore Avenue at the edge of the Miracle Mile to the west.⁶

The postwar period ushered in a new era of commercial development to the Wilshire Center business district as major national and international companies quickly filled Wilshire Boulevard with their new modern corporate headquarters. Los Angeles’ post-World War II population boom and increased importance on the world stage motivated major corporations to establish headquarters in the city, but the central business district in downtown, with few exceptions, was bypassed during the early postwar years in favor of Wilshire Center as a preferred location. Speaking on the preference of Wilshire Center over downtown in 1950, Norman Tishman, president of Tishman Realty & Construction Company, which developed several buildings in the district, stated “we have selected this business site in the Wilshire center district because it is close to, but not in the city center congestion. We have come to Los Angeles, where the future seems so bright, to construct a magnificent community of new office buildings of which we can be very proud.”⁷

From the late 1940s through the 1970s, insurance firms, oil companies, and other Fortune 500 corporations built their modern headquarters in the Wilshire Center business district, often commissioning major architects to design them. Among the most prominent were headquarters for Carnation, IBM, Texaco, Tidewater Oil Company, and Ahmanson Financial, designed by the architecture firms of Stiles Clements, Pereira & Luckman, Welton Becket & Associates, Claud Beelman, and Edward Durell Stone, respectively.

In particular, Wilshire Center emerged as a hub for insurance companies, most of which commissioned their own headquarters buildings for the district, including Farmers Insurance at 4680 Wilshire (1949 expansion & remodel, Claud Beelman and Herman Spackler), Travelers Insurance at 3600 Wilshire (1961, Welton Becket & Associates), Pacific Indemnity at 3200 Wilshire (1962, Claud Beelman), Pierce National Life Insurance at 3807 Wilshire (1967, Welton Becket & Associates), Beneficial Life Insurance at 3700 Wilshire (1967, Skidmore, Owings & Merrill), and Equitable Life Insurance at 3435 Wilshire (1969, Welton Becket & Associates). Additionally, other insurance companies located their offices in prominent, existing buildings in Wilshire Center, including Franklin Life Insurance, which was for many

⁴ “Civic Council of Wilshire Area to Give Banquet,” *Los Angeles Times*, May 24, 1928, A2.

⁵ “Wilshire Group to Incorporate,” *Los Angeles Times*, January 8, 1941, A8.

⁶ “Wilshire Area Apartment Structure Completed,” *Los Angeles Times*, February 19, 1961, I8; “Wilshire Center to Be Dedicated,” *Los Angeles Times*, February 20, 1966, I2.

⁷ “New Wilshire Buildings to Cost \$12,000,000,” *Los Angeles Times*, March 2, 1950, A2.



years headquartered in the Pellisier Building at 3780 Wilshire, and General of America, and later Mutual of Omaha, which were both located in the E. Clem Wilson Building at 5225 Wilshire at the junction of Wilshire Center and the Miracle Mile neighborhood.

Beneficial Standard Life Insurance Company

The Beneficial Standard Life Insurance Company was founded by entrepreneurs and businessmen Edward D. Mitchell, Oscar S. Pattiz, and Joy C. Earl in Los Angeles in 1940.⁸ In its first years of operation, the company primarily dealt with disability and automobile insurance. However, by 1944, Beneficial had switched gears and focused solely on providing life insurance. After World War II, Beneficial expanded its interests beyond the West Coast and acquired a controlling interest in the Pennsylvania health and accident firm, Fidelity Interstate Life Insurance Company, in 1954. In 1955, the corporation purchased a major interest in Union Casualty and Life Insurance of New York. The company continued to expand through the late 1950s in states across the country and into Canada.⁹ By 1957, the company had reached a record high in sales with over \$45 million in revenue by September of that year.¹⁰ In 1961, Beneficial acquired the Serrano Corporation for \$4 million, primarily to obtain access to a block of land Serrano owned along Wilshire Boulevard.¹¹ In 1967, the insurance group moved from its headquarters on 8th and Spring streets in downtown Los Angeles to its new office tower at 3700 Wilshire Boulevard.¹² By the mid-1960s, the company exceeded \$105 million in assets.¹³

In 1984, after struggling to keep up with new advances in the financial services industry, Beneficial Standard Life Insurance was acquired by CalFed, Inc. The company liquidated all \$700 million of its assets the following year. Shortly thereafter, the company's real estate holdings, including its headquarters at 3700 Wilshire Boulevard, were put up for sale.¹⁴

Beneficial's co-founders Edward D. Mitchell and Oscar S. Pattiz were major philanthropists in the Los Angeles Jewish community.¹⁵ Born in Austria-Hungary (now Poland) to a working-class Jewish family,

⁸ Nancy Rivera, "End of a Venture: The Mitchells Bowing Out at Beneficial," *Los Angeles Times*, September 4, 1984, E1.

⁹ "Beneficial Standard Life Insurance Co.," *Harvard Business School, Lehman Brothers Collection*, accessed February 9, 2017,

https://www.library.hbs.edu/hc/lehman/company.html?company=beneficial_standard_life_insurance_co.

¹⁰ "Beneficial Life Record," *Los Angeles Times*, October 15, 1957, C8.

¹¹ "Beneficial Standard Life Insurance Co."

¹² "Beneficial Plaza Slates Opening Fete;" "Insurance Headquarters Scheduled," *Los Angeles Times*, February 21, 1965, L1.

¹³ "Beneficial Standard Life Insurance Co."

¹⁴ Rivera, "End of a Venture: The Mitchells Bowing Out at Beneficial."

¹⁵ Research did not provide significant information regarding Beneficial's third co-founder, Joy C. Earle. According to the United States Social Security Death Index, Earle died in 1965, prior to the construction of 3700 Wilshire Boulevard.



Edward D. Mitchell moved with his family to New York when he was two years old. After amassing and losing two fortunes, one selling real estate in Canada and the other investing in grain, Mitchell moved his family to California, where he began selling and financing automobiles. Mitchell made his third fortune with Beneficial life insurance, much of which he then donated to organizations such as the United Jewish Fund, the Jewish Home for the Aged, Cedars-Sinai Medical Center, the Salvation Army, the UCLA Foundation, the United Way, Pioneer Women, Wilshire Boulevard Temple, and a hospital, school, library, adult education center, and auditorium and symphony hall in Israel. Edward Mitchell died in 1985, shortly after Beneficial was sold.¹⁶

Oscar S. Pattiz was the son of Russian Jewish immigrants, born in Illinois in 1906. By 1930, Pattiz was working as an attorney and living in Los Angeles.¹⁷ In addition to co-founding Beneficial insurance, Pattiz was an active leader in the Jewish community, and was one of two Angelenos invited to Israel in 1950 by Prime Minister David Ben-Gurion. Pattiz co-founded Hillside Memorial Park, a Jewish cemetery in Los Angeles, he was joint Chairman of the Los Angeles Committee for Bands of Israel, and he contributed to multiple social service organizations including the Hebrew University in Jerusalem, Cedars-Sinai, and the United Jewish Welfare Fund, among others. Oscar Pattiz died in 1979.¹⁸

Development of Beneficial Plaza and Liberty Park

Beneficial Plaza and Liberty Park were built at the height of Wilshire Center's corporate office building boom and when the Beneficial group ranked among the top five life insurance firms in the nation.¹⁹ The Beneficial Plaza office tower was designed by the internationally-renowned architecture firm of Skidmore, Owings & Merrill in the Late Modern style. Dinwiddie Construction Company served as the general contractor, and K.S. Wilshire, Inc. was responsible for the building's interior design. Construction cost \$16.7 million and required 5,800 tons of shocked concrete, making the building the largest structure reportedly made out of the material on the West Coast at the time.²⁰ The building comprised ten stories of office space, some of which was leased to other corporations, and a three-level

¹⁶ Burt A. Folkart, "Philanthropist Edward D. Mitchell Dies: Amassed 3 Fortunes in Long Life; Was Major Benefactor of Israel," *Los Angeles Times*, February 6, 1985, OC16; Nick Brown, "Westside Digest: Closeup: Philanthropist Gives Fortunes," *Los Angeles Times*, August 19, 1982, WS2.

¹⁷ United States Census Records, 1930.

¹⁸ "Services Held for Philanthropist and Jewish Leader Oscar Pattiz," *Los Angeles Times*, April 18, 1979, OC_A8; "Cantor Chairman of Dinner for Israel Official," *Los Angeles Times*, June 4, 1952, A11; "New Mt. Sinai Wing to Honor Julius Ceazan," *Los Angeles Times*, November 23, 1952, B2; "Style, Gem Show to Aid Welfare Fund," *Los Angeles Times*, March 21, 1965, H4; "\$3 Million Gifts to College Told," *Los Angeles Times*, November 8, 1965, 4.

¹⁹ "The Top Insurance Firms: California-headquartered Companies Ranked by Assets as of Dec. 31, 1967," *Los Angeles Times*, May 12, 1968, N8.

²⁰ Tom Cameron, "Beneficial Plaza to Add Open Spaces to City," *Los Angeles Times*, August 14, 1966, L1; Display Ad 425, *Los Angeles Times*, June 30, 1968, Q19.



underground parking garage. Conference rooms and a 400-seat public dining facility, originally known as Manning's restaurant, were located on the second floor.²¹

In conjunction with the construction of the office tower, an expansive, 2.5-acre integrated landscape known as Liberty Park was completed in front of the building, oriented toward Wilshire Boulevard. It was designed by noted Modern landscape architect Peter Walker of Sasaki, Walker & Associates (SWA). Walker's sophisticated design featured a plaza with patterned paving fronting the office tower linked to an acre of open lawn. The grassy expanse of lawn was planted with an off-center grove of mature Canary Island pines sourced from a Compton nursery and was framed by a horseshoe-shaped hedge of evergreen Japanese yews (the hedge has since been replaced with lawn and a row of shrubs). A second, smaller landscaped area, comprising thirty shade trees, walkways, and sunken planters, was designed at the rear of the office tower, fronting a paved parking lot (this landscaped area was altered by the construction of the Pio Pico Library in the 1980s).²²

Beneficial Plaza and Liberty Park opened on November 11, 1967 (Veterans Day), and included exhibits, tours, and special events that were open to the public. The Boy Scout Nisei Troop Band of Los Angeles sang while the American and Californian flags were raised. Lieutenant Governor Robert Finch delivered the main address.²³ On July 4, 1968, an exact replica of the Liberty Bell was unveiled at Liberty Park, which was envisioned as an "outdoor museum of patriotic objects heralding great moments in American history."²⁴ The bell, cast by the same London foundry and in the same molds as the original in 1752, was placed in the hardscaped plaza in front of the main entrance to the building where it remains today.²⁵ Unveiling ceremonies included a presentation by Executive Director of the U.S. Treasury Department Willard C. Ridely, a gala picnic, Boy Scout demonstrations, and outdoor games. A replica of the Mercury space ship, courtesy of McDonnell-Douglas Aircraft and the U.S. Treasury Department, was also placed on display. The following year, a full-scale model of the Apollo space capsule was displayed in the park, and in 1970, the park featured a display of the Air Force Rocket Propulsion Laboratory's Titan space launcher.²⁶

Liberty Park and the Creation of Community Open Space

When Liberty Park opened in 1967, the concept of dedicating private corporate property as community open space, particularly on a major commercial corridor such as Wilshire, was unprecedented.

²¹ Cameron, "Beneficial Plaza to Add Open Spaces to City."

²² Cameron, "Beneficial Plaza to Add Open Spaces to City."

²³ "Beneficial Plaza Slates Opening Fete," *Los Angeles Times*, November 5, 1967, O2; Philip Fradkin, "Ceremonies Honor U.S. Fighting Men on Veterans Day," *Los Angeles Times*, November 12, 1967, B.

²⁴ Display Ad 425.

²⁵ Bob Rawitch, "Parades, Picnics, Fireworks Highlight Traditional 'Fourth': Southlanders Flock to Beaches and Parks by Thousands, With Big Turnouts for Coliseum, Rose Bowl Pyrotechnics," *Los Angeles Times*, July 5, 1968, A1.

²⁶ "Space Capsule Model Shown," *Los Angeles Times*, June 15, 1969, I18; "Real Titan Aids U.S. Bonds Sale," *Los Angeles Times*, April 19, 1970, I14.



Recognizing the boulevard's lack of landscaping around office buildings, which "threaten[ed] to make the Wilshire Center business district something of another high-rise asphalt jungle," Joseph N. Mitchell, president and CEO of Beneficial insurance, and son of Beneficial co-founder Edward D. Mitchell, proposed a 315-foot setback and construction of an expansive park to the immediate north of the company's new headquarters. At the time of its construction, Liberty Park and its adjoining plaza comprised the deepest setback of any major office building in the nation.²⁷ The 2.5-acre integrated landscaped area, worth \$2.5 million of Beneficial's Wilshire property, was intended as a "contribution to [the] promotion of aesthetic values" in the Wilshire Center business district.²⁸ When interviewed by the *Los Angeles Times* about his company's grand gesture in providing the park as a benefit to the community, Mitchell explained that it was "much more realistic and useful to strengthen the central city, to beautify it, to make the city a positive influence, the center of culture as well as of business."²⁹ Mitchell was honored by a proclamation from the City of Los Angeles in 1966 and by the highest award of the U.S. Treasury Department, Savings Bond Division in 1969 for his contribution of community open space at Beneficial Plaza and Liberty Park.³⁰

Recognizing at once the value Liberty Park served as community open space and its vulnerability to commercial development should Mitchell's vision ever lose priority among the property's ownership, the Los Angeles City Planning Commission, through its own initiative, voted on August 22, 1968 to change the zoning of the parcel containing Liberty Park from commercial (C4-4) to parking (P-4) via City Planning Case No. 21684.³¹ Though the P zone is most often used as a means to ensure that land is only developed for specific uses (typically surface parking), the City used the P zoning designation in an effort to protect Liberty Park from future development, acknowledging its benefit to the general public. As noted in Case No. 21684, the City utilized its zoning authority in the interest of "public necessity, convenience and general welfare" in order to retain Liberty Park as an "open space asset to the community and preclude further intensification of land use" in the 3700 block of Wilshire.³² Liberty Park remains the only landscaped community space on corporate property along Wilshire Boulevard.

Late Modernism

Late Modern is a broad term that is used to describe an iteration of Modern architecture that came of age between the mid-1950s and 1970s. Compared to their Mid-Century Modern predecessors, which stressed simplicity and authenticity, Late Modern buildings often exhibited a more sculptural quality that included bold geometric forms, uniform glass skins or concrete surfaces, and sometimes a heightened expression of structure and system. Many Late Modern buildings represent broad

²⁷ "Beneficial Plaza to Add Open Spaces to City," *Los Angeles Times*, August 14, 1966, L1.

²⁸ Ibid.

²⁹ Ibid.

³⁰ "Insurance Co. Head Honored," *Los Angeles Times*, November 27, 1966, I12; "Businessman Honored for Park Gift," *Los Angeles Times*, March 23, 1969, I16.

³¹ City Plan Case No. 21684, Department of City Planning, City of Los Angeles, August 22, 1968.

³² Ibid.



interpretations of the style. Subsets of Late Modern architecture include New Formalism, which integrates classical elements and proportions, and Brutalism, which typically features exposed, raw concrete (*béton brut*) and an expression of structural materials and forms. Late Modernism remained popular through the late 1970s, particularly in the design of commercial and institutional buildings, and was superseded by Postmodernism.

Typical character-defining features of Late Modern architecture include:

- Bold geometric volumes
- Modular design dictated by structural framing and glazing
- Unrelieved wall surfaces of glass, metal, concrete, or tile
- Unpainted, exposed concrete surfaces
- Unapparent door and window openings incorporated into exterior cladding or treated exterior form
- Minimal ornamentation

Skidmore, Owings & Merrill

Louis Skidmore was born in Lawrence, Indiana in 1897. He studied electrical engineering at Bradley Technical College in Peoria, Illinois before entering into World War I with the U.S. Air Corps and shipping off to England. Intrigued with architecture and design at a young age, Skidmore was inspired by England's architectural heritage. Upon his return to the United States after the war, Skidmore enrolled first at Boston Architectural School and then at the Massachusetts Institute of Technology (MIT), where he was greatly influenced by William Emerson, dean of MIT's School of Architecture. Emerson encouraged Skidmore to apply for the Rotch Fellowship, an award offering two years of unrestricted travel, which Skidmore received in 1926. While traveling in Paris, Skidmore met Eloise Owings, sister of Nathaniel Owings. Skidmore and Eloise Owings married in 1930.³³

Nathaniel Owings was born in Indianapolis, Indiana in 1903. As a Boy Scout, Owings won a competition that allowed him to go to the Scout Jamboree in London where he became enamored by architecture and design. When he reached college age, Owings enrolled at Cornell University to study architecture.³⁴

During his travels in Europe, an old design friend offered Louis Skidmore a position as head of design at the Century of Progress Exposition at the Chicago World's Fair (set to open in 1933). In 1931, Skidmore moved to Chicago to begin planning for the exposition. He brought along his new brother-in-law, Nathaniel Owings, to assist him. While Skidmore enforced design regulations and managed the business end of the fair, Owings managed the drafting office, supervised construction, and planned concessions. After the World's Fair ended in 1934, Skidmore and Owings, both exhausted from the three-year endeavor, decided to take a hiatus. Skidmore and Eloise settled down and had their first child, Louis Jr.,

³³ Nicholas Adams, *Skidmore, Owings & Merrill: SOM Since 1936* (London: Phaidon, 2007), 19.

³⁴ *Ibid.*, 19.



and Owings and his wife Emily set off to travel the world. In 1935, nearly a year after the closing of the Century of Progress, the couples convened in London, where it was officially decided that Skidmore and Owings would set up an architecture practice upon returning to Chicago. On January 1, 1936, the first office of Skidmore & Owings opened at 104 South Michigan Avenue.³⁵

While their first year of practice proved trying (they mostly got by on small renovation commissions), Skidmore and Owings' luck soon changed when they opened a second office in New York upon receiving a commission to design a product display in Raymond Hood's Radiator Building.³⁶ The New York office excelled after Skidmore befriended Robert Moses, a city planner who played an instrumental role in shaping New York's development in the mid-20th century through his massive construction campaign of bridges, highways, and recreation areas. Moses appointed Skidmore as resident architect of the Long Island State Park Commission Board, which gave Skidmore access to some of the city's most prestigious housing and civil engineering commissions as well as the New York State complex at the 1938 New York World's Fair. Through the New York World's Fair and his appointment to the Fair's Board of Design, Skidmore met Gordon Bunshaft, a young architect who designed the exposition's Republic of Venezuela pavilion. A graduate of MIT's School of Architecture, Bunshaft went on to become SOM's preeminent designer for nearly 40 years.³⁷ Bunshaft's most noted work with SOM came during the postwar period with his designs for H.J. Heinz (1950), Hilton Hotels (1955), Delta Air Lines (1960), and First City National Bank (1961), among others. He was particularly skilled at creating buildings that "expressed businesses' symbolic modernity" at an affordable price.³⁸

While Skidmore headed the New York office, Owings managed the office in Chicago. The Chicago office, though less prestigious than that of New York, received several large commissions beginning in 1936 with the Trumbull Park public housing project. In 1939, the office oversaw the design of an additional government housing commission in Indianapolis, Indiana known as Marcy Village. For such high-profile Chicago projects as the Skyway Suites in the Stevens Hotel (1939) and the Hostess Center for the Great Lakes Naval Training Center (1942), Skidmore and Owings asked Bunshaft to temporarily relocate to the city to help with design.³⁹

In 1939, Skidmore and Owings hired architect and engineer John Merrill. Merrill, who was born in St. Paul, Minnesota in 1896, began his career in architecture studying at the University of Wisconsin from 1915-1917. After serving in the military during World War I, Merrill returned to the United States and completed his degree at MIT in 1921. He worked for the Chicago architecture firm of Granger &

³⁵ Ibid., 19-20.

³⁶ Ibid., 21; When Skidmore & Owings received the commission for the Radiator Building display, the firm had not set up practice in New York. However, in order to obtain the commission, Owings used the address of the practice of two friends from the Century of Progress Exposition. After winning the job, the two opened a second office in the city.

³⁷ Ibid., 21.

³⁸ Ibid., 27.

³⁹ Ibid., 23.



Bollenbacher before serving as a chief architect for the Federal Housing Administration. Merrill was hired as a partner at Skidmore & Owings, which subsequently became Skidmore, Owings & Merrill (SOM), and worked out of the Chicago office.⁴⁰

The number of commissions slowed during World War II as many of the firm's employees enlisted in the armed services. Wartime projects included design competitions and demonstrations as well as a few government housing commissions. SOM's most significant wartime commission came in 1942 when the U.S. Army Corps of Engineers approached the firm to construct an undisclosed new town in Tennessee called Oak Ridge, the future production site for the development of the atomic bomb (known as the Manhattan Project). With a construction budget of \$160 million, the firm was tasked with designing the entire settlement from the ground up for a projected population of 75,000. The project comprised the development of simple, modernist residences, schools, churches, community centers, and other community amenities. Merrill served as the SOM partner on site. In 1950, SOM's Oak Ridge garden apartments design as well as other works by the firm were displayed in *Architectural Work by Skidmore, Owings & Merrill* (1950), an exhibition at the Museum of Modern Art.⁴¹

SOM's reputation for producing progressive, efficient, and economical designs was solidified during the postwar period. Satisfied with the firm's work at Oak Ridge, the federal government hired SOM to design major developments in Japan, Morocco, and Guam between 1952 and 1954. Throughout the 1950s and '60s, the firm was awarded several massive projects, including a \$25 million urban development for Creole Petroleum in Venezuela (1952); a residential development to house 5,000 Standard Vacuum Oil workers in Sumatra (1951); and large-scale factories for General Electric (1956, 1960), Reynold Metal Company (1958), Pepsi-Cola (1960), and Union Carbide (1960). Two of the six projects featured at the Museum of Modern Art's *Buildings for Business and Government* exhibition (1957) were designed by SOM.⁴²

SOM expanded its operations westward in 1947 when it opened an office in San Francisco. The first head of the San Francisco office was Bauhaus-graduate John Barney Rodgers. In 1953, after a conflict-of-interest scandal regarding a public housing project at Lake Meadows, Owings left Chicago and moved to SOM's San Francisco office. In 1955, John Rodgers hired Edward Charles (Chuck) Bassett. Bassett, who received his Bachelor's from the University of Michigan in 1959 and Master's from Cranbrook in 1951, worked for Eero Saarinen before coming to SOM. Some of Bassett's most notable designs with SOM include the Oakland-Alameda County Coliseum in Oakland (1962-1966), the Bechtel Building in San Francisco (1967; one of the city's tallest buildings), and the Louise M. Davies Symphony Hall in San Francisco (1980). Bassett's ability to contextualize his designs set him apart from other designers in SOM's offices and influenced members of the firm's next generation.⁴³

⁴⁰ "John Merrill Sr., Architect, Dead," *New York Times*, June 13, 1975.

⁴¹ Adams, 24; "Exhibition History List," *Museum of Modern Art*, accessed February 3, 2017, https://www.moma.org/research-and-learning/research-resources/archives/archives_exhibition_history_list.

⁴² Adams, 27.

⁴³ *Ibid.*, 36.



Louis Skidmore retired from SOM in 1955, leaving the New York office to Bunshaft, Severinghaus, Cutler, and Brown. Upon leaving SOM Chicago in 1953, Owings charged William E. Hartmann, an SOM partner since 1951, with heading the office. Though trained as an architect at MIT, Hartmann primarily served in a management role in Chicago. Hartmann hired architect Bruce Graham and structural engineer Fazlur Rahman Kahn, who played a key part in shaping SOM Chicago's design aesthetic in the 1960s and '70s. Whereas Gordon Bunshaft's designs for industrial parks and large-scale corporate developments characterized SOM in the immediate postwar era, Graham and Kahn's corporate office towers defined the firm in the 1960s and '70s. Major designs that were the product of the Graham-Kahn partnership included the Equitable Life Insurance building in Chicago (1965), the John Hancock Center in Chicago (1970), One Shell Plaza in Houston (1972), and Sears Tower in Chicago (1974). Recognizing that Graham and Kahn's skillset were not compatible with all design projects, Hartmann hired Walter A. Netsch to head SOM Chicago's institutional commissions, including the U.S. Naval Postgraduate School in Monterey (1955), and the Air Force Academy in Chicago (1962).⁴⁴

Completed in 1967, Beneficial Plaza represented an unusual collaboration between Gordon Bunshaft of SOM's New York office and Edward Charles Bassett of SOM San Francisco. While Bunshaft was known for designing high-profile company campuses that exuded corporate power and prestige through a modernist aesthetic, Bassett was highly skilled at designing buildings appropriate to their site and setting. Beneficial Plaza's monolithic presence along the densely developed Wilshire corridor and its formal, Late Modern design are signatures of Bunshaft. Its sensitive siting, deeply set back on its north and south sides and providing a relief from the high-rise nature of Wilshire Boulevard, is characteristic of Bassett's work.

Peter Walker

Peter Walker was born in 1932 in Pasadena, California. When Walker was a child, his family moved to Berkeley. He studied landscape architecture at the University of California, Berkeley, before earning his Master's degree in landscape architecture at Harvard University's Graduate School of Design. Shortly after graduating from Harvard, Walker began working with Hideo Sasaki, a landscape architect and one of Walker's former professors. In 1957, Walker and Sasaki founded the firm Sasaki, Walker & Associates (SWA) in Watertown, a suburb of Boston.⁴⁵ In 1959, Walker opened SWA's San Francisco office after receiving a commission to design the landscape for Foothill College in Los Altos in collaboration with architects Ernest J. Kump and Masten and Hurd. Throughout the 1960s, SWA San Francisco collaborated with multiple architects of note, among them McCue, Boone, Tomsick (MBT), Frank Gehry, and SOM. Notable works headed by Walker and SWA San Francisco during the 1960s included the Golden Gateway commercial and residential development in San Francisco (1960-1968), the Del Mesa Carmel housing development in Carmel (1967-1972), and Fashion Island in Newport Beach (1970). After collaborating

⁴⁴ Ibid., 32.

⁴⁵ "Peter Walker," *The Cultural Landscape Foundation*, accessed February 10, 2017, <http://tclf.org/pioneer/peter-walker>.



with SOM on the landscape design for Liberty Park, Walker teamed with SOM on the landscaping for Weyerhaeuser Headquarters (1971), a corporate office park in Federal Way, Washington.⁴⁶

In 1983, Walker left SWA to form the landscape firm Peter Walker and Partners, now PWP Landscape Architecture, which is based in Berkeley, California.⁴⁷ PWP describes its signature style as “one of simple classicism...” that combines the “knowledge of history and tradition with fluency in contemporary landscape debate.”⁴⁸ This aesthetic is conveyed through Liberty Park’s formal, yet refined landscape design. While its design is almost completely symmetrical (illustrated through the semi-circular promenade surrounding the park, the central hardscaped plaza, and the curving ramps leading up to the plaza on either side of it), the slightly offset grove of Canary Island pines is a subtle nod to contemporary landscaping and is exemplary of Peter Walker’s design aesthetic. PWP has undertaken many landmark designs including the Nasher Sculpture Center Garden in Dallas (2003), the United States Embassy in Beijing (2008), the National 9/11 Memorial in New York (2011), and the Newport Beach Civic Center and Park in Newport Beach (2015).

In addition to his landscape architecture practice, Walker has served as the chairman of the Landscape Architecture Department and acting director of the Urban Design Program at Harvard; head of the Department of Landscape Architecture at UC Berkeley; and consultant and advisor to several public agencies and institutions, including the San Francisco Redevelopment Agency, the San Diego Port Authority, and the Sydney 2000 Olympic Coordination Authority. He is a Fellow of the American Society of Landscape Architects and has won multiple landscape and urban design awards.⁴⁹

Period of Significance

The period of significance for Beneficial Plaza and Liberty Park has been defined as 1965-1967, the period of construction of the office tower, park, and plaza from start to completion.

Integrity

In addition to meeting multiple eligibility criteria, Beneficial Plaza and Liberty Park are nearly unaltered and retain a high degree of integrity. Historic integrity is the ability of a property to convey its significance and is defined as the “authenticity of a property’s historic identity, evidenced by the survival

⁴⁶ “The History of SWA Group,” *American Society of Landscape Architects*, accessed February 10, 2017, https://www.asla.org/uploadedfiles/swa_history.pdf.

⁴⁷ “Peter Walker,” *PWP Landscape Architecture*, accessed February 13, 2017, <http://www.pwpla.com/firm/partners/peter-walker>.

⁴⁸ “PWP Landscape Architecture,” *American Society of Landscape Architects*, Firm Award Submittal, March 2, 2012, accessed February 16, 2017, <https://www.asla.org/uploadedFiles/PWP.pdf>; “Firm Profile,” *PWP Landscape Architecture*, accessed February 16, 2017, <http://www.pwpla.com/firm/profile>.

⁴⁹ “Peter Walker,” *The Cultural Landscape Foundation*.



of physical characteristics that existed during the property's prehistoric or historic period."⁵⁰ The aspects of integrity, as defined by the National Park Service, are location, design, setting, materials, workmanship, feeling and association.

- Location: Beneficial Plaza and Liberty Park remain on their original site and therefore retain integrity of location.
- Design: The Beneficial Plaza building is largely unaltered, and therefore its character-defining features remain intact. It is still able to convey its historic significance as a Late Modern office tower designed by the renowned architecture firm SOM. Liberty Park's landscaping is also intact, so its original design intent is apparent. Thus, the property retains integrity of design.
- Setting: Beneficial Plaza and Liberty Park are still situated among several large commercial buildings along Wilshire Boulevard. Thus, the property retains integrity of setting.
- Materials: With the exception of its original roof, signage, secondary doors, and some landscape elements (primarily vegetation), the property retains all of its original materials. It therefore retains integrity of materials.
- Workmanship: The property retains its physical characteristics from the time it was constructed, including its granite aggregate wall cladding, primary entrance doors, fixed aluminum windows, hardscaped plaza, and open park space. Thus, it retains integrity of workmanship.
- Feeling: The property retains its essential character-defining features and appearance from its historical period. It therefore retains integrity of feeling.
- Association: Though the office tower is no longer occupied by its original owner, the Beneficial Standard Life Insurance Co., it appears almost exactly the way it did when occupied by the insurance corporation. Thus, Beneficial Plaza and Liberty Park retain integrity of association with the pattern of development of Wilshire Center as the epicenter for corporate headquarters in the post-World War II era and the unprecedented creation of community open space on corporate property along Wilshire Boulevard.

⁵⁰ U.S. Department of the Interior, *National Register Bulletin 16A: How to Complete the National Register Registration Form* (Washington D.C.: National Park Service, 1997), 4.



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"Wilshire Group to Incorporate." *Los Angeles Times*, January 8, 1941.





Architectural
Resources Group

Exhibit 1. Parcel Profile Reports

Exhibit 1a. Office building and plaza (APN: 5093006019)

Exhibit 1b. Liberty Park (APN: 5093006021)

Office building and plaza (APN: 5093006019)



City of Los Angeles Department of City Planning

9/18/2017 PARCEL PROFILE REPORT

PROPERTY ADDRESSES

3732 W WILSHIRE BLVD
672 S OXFORD AVE
674 S OXFORD AVE
673 S SERRANO AVE
651 S SERRANO AVE
658 S OXFORD AVE
655 S SERRANO AVE
3700 W WILSHIRE BLVD

ZIP CODES

90005
90010

RECENT ACTIVITY

Adaptive Reuse Incentive Spec. Pln-
Ord 175038

CASE NUMBERS

CPC-9698
CPC-8364
CPC-21684
CPC-21544-BL
CPC-21543
CPC-2016-2579-VZC-BL-MCUP-ZAD-
SPR
CPC-1986-834-GPC
CPC-1964-16310-ZBA
CASE-4853
ORD-59577
ORD-165302-SA100EE
ORD-137726
ORD-137725
ORD-137629
ORD-129944
ORD-129926
ORD-114320
ORD-114092
ZA-9340
ZA-20300
ZA-1996-1014-ZAI
ZA-17611
ZA-15029
ZA-13132
VTT-74191
ENV-2016-2580-MND
PKG-3336
PKG-3325

Address/Legal Information

PIN Number	132B193 66
Lot/Parcel Area (Calculated)	108,181.0 (sq ft)
Thomas Brothers Grid	PAGE 633 - GRID H2 PAGE 633 - GRID H3
Assessor Parcel No. (APN)	5093006019
Tract	P M 896
Map Reference	BK 7-61
Block	None
Lot	A
Arb (Lot Cut Reference)	None
Map Sheet	132B193

Jurisdictional Information

Community Plan Area	Wilshire
Area Planning Commission	Central
Neighborhood Council	Wilshire Center - Koreatown
Council District	CD 10 - Herb J. Wesson, Jr.
Census Tract #	2125.02
LADBS District Office	Los Angeles Metro

Planning and Zoning Information

Special Notes	None
Zoning	C4-2 CR-2 P-2
Zoning Information (ZI)	ZI-2374 LOS ANGELES STATE ENTERPRISE ZONE ZI-2452 Transit Priority Area in the City of Los Angeles ZI-1117 MTA Project ZI-1940 Wilshire Center / Koreatown Redevelopment Project
General Plan Land Use	Regional Center Commercial
General Plan Footnote(s)	Yes
Hillside Area (Zoning Code)	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
CDO: Community Design Overlay	None
CPIO: Community Plan Imp. Overlay	None
Subarea	None
CUGU: Clean Up-Green Up	None
NSO: Neighborhood Stabilization Overlay	No
POD: Pedestrian Oriented Districts	None
SN: Sign District	No
Streetscape	No

Adaptive Reuse Incentive Area	Adaptive Reuse Incentive Areas
Ellis Act Property	No
Rent Stabilization Ordinance (RSO)	No
CRA - Community Redevelopment Agency	Wilshire Center / Koreatown Redevelopment Project
Central City Parking	No
Downtown Parking	No
Building Line	5
500 Ft School Zone	No
500 Ft Park Zone	No
Assessor Information	
Assessor Parcel No. (APN)	5093006019
Ownership (Assessor)	
Owner1	WILSHIRE PARK PLACE LLC C/O THOMSON REUTERS TAX SERVICES
Address	0 PO BOX 847 CARLSBAD CA 92018
Ownership (Bureau of Engineering, Land Records)	
Owner	WILSHIRE PARK PLACE, LLC.
Address	15211 VANOWEN STREET STE 206 VAN NUYS CA 91405
APN Area (Co. Public Works)*	2.480 (ac)
Use Code	1706 - Commercial - Office Building - 6 to 13 Stories
Assessed Land Val.	\$9,564,219
Assessed Improvement Val.	\$8,070,812
Last Owner Change	03/17/1998
Last Sale Amount	\$9
Tax Rate Area	6657
Deed Ref No. (City Clerk)	677960
	566335
	439374
	1632043
	1611765
	1526281
Building 1	
Year Built	1966
Building Class	BX
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	382,800.0 (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
Urban Agriculture Incentive Zone	YES
Very High Fire Hazard Severity Zone	No
Fire District No. 1	Yes
Flood Zone	None
Watercourse	No
Hazardous Waste / Border Zone Properties	No
Methane Hazard Site	Methane Buffer Zone

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.

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)	0.77123544
Nearest Fault (Name)	Puente Hills Blind Thrust
Region	Los Angeles Blind Thrusts
Fault Type	B
Slip Rate (mm/year)	0.70000000
Slip Geometry	Reverse
Slip Type	Moderately / Poorly Constrained
Down Dip Width (km)	19.00000000
Rupture Top	5.00000000
Rupture Bottom	13.00000000
Dip Angle (degrees)	25.00000000
Maximum Magnitude	7.10000000

Alquist-Priolo Fault Zone	No
Landslide	No
Liquefaction	No
Preliminary Fault Rupture Study Area	No
Tsunami Inundation Zone	No

Economic Development Areas

Business Improvement District	WILSHIRE CENTER
Promise Zone	None
Renewal Community	No
Revitalization Zone	Central City
State Enterprise Zone	LOS ANGELES STATE ENTERPRISE ZONE
Targeted Neighborhood Initiative	None

Public Safety

Police Information

Bureau	West
Division / Station	Olympic
Reporting District	2033

Fire Information

Bureau	Central
Batallion	11
District / Fire Station	29
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.

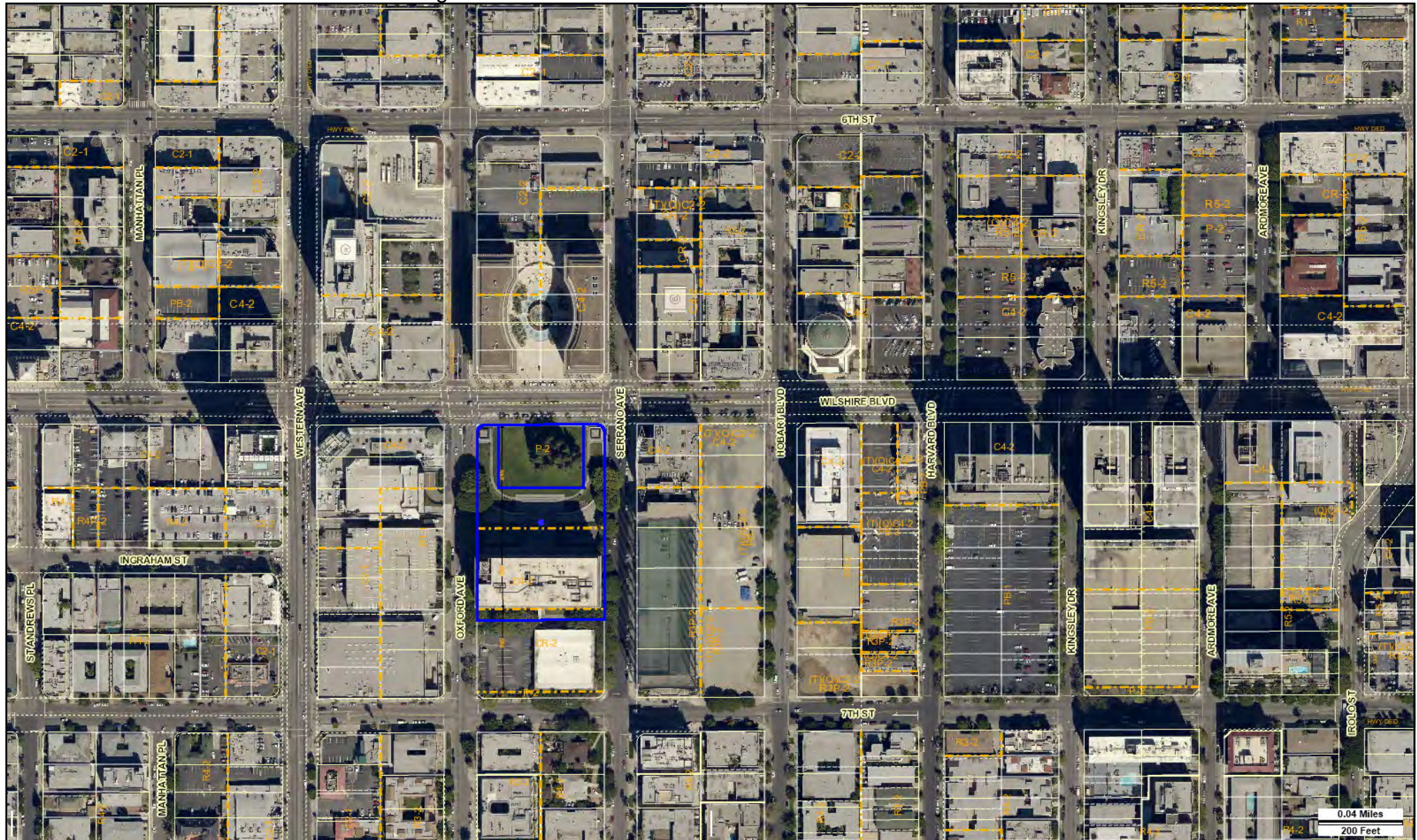
Case Number:	CPC-21544-BL
Required Action(s):	BL-BUILDING LINE
Project Descriptions(s):	Data Not Available
Case Number:	CPC-2016-2579-VZC-BL-MCUP-ZAD-SPR
Required Action(s):	MCUP-MASTER CONDITIONAL USE PERMIT BL-BUILDING LINE SPR-SITE PLAN REVIEW VZC-VESTING ZONE CHANGE ZAD-ZA DETERMINATION (PER LAMC 12.27)
Project Descriptions(s):	VESTING ZONE CHANGE PER SECTION 12.32.Q FROM C4-2, CR-2, AND P-2 TO [Q]C4-2; BUILDING LINE REMOVAL PER SECTION 12.32.R TO REMOVE A 5-FOOT BUILDING LINE ON WILSHIRE BLVD.; MASTER CONDITIONAL USE PERMIT PER SECTION 12.24.W.1 TO PERMIT THE ON-SITE SALE OF ALCOHOLIC BEVERAGES WITHIN FOUR ESTABLISHMENTS; ZONING ADMINISTRATOR'S DETERMINATION PER SECTION 12.24.X.20 TO PERMIT SHARED PARKING BETWEEN THE RESIDENTIAL, COMMERCIAL, AND OFFICE USES; AND SITE PLAN REVIEW PER SECTION 16.05.C.1(B) FOR THE CONSTRUCTION OF 506 RESIDENTIAL DWELLING UNITS AND 62,035 SF. OF NON-RESIDENTIAL FLOOR AREA. VESTING TENTATIVE TRACT MAP PER SECTION 17.15 TO CREATE ONE GROUND FLOOR LOT AND 5 AIRSPACE LOTS.
Case Number:	CPC-1986-834-GPC
Required Action(s):	GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)
Project Descriptions(s):	GENERAL PLAN/ZONING CONSISTENCY - WILSHIRE, WESTLAKE, SHERMAN OAKS, STUDIO STUDIO, TOLUCA LAKE
Case Number:	CPC-1964-16310-ZBA
Required Action(s):	ZBA-ZONE BOUNDARY ADJUSTMENT
Project Descriptions(s):	Data Not Available
Case Number:	ZA-1996-1014-ZAI
Required Action(s):	ZAI-ZA INTERPRETATIONS
Project Descriptions(s):	REQUEST FOR CHANGE OF USE FROM COMMERCIAL OFFICE TO DENTAL OFFICE WITH 3-STORY SUBTERRANEAN PARKING FOR 661 CARS WITH 7,731 SQ. FT. DENTAL OFFICE IN THE C4-2 AND CR-2 ZONE.
Case Number:	VTT-74191
Required Action(s):	Data Not Available
Project Descriptions(s):	VESTING ZONE CHANGE PER SECTION 12.32.Q FROM C4-2, CR-2, AND P-2 TO [Q]C4-2; BUILDING LINE REMOVAL PER SECTION 12.32.R TO REMOVE A 5-FOOT BUILDING LINE ON WILSHIRE BLVD.; MASTER CONDITIONAL USE PERMIT PER SECTION 12.24.W.1 TO PERMIT THE ON-SITE SALE OF ALCOHOLIC BEVERAGES WITHIN FOUR ESTABLISHMENTS; ZONING ADMINISTRATOR'S DETERMINATION PER SECTION 12.24.X.20 TO PERMIT SHARED PARKING BETWEEN THE RESIDENTIAL, COMMERCIAL, AND OFFICE USES; AND SITE PLAN REVIEW PER SECTION 16.05.C.1(B) FOR THE CONSTRUCTION OF 506 RESIDENTIAL DWELLING UNITS AND 62,035 SF. OF NON-RESIDENTIAL FLOOR AREA. VESTING TENTATIVE TRACT MAP PER SECTION 17.15 TO CREATE ONE GROUND FLOOR LOT AND 5 AIRSPACE LOTS.
Case Number:	ENV-2016-2580-MND
Required Action(s):	MND-MITIGATED NEGATIVE DECLARATION
Project Descriptions(s):	VESTING ZONE CHANGE PER SECTION 12.32.Q FROM C4-2, CR-2, AND P-2 TO [Q]C4-2; BUILDING LINE REMOVAL PER SECTION 12.32.R TO REMOVE A 5-FOOT BUILDING LINE ON WILSHIRE BLVD.; MASTER CONDITIONAL USE PERMIT PER SECTION 12.24.W.1 TO PERMIT THE ON-SITE SALE OF ALCOHOLIC BEVERAGES WITHIN FOUR ESTABLISHMENTS; ZONING ADMINISTRATOR'S DETERMINATION PER SECTION 12.24.X.20 TO PERMIT SHARED PARKING BETWEEN THE RESIDENTIAL, COMMERCIAL, AND OFFICE USES; AND SITE PLAN REVIEW PER SECTION 16.05.C.1(B) FOR THE CONSTRUCTION OF 506 RESIDENTIAL DWELLING UNITS AND 62,035 SF. OF NON-RESIDENTIAL FLOOR AREA. VESTING TENTATIVE TRACT MAP PER SECTION 17.15 TO CREATE ONE GROUND FLOOR LOT AND 5 AIRSPACE LOTS.

DATA NOT AVAILABLE

CPC-9698
CPC-8364
CPC-21684
CPC-21543
CASE-4853
ORD-59577
ORD-165302-SA100EE
ORD-137726
ORD-137725
ORD-137629
ORD-129944
ORD-129926

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

ORD-114320
ORD-114092
ZA-9340
ZA-20300
ZA-17611
ZA-15029
ZA-13132
PKG-3336
PKG-3325
AFF-35282



Address: 3732 W WILSHIRE BLVD

APN: 5093006019

PIN #: 132B193 66

Tract: P M 896

Block: None

Lot: A

Arb: None

Zoning: C4-2, CR-2, P-2

General Plan: Regional Center Commercial



Liberty Park (APN: 5093006021)



City of Los Angeles Department of City Planning

9/21/2017 PARCEL PROFILE REPORT

PROPERTY ADDRESSES

3720 W WILSHIRE BLVD
3710 W WILSHIRE BLVD
3728 W WILSHIRE BLVD

ZIP CODES

90010

RECENT ACTIVITY

Adaptive Reuse Incentive Spec. Pln-
Ord 175038
CHC-2017-3695-HCM
ENV-2017-3696-CE

CASE NUMBERS

CPC-21684
CPC-2016-2579-VZC-BL-MCUP-ZAD-
SPR
CPC-1986-834-GPC
CPC-1964-16310-ZBA
ORD-59577
ORD-165302-SA100EE
ORD-137629
ORD-129944
ZA-1996-1014-ZAI
VTT-74191
ENV-2016-2580-MND
AFF-35282

Address/Legal Information

PIN Number	132B193 67
Lot/Parcel Area (Calculated)	29,721.6 (sq ft)
Thomas Brothers Grid	PAGE 633 - GRID H2 PAGE 633 - GRID H3
Assessor Parcel No. (APN)	5093006021
Tract	P M 896
Map Reference	BK 7-61
Block	None
Lot	C
Arb (Lot Cut Reference)	None
Map Sheet	132B193

Jurisdictional Information

Community Plan Area	Wilshire
Area Planning Commission	Central
Neighborhood Council	Wilshire Center - Koreatown
Council District	CD 10 - Herb J. Wesson, Jr.
Census Tract #	2125.02
LADBS District Office	Los Angeles Metro

Planning and Zoning Information

Special Notes	None
Zoning	P-2
Zoning Information (ZI)	ZI-2452 Transit Priority Area in the City of Los Angeles ZI-1117 MTA Project ZI-1940 Wilshire Center / Koreatown Redevelopment Project ZI-2374 LOS ANGELES STATE ENTERPRISE ZONE
General Plan Land Use	Regional Center Commercial
General Plan Footnote(s)	Yes
Hillside Area (Zoning Code)	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
CDO: Community Design Overlay	None
CPIO: Community Plan Imp. Overlay	None
Subarea	None
CUGU: Clean Up-Green Up	None
NSO: Neighborhood Stabilization Overlay	No
POD: Pedestrian Oriented Districts	None
SN: Sign District	No
Streetscape	No
Adaptive Reuse Incentive Area	Adaptive Reuse Incentive Areas
Ellis Act Property	No

Rent Stabilization Ordinance (RSO)	No
CRA - Community Redevelopment Agency	Wilshire Center / Koreatown Redevelopment Project
Central City Parking	No
Downtown Parking	No
Building Line	5
500 Ft School Zone	No
500 Ft Park Zone	No
Assessor Information	
Assessor Parcel No. (APN)	5093006021
Ownership (Assessor)	
Owner1	WILSHIRE PARK PLACE NORTH LLC C/O C/O THOMSON REUTERS INC
Address	0 PO BOX 847 CARLSBAD CA 92018
Ownership (Bureau of Engineering, Land Records)	
Owner	WILSHIRE PARK PLACE NORTH LLC C/O JAMISON PROPERTIES INC
Address	3530 WILSHIRE BLVD STE 1800 LOS ANGELES CA 90010
APN Area (Co. Public Works)*	0.682 (ac)
Use Code	2700 - Commercial - Parking Lot (Commercial Use Property) - Lots - Patron or Employee - One Story
Assessed Land Val.	\$856,484
Assessed Improvement Val.	\$7,124
Last Owner Change	10/13/2005
Last Sale Amount	\$0
Tax Rate Area	6657
Deed Ref No. (City Clerk)	677960
	566335
	439374
	2468889
	1632043
	1611765
	1526281
Building 1	
Year Built	1967
Number of Units	0
Number of Bedrooms	0
Number of Bathrooms	0
Building Square Footage	29,000.0 (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
Urban Agriculture Incentive Zone	No
Very High Fire Hazard Severity Zone	No
Fire District No. 1	Yes
Flood Zone	None
Watercourse	No
Hazardous Waste / Border Zone Properties	No
Methane Hazard Site	None
High Wind Velocity Areas	No

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

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)	0.8429244
Nearest Fault (Name)	Puente Hills Blind Thrust
Region	Los Angeles Blind Thrusts
Fault Type	B
Slip Rate (mm/year)	0.70000000
Slip Geometry	Reverse
Slip Type	Moderately / Poorly Constrained
Down Dip Width (km)	19.00000000
Rupture Top	5.00000000
Rupture Bottom	13.00000000
Dip Angle (degrees)	25.00000000
Maximum Magnitude	7.10000000

Alquist-Priolo Fault Zone No

Landslide No

Liquefaction No

Preliminary Fault Rupture Study Area No

Tsunami Inundation Zone No

Economic Development Areas

Business Improvement District WILSHIRE CENTER

Promise Zone None

Renewal Community No

Revitalization Zone Central City

State Enterprise Zone LOS ANGELES STATE ENTERPRISE ZONE

Targeted Neighborhood Initiative None

Public Safety

Police Information

Bureau	West
Division / Station	Olympic
Reporting District	2033

Fire Information

Bureau	Central
Battalion	11
District / Fire Station	29
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:	CPC-2016-2579-VZC-BL-MCUP-SPR
Required Action(s):	MCUP-MASTER CONDITIONAL USE PERMIT BL-BUILDING LINE SPR-SITE PLAN REVIEW VZC-VESTING ZONE CHANGE ZAD-ZA DETERMINATION (PER LAMC 12.27)
Project Descriptions(s):	VESTING ZONE CHANGE PER SECTION 12.32.Q FROM C4-2, CR-2, AND P-2 TO [Q]C4-2; BUILDING LINE REMOVAL PER SECTION 12.32.R TO REMOVE A 5-FOOT BUILDING LINE ON WILSHIRE BLVD.; MASTER CONDITIONAL USE PERMIT PER SECTION 12.24.W.1 TO PERMIT THE ON-SITE SALE OF ALCOHOLIC BEVERAGES WITHIN FOUR ESTABLISHMENTS; ZONING ADMINISTRATOR'S DETERMINATION PER SECTION 12.24.X.20 TO PERMIT SHARED PARKING BETWEEN THE RESIDENTIAL, COMMERCIAL, AND OFFICE USES; AND SITE PLAN REVIEW PER SECTION 16.05.C.1(B) FOR THE CONSTRUCTION OF 506 RESIDENTIAL DWELLING UNITS AND 62,035 SF. OF NON-RESIDENTIAL FLOOR AREA. VESTING TENTATIVE TRACT MAP PER SECTION 17.15 TO CREATE ONE GROUND FLOOR LOT AND 5 AIRSPACE LOTS.
Case Number:	CPC-1986-834-GPC
Required Action(s):	GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)
Project Descriptions(s):	GENERAL PLAN/ZONING CONSISTENCY - WILSHIRE, WESTLAKE, SHERMAN OAKS, STUDIO STUDIO, TOLUCA LAKE
Case Number:	CPC-1964-16310-ZBA
Required Action(s):	ZBA-ZONE BOUNDARY ADJUSTMENT
Project Descriptions(s):	Data Not Available
Case Number:	ZA-1996-1014-ZAI
Required Action(s):	ZAI-ZA INTERPRETATIONS
Project Descriptions(s):	REQUEST FOR CHANGE OF USE FROM COMMERCIAL OFFICE TO DENTAL OFFICE WITH 3-STORY SUBTERRANEAN PARKING FOR 661 CARS WITH 7,731 SQ. FT. DENTAL OFFICE IN THE C4-2 AND CR-2 ZONE.
Case Number:	VTT-74191
Required Action(s):	Data Not Available
Project Descriptions(s):	VESTING ZONE CHANGE PER SECTION 12.32.Q FROM C4-2, CR-2, AND P-2 TO [Q]C4-2; BUILDING LINE REMOVAL PER SECTION 12.32.R TO REMOVE A 5-FOOT BUILDING LINE ON WILSHIRE BLVD.; MASTER CONDITIONAL USE PERMIT PER SECTION 12.24.W.1 TO PERMIT THE ON-SITE SALE OF ALCOHOLIC BEVERAGES WITHIN FOUR ESTABLISHMENTS; ZONING ADMINISTRATOR'S DETERMINATION PER SECTION 12.24.X.20 TO PERMIT SHARED PARKING BETWEEN THE RESIDENTIAL, COMMERCIAL, AND OFFICE USES; AND SITE PLAN REVIEW PER SECTION 16.05.C.1(B) FOR THE CONSTRUCTION OF 506 RESIDENTIAL DWELLING UNITS AND 62,035 SF. OF NON-RESIDENTIAL FLOOR AREA. VESTING TENTATIVE TRACT MAP PER SECTION 17.15 TO CREATE ONE GROUND FLOOR LOT AND 5 AIRSPACE LOTS.
Case Number:	ENV-2016-2580-MND
Required Action(s):	MND-MITIGATED NEGATIVE DECLARATION
Project Descriptions(s):	VESTING ZONE CHANGE PER SECTION 12.32.Q FROM C4-2, CR-2, AND P-2 TO [Q]C4-2; BUILDING LINE REMOVAL PER SECTION 12.32.R TO REMOVE A 5-FOOT BUILDING LINE ON WILSHIRE BLVD.; MASTER CONDITIONAL USE PERMIT PER SECTION 12.24.W.1 TO PERMIT THE ON-SITE SALE OF ALCOHOLIC BEVERAGES WITHIN FOUR ESTABLISHMENTS; ZONING ADMINISTRATOR'S DETERMINATION PER SECTION 12.24.X.20 TO PERMIT SHARED PARKING BETWEEN THE RESIDENTIAL, COMMERCIAL, AND OFFICE USES; AND SITE PLAN REVIEW PER SECTION 16.05.C.1(B) FOR THE CONSTRUCTION OF 506 RESIDENTIAL DWELLING UNITS AND 62,035 SF. OF NON-RESIDENTIAL FLOOR AREA. VESTING TENTATIVE TRACT MAP PER SECTION 17.15 TO CREATE ONE GROUND FLOOR LOT AND 5 AIRSPACE LOTS.

DATA NOT AVAILABLE

CPC-21684

ORD-59577

ORD-165302-SA100EE

ORD-137629

ORD-129944

AFF-35282



Address: 3720 W WILSHIRE BLVD

APN: 5093006021

PIN #: 132B193 67

Tract: P M 896

Block: None

Lot: C

Arb: None

Zoning: P-2

General Plan: Regional Center Commercial



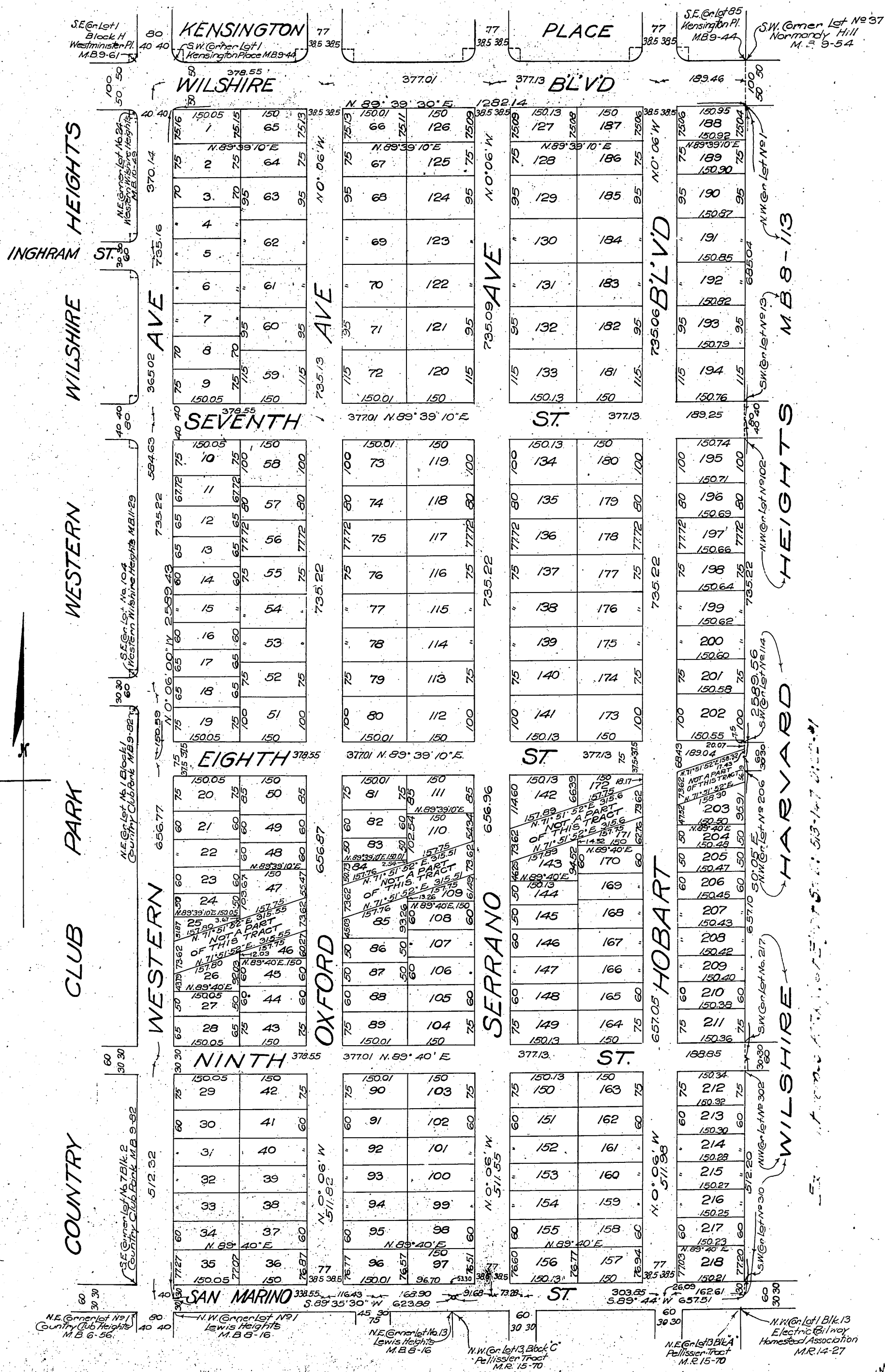


Architectural
Resources Group

Exhibit 2. Tract Map

TRACT No. 2189

In the City and County of Los Angeles, State of California
 Being a subdivision of a portion of the West One-half of the North West
 One Quarter of Section 25 T.1S. R.14W. S.B.B. & M.
 February 1913 Knapp and Woodard Civil Engineers
 Scale 1" = 200'



Owners: Title Guarantee and Trust Co.

Recorded April 9, 1913



Architectural
Resources Group

Exhibit 3. Building Permits

Exhibit 3a. Original Building Permits

Exhibit 3b. Alteration Permits

Original Building Permits

Rm. 46

CITY OF LOS ANGELES
Department of Building and Safety
REQUEST FOR CHANGE OF ADDRESS

DATE May 19, 1966

I hereby request the change of address on:

Building Permit No. 01197

3710-20-30

Issued on August 2, 1965

From 3720 Wilshire Boulevard
ADDRESS

To 3700 Wilshire Boulevard
ADDRESS

REASON: Please Check

(X) Change because of location of physical access.

() Change from one street to another street for corner lot.

(X) Change because of error on part of applicant.

() Change because of error on part of some city department.

S. C. Davis

OWNER, CONTRACTOR OR AUTHORIZED AGENT

697 South Serrano Avenue, Los Angeles, Calif.
ADDRESS 90005

CITY USE ONLY

LOT 66-72
20-126

BLOCK —

TRACT 2189

DISTRICT MAP No. 7285

BUREAU OF ENGINEERING APPROVAL

DATE 5-20-66

APPLICATION CHECKED BY

K Sullivan DATE 5-21-66

APPROVED

DATE 9/21/66

1

APPLICATION FOR INSPECTION OF NEW BUILDING
AND FOR CERTIFICATE OF OCCUPANCY

B&S B-1—Rev. 3-64

CITY OF LOS ANGELES

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 120' x 240' BLK. 66 THRU TRACT 120 THRU 126 2189				CENSUS TRACT			
2. PURPOSE OF BUILDING (13)				Office Bldg & PARKING GAR.				DIST. MAP 7285			
3. JOB ADDRESS				3700 Wilshire Blvd				ZONE 2-4-4			
4. BETWEEN CROSS STREETS				Oxford AND Serrano				FIRE DIST. 100/90/17			
5. OWNER'S NAME				Beneficial Standard Life Ins Co				INSIDE COR. LOT KEY REV. COR.			
6. OWNER'S ADDRESS				756 S. Spring St				LOT SIZE 300 X 645.1			
7. ARCHITECT OR DESIGNER				Skidmore, Owings & Merrill				REAR ALLEY SIDE ALLEY			
8. ENGINEER				Stephen Johnston				BLDG. LINE 51 WILSHIRE			
9. CONTRACTOR				Not Selected				AFFIDAVITS OVER			
10. SIZE OF NEW BLDG.				120' x 240'				NO. OF EXISTING BUILDINGS ON LOT AND USE 4-comm. & res.			
11. MATERIAL OF CONSTRUCTION				EXT. WALLS CONC. ROOF CONC. FLOOR CONC.				DISTRICT OFFICE LA			
12. JOB ADDRESS				3700 3710-20-30 Wilshire Blvd				GRADING			
13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING.				7,000,000				CRIT. SOIL			
PURPOSE OF BUILDING				OFFICE BLDG. & PARKING GAR.				VALUATION APPROVED			
TYPE I				GROUP 1/F-1				PLANS CHECKED			
BLDG. AREA 32,000 sq				MAX. OCC 2214				PLANS APPROVED			
DWELL. UNITS				GUEST ROOMS				APPLICATION APPROVED			
SPRINKLERS REQ'D				SPECIFIED				FILE WITH			
P.C. No.				T-2776 102375				INSPECTOR			
P.C. 3,456.05				S.P.C. 1054				TYPYST 1g			

MAR 16-65	13543	•	•	X	2 CK	3,456.05
AUG 2-65	40542	•	•	X	2 CK	1,023.75
AUG 2-65	40543	•	•	X	1 CK	6402.00

Inspector requested to withhold approval of entrance ramps until correlated with official street grade.

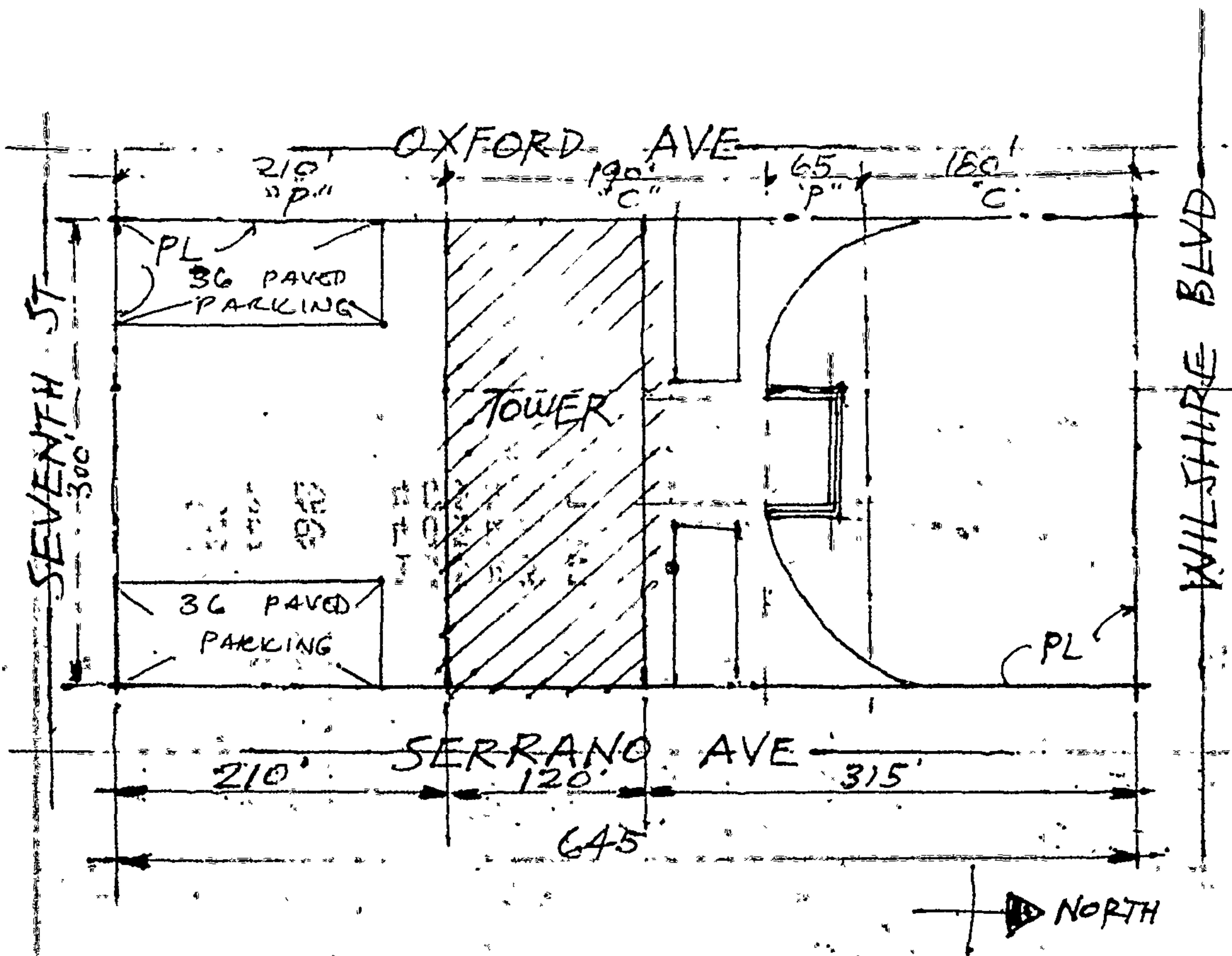
STATEMENT OF RESPONSIBILITY

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

"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 Henry H. Swank BSL Co. (Owner or Agent)

Bureau of Engineering	ADDRESS APPROVED	RJA	3-15-65
Letter to City Eng. Office - E. G. Strick	SEWERS AVAILABLE	Lawrence	3-16-65
Rm 708, Sauer Design	DRIVEWAY APPROVED	Subject to correlation with street grade	3-25-65
for availability to owner for 11 story Bldg.	HIGHWAY DEDICATION REQUIRED	Completed	3-29-65
Conservation	FLOOD CLEARANCE APPROVED		
Plumbing	APPROVED FOR ISSUE		
Planning	PRIVATE SEWAGE DISPOSAL SYSTEM APPROVED		
Fire	APPROVED UNDER CASE #		
Traffic	APPROVED (TITLE 19) (L.A.M.C.-S700)		
	APPROVED FOR	M. Huber	7/30/65



PARKING SUMMARY:

BASEMENT GARAGES =	507 spaces
SURFACE PARKING =	72 spaces
TOTAL	579 spaces provided

PLOT PLAN APPROVED

as required by

2A CASE No. 17611

HUBER E. SMUTZ

ZONING ADMINISTRATOR

CITY OF LOS ANGELES

Date 7-29-65 By Wallace Pearson

Address of Building 3700 Wilshire Boulevard



CITY OF LOS ANGELES
CERTIFICATE OF OCCUPANCY

NOTE: Any change of use or occupancy must be approved by the Department of Building and Safety. This certifies that, so far as ascertained by or made known to the undersigned, the building at the above address complies with the applicable requirements of the Municipal Code, as follows: Ch. 1, as to permitted uses, Ch. 9, Arts. 1, 3, 4, and 5; and with applicable requirements of State Housing Act—for following occupancies:

Issued 10-4-67 Permit No. and Year LA 1197/65 LA 98385/65
LA 29475/66 LA 33876/66

11 story, type I, 120' X 290' Office Building and Parking Garage. Restaurant on 2nd floor with dining area 323 maximum occupants. 575 parking spaces required, 578 parking spaces provided. G-1 & F-1 Occupancy.

EXCEPT FOR DEVIATIONS AS AUTHORIZED BY BOARD OF BUILDING & SAFETY COMMISSIONERS

Owner Beneficial Standard Life Ins. Co.
Owner's Address 3700 Wilshire Blvd.
Los Angeles, California

COPY SENT FPR
11-16-67 JS

R. BOZICK ha

By _____

room - 2nd floor restaurant (Mannings)

use - dining

occupants - 323

Alteration Permits

INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.

7285

1. LEGAL DESCR.	LOT A & B	BLOCK	TRACT PM 896	COUNTY REF. NO. BK 7-61	DIST. MAP 132B193
2. PRESENT USE OF BUILDING (23) wall				NEW USE OF BUILDING () same	CENSUS TRACT 2125
3. JOB ADDRESS 3700 Wilshire Blvd.					ZONE C4-2/CR-2/P-2
4. BETWEEN CROSS STREETS Oxford AND Serano					FIRE DIST. T&II
5. OWNER'S NAME Becketl Realty					COUN. DIST. 4
6. OWNER'S ADDRESS 3700 Wilshire CITY LA					LOT TYPE cor/thru
7. ENGINEER Brandow & Johnson Assoc. BUS. LIC. NO. 1695 ACTIVE STATE LIC. NO. 484-8950 PHONE					LOT SIZE irreg.
8. ARCHITECT OR DESIGNER					ALLEY
9. ARCHITECT OR ENGINEER'S ADDRESS CITY ZIP					BLDG. LINE 5'
10. CONTRACTOR Ingram's Concrete Wks BUS. LIC. NO. 244029 ACTIVE STATE LIC. NO. 213/772-1835 PHONE					AFFIDAVITS CPC 21687
11. SIZE OF EXISTING. BLDG. WIDTH LENGTH 30 STORIES HEIGHT 8 NO. OF EXISTING BUILDINGS ON LOT AND USE 2					Ord 137629
12. FRAMING MATERIAL OF EXISTING BLDG. conc. blk.					Pkg 3325
13. JOB ADDRESS 3700 Wilshire blvd.					Pkg 3386
14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING \$ 10,000					35282
15. NEW WORK (Describe) CMU wall along property line.					CPC 16310 (OVER)
NEW USE OF BUILDING Same					DIST. OFF. LA
SIZE OF ADDITION N/A					P.C. REQ'D No
STORIES HEIGHT 8					GRADING
TYPE GROUP OCC. FLOOR AREA TOTAL					SEISMIC
DWELL UNITS MAX OCC.					FILE WITH
GUEST ROOMS PARKING REQ'D PARKING PROVIDED STD. COMP.					ZONED BANE
PC. 02 90 G.P.I. + NP CONT. INSP.					STUART
S.P.C. P.M.					TYPIST Toya
B.P. 14-00 E.I. 1.50					INSPECTOR
I.F. F.H.					
S.D. O.S.S. 2 78					
ISS. OFF. LA S.O.S.S.					
PC. NO. CC C/O ENERGY DAS					
Unless a shorter period of time has been established by an official action, plan check approval expires one year after the fee is paid and this permit expires two years after the fee is paid or 180 days after the fee is paid if construction is not commenced.					
CASHIER'S USE ONLY					
12/06/90 04:06:50PM LA06 T-3282 C 05					
BUILD PLAN CHE 62.90					
BLD PER COMMER 74.00					
EI RESIDENTIAL 1.50					
ONE STOP 2.77					
TOTAL 141.17					
CHECK 141.17					
90LA 67612					

DECLARATIONS AND CERTIFICATIONS LICENSED CONTRACTORS DECLARATION

16. I hereby affirm that I am licensed under the provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect. Date 12/6/90 Lic. Class C-B Lic. Number 244029 Contractor Ingram S. Iw. (Signature)

OWNER-BUILDER DECLARATION

17. I hereby affirm that I am exempt from the Contractor's License Law for the following reason (Sec. 7031.5, Business and Professions Code: Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he is licensed pursuant to the provisions of the Contractor's License Law (Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code) or that he is exempt therefrom and the basis for the alleged exemption. Any violation of Section 7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars (\$500).):

I, as owner of the property, or my employees with wages as their sole compensation, will do the work, and the structure is not intended or offered for sale (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.).

I, as owner of the property, am exclusively contracting with licensed contractors to construct the project (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who contracts for such projects with a contractor(s) licensed pursuant to the Contractor's License Law.).

I am exempt under Sec. B. & P. C. for this reason

Date Owner's Signature

WORKERS' COMPENSATION DECLARATION

18. I hereby affirm that I have a certificate of consent to self-insure, or a certificate of Worker's Compensation Insurance, or a certified copy thereof (Sec. 3800, Lab. C.).

Policy No. Insurance Company

Certified copy is hereby furnished.

Certified copy is filed with the Los Angeles City Dept. of Bldg. & Safety.

Date Applicant's Signature

Applicant's Mailing Address

CERTIFICATE OF EXEMPTION FROM WORKERS' COMPENSATION INSURANCE

19. 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 Workers' Compensation Laws of California.

Date 12/6/90 Applicant's Signature Brandow S. Iw.

NOTICE TO APPLICANT: If, after making this Certificate of Exemption, you should become subject to the Workers' Compensation provisions of the Labor Code, you must forthwith comply with such provisions or this permit shall be deemed revoked.

CONSTRUCTION LENDING AGENCY

20. I hereby affirm that there is a construction lending agency for the performance of the work for which this permit is issued (Sec. 3097, Civ. C.).

Lender's Name Lender's Address

21. I certify that I have read this application and state that the above information is correct. I agree to comply with all city and county ordinances and state laws relating to building construction, and hereby authorize representatives of this city to enter upon the above-mentioned property for inspection purposes.

I realize that this permit is an application for inspection, that it does not approve or authorize the work specified herein, that it does not authorize or permit any violation or failure to comply with any applicable law, that 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 LAMC)

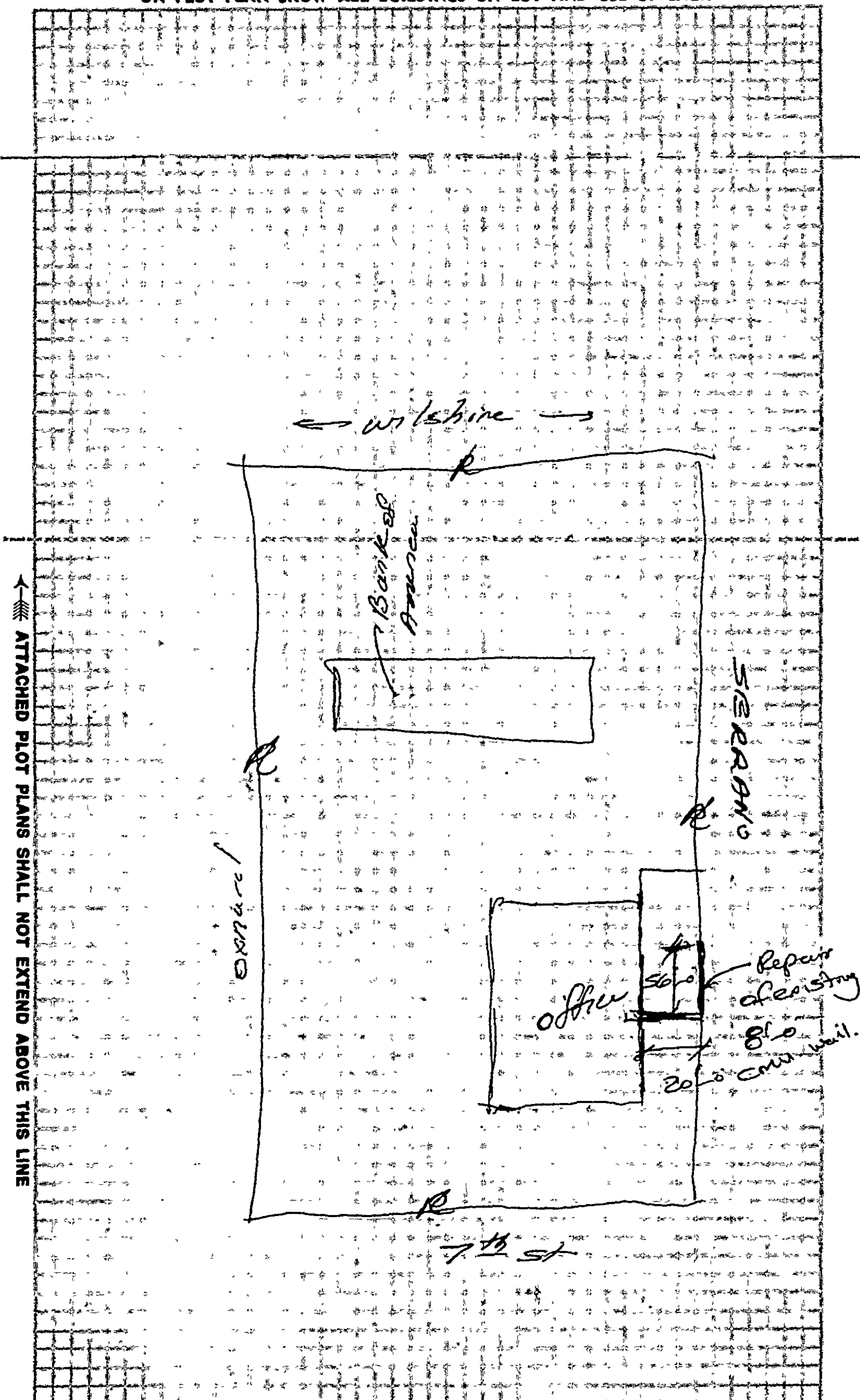
Signed Ingram S. Iw. Contractor 12/6/90 Date
(Owner or agent having property owner's consent) Position

3 0 9 0 0 5 0 0 1 0 8

Bureau of Engineering	ADDRESS APPROVED		Billard 12/6/90
	DRIVEWAY		
	HIGHWAY	REQUIRED	
	DEDICATION	COMPLETED	
FLOOD CLEARANCE			
SEWERS		SEWERS AVAILABLE	
RES. NO.		NOT AVAILABLE	
CERT. NO.		SFC PAID	
	SFC NOT APPLICABLE	SFC DUE	
Grading	PRIVATE SEWAGE SYSTEM APPROVED		
Comm. Safety	APPROVED FOR ISSUE <input type="checkbox"/> NO FILE <input type="checkbox"/> FILE CLOSED <input type="checkbox"/>		
Fire	APPROVED (TITLE 19) (L.A.M.C.-S700)		
Housing	HOUSING AUTHORITY APPROVAL		
Planning	APPROVED UNDER CASE # <i>WS 90-5122</i>		
Transportation	APPROVED FOR		
Construction Tax	RECEIPT NO.	DWELLING UNITS	

LEGAL DESCRIPTION Affidavits Cont'd: CPC 215843; ZA 20800

ON PLOT PLAN SHOW ALL BUILDINGS ON LOT AND USE OF EACH



INSTRUCTIONS: 1. Applicant to Complete Numbered Items Only.

1. LEGAL DESCR.	LOT A	BLOCK	TRACT EM 896	CITY CLERK REF. NO. ME7-61	DIST. MAP 132B193 CENSUS TRACT 2125
2. PRESENT USE OF BUILDING (13) office		NEW USE OF BUILDING (13) same		ZONE C4-2	
3. JOB ADDRESS 3700 Wilshire Blvd				SUITE/UNIT NO.	FIRE DIST. I COUN. DIST. 10
4. BETWEEN CROSS STREETS Oxford Av				AND Serrano Av	
5. OWNER'S NAME () TENANT () BUILDING Bechtel Investment				PHONE 213-383-1762	LOT TYPE int thru LOT SIZE
6. OWNER'S ADDRESS 3700 Wilshire Blvd				CITY LA	ZIP 90010
7. ENGINEER		BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE	ALLEY
8. ARCHITECT OR DESIGNER		BUS. LIC. NO.	ACTIVE STATE LIC. NO.	PHONE	BLDG. LINE
9. ARCHITECT OR ENGINEER'S ADDRESS		CITY	ZIP	DOCUMENTS/ EASEMENTS	
10. CONTRACTOR		101379242 NO.	ACTIVE STATE LIC. NO.	PHONE	ZA 17611 pkg 3325 3386 NET 35281
11. SIZE OF EXISTING BLDG. WIDTH / LENGTH		STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE	
12. FRAMING MATERIAL OF EXISTING BLDG.		EXT. WALLS	ROOF	FLOOR	
13. JOB ADDRESS 3700 Wilshire Blvd		SUITE/UNIT NO.			
14. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING				\$ 72,000	DIST. OFF. LA P.C. REQ'D
15. NEW WORK (Describe) remove existing roof system. replace with new U.I. class A roof system 30,000 sf				GRADING SEISMIC HWY. DED. FLOOD FILE WITH	
NEW USE OF BUILDING same		SIZE OF ADDITION		STORIES	HEIGHT
TYPE		GROUP OCC.	MAX. OCC.	BUILDING ZONING	
DWELL UNITS		BUILDING AREA	ZONING AREA	APPLICATION APPROVED	
GUEST ROOMS		PARKING REQ'D	PARKING PROVIDED S C HC.	INSPECTION ACTIVITY	
P.C.		G.P.I. + NP	CONT. INSP.	SYS YES SSYS	
S.P.C.		P.M.	B & S 08-B-3 (R 7/90)		
B.P.		E.I.	Claims for refund of fees paid on permits must be filed. 1. Within one year from date of payment of fee, or 2. Within one year from date of expiration of extension for building or grading permits granted by the Dept. of B. & S. SECTIONS 22.12 & 22.13 LAMC.		
I.F.		F.H.			
S.D.		O.S.S.			
ISS. OFF LA		S.O.S.S.	SPRINKLERS REQ'D SPEC.		
P.C. NO.		C/O	ENERGY	DAS	
Unless a shorter period of time has been established by an official action, plan check approval expires one year after the fee is paid and this permit expires two years after the fee is paid or 180 days after the fee is paid if construction is not commenced					
NEW AFFIDAVITS					
PLAN CHECK EXTENDED TO PER					
ADMINISTRATIVE APPROVAL DATED					
BY					
D.A.D. PLANS CHECKED					
HOUSING MITIGATION FEE ORDINANCE <input type="checkbox"/> REQUIRED <input type="checkbox"/> EXEMPT					
ASBESTOS NOTIFICATION Check Box: <input checked="" type="checkbox"/> Notification letter sent to AQMD or EPA. <input type="checkbox"/> I declare that notification of asbestos removal is not applicable to addressed project.					
Signature: M. Richter Date: 10/4/94					

DECLARATIONS AND CERTIFICATIONS

LICENSED CONTRACTORS DECLARATION

16. I hereby affirm that I am licensed under the provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect.

Date: 10/4/94 Lic. Class: C39 Lic. Number: 33915 Contractor: M. Richter (Signature)

OWNER-BUILDER DECLARATION

17. I hereby affirm that I am exempt from the Contractor's License Law for the following reason (Sec. 7031.5, Business and Professions Code: Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he is licensed pursuant to the provisions of the Contractor's License Law (Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code) or that he is exempt therefrom and the basis for the alleged exemption. Any violation of Section 7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars (\$500).):

☐ I, as owner of the property, or my employees with wages as their sole compensation, will do the work, and the structure is not intended or offered for sale (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.).

☐ I, as owner of the property, am exclusively contracting with licensed contractors to construct the project (Sec. 7044, Business and Professions Code: The Contractor's License Law does not apply to an owner of property who builds or improves thereon, and who contracts for such projects with a contractor(s) licensed pursuant to the Contractor's License Law.).

☐ I am exempt under Sec. B. & P. C. for this reason:

Date: Owner's Signature:

WORKERS' COMPENSATION DECLARATION

18. I hereby affirm that I have a certificate of consent to self-insure, or a certificate of Worker's Compensation Insurance, or a certified copy thereof (Sec. 3800, Lab. C.).

Policy No.: W44106703 Insurance Company: Cal. Compensation

☐ Certified copy is hereby furnished.

☒ Certified copy is filed with the Los Angeles City Dept. of Bldg. & Safety

Date: 10/4/94 Applicant's Signature: M. Richter

Applicant's Mailing Address: PO Box 3083 Santa Fe Springs CA 90700

CERTIFICATE OF EXEMPTION FROM WORKERS' COMPENSATION INSURANCE

19. 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 Workers' Compensation Laws of California.

Date: Applicant's Signature:

NOTICE TO APPLICANT: If, after making this Certificate of Exemption, you should become subject to the Workers' Compensation provisions of the Labor Code, you must forthwith comply with such provisions or this permit shall be deemed revoked.

CONSTRUCTION LENDING AGENCY

20. I hereby affirm that there is a construction lending agency for the performance of the work for which this permit is issued (Sec. 3097, Civ. C.).

Lender's Name: Lender's Address:

21. I certify that I have read this application and state that the above information is correct. I agree to comply with all city and county ordinances and state laws relating to building construction, and hereby authorize representatives of this city to enter upon the above-mentioned property for inspection purposes.

I realize that this permit is an application for inspection, that it does not approve or authorize the work specified herein, that it does not authorize or permit any violation or failure to comply with any applicable law, that 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. 91.02 LAMC)

Signed: M. Richter (Owner or agent having property owner's consent)

Position: Sales Contractor

Date: 10/4/94

48700470177

Bureau of Engineering		ADDRESS APPROVED		DM 10-4-94
		DRIVEWAY		
		HIGHWAY		REQUIRED
		DEDICATION		COMPLETED
		FLOOD CLEARANCE		
Public Works Improvement	Required YES <input type="checkbox"/> NO <input type="checkbox"/> PERMIT		#	
SEWERS RES. NO. CERT. NO.			SEWERS AVAILABLE	
			NOT AVAILABLE	
			SFC PAID	
			SFC DUE	
	SFC NOT APPLICABLE			
Grading		PRIVATE SEWAGE SYSTEM APPROVED		
Comm. Safety		APPROVED FOR ISSUE <input type="checkbox"/> NO FILE <input type="checkbox"/> FILE CLOSED <input type="checkbox"/>		
CEQA				
Fire		APPROVED (TITLE 19) (LA M.C.-S700) APPROVED - HYDRANT UNIT, ROOM 920 CHE		
CRA		APPROVED PER REDEV. PROJECT		
Transportation		APPROVED FOR DRIVEWAY LOCATION APPROVED FOR ORD. #		
Planning		WORK SHEET # APPROVED UNDER CASE # LANDSCAPE / XERISCAPE SIGHT PLAN REVIEW		
Housing		HOUSING AUTHORITY AFFIDAVIT NO.		
Construction Tax		RECEIPT NO. DWELLING UNITS		
Cultural Affairs				
Rent Stabilization Division				

LEGAL DESCRIPTION

ON PLOT PLAN SHOW ALL BUILDINGS ON LOT AND USE OF EACH

ATTACHED PLOT PLANS SHALL NOT EXTEND ABOVE THIS LINE

APPROVED

TO VARIOUS



Permit #:
Plan Check #:
Event Code:

Bldg-Alter/Repair Commercial Express Permit No Plan Check	City of Los Angeles - Department of Building and Safety APPLICATION FOR BUILDING PERMIT AND CERTIFICATE OF OCCUPANCY	Last Status: Ready to Issue Status Date: 10/11/2002
--	--	--

L TRACT	BLOCK	LOT(s)	ARB	MAP REF #	PARCEL ID # (PIN)	2. BOOK/PAGE/PARCEL
P M 896		A		BK 7-61	132B193 66	5093 - 006 - 019

3. PARCEL INFORMATION BAS Branch Office - LA Bldg. Line - 5.00 Council District - 10 Community Plan Area - Wilshire Census Tract - 2125.000	District Map - 132B193 Energy Zone - 9 Fire District - 1 (w/in 100' of St.) Fire District - 2 Near Source Zone Distance - 5.6	Thomas Brothers Map Grid - 633-H2 Thomas Brothers Map Grid - 633-H3
---	---	--

ZONE(S): C4-2 / CR-2 / P-2 /

4. DOCUMENTS ZI - ZI-1117 ZI - ZI-1940 ZA - ZA-13132 ZA - ZA-15029	ZA - ZA-17611 ZA - ZA-1996-1014-ZAI ZA - ZA-20300 ZA - ZA-9340	PKLY - PKG-3325 PKLY - PKG-3336 ORD - ORD-129926 ORD - ORD-137629	ORD - ORD-165302-SA100EE CRA - ZI 1940 KOREATOWN CPC - CASE-4853 CPC - CPC-16310
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5. CHECKLIST ITEMS

6. PROPERTY OWNER, TENANT, APPLICANT INFORMATION			
Owner(s): Wilshire Park Place Llc	15211 Vanowen St STE 206	VAN NUYS CA 91405	
Tenant: Applicant: (Relationship: Owner-Bldr) Carlos Campos - Owner-Builder	738 S New Hampshire #107	LOS ANGELES, CA 90005	(213) 388-9532

7. EXISTING USE (16) News stand	PROPOSED USE	8. DESCRIPTION OF WORK REPLACE ROOF - NEW PLYWOOD AND COMPOSITION MATERIAL; 64 SQ FT
---	---------------------	--

9. # Bldg on Site & Use:

10. APPLICATION PROCESSING INFORMATION	
BLDG. PC By: OK for Cashier: George Kuc Signature: <i>George Kuc</i>	DAS PC By: Coord. OK: Date: 10/11/02

11. PROJECT VALUATION & FEE INFORMATION Final Fee Period	
Permit Valuation: \$1,500	PC Valuation:
FINAL TOTAL Bldg-Alter/Repair	172.04
Permit Fee Subtotal Bldg-Alter/Repair	130.00
Fire Hydrant Refuse-To-Pay	
E.O. Instrumentation	0.50
O.S. Surcharge	3.01
Sys. Surcharge	9.03
Planning Surcharge	4.50
Planning Surcharge Misc Fee	5.00
Permit Issuing Fee	20.00
Sewer Cap ID:	Total Bond(s) Due:

12. ATTACHMENTS

For information and/or inspection requests originating within LA County,
Call toll-free (888) LA4BUILD
Outside LA County, call (213)-977-6941. (LA4BUILD = 524-2845)

For Cashier's Use Only
Project Name: W/O #: 21620217

LA Department of Building and Safety
10/11/02 11:01 AM

BUILDING PLAN
COMMERCIAL
BUILDING PLAN
ONE STOP BUILDING
SYSTEMS
RECEIVED

10/11/02 11:01 AM

13. STRUCTURE INVENTORY

02016 - 10000 - 20217

14. APPLICATION COMMENTS

In the event that any box (i.e. 1-16) is filled to capacity, it is possible that additional information has been captured electronically and could not be printed due to space restrictions. Nevertheless, the information printed exceeds that required by Section 19825 of the Health and Safety Code of the State of California.

15. Building Relocated From:

16. CONTRACTOR, ARCHITECT, & ENGINEER NAME ADDRESS

(O) , Owner-Builder

738 S New Hampshire #107, , 90005

CLASS

LICENSE#

PHONE #

0

2133889532

PERMIT EXPIRATION

This permit expires two years after the date of the permit issuance. This permit will also expire if no construction work is performed for a continuous period of 180 days (Sec. 98.0602 LAMC). Claims for refund of fees paid must be filed within one year from the date of expiration for permits granted by the Dept. of Building & Safety (Sec. 22.12 & 22.13 LAMC).

17. OWNER-BUILDER DECLARATION

I hereby affirm under penalty of perjury that I am exempt from the Contractors' State License Law for the following reason (Section 7031.5, Business and Professions Code:

Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he or she is licensed pursuant to the provisions of the Contractors License Law (Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code) or that he or she is exempt therefrom and the basis for the alleged exemption. Any violation of Section 7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars (\$500.):

☐ I, as the owner of the property, or my employees with wages as their sole compensation, will do the work, and the structure is not intended or offered for sale (Sec. 7044, Business & Professions Code: The Contractors License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or herself or through his or her own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year from completion, the owner-builder will have the burden of proving that he or she did not build or improve for the purpose of sale).

OR

☐ I, as the owner of the property, am exclusively contracting with licensed contractors to construct the project (Sec. 7044, Business & Professions Code: The Contractors License Law does not apply to an owner of property who builds or improves thereon, and who contracts for such projects with a contractor(s) licensed pursuant to the Contractors License Law.)

18. WORKERS' COMPENSATION DECLARATION

I hereby affirm, under penalty of perjury, one of the following declarations:

☐ I have and will maintain a certificate of consent to self insure for workers' compensation, as provided for by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued.

☐ I have and will maintain workers' compensation insurance, as required by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued. My workers' compensation insurance carrier and policy number are:

Carrier: _____ Policy Number: _____

☐ 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 workers' compensation laws of California, and agree that if I should become subject to the workers' compensation provisions of Section 3700 of the Labor Code, I shall forthwith comply with those provisions.

WARNING: FAILURE TO SECURE WORKERS' COMPENSATION COVERAGE IS UNLAWFUL, AND SHALL SUBJECT AN EMPLOYER TO CRIMINAL PENALTIES AND CIVIL FINES UP TO ONE HUNDRED THOUSAND DOLLARS (\$100,000), IN ADDITION TO THE COST OF COMPENSATION, DAMAGES AS PROVIDED FOR IN SECTION 3706 OF THE LABOR CODE, INTEREST, AND ATTORNEY'S FEES.

19. ASBESTOS REMOVAL DECLARATION

I certify that notification of asbestos removal is either not applicable or was sent to the AQMD or EPA as per section 19827.5 of the Health and Safety Code.

20. FINAL DECLARATION

I certify that I have read this application INCLUDING THE ABOVE DECLARATIONS and state that the above information INCLUDING THE ABOVE DECLARATIONS is correct. I agree to comply with all city and county ordinances and state laws relating to building construction, and hereby authorize representatives of this city to enter upon the above-mentioned property for inspection purposes. I realize that this permit is an application for inspection and that it does not approve or authorize the work specified herein, and it does not authorize or permit any violation or failure to comply with any applicable law. Furthermore, neither the City of Los Angeles nor any board, department officer, or employee thereof, make any warranty, nor shall be responsible for the performance or results of any work described herein, nor the condition of the property nor the soil upon which such work is performed. I further affirm under penalty of perjury, that the proposed work will not destroy or unreasonably interfere with any access or utility easement belonging to others and located on my property, but in the event such work does destroy or unreasonably interfere with such easement, a substitute easement(s) satisfactory to the holder(s) of the easement will be provided (Sec. 91.0106.4.3.4 LAMC).

By signing below, I certify that:

- (1) I accept all the declarations above namely the Owner-Builder Declaration, Workers' Compensation Declaration, Asbestos Removal Declaration and Final Declaration; and
(2) This permit is being obtained with the consent of the legal owner of the property.

Print Name:

X Carlos Campos

Sign:

Carlos Campos

Date:

X Carlos Campos

☐ Owner☐ Authorized Agent



Architectural
Resources Group

Exhibit 4. Periodicals

Exhibit 4a. *Los Angeles Times* Articles

Exhibit 4b. *Wilshire Press* Articles

***Los Angeles Times* Articles**

Insurance Headquarters Scheduled

The Beneficial Insurance Group announces completion of the design for a new home office building, to be located at 3700 Wilshire Blvd.

This is the first of a complex of structures eventually to comprise the Beneficial Plaza, which will occupy a square block bounded by Wilshire Blvd. on the north, 7th St. on the south, Serrano Ave. on the east, Oxford Ave. on

the west and covering approximately four and one-half acres.

Ground-breaking is scheduled for this Spring, with completion in December, 1966. Cost of the new building is estimated at \$16,750,000 (land, \$4 million; garage, \$2 million; main structure, \$10,750,000).

Architectural design of the building is by Skidmore, Owings & Merrill.

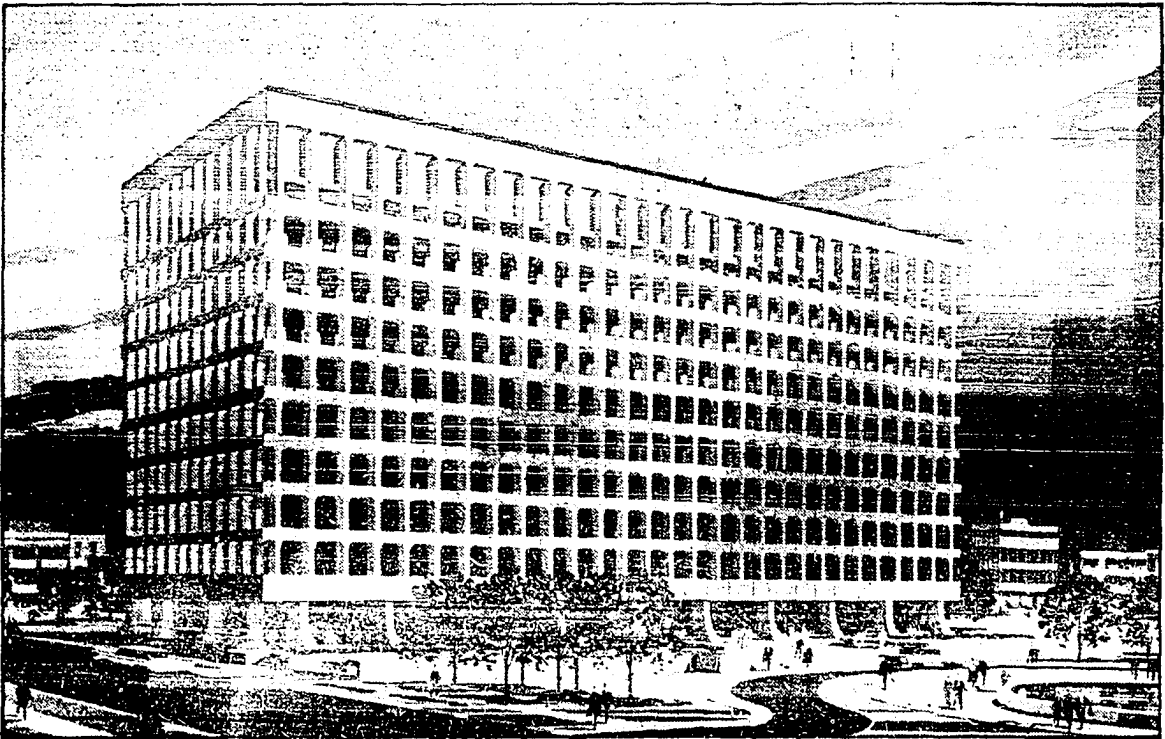
Plans call for an 11-story building containing approximately 300,000 square feet and a triple-level underground garage. The exterior will consist of precast concrete with granite chip facing and will be of an off-white color. It will be set back approximately 300 feet south from Wilshire Blvd. and landscaped to create a plaza.

A 400-seat cafeteria, open to the public, will

occupy one-half of the second floor.

Beneficial Standard Life Insurance Company of Los Angeles acquired the property in 1961 from the Serrano Corp. Present tenants are United California Bank, Lytton Savings and Loan Assn., and Manning's Restaurant.

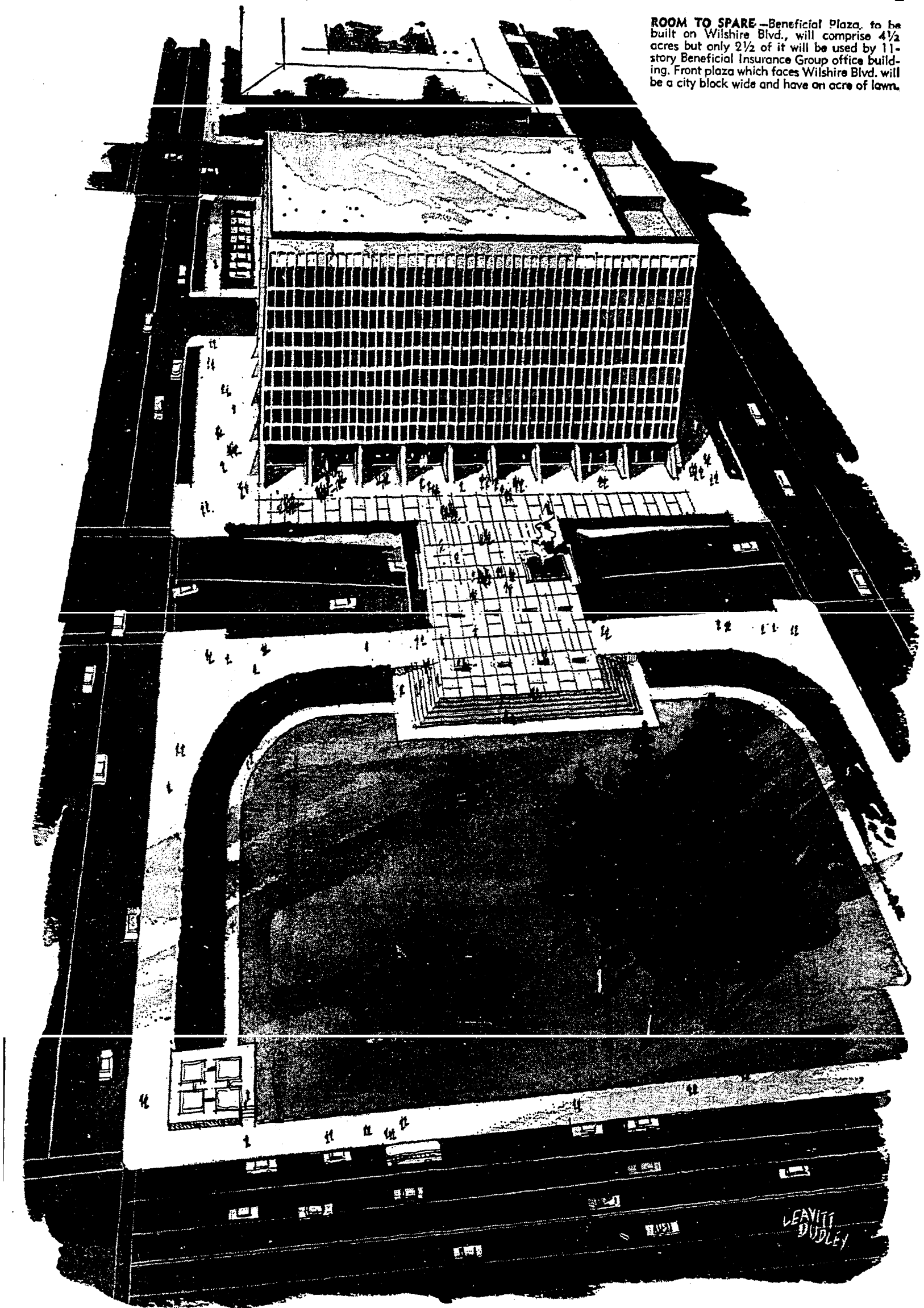
The Beneficial Insurance Group's present headquarters are at 8th and Springs Sts.



HOME OFFICE- Ground will be broken in Spring for this home office building for Beneficial Insurance Group, at 3700 Wilshire Blvd., first of several structures which will comprise Beneficial Plaza.

Group, at 3700 Wilshire Blvd., first of several structures which will comprise Beneficial Plaza.

Beneficial Plaza to Add Open Spaces to City



ROOM TO SPARE—Beneficial Plaza, to be built on Wilshire Blvd., will comprise 4½ acres but only 2½ of it will be used by 11-story Beneficial Insurance Group office building. Front plaza which faces Wilshire Blvd. will be a city block wide and have an acre of lawn.

BY TOM CAMERON, Times Real Estate Editor

They're thinking "big" in the downtown Los Angeles and Wilshire districts these days, with high-rise the byword in both office buildings and apartment structures. We've announced dozens of construction projects involving 20 stories or more in the last couple of years.

One developer is not only going up, but out.

That this is not an impossibility is being demonstrated in the block bounded by Wilshire Blvd., Serrano, 7th St. and Oxford Ave., where Beneficial Insurance Group is erecting an 11-story office building to cost \$16.7 million.

The site comprises 4½ acres, but the building will occupy only 2½ acres, and with its front wall 315 feet from Wilshire Blvd. it will have the deepest setback of any major office building in the United States.

Its name is Beneficial Plaza. Address: 3700 Wilshire Blvd.

Total of \$2.5 million, representing the value of the land which is to be free of construction, is Beneficial's intended contribution to promotion of aesthetic values in the

area, explains Joseph N. Mitchell, chief executive officer of Beneficial Insurance Group, known in the industry as "BIG."

Beneficial Standard Life, parent firm of the group's eight member companies, is the fourth largest insurance company in California and ranks among the top 15 in the United States in accident and health insurance.

The organization recognizes an almost complete lack of landscaping around office buildings, which threatens to make the Wilshire Center business district something of another high-rise asphalt jungle, Mitchell said.

"Dr. James Hester, president of New York University, has said recently that Americans are learning that fleeing to the suburbs and allowing the central city to become run down can result in a social and economic cancer," Mitchell said. "It is much more realistic and useful to strengthen the central city, to enhance it, to beautify it, to make the city a positive influence, the

Please Turn to Page 13, Col. 1

BENEFICIAL PLAZA

Continued from First Page

center of culture as well as of business," Mitchell added.

The front plaza will be a city block wide and will contain an acre of lawn. A grouping of Canary Island pines which have been growing in a Compton nursery will be transplanted to this area.

Bordering the walkways leading to the building's elevated entry area will be a hedge 20 feet wide and comprised of 2,000 Japanese evergreen yews. The yews, also being cultivated locally, were transplanted from Connecticut earlier this year. It is anticipated that from the air the semi-circular hedge will resemble a giant green horseshoe lying along Wilshire Blvd. It may well become another orientation point for incoming airline passengers somewhat like Hollywood Park, Century City and Inglewood Park Cemetery.

Plaza at Rear

The rear of the building will be landscaped to form a second plaza. Thirty trees will shade the sidewalks on Serrano, 7th and Oxford. Ten-foot-square sunken planters will accommodate annual flowers which will be changed four times a year.

Beneficial Plaza will have 380,000 square feet of floor space, with 30,800 square feet per level—something more than the area of the average office building floor.

Precast shocked concrete is the primary building material used by Dinwiddie Construction Co. under plans by Skidmore, Owings & Merrill, whose architects, Gordon Bunschaft and E. Charles Bassett, designed the structure. The building is 50% completed.

(Shocked concrete, discovered 30 years ago by a Dutch farmer, has a low water-to-cement ratio and is considered 250% stronger than conventional "wet" concrete. The shocking process consists of bolting a mold filled with layers of almost waterless concrete to a shocking table, raising the table 5/16th of an inch and dropping it 250 times a minute. When removed

from the mold and permitted to harden, a precast section can withstand up to 10,000 pounds of stress or pressure per square inch.

More than 750 T-shaped precast concrete units, weighing five tons each, are being used in the facade. Finished in a natural granite aggregate, two sections frame one window. Twenty-eight precast concrete columns, 14 feet high and weighing 14 tons each, are anchored in the lobby and support the building.

Largest in West

Rockwin Schokbeton Co. of Santa Fe Springs is supplying 5,800 tons of shocked concrete, making Beneficial Plaza the largest structure made of this material in the West.

The structure's core is reinforced by 3,500 tons of steel. There will be more than 50,000 square feet of solar bronze glass for the windows, which will be recessed five feet from the building line. Two types of marble will be used in the interior: verde ancient green in the main lobby and travertine in the elevator lobbies of the upper floors.

The garage will have 300,000 square feet and will accommodate 300 vehicles. Entrance to the garage will be by two ramps, each three lanes wide, from both Serrano and Oxford, leading underneath to the entry platform. A driveway for VIP's will permit unloading of passengers at the front door.

BIG's 600 employees will occupy four floors, and there will be a data processing center on the third floor. Among tenants already set for the new building are a major branch of United California Bank on the ground floor and a Manning's restaurant on the second level. The dining facilities will be open to the public and will seat 400. Completion of the building is set for January.

The building occupies land once exchanged (in 1882) by the Southern Pacific Railroad to Germain Pellissier at \$25 per acre for sheep grazing purposes. A generous portion of it, at least, is to become green again.

Beneficial Plaza Slates Opening Fete

The \$16.7 million Beneficial Plaza office building will be officially opened Saturday, Veterans Day, Joseph N. Mitchell, president of Beneficial Standard Life Insurance Co., announced.

Tours, exhibits, and special events open to the public are planned, starting with an 11 a.m. ceremony dedicating Liberty Park, 94,500 square feet of land fronting the 11-story building at 3700 Wilshire Blvd.

A color guard will raise the American and California flags, with music accompaniment provided by the Boy Scout Nisei Troop Band of Los Angeles. Lt. Gov. Robert Finch will make a brief address.

A luncheon honoring Congressional Medal of Honor holders will take place in the Liberty Room.

STAGE NEWS

3 Negro Plays Set

Some prominent Negro playwrights, among them Loftin Mitchell, Owen Dodson and Ted Shine, will be working with the UC Santa Barbara Summer Institute in Repertory Theater next month. Plays scheduled are Mitchell's "Land Beyond the River," July 17-20; Ted Shine's "Morning, Noon and Night," July 24 through July 28 (matinee), and "Fly Blackbird," by C. Jackson and James Hatch, July 28 to Aug. 2. All plays will be staged in the UCSB Main Theater. Supported by the National Defense Education Act, the institute encourages Negro students and talented Negroes in the professional theater to enter the teaching profession on the elementary and secondary levels. "Land Beyond the River" deals with the plight of a small community of Negroes who petition for their rights when the floor of an all-black schoolhouse collapses. It is based on a true incident which took place in South Carolina. "Morning, Noon and Night" takes a comic view of the generation gap as it exists between three generations of black Americans in Texas. "Fly Blackbird," Obie Award winner as off-Broadway's best musical in 1962, takes a satirical poke at a society in which protest marches for civil rights assume more importance than actual change.

★

Checkmates, Ltd. share stellar billing with comedians Allen and Rossi, Monday and Tuesday nights at Melodyland on the arena theater's celebrity series. James Hetzer's Intercontinental Circus, complete with elephants, trapeze artists, clowns and chimpanzees, continues Wednesdays through Sundays at the Anaheim playhouse. "Carnival on Ice," featuring skating stars from all the major ice shows, opens July 17 at Melodyland for a four-week run. Leading the roster are Janet Champion (Ice Follies); Arthur Newman (Dick Buttons' World's Fair Ice Extravaganza); Jean Sakovich (Holiday on Ice); John Curtin and Patti Hittle (Ice Capades and Holiday on Ice) and Jack Rose (Holiday on Ice).

★

Two of the country's leading impressionists will play the Greek Theater this summer. George

Please Turn to Page 21

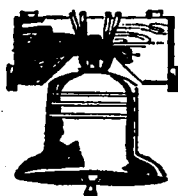


An old-fashioned JULY 4th CELEBRATION *Liberty Park at Beneficial Plaza*

3700 WILSHIRE BLVD. (ONE BLOCK EAST OF WESTERN)

Patriotic ceremonies and gala picnic will celebrate the opening of Liberty Park—a monument to our national heritage—soon to be an outdoor museum of patriotic objects heralding great moments in American history.

OFFICIAL CEREMONIES START AT 11:30 A.M.



LIBERTY BELL

Unveiling of an exact replica of the original in Philadelphia. Cast by the same London foundry and in the same molds as the original in 1752. The first of the objects of Americana to be placed in Liberty Park.



SPACE CAPSULE

See the Mercury space ship which took our early astronauts into outer space. A replica—on display through the courtesy of McDonnell-Douglas Aircraft Corporation and the U.S. Treasury Department.

- ★ Joint Armed Forces Color Guard ★ Award winning Los Angeles Police Junior Band
- ★ Vietnam War Heroes Honored ★ Government and Civic Dignitaries ★ Religious Leaders
- ★ Bea Benaderet, star of "Petticoat Junction" ★ Mrs. California of 1968
- ★ Presentation by Willard C. Ridley, Executive Director of U.S. Treasury Department

BRING-YOUR-OWN-BASKET PICNIC FESTIVITIES

Old-fashioned Fourth of July fun and games starting at 12:30. Bring a picnic lunch. Entertainment—shows for the kiddies. Exciting games. Boy Scout demonstrations. Come and have a great time.

WE ARE PLEASED TO HAVE PARTICIPATED IN THE DEVELOPMENT OF BENEFICIAL PLAZA AND SALUTE THIS HISTORICAL JULY 4th EVENT

GENERAL CONTRACTOR Dinwiddie Construction Co.
Los Angeles, California

ACOUSTIC The Harold E. Shugart Co., Inc.
Glendale, California

ELEVATORS Houghton Elevator Co.
Los Angeles, California

FLOOR COVERING Lawrence W. Rosine Co.
Los Angeles, California

ELECTRICAL, COFFERED CEILINGS Fischbach & Moore
Los Angeles, California

HEATING, AIR CONDITIONING Kilpatrick & Co.
Alhambra, California

GRANITE AND MARBLE George W. Reed Construction, Inc.
San Francisco, California

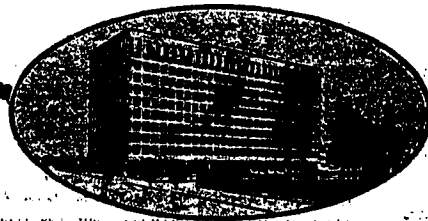
INTERIOR DESIGN KS Wilshire Inc.
Los Angeles, California

PRECAST CONCRETE Rockwin Prestressed Concrete Corporation
Santa Fe Springs, California

REINFORCING STEEL Southwest Steel Rolling Mills
Los Angeles, California

STEELFORM WORK Steelform Contracting Company
Los Angeles, California

PARTITIONS Vaughan Interior Walls, Inc.
Los Angeles, California





Beneficial Standard Corporation

"I've had great adventures in my life. I was very ambitious—lucky for all concerned that I was."

—Edward D. Mitchell,
chairman,
Beneficial Standard Corp.



End of a Venture

The Mitchells Bowling Out at Beneficial

By NANCY RIVERA, *Time Staff Writer*

At Beneficial Standard's Wilshire Boulevard headquarters, the signs of liquidation are increasingly common.

Packing boxes sit in hallways, and many employees are wearing the C-shaped lapel pins distributed by CalFed Inc., which recently bought the heart of the business, Beneficial Standard Life Insurance Co. and related subsidiaries.

The parent company, Beneficial Standard Corp., is in the process of selling or liquidating all that remains. By May 21, 1985, Beneficial Standard Corp. will cease to exist, although many of its children will survive separately under new ownership.

Its demise marks the end of one of the last great ventures of Edward D. Mitchell, the 94-year-old entrepreneur and philanthropist who founded Beneficial in 1940 with two other Los Angeles businessmen, Oscar S. Pattiz and Joy C. Earl. Both are now dead.

Changing Marketplace

And while Beneficial Standard Corp. is just one of dozens of enterprises Mitchell has touched, "it breaks my heart" to see it go, said Mitchell, who is still chairman and until recently visited the company's offices every day.

Company President Joseph N. Mitchell, who joined his father's company in 1946, said the breakup of the company and the liquidation of the parent were forced by the changing marketplace.

"The financial services industry is going through a real revolution" toward the financial supermarket that combines the services of such formerly separate institutions as a savings and loan association, a stock brokerage and an insurance company, Mitchell said.

"We didn't have that large umbrella; we were just one part," he said. To compete in the new world of financial services, "either you enlarge your umbrella or you join with someone else, and that's what we opted to do."

In early February, Beneficial Standard said it had reached an agreement to sell its life insurance subsidiaries—which constituted \$456 million of the firm's \$700 million in assets—to CalFed Inc., parent of Los Angeles-based California Federal Savings & Loan Assn. That transaction was completed June 4.

Then, in March, Beneficial's directors announced a plan to liquidate the parent firm and sell or distribute the remaining assets other than the life



"Either you enlarge your umbrella or you join with someone else, and that's what we opted to do."

—Joseph N. Mitchell,
president, Beneficial Standard Corp.

insurance subsidiaries. Shareholders approved the liquidation in May.

The first liquidation payments of 10 cents per share on the company's 5,803,744 common shares will be made Sept. 14 and another "large" cash payment will be made between December, 1984, and May, 1985. Mitchell and his family own about 30% of Beneficial Standard's stock.

Of the remaining assets, Transit Casualty Co., a property casualty firm, has been put up for sale. Beneficial's real estate—including its 10-story headquarters building at 3700 Wilshire Blvd. and several shopping centers and industrial parks—will be placed in a limited partnership to be traded on a national securities exchange and the shares will be distributed to Beneficial shareholders.

An \$18-million, two-year note received from CalFed will be placed in an entity that will distribute the funds to shareholders when the note matures.

'The Stock Went Way Up'

The liquidation announcement created some confusion because many customers of Beneficial and Transit Casualty thought that their insurance companies were going out of business, Joseph Mitchell said. The companies remain, only the owners are changing, he said.

"I think it's a forward move, . . . I think everyone will benefit from this," he said. Beneficial Standard Life Insurance customers "are going to get the financial resources of a \$14-billion company" in CalFed.

The stockholders "were delighted. The stock went way up," Mitchell said.

Please see MITCHELLS, Page 6

MITCHELLS: Bowing Out at Beneficial

Continued from Page 1

The passing of Beneficial Standard Corp. is just one more business transaction in the varied life of Edward Mitchell, who arrived from Poland with his family in 1891 at the age of 2.

When he was 5 or 6 years old, Mitchell recalls, he worked the streets of New York selling shoe-strings, candy and buttons, and even persuaded financier J. P. Morgan to pay \$10 for a newspaper. Mitchell bypassed a formal education to travel with circuses and carnivals, sing in a chorus backing up actress Lillian Russell, and peddle "knickknacks" to farmers who wanted to save a trip to New York City.

At 18, Mitchell moved to Winnipeg, Canada, and made a fortune selling real estate to European immigrants. "Then World War I broke out, and I went broke" because the Canadian government placed a moratorium on real estate loan payments during the war, he said.

Moved to Los Angeles

After the war, Mitchell made a second fortune in the real estate, grain and jewelry businesses. In 1929, Mitchell retired with his wife and four children to Europe "to live the good life," daughter Elaine Attias said.

The stock market crash and the Depression took nearly all of Mitchell's money. So, in 1931, the family moved to Los Angeles for a fresh start.

Finding that used cars were a big seller in Los Angeles used cars, Mitchell borrowed money to sell and finance automobiles.

From that, Mitchell built a chain of finance companies. One of the

things he sold was fire and theft insurance on cars, and he quickly recognized the potential for growth and profits.

"The first thing I knew we had thousands of policies and we'd never pay any money out," he said. "I thought, 'This is a hell of a business.'"

"I knew nothing about insurance. I'd never read a policy in my life," Mitchell said, but he was able to persuade his associates to start Beneficial Casualty Insurance Co. in 1940.

Disability Policies

The company began selling disability income policies for \$1 a month to low- and middle-income people, who were then generally ignored by insurance companies. The firm pioneered mass insurance marketing by mail and even advertised on the radio, Mitchell said.

Beneficial introduced hospitalization and polio insurance soon after but didn't begin offering life insurance until 1944. The company sold its stock to the public in 1955 and made the New York Stock Exchange in 1967.

At the height of its agent system, Beneficial had offices in 15 states and was represented in 25 other states through general agents who worked on commission. But the agent force became too expensive to maintain and was scaled back. Today Beneficial Standard's insurance is sold in 48 states and Transit Casualty in all 50 states, primarily through brokers or general agents.

For Joseph Mitchell, 61, the liquidation of Beneficial Standard Corp. represents a chance for "a little change of pace."

"I started in the mail room, I believe, and then went through all

the departments of the company," he said. "I've been in the insurance business long enough."

Joseph Mitchell will move to Beneficial's real estate operation, which hasn't been named yet, when the liquidation is complete.

Edward Mitchell, too, will remain busy.

"He's reading 18 books, all at the same time," Attias said. And he plays a mean game of bridge with comedian George Burns at the Hillcrest Country Club.

"I've had great adventures in my life," Mitchell said. "I was very ambitious—lucky for all concerned that I was."

Wilshire Press Articles

Beneficial Standard **CORPORATION**

*One of America's fastest growing
financial services corporations,
parent of:*

- Beneficial Standard Life Insurance Company
- Beneficial Computer Services, Inc.
- Beneficial Equities, Inc.
- Beneficial National Life Insurance Company
- Beneficial Tax Services, Inc.
- Beneficial Standard Properties, Inc.
- BIG Service Corporation
- British Pacific Life Insurance Company
- California Investors
- Direct Marketing Corporation of America
- Fidelity Interstate Life Insurance Company
- National Investment Management Company
- Selective Insurance Company
- Transit Casualty Company



EXECUTIVE OFFICES:
BENEFICIAL PLAZA
3700 Wilshire Boulevard
Los Angeles, California 90005

Beneficial Plaza advertisement, *Wilshire Press*, April 16, 1970 (courtesy Marcello Vavala).



Beneficial Plaza
CAFETERIA
BANQUET
AND
CONFERENCE
ROOMS

SECOND FLOOR

3700 WILSHIRE BLVD.
PHONE:
380-9233

Contemporary elegance is the decor of the cafeteria and conference dining rooms. Convenient underground and street level parking is available. Try the Liberty Room.

**Luncheon and Cocktails Daily,
Monday-Friday 11:30 A.M. to 7:00 P.M.**

Beneficial Plaza advertisement, *Wilshire Press*, April 16, 1970 (courtesy Marcello Vavala).



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Resources Group

Exhibit 5. Historic Photos



Bird's-eye view of Beneficial Plaza (bottom right), ca. 1968 (courtesy Los Angeles Public Library).



Bird's-eye view of Beneficial Plaza (bottom center), 1968 ("Dick" Whittington Studio. Courtesy of University of Southern California, on behalf of the USC Special Collections).



Beneficial Plaza with Titan Rocket, view south, ca. 1970 (courtesy www.alamy.com).



Beneficial Plaza with Titan Rocket, view southwest, ca. 1970 (courtesy www.alamy.com).



Architectural
Resources Group



Beneficial Plaza and Liberty Park, view south, 1978 (Photo by Anne Laskey. Courtesy Los Angeles Public Library).



Beneficial Plaza and Liberty Park, view southeast, 1978 (Photo by Anne Laskey. Courtesy Los Angeles Public Library).



Detail of first floor exterior corridor, ca. 1968 (from 1970 film *Zabriskie Point*).



First floor lobby, view south, ca. 1968 (from 1970 film *Zabriskie Point*).



Architectural
Resources Group

Exhibit 6. City Plan Case No. 21684, Department of City Planning, City of Los Angeles

DEPARTMENT OF CITY PLANNING
Room 561-I, City Hall
200 North Spring Street
Los Angeles, California 90012
624-5211 Ext. 3505

CITY OF LOS ANGELES
DEPARTMENT OF CITY PLANNING

RECOMMENDATION OF COMMISSION HEARING EXAMINER

CITY PLAN CASE NO. 21684

Decision Date: August 22, 1968 (PM)
30-Days Expiration Date: None
Council District No. 4
District: Wilshire

To: City Planning Commission

From: Commission Hearing Examiner Section

Requested by: Commission's Own Initiative

Subject: ZONE CHANGE REQUEST

TABLE OF CONTENTS

REQUEST AND RECOMMENDATION	P. 1-2
ZONING AND LAND USE, PREVIOUS CASES	P. 3
REPORTS RECEIVED	P. 3-4
SUMMARY OF PUBLIC HEARING AND COMMUNICATIONS	P. 4-5
EXAMINER'S COMMENTS	P. 5
DESCRIPTION OF EXHIBITS	P. 5
DESCRIPTION OF PHOTOS	Appendix

REQUEST AND RECOMMENDATION

PROPERTY INVOLVED: Approximately 1.1 acre located on the south side of Wilshire Boulevard between Oxford Avenue and Serrano Avenue to a depth of approximately 180 feet

EXISTING ZONE: C4-4

INITIATED ZONE: P-4


EXAMINER'S RECOMMENDATION: That the Commission

Recommend approval of the initiated change of zone to P-4.

Recommend adoption of the rezoning ordinance.

Adopt the following findings:

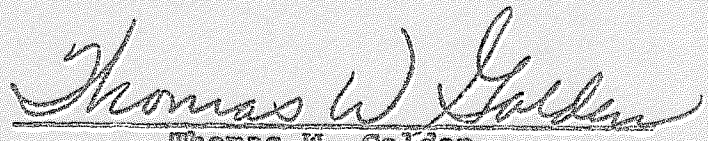
1. Beneficial Plaza, bounded by Wilshire Boulevard, Serrano Avenue, 7th Street and Oxford Avenue in the Wilshire-Ambassador District, presently comprises a 13-story office building in mid-block, together with an underground parking structure, an attractively designed plaza designated "Liberty Mall" adjoining Wilshire Boulevard and parking facilities in the southerly section of the block adjacent to 7th Street. Most of the block is zoned C4-4, but parking zoning is concentrated within the southerly 1.1 acres.
2. Under City Plan Case No. 21543, the Commission recommended the CR reclassification of the existing P Zone within the southerly 1.1 acre of the block in order to permit construction of additional needed office facilities.
3. Although the subject C4-4 zoned Wilshire Boulevard frontage is not utilized for commercial purposes, but developed with the aforementioned attractively landscaped plaza, the interests of good zoning practice and relevant considerations of public necessity, convenience and general welfare would best be served by retaining this open space asset to the community and preclude further intensification of land use in this block.


Edward J. Orth
Commission Hearing Examiner

0710100002

RECOMMENDATION OF COMMISSION CHIEF EXAMINER

- (✓) I concur in the Examiner's recommendation
() I do not concur () See attached report
() I concur, except


Thomas W. Golden
Commission Chief Examiner

Date: 8-15-68

07101000063

ZONING AND LAND USE, PREVIOUS CASESZoning, Land Use and Previous Cases:

Approximately 1.1 acres in size, the initiative area is presently zoned C4-4 and represents slightly less than the northerly one third of the block bounded by Wilshire Boulevard, Serrano Avenue, 7th Street and Oxford Avenue, which is known as Beneficial Plaza. This unique block-wide business development, illustrated by the aerial photograph labeled Exhibit A-1, comprises the 1.6 acre Liberty Mall (initiative area) along the Wilshire Boulevard frontage (including underground parking structure entrance and exit ramps in the P-4 Zone), an 11-story office building extending southerly to within 215 feet of 7th Street, and a street-level landscaped parking area fronting 7th Street. Beneficial Plaza, as presently constituted, is a contemporary example of prime urban design. For Wilshire Boulevard, it is a pioneering achievement and reflects the type of front yard open space trend initiated and still retained by the Ambassador Hotel development and hopefully to be continued, with variations, by the future Ahmanson Office Building complex to be erected northerly of Wilshire Boulevard directly opposite Beneficial Plaza. In recommending a change of zone from P-4 to CR-4 within the southerly approximate one-third of the Beneficial Plaza block (City Plan Case No. 21543), the Commission voiced concern that a denial of limited expansion of the existing office complex could conceivably pave the way for utilization of the existing, but presently undeveloped (except for a mall), commercially zoned frontage on Wilshire Boulevard for intensive business purposes, thereby eliminating the attractive plaza area, which is such a visual asset to this entire business neighborhood. It was concluded that the recommended CR and P Zones would provide for a commercial category limited both as to intensity of development and height of structures and a landscaped buffer along the 7th Street frontage will further serve to assure the compatibility of the proposed development with the expanding residential uses to the south. The attractive plaza area should be permanently retained and in order to preclude its development with a now permitted, high-rise commercial structure, the instant zone change was initiated May 23, 1968.

REPORTS RECEIVED

The Advance Planning Division states that the subject property is located in the Wilshire Community Plan study area for which no land use studies have been finalized.

It would be desirable to retain the open space, fronting on Wilshire Boulevard which this zone change will permit.

The Department of Traffic states that under present conditions, the proposed change is acceptable to this Department. It also states that it would appear desirable to restrict the area involved by the prohibition of direct vehicular access on Wilshire Boulevard and on Oxford and Serrano Avenues within 100 feet of Wilshire Boulevard.

The Department of Fire suggests that hydrants are available.

The Bureau of Street Lighting indicates that additional street lighting facilities not be required.

The Los Angeles County Health Department will have no objection to the approval of the subject City Plan Case provided that sanitary sewers are used as the method of sewage disposal and that temporary private sewage disposal systems not be approved.

SUMMARY OF PUBLIC HEARING AND COMMUNICATIONS

Public Hearing:

The public hearing was conducted July 29, 1968 in the Downtown Los Angeles City Hall. Mr. Lawrence Mayer, Real Estate Consultant for Beneficial Standard Life Insurance Company, expressed the Company's concurrence with the initiative. Mr. Ronald P. Denitz, Attorney for the Tishman Realty and Construction Company, attended the hearing as an interested party. No further testimony was obtained and no opposition is apparent at this time.

Proponent's Points:

On May 23, 1968, the following resolution was adopted by the Commission:

WHEREAS, Section 12.32-B of the Comprehensive Zoning Plan provides that the City Planning Commission may initiate zone change proceedings; and

WHEREAS, the City Planning Commission, on May 23, 1968, recommended a change from the P-4 Zone to the CR-4 Zone on a portion of the block bounded by Wilshire Boulevard, Serrano Avenue, 7th Street and Oxford Avenue; and

WHEREAS, the major portion of said block is already classified in the C4-4 Zone, a high intensity, high-rise commercial zone; and

WHEREAS, although classified in the C4-4 Zone, the Wilshire Boulevard frontage is not being utilized for commercial purposes but is developed with an attractive landscaped plaza; and

WHEREAS it would appear to be in the best interests of good zoning practice and the relevant considerations of public necessity, convenience and general welfare to retain this attractive asset to the community and preclude further intensification of land use in this block;

NOW, THEREFORE, BE IT RESOLVED, etc.

Beneficial Standard Life Insurance Company has no objections to the initiative rezoning.

EXAMINER'S COMMENTS

The Beneficial Standard Life Insurance Company should be publicly commended and congratulated for their development incorporating the distinctive 1.4 acre "Liberty Mall" in the heart of the Ambassador-Wilshire Business District.

The only gnawing dissatisfaction felt by the Examiner is the Company's inability to increase the height of the principal 13-story office building to accommodate additional office space above, rather than providing same within the southerly one-third of the block, as has been approved by the recent zone change, or as previously proposed in 1958, erecting a high-rise building within the mall itself. The overall project would have gained more emphasis and forcefulness if the Central Office Tower had been similar to the scale and height of, for instance, Union Bank Square in the Bunker Hill Redevelopment area or the California Federal Savings Building on the Miracle Mile.

DESCRIPTION OF EXHIBITS

- A-1 Color air view of Beneficial Plaza and the Liberty Mall, adjacent to Wilshire Boulevard.
- A-2 Black and white air view of Wilshire-Ambassador District.

DESCRIPTION OF PHOTOS

The Examiner's photo Exhibit E-1 is contained in the Appendix.

EJO:ds

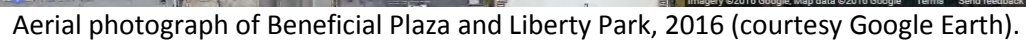
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Exhibit 7. Aerial Photo (Courtesy Google Earth)





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Exhibit 8. Existing Conditions Photos (ARG, 2017)



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Primary (north) façade and setting, view southeast (ARG, 2017).



North façade and front landscaping (Liberty Park), view southwest (ARG, 2017).



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South façade and setting, view northeast (ARG, 2017).



Primary central entrance at the north façade, view south (ARG, 2017).



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Close-up of upper floors and granite aggregate cladding at the north façade, view south (ARG, 2017).



First floor exterior corridor and concrete railing at the east façade, view southwest (ARG, 2017).



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Concrete and granite hardscaped plaza with circular planters, view south (ARG, 2017).



Liberty Bell in hardscaped plaza, view southwest (ARG, 2017).



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Vehicular ramp leading to underground parking, view west (ARG, 2017).



Canary Island pines and concrete ramp fronting the building, view northwest (ARG, 2017).



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Promenade with sunken planters and ficus trees at the rear of the building, view west (ARG, 2017).



First floor lobby, view south (ARG 2017).



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First floor lobby, view southeast (ARG, 2017).