

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2008-1682-HCM

HEARING DATE: May 6, 2008
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 2424 Wilshire Boulevard
Council District: 1
Community Plan Area: Westlake
Area Planning Commission: Central
Neighborhood Council: MacArthur Park
Legal Description: Lot 3, Block 1 of Wilshire
Boulevard Tract

PROJECT: Historic-Cultural Monument Application for
PARK WILSHIRE BUILDING

REQUEST: Declare the property a Historic-Cultural Monument

**APPLICANT/
OWNER'S
REPRESENTATIVE:** Christy McAvoy and Jessica Ritz
Historic Resources Group
1728 N. Whitley Avenue
Hollywood, CA 90028

OWNER: John Palmer, General Partner
1865 Bush Street Investors, LLP
Mill Valley, CA 94941

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 may warrant further investigation.
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP
Director of Planning

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Prepared by:

[SIGNED ORIGINAL IN FILE]

Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: March 20, 2008 Historic-Cultural Monument Application
ZIMAS Report

SUMMARY

Built in 1923 and located in the Westlake area, this eight-story multi-residential building exhibits character-defining features of the Italian Renaissance Revival style. The subject building is U-shaped around a courtyard leading to a main entrance with semi-circular arched windows separated by pilasters and a cartouche with partially intact garlands. The primary facades of the building are clad in polychrome brick with glazed terracotta bands and rectangles. Windows are double hung wooden sash windows. French doors with divided lights are located at some top floor units. The roof includes a small painted terracotta cap and a belt course below the top story windows, and is enclosed by a metal railing. Upper level windows on the north elevation's two wings are embellished with terracotta spanning between the roofline and the belt course, containing Italianate imagery of urns and fauna. Also in place are two large neon signs added in the 1930s, with the text "Park Wilshire" in Gothic font. Significant interior spaces include painted coffered ceilings, egg-and-tongue crown moulding, arched openings, and wainscoting.

The proposed Park Wilshire historic monument was designed by Clarence H. Russell (1874-1942) and Norman W. Alpaugh (1885-1954). Russell and Alpaugh together designed numerous buildings, including the Town House (1928-1929, Historic-Cultural Monument #576). The subject building was constructed for the Wilshire-Carondelet Holding Company, a group of local developers.

Later additions to the property include awnings on the first, third, fifth, and eighth floors, the filling in of basement level openings along Carondelet Street with solid materials, and stained glass skylights in the larger penthouse units.

CRITERIA

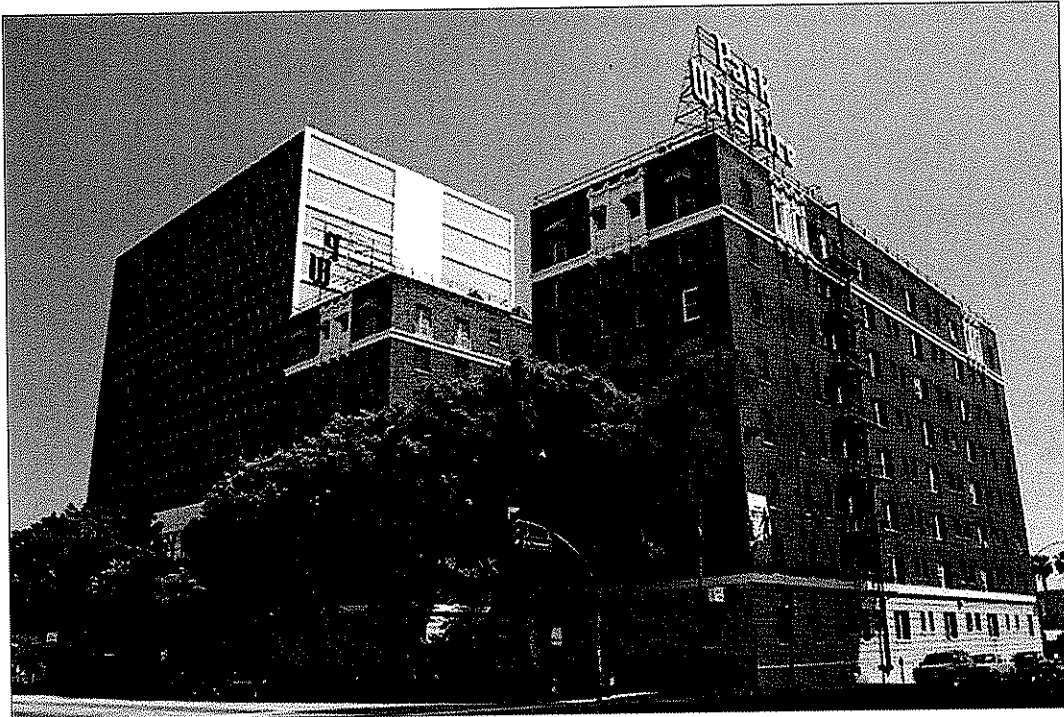
The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures 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.

CITY OF LOS ANGELES

**Historic-Cultural
Monument Nomination
Application, Attachments
and Photographs**



THE PARK WILSHIRE

2424 Wilshire Boulevard
Los Angeles, CA 90057

**HISTORIC-CULTURAL MONUMENT
APPLICATION**

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1. NAME OF PROPOSED MONUMENT PARK WILSHIRE
2. STREET ADDRESS 2424 WILSHIRE BOULEVARD
- CITY LOS ANGELES ZIP CODE 90057 COUNCIL DISTRICT 1
3. ASSESSOR'S PARCEL NO. 5141-004-003
4. COMPLETE LEGAL DESCRIPTION: TRACT WILSHIRE BOULEVARD
- BLOCK 1 LOT(S) 3 ARB. NO. N/A
5. RANGE OF ADDRESSES ON PROPERTY 2422-2424 WILSHIRE BOULEVARD
6. PRESENT OWNER JOHN PALMER, GENERAL PARTNER
- STREET ADDRESS 1865 BUSH STREET INVESTORS, LLP
- CITY MILL VALLEY STATE CA ZIP CODE 94941 PHONE (415) 332-4440
- OWNER IS: PRIVATE PUBLIC
7. PRESENT USE MULTI-FAMILY RESIDENTIAL ORIGINAL USE M-F RESIDENTIAL & COMMERCIAL

DESCRIPTION

8. ARCHITECTURAL STYLE ITALIAN RENAISSANCE REVIVAL
(SEE STYLE GUIDE)

9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORK SHEET)

SEE ATTACHED.

**HISTORIC-CULTURAL MONUMENT
APPLICATION**

NAME OF PROPOSED MONUMENT PARK WILSHIRE

10. CONSTRUCTION DATE: FACTUAL 1923 ESTIMATED _____

11. ARCHITECT, DESIGNER, OR ENGINEER CLARENCE H. RUSSELL & NORMAN ALPAUGH

12. CONTRACTOR OR OTHER BUILDER. UNKNOWN

13. DATES OF ENCLOSED PHOTOGRAPHS JANUARY 2008
(8X10 BLACK AND WHITE GLOSSY)

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

15. ALTERATIONS.

Building has good overall integrity. Most exterior character-defining features remain. Awnings are not original, and primary doorway is new. Interior historic fabric such as finishes at the ground floor and basement levels and in units was removed prior to current ownership. Units were remodeled, with extant historic fabric repaired.

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

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

SIGNIFICANCE

18. BRIEF STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE: INCLUDE DATES, EVENTS, AND PERSON ASSOCIATED WITH THE SITE (SEE OPTIONAL SIGNIFICANCE WORK SHEET)

SEE ATTACHED SHEETS.

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

SEE ATTACHED SHEETS.

20. DATE FORM PREPARED 3/20/2008 PREPARER'S NAME Christy McAvoy & Jessica Ritz

ORGANIZATION HISTORIC RESOURCES GROUP STREET ADDRESS 1728 N. WHITLEY AVENUE

CITY HOLLYWOOD STATE CA ZIP CODE 90028 PHONE (323) 469-2349

9. Physical Description

Exterior

The Park Wilshire is an eight-story, multi-family residence located at 2424 Wilshire Boulevard. This structure occupies the southeast corner of Wilshire Boulevard and Carondelet Street, which lies one block west of Macarthur Park. The Park Wilshire was built in 1923 in an Italian Renaissance Revival style designed by architects Clarence H. Russell and Norman W. Alpaugh. Originally named the Victoria Arms, the apartment-hotel building contained 388 rooms and 174 units upon completion. It currently houses 170 residential units.

A U-shaped plan is organized around a courtyard that fronts Wilshire Boulevard and contains the building entrance in the north elevation. Security gates facilitate access to and from the courtyard. The site gently slopes downward towards the south. The rear (south) of the building contains two light courts which form an E-shape; the center wing is recessed one bay farther in from the outer two. An additional entrance is located at the rear and faces a small parking lot.

The structure is built upon a reinforced concrete foundation, and the exterior walls are constructed of reinforced concrete and brick. Trim details are executed in terracotta. The façades of the building that are visible from Wilshire and Cardondelet are clad in a polychrome brick, while the secondary façades that abut other buildings are clad in a slightly coarser brick. Terracotta surfaces patterned with rectangular blocks and horizontal bands distinguish the street-facing lower level façades from the upper levels. These are painted a light contrasting color compared to the brick.

On the primary (north) elevation, each wing is organized into three bays. The outer two bays contain window openings that flank the center bay, which contains two smaller windows. Two slightly projecting brick pilasters on each façade subtly separate the bays. Three equally sized semicircular arched window openings are located at the primary entrance. Two smooth rounded pilasters separate the arches and establish the doorway in the center. The horizontal bands in the ground floor terracotta cladding terminate in voussoirs around the arched openings. A cartouche with partially intact garlands highlights the entrance.

Most of the building's double hung wooden sash windows remain. French doors with divided lights are intact at select top floor units. Awnings are attached to the windows at the first, third, fifth, and eighth levels on the outer wings of the north elevation; these are not original. The groupings of windows in the center core are covered with single awnings that span the four windows.

On the west elevation that faces Carondelet Street, basement level openings increase and decrease in size due to the grade change. Many of these are currently filled in with solid materials.

The roof is visually defined by a small painted terracotta cap, and a belt course runs below the top story windows. A metal railing also encloses the roof. The secondary elevations are unadorned. Two neon roof signs with steel structures are mounted on each wing of the building, with one west facing, the other east. "Park Wilshire" is spelled out in a medieval Gothic style font. These were added during the 1930s and are visible from afar. One fire escape is mounted on the west elevation, and there are two on the south elevation.

Ornament is used in select areas of the building façades. The center pair of small windows on the upper levels of the north elevation's two wings and the upper level pairs of windows that are set in one bay from the ends of the west elevation are embellished with terracotta detail. This decoration spans between the roofline and the belt course. At the north elevation, panels are set beneath each small window to reach the belt course.

The windows are flanked by flat pilasters with decorative capitals that extend past the top of the ornament block and are topped with an additional flourish at the cornice. The four pilasters terminate in decorative bases attached to the belt course. A single solid panel between the windows extends from the top of the openings to the belt course, and contains Italianate imagery of urns and fauna. Panels in the frieze above the windows contain inset terracotta masks.

Non-significant exterior features include the entrance gate, striped window awnings, entrance canopy, three-tiered fountain in the courtyard, and courtyard paving stones.

Interior

The ground floor of the Park Wilshire contains a lobby and multi-purpose spaces that served various functions over the years to both building tenants as well as the general public. Character-defining features of the ground floor lobby include long round headed window openings; egg-and-tongue crown moldings; and a painted coffered ceiling with decorative grid and tiles. Much of the wall wainscot moldings remain. Other features of the lobby, such as the floor and chandeliers, are not original.

The building contains one elevator shaft. Stairwells are enclosed with unbroken low walls with integrated rounded handrails and moldings. The double-loaded corridors are carpeted and retain original chair rails, crown moldings, baseboards and other trim. At the doorways to the individual units, some original recessed moldings, doors and hardware remain.

The units vary in size and integrity. The building contains efficiency units, with two larger apartments that were reconfigured during the 1930s. They have been recently renovated. Extant character-defining materials were repaired, and new kitchen and bathroom facilities were installed. The larger penthouse units contain fireplaces that are clad in non-original brick, as well as non-original stained glass skylights.

18. Significance

Summary

The Park Wilshire is an outstanding example of the apartment hotels that were built along Wilshire Boulevard in the early twentieth century. Designed by architects Clarence H. Russell and Norman W. Alpaugh, the building represented a brand of cosmopolitan living that flourished along the Wilshire corridor west of downtown as the city expanded westward. Following the initial subdivision of the Wilshire Tract, many members of the city's elite located their mansions on the instantly prestigious boulevard. Multistory apartment hotels such as the Bryson, the Rampart, the Asbury, and the Talmadge followed, enhancing the growing status of Wilshire Boulevard as a sophisticated residential district.

History of 2424 Wilshire Boulevard

The early history of the Park Wilshire reflects the evolution of Wilshire Boulevard. Like many other significant high- and mid-rise residential buildings that lined Wilshire and neighboring streets, 2424 Wilshire functioned alternately as a hotel and apartment house when it was built in 1923. (It has also been recorded as 2422 Wilshire Boulevard.) Sales of the property at the southeast corner of Wilshire and Carondelet appeared *Los Angeles Times* before the structure was built. The 140-by-162-foot lot was sold in October 1906 for "a consideration approximating \$40,000." The paper noted the plans to build "a six-story fireproof apartment hotel to cost about \$200,000."¹

The value of the corner lot at Wilshire and Carondelet continued to rise as demand grew for Wilshire Boulevard property. Eight years later, its owners made a sizable profit when the land sold for reportedly \$65,000. According to the *Times*, the property was purchased "expressly for the purpose of improving it with a great apartment hotel of the most metropolitan type."² Architect Harrison Albright was hired, and at the time "the sale is one of the largest ever concluded in the residence-and-apartment-house districts of Los Angeles."

The announcement of the building that was constructed in 1923 was published in June 1922. David Trattner, Hyman Harrison and Meyer Frank, who formed the Wilshire-Carondelet Holding Company, hired architects Russell and Alpaugh to design a six-story Class A apartment building. The *Times* noted the \$100,000 purchase price and \$500,000 construction estimate.³ The accompanying drawing depicted a slightly more elaborate exterior and penthouse plan than what was actually built. When completed, the Victoria Arms apartment hotel building later appeared in Union Mortgage Company of California and Leo G. MacLaughlin bond company advertisements in 1924.

¹ "Hotel for Westlake." *Los Angeles Times*. October 21, 1906. p. V1.

² "Fine Apartment Hotel in View." *Los Angeles Times*. July 4, 1914. p. II9.

³ "Soon to Be Erected in the Wilshire District." *Los Angeles Times*. June 11, 1922. p. V1. City of Los Angeles building permit 1923LA12689.

The Carondelet Holding Company's investment proved auspicious. In 1926, the property sold for \$2 million and was "one of the largest realty deals...in several months."⁴ It appears that the name of the building was changed after this sale and it was no longer known as the Victoria Arms.

Context of Wilshire Boulevard

The Park Wilshire occupies a prime spot on the original stretch of Wilshire Boulevard. Henry Gaylord Wilshire (1861-1927), an unconventional land developer and socialist newspaper publisher from Cincinnati, Ohio, subdivided the original Wilshire Tract in 1895.⁵ This portion comprised four blocks anchored by Sunset and Westlake Parks (later renamed Lafayette and MacArthur, respectively), and was eventually extended in both directions in order to connect downtown and Santa Monica.

Wilshire Boulevard and the surrounding blocks west of downtown acquired a reputation for being the residential street of choice of prominent citizens who built grand single-family residences around the turn of the century. Among them was *Los Angeles Times* owner Harrison Gray Otis, whose Mission Revival style mansion, the Bivouac, was located across the street from the Park Wilshire at the intersection of Wilshire Boulevard and Park View. Otis's property faced Westlake Park, which was renamed in honor of General Douglas MacArthur. Edwin T. Earl's impressive Tudor Revival style home stood next door to the Bivouac at 2525 Wilshire.

During the early 1920s, real estate market conditions and cultural trends spawned the emergence of different building types in the area. Elegant density began to replace single-family residences as Wilshire Boulevard parcels were rezoned and the swaths of large homes disappeared. According to Kevin Roderick, "This trend began as early as 1907 to change the face of the boulevard and create the beginnings of a recognizable Wilshire skyline."⁶ MacArthur Park was also divided in two by the construction of this portion of Wilshire Boulevard in the 1920s; the street was expanded to facilitate increasing traffic flow and allow its linear procession through the city.

Multi-story, sophisticated apartment hotels and clubs that dominated the cityscape around the parks on Wilshire included the Rampart (1910; demolished), the Bryson (1912; HCM no. 653, listed in the National Register of Historic Places), the Hershey Arms (John Austin, 1907; demolished,) Lodge 99 of the Benevolent and Protective Order of Elks, currently known as the Park Plaza Hotel (Alexander Curtlett and Claud Beelman, 1925; HCM no. 267), and the Town House (1928-29, HCM no. 576, listed in the National Register). A few blocks west, the grand Ambassador Hotel (Myron Hunt, 1921; demolished) furthered the trend of multistory residential buildings that were also important social centers.

4 "Eight-Story Apartment House Sold." *Los Angeles Times*. August 6, 1926. p. A18.

5 Kevin Roderick and J. Eric Lynxwiler. *Wilshire Boulevard: Grand Concourse of Los Angeles*. Santa Monica, CA: Angel City Press, 2005. 19-20.

6 *Wilshire Boulevard*. P. 44.

On a wider scale, the areas around Wilshire became the staging ground of Los Angeles's emergence as the prototype of the new linear city. Apartment houses, department stores, houses of worship, and commercial buildings of varying heights and styles were constructed. A specific feature emerged as Wilshire Boulevard's signature contribution to architecture and urban design: the ample parking lot placed in back, with a rear entrance that was often as impressive as that from the street. This became an increasingly crucial element as more people conducted business in private cars. Most notably, the Art Deco Bullock's Wilshire department store (Parkinson and Parkinson, 1928) was the first big parking lot of this type, and soon after many other businesses around the Los Angeles region adopted the model.

Wilshire Boulevard witnessed the birth of another significant American trend. When advent of the illuminated sign became a popular vehicle for advertisement and recognition, Wilshire was the perfect venue. Both residences and businesses were quick to embrace neon. Beginning with the nation's first neon sign at a Wilshire Boulevard Packard car dealership in the early 1920s, apartment and hotel buildings on and near Wilshire became known for their striking signage. Glowing signs attached to the roofs of the Park Wilshire, Hotel Chancellor, Ambassador, Fox Normandie, Piccadilly, Langham, Astor Arms, Asbury, Chalfonte, the Town House, Windsor, DuBarry, and others added a dynamic visual element to the district near the two parks, and the area immediately west known as Wilshire Center. This feature became common across the city and nation.

Wilshire Boulevard also developed its own unique cultural milieu through the establishment of cultural institutions, restaurants and clubs. Following his death, Otis's estate became the Otis Art Institute, and Nelbert Murphy Chouinard brought an additional bohemian flair to the area when the Chouinard Art Institute opened at 743 S. Park View Street in a building designed by Stiles O. Clements (HCM no. 454). Chouinard's school fostered a more progressive reputation than Otis; artists who taught and visited the school included famed muralist radical David Alfaro Siqueiros, who painted a mural on the premises. (Both institutions have since merged with others and have moved.)

The Park Wilshire and the Cultural Life of Wilshire

The apartment hotel building at 2424 Wilshire appeared many times in the Society pages of the *Los Angeles Times*, which published several notices of guests who stayed there and events that took place in the social spaces. Mrs. Potter Smith from Chicago, a Junior League member, and her mother, Mrs. Harry Spencer Lindley Reno, were "domiciled at the Victoria Arms Apartments" during their March 1925 visit to Los Angeles.⁷ A robbery that took place at 2424 Wilshire made news in the Times when the wife of Paul W. Prutzman, an executive at the General Petroleum Company, tackled the assailant, who escaped with valuable possessions.⁸ A benefit was held at the Victoria Arms for flood victims in the Mississippi River Valley in May 1927.⁹ In later decades, the Park Wilshire

7 Juana Neal Levy, "Society," *Los Angeles Times*, March 23, 1925, p. A5.

8 "Thief Wins Battle in Apartment," *Los Angeles Times*, August 4, 1925, p. 14.

9 "Flood-Relief Campaign Passes Half-Way Mark," *Los Angeles Times*, May 6, 1927, p. 2.

was promoted to tourists as “A Transient and Apartment Hotel on Wilshire Boulevard” with “completely equipped apartments.”¹⁰

The Park Wilshire contributed to the area’s nightlife as well. Kevin Roderick writes that by the late 1920s, “Wilshire Boulevard came into its own as a glamorous and trend-setting thoroughfare – wilder than Broadway downtown, tonier than Hollywood or the lawless Sunset Strip.”¹¹ The exciting Zebra Room designed by Wayne McAllister opened in 1937 to instant popularity near 2424 Wilshire at the ground floor of the Town House. Through the early decades of the twentieth century, crowds enjoyed the stylish and active nightlife scene at lounges, supper clubs, and restaurants such as the Brown Derby and Perino’s, and the many social amenities at the Ambassador Hotel.

In keeping with Los Angeles restaurants that offered escapism and fantasy along with food and cocktails, the ground floor space of the Park Wilshire functioned for many years as the Mardi Gras Lounge and St. Charles Dining Room. The Mardi Gras was part of the themed restaurant trend that was a hallmark of the Los Angeles dining and nightlife scene. In 1959, the *Times* noted that “the gimmick to end all is the Mardi Gras Room in the Park Wilshire Hotel. Listen to these come-ons – all you can eat on the house at their Sunday barbecues, free Swedish meatballs and hot pizzas during the 4:30-to-6:30 cocktail hour, luaus for \$1 and drinks for the ladies at 35 cents each.”¹² According to the “Round About” column, a restaurant called the India Room followed the Mardi Gras.¹³

As residential dispersal patterns in Los Angeles increased following World War II, the formerly chic areas around Wilshire Boulevard near the parks and Wilshire Center declined. Commercial uses of the area, however, increased since the 1920s. (The Park Wilshire stands in contrast to its adjacent mid-century neighbor, the modernist American Cement Building, which was constructed in 1961.) Many residential buildings fell into disrepair, and restaurants and clubs closed. The area around MacArthur Park in particular experienced a series of extreme demographic shifts, and the complex neighborhoods that are connected to Wilshire Boulevard continue to change and evolve.

Russell and Alpaugh, Architects

Clarence H. Russell and Norman W. Alpaugh were individually accomplished architects who worked in various partnerships over their long careers. Together they designed the Asbury apartment house (1926), which is located one block north of the Park Wilshire at 2505 West 6th Street. The Asbury reached thirteen stories, taking advantage of the height limit then permitted by the city.¹⁴ The partnership’s other distinguished projects include the Town House at 2959 Wilshire (1928-29), also thirteen stories, which lies at the corner of Commonwealth Avenue and the edge of Lafayette Park and was built by Edward Doheny. They designed the mid-1920s estate of prominent businessman and real estate

¹⁰ Park Wilshire brochure, Unknown date.

¹¹ *Wilshire Boulevard*, p. 54.

¹² “Joan Winchell: Restaurant Recipe – Food Plus a Gimmick.” *Los Angeles Times*, February 19, 1959, p. A1.

¹³ Art Ryon. “Round About.” *Los Angeles Times*, March 31, 1963, p. D28.

¹⁴ Paul Gleye. *The Architecture of Los Angeles*. Los Angeles: Rosebud Books, 1981, p. 84.

developer Charles Toberman at 1847 Camino Palmero in Hollywood, Temple Emanu-El on Mahtattan Avenue near Wilshire Boulevard (c. 1924), and University High School in West Los Angeles (c. 1927), as well as commercial commissions.¹⁵

Norman Alpaugh (1885-1954) arrived in Los Angeles from Saskatchewan, Canada in 1911. He would work in his adoptive city for approximately 50 years in the fields of building design and illustration. He later collaborated with architects Allan Ernest Sedgwick and S. Charles Lee. Together with noted architect Lee, who was responsible for some of the region's most famous movie palaces and theaters, Alpaugh helped design many outlets of the Fox West Coast theater chain.

Clarence H. Russell was best known for his partnership with architect Norman Foote Marsh. During seven years from approximately 1902-1909, Marsh and Russell designed many churches in the Los Angeles region, particularly of Baptist and Presbyterian denominations, along with Carnegie libraries in Hollywood, South Pasadena, and Santa Monica.

Russell's reputation was perhaps best established during his association with real estate entrepreneur Abbot Kinney. Russell and Marsh were responsible for the master planning and principal buildings in Kinney's Venice of America seaside development that opened to the public in 1905. In order to realize Kinney's unique vision, Marsh and Russell's structures were designed in an eclectic Venetian revival style. Marsh later formed the firm of Marsh, Smith and Powell, while Russell formed a partnership with architect Fielder Slingluff, Jr. in 1913.

Summary

The Park Wilshire is an outstanding example of the many multi-story apartment hotels built during the early twentieth century on Wilshire Boulevard and surrounding streets. Its quality of design and construction reflect the standards of its heyday, when high rises in the area facilitated a style of urbane living that flourished until low-density, suburban development became the Southern California ideal. The businesses located in the ground floor over the years, such as the Mardi Gras lounge, were typical of the area's active nightlife and social scene. Park Wilshire's extant architectural integrity retains the association, feeling, materials, workmanship, location, and setting dating to its original construction.

¹⁵ University of Washington Architect Database: <https://digital.lib.washington.edu/php/architect/index.html>

19. Sources

City of Los Angeles Department of Building and Safety records.

“Eight-Story Apartment House Sold.” *Los Angeles Times*. August 6, 1926. p. A18.

“Fine Apartment Hotel in View.” *Los Angeles Times*. July 4, 1914. p. II9.

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

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Levy, Juana Neal. “Society.” *Los Angeles Times*. March 23, 1925. p. A5.

Park Wilshire brochure. Unknown date. Los Angeles Public Library.

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

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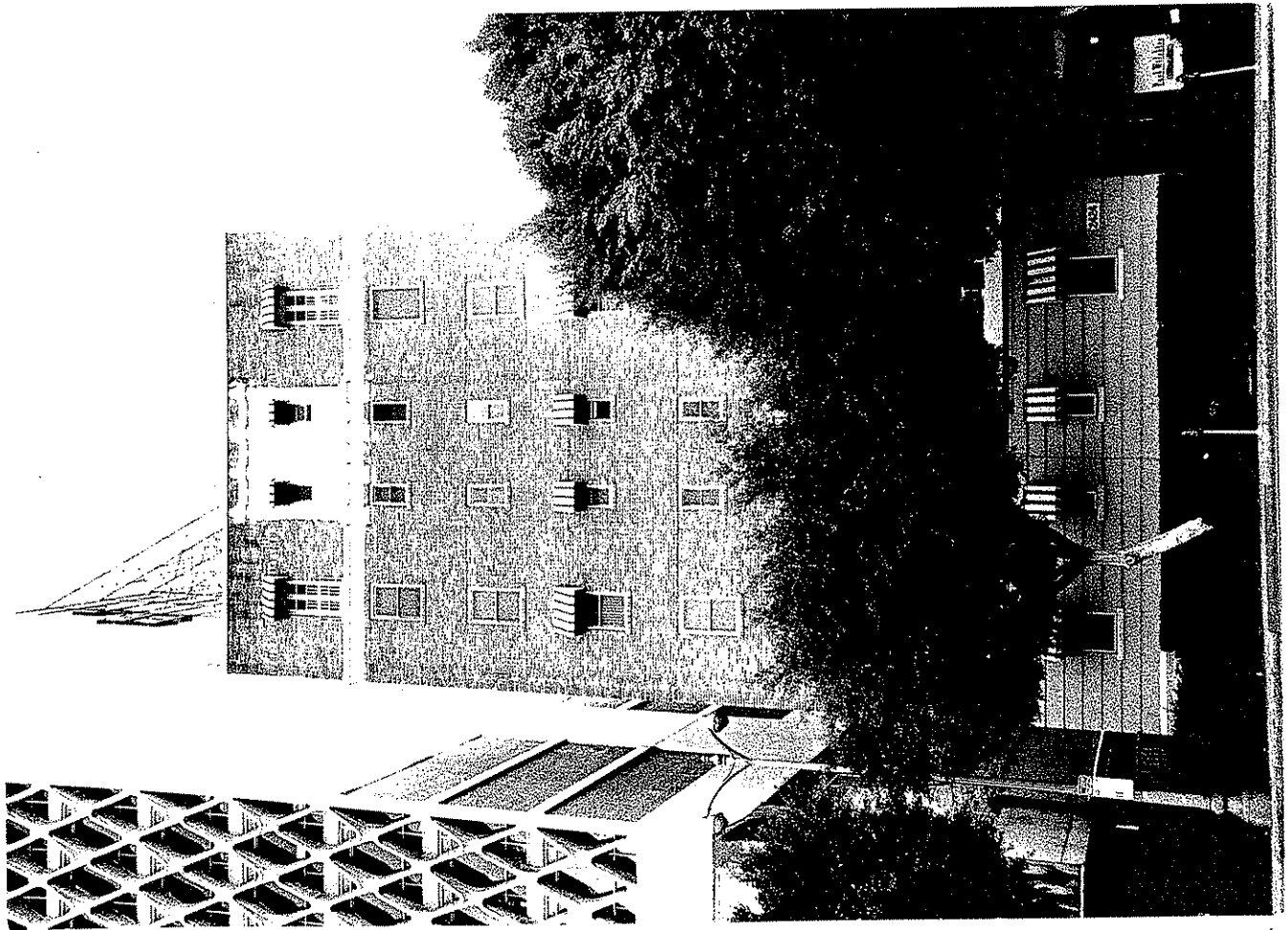
“Thief Wins Battle in Apartment.” *Los Angeles Times*. August 4, 1925. p. 14.

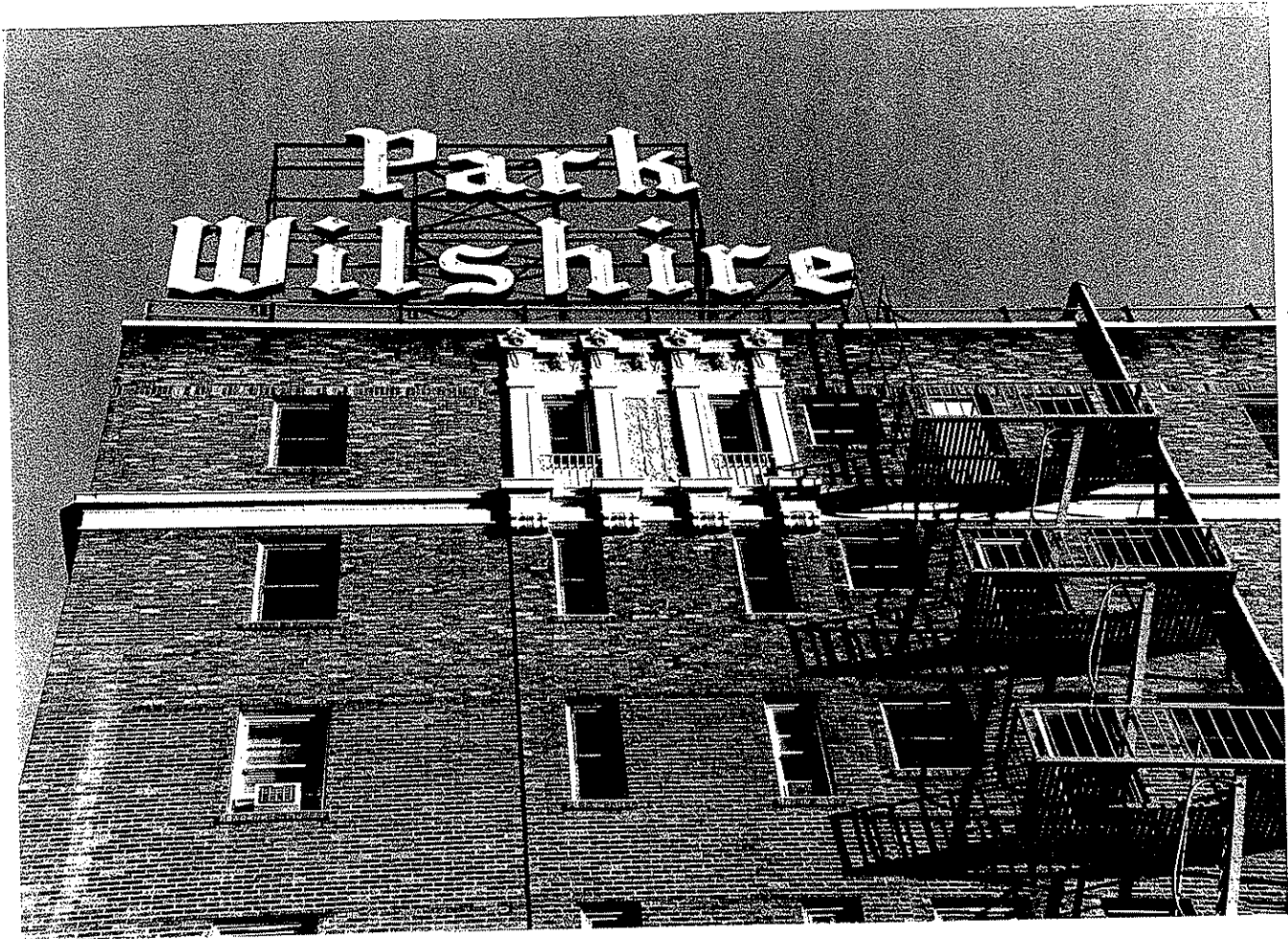
University of Washington Architect Database:

<https://digital.lib.washington.edu/php/architect/index.html>

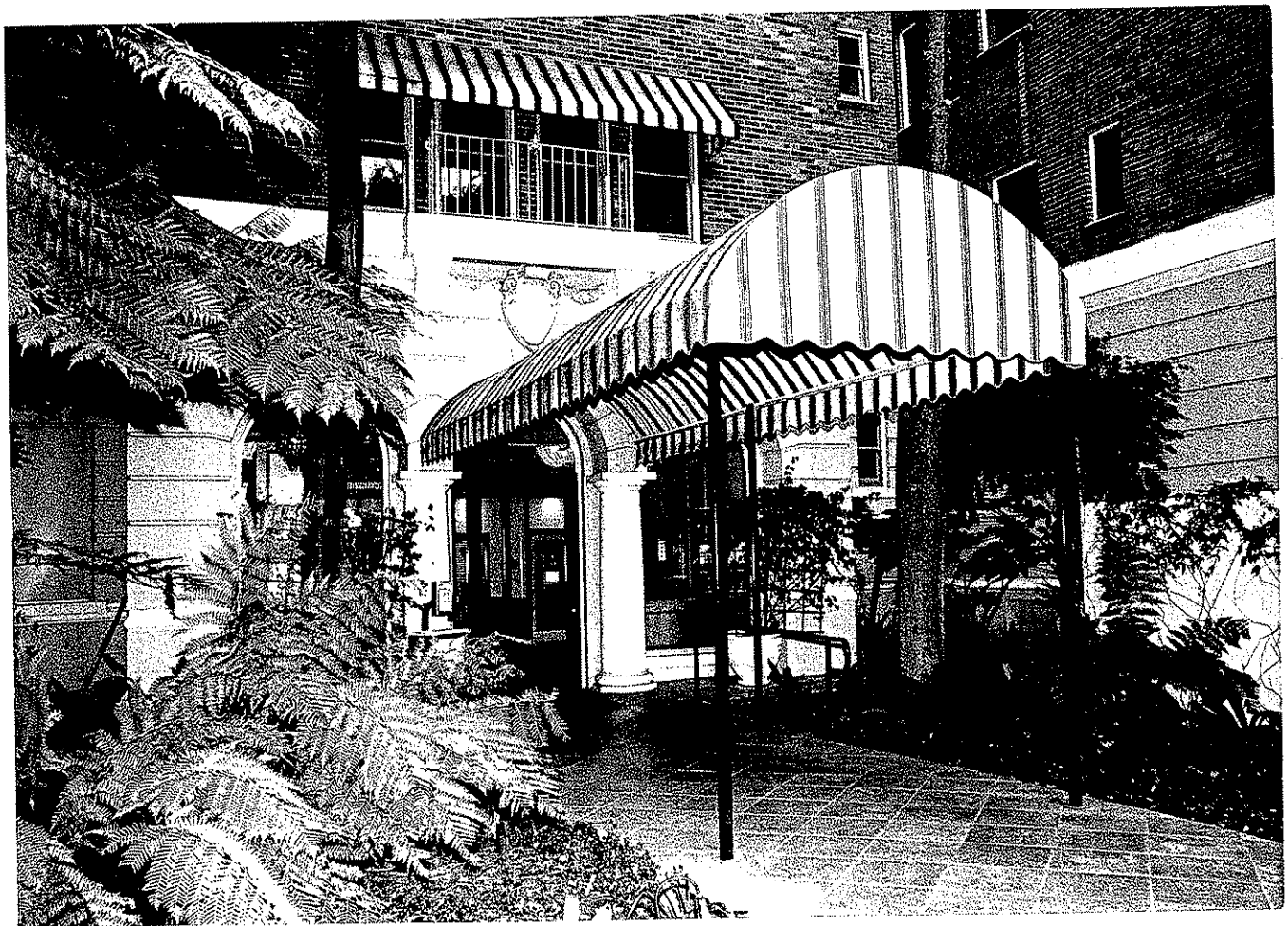
Park Wilshire Photographic Documentation

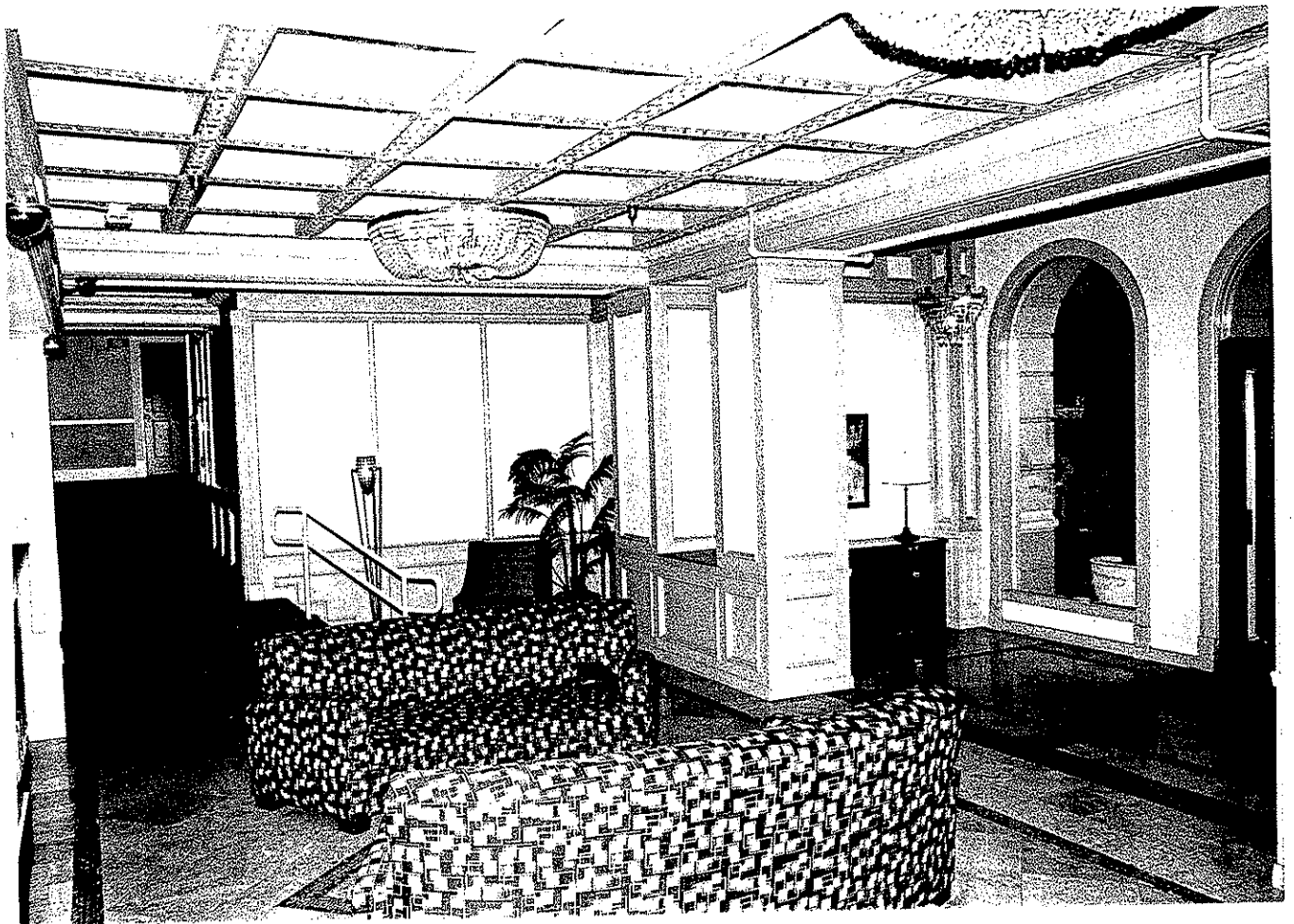
1. North and West Elevations; View: Southeast
2. East wing of North Elevation; View: South
3. Roof sign detail and partial West Elevation; View: East
4. West and South Elevations; View: Northeast
5. South Elevation; View: North
6. Interior of main entrance courtyard, North Elevation; View: South
7. West wing of North Elevation; View: South
8. Main entrance, North Elevation; View: Southwest
9. Main lobby, 1st floor; View: Northwest
10. Main lobby, 1st floor; View: Southwest
11. Foyer of penthouse unit #800; View: Northeast
12. Foyer of penthouse unit #815; View: Northwest
13. Penthouse #815: bedroom #1; View: Northeast
14. Penthouse #815: bedroom #2; View: Southeast
15. Living room in renovated 1-bd unit; View: Northeast
16. Kitchen in renovation studio unit; View: Southwest
17. Central hallway, 3rd floor; View: West
18. Central hallway and stairwell, 8th floor; View: Southeast
19. Fire escape hallway in west corridor, 8th floor; View: South
20. Stair #4, 4th floor; View: East
21. Stair #2, 7th floor; View: Southwest

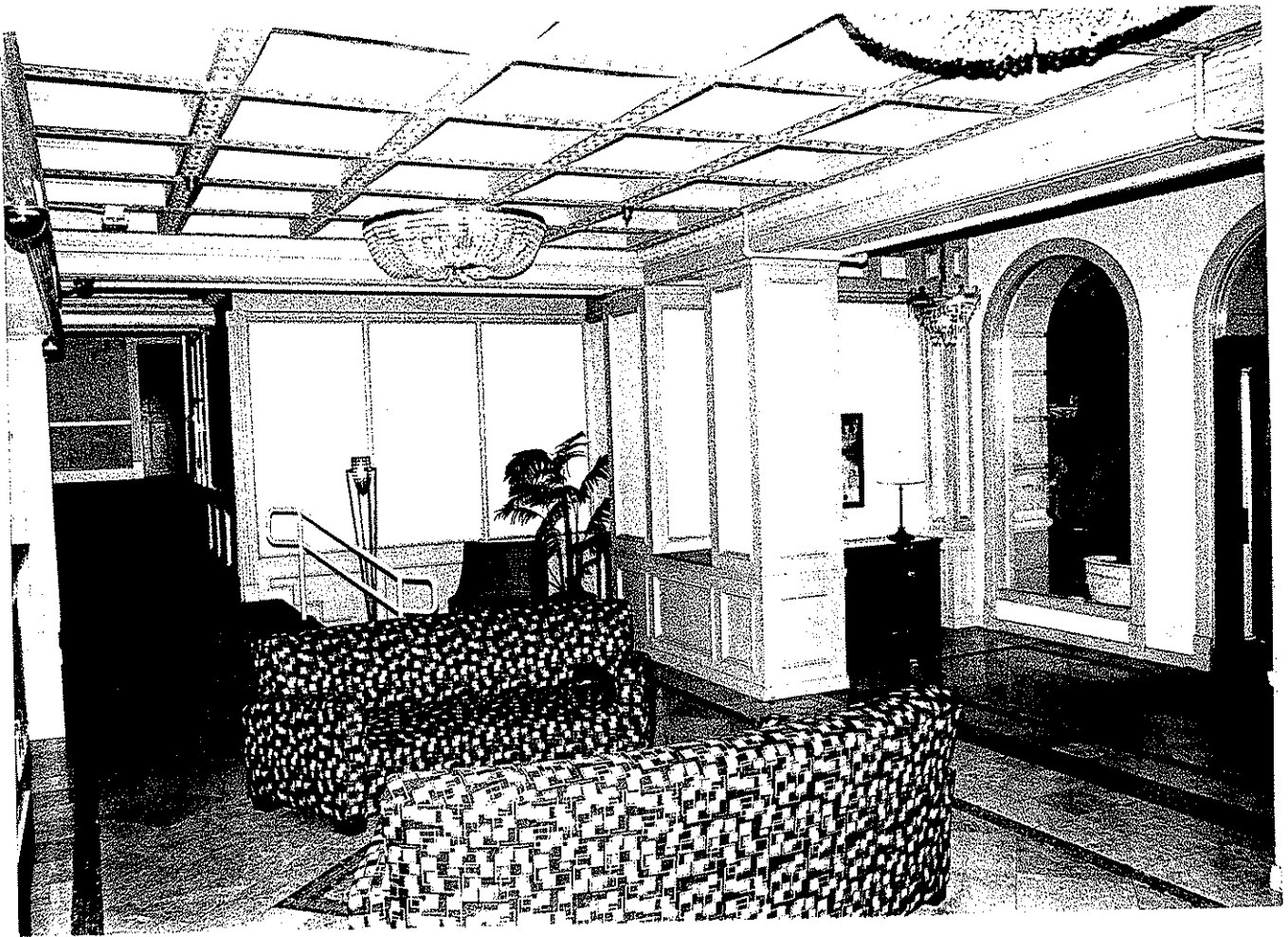


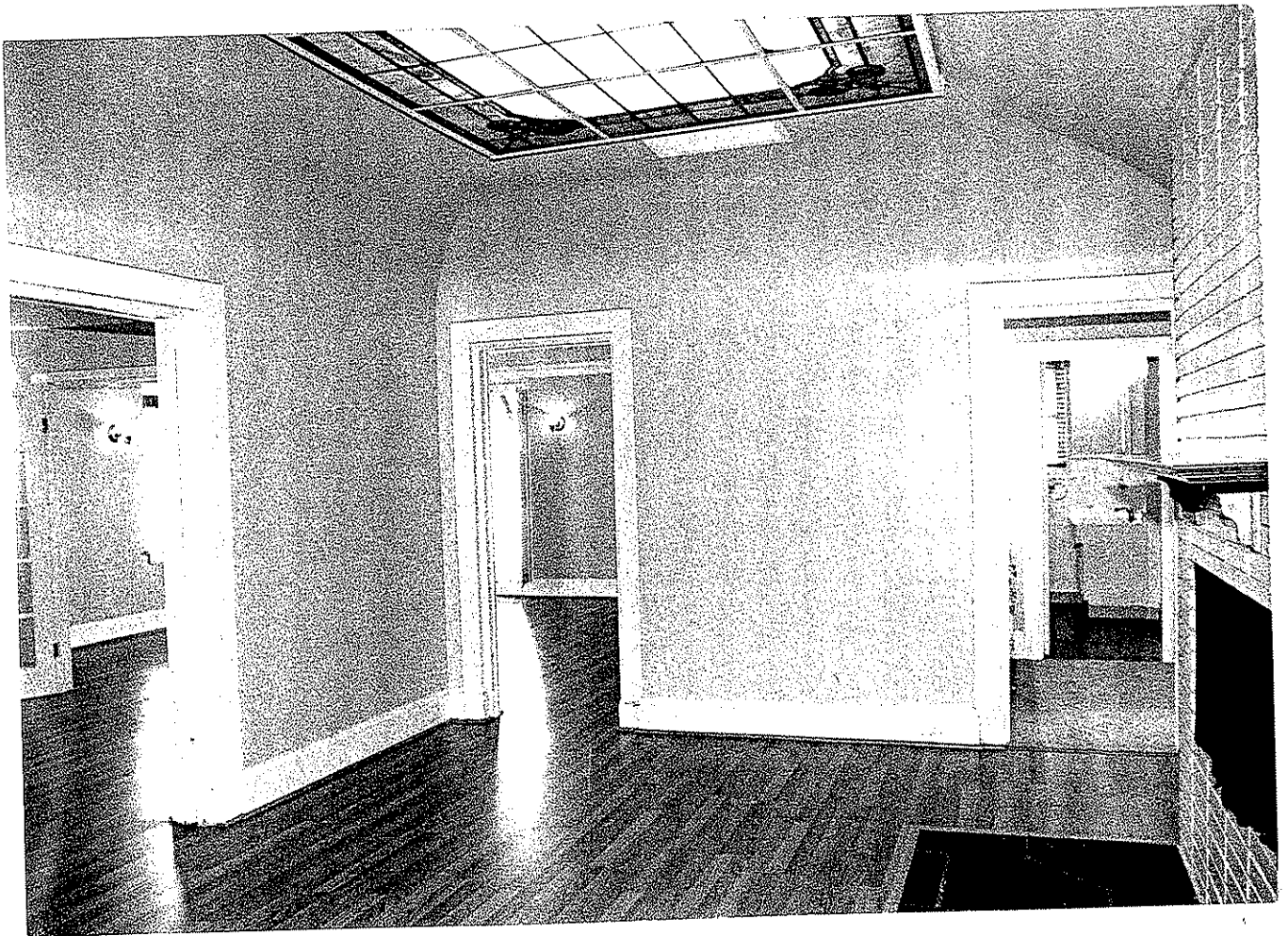


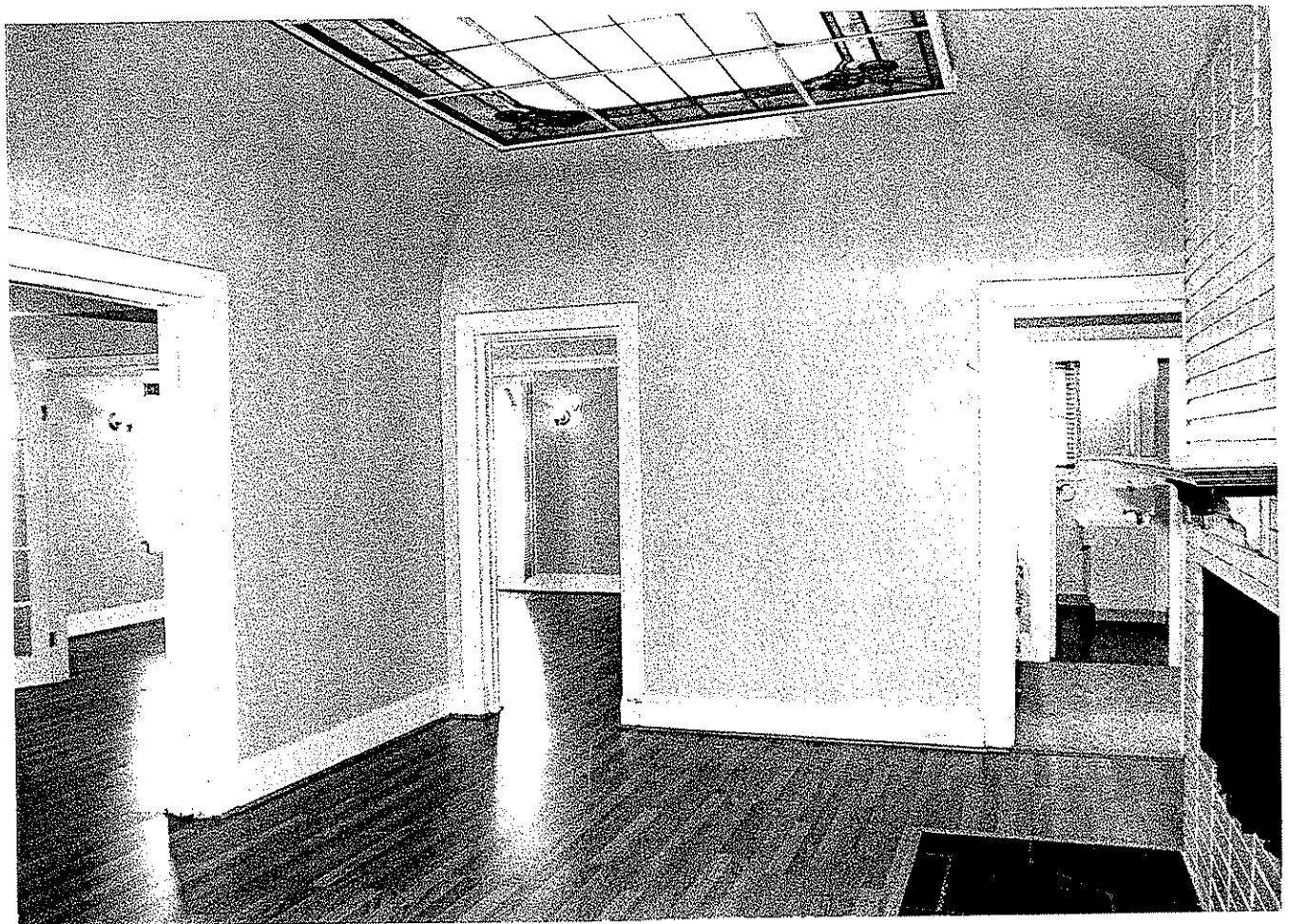


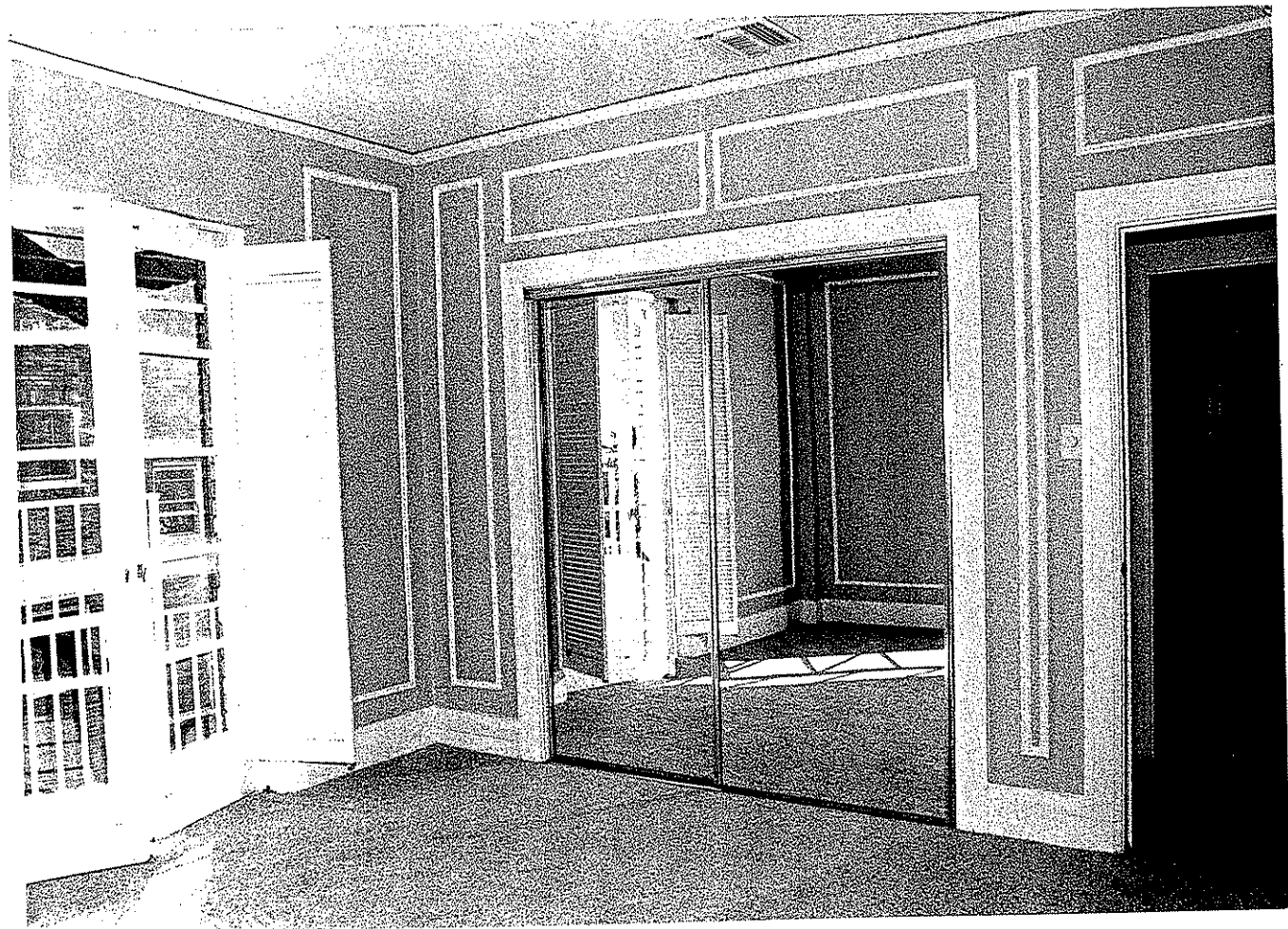


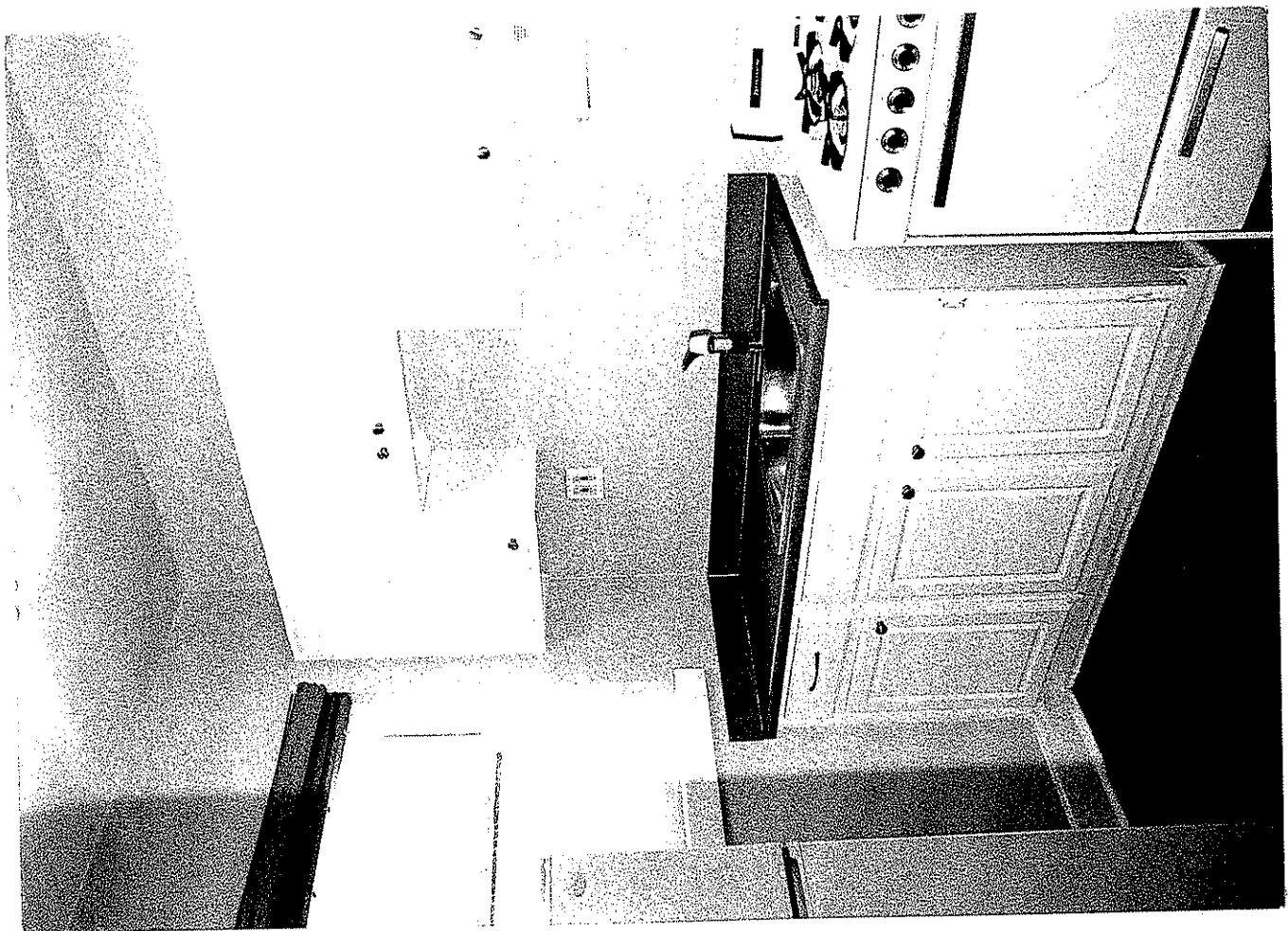
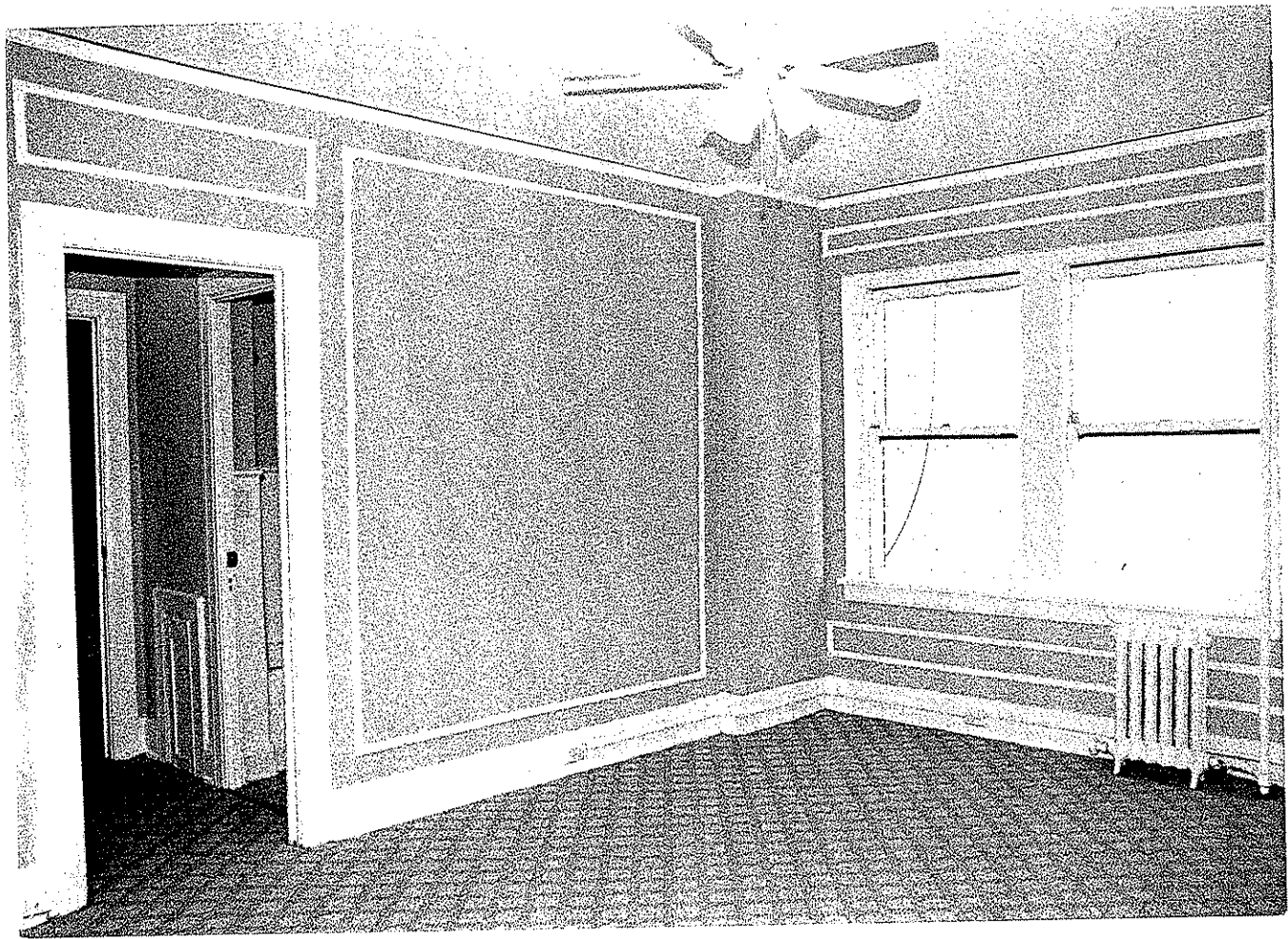




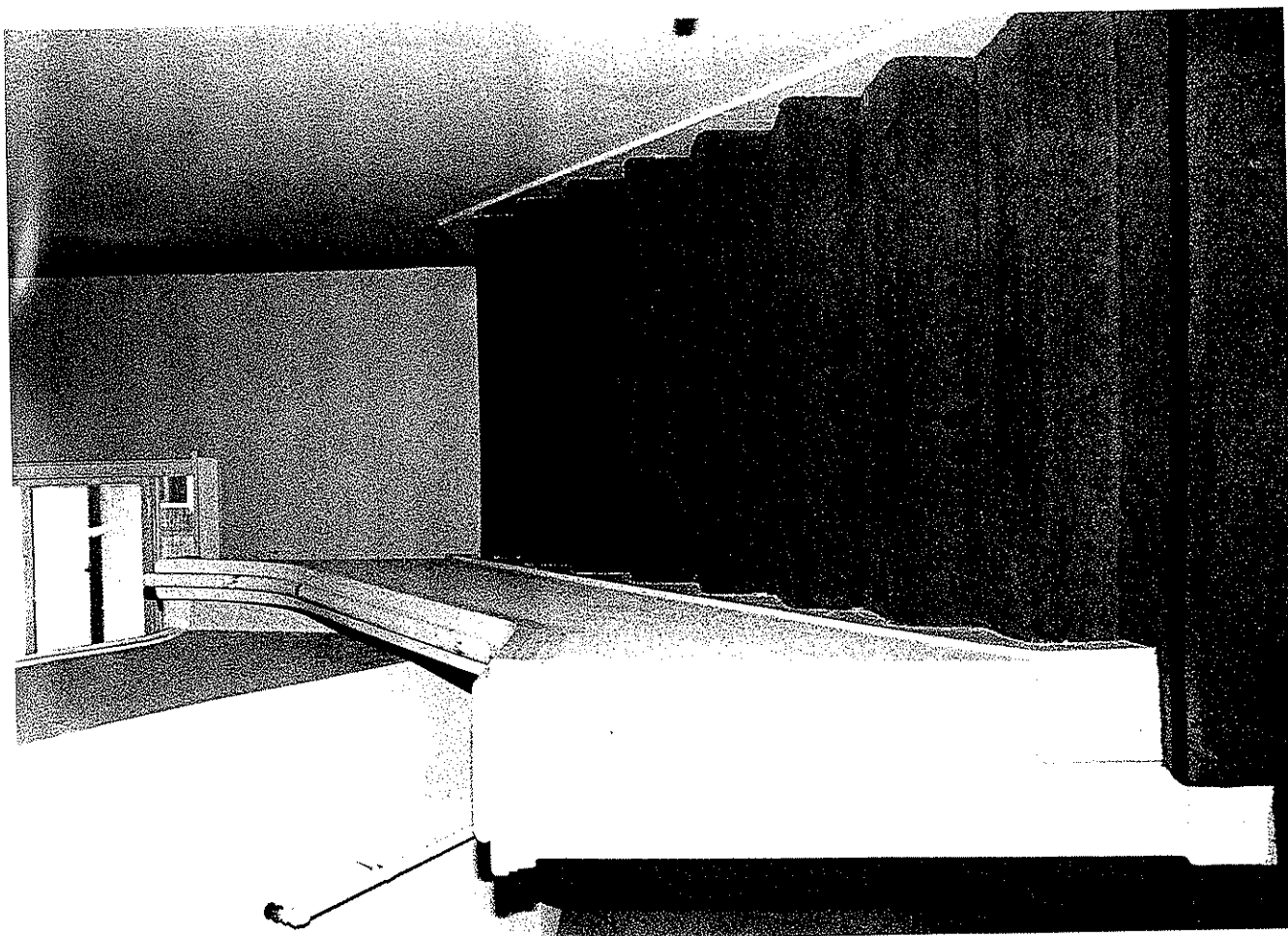
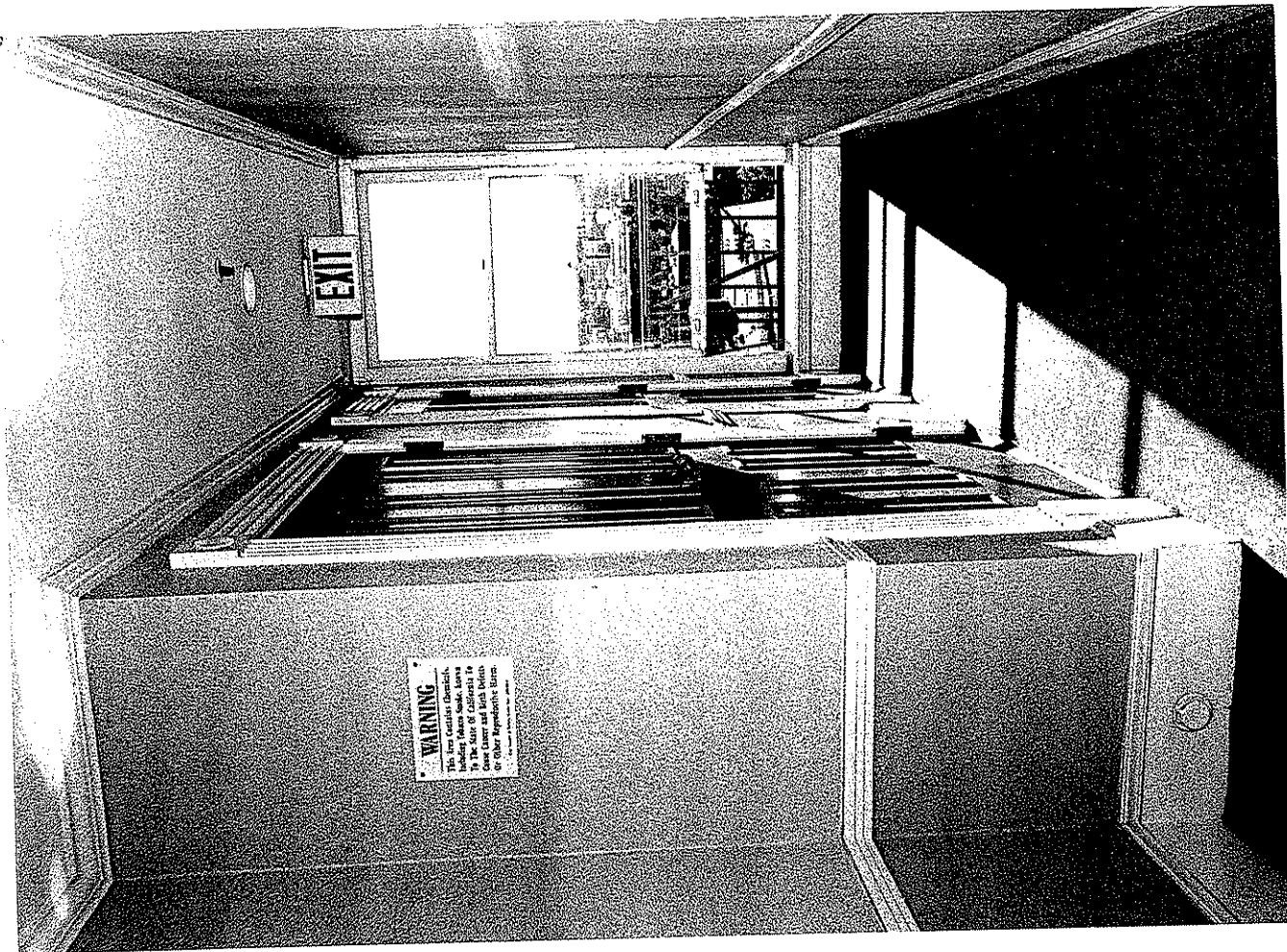


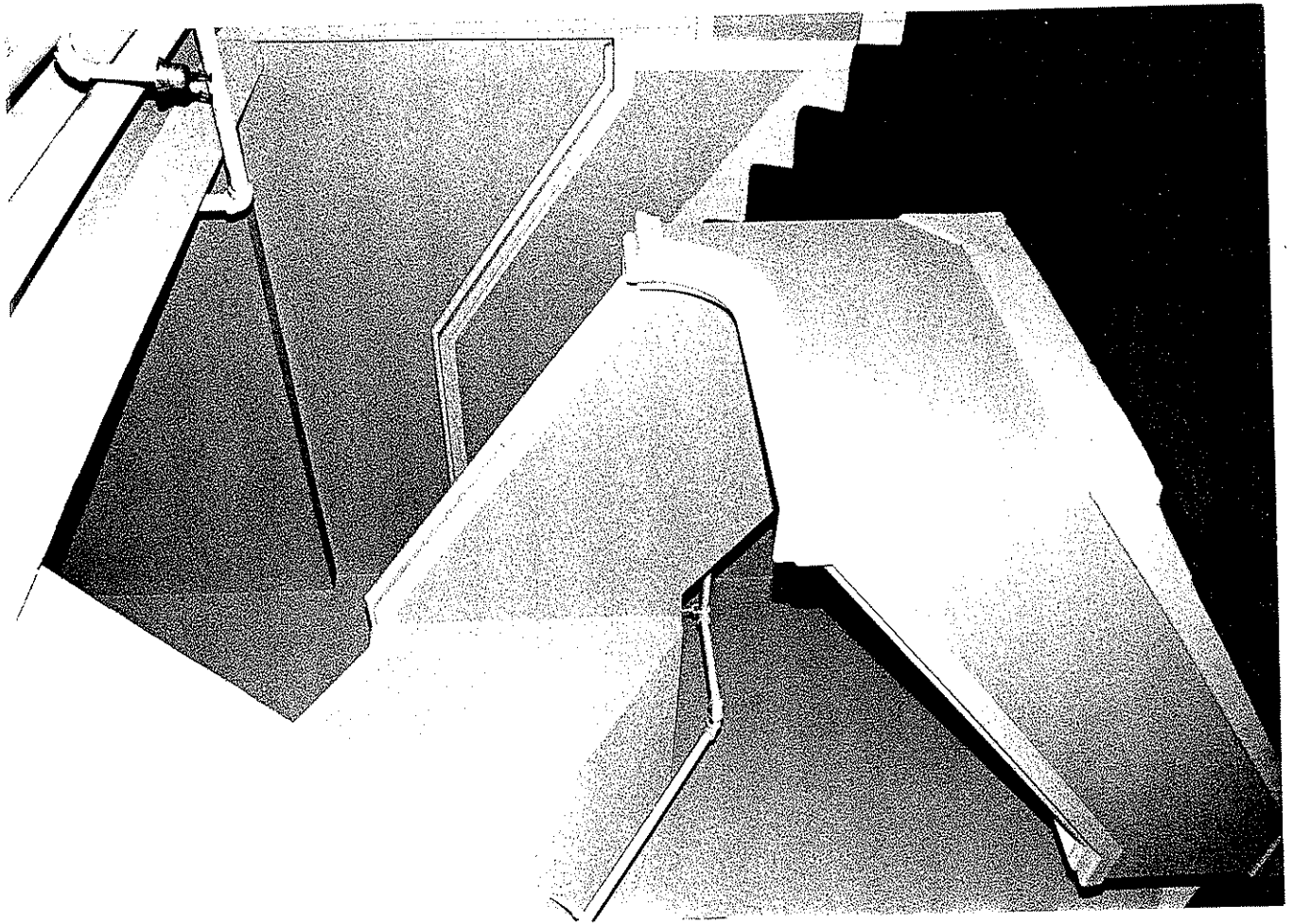












| | |
|-----------------------------|-------------------|
| Last Owner Change: | 01/12/07 |
| Last Sale Amount: | \$17,150,171 |
| Tax Rate Area: | 2706 |
| Deed Reference No.: | 70978 |
| Building 1: | |
| 1. Year Built: | 1924 |
| 1. Building Class: | Not Available |
| 1. Number of Units: | 150 |
| 1. Number of Bedrooms: | 33 |
| 1. Number of Bathrooms: | 16 |
| 1. Building Square Footage: | 112,747.0 (sq ft) |
| Building 2: | |
| 2. Year Built: | Not Available |
| 2. Building Class: | Not Available |
| 2. Number of Units: | 0 |
| 2. Number of Bedrooms: | 0 |
| 2. Number of Bathrooms: | 0 |
| 2. Building Square Footage: | 0.0 (sq ft) |
| Building 3: | |
| 3. Year Built: | Not Available |
| 3. Building Class: | Not Available |
| 3. Number of Units: | 0 |
| 3. Number of Bedrooms: | 0 |
| 3. Number of Bathrooms: | 0 |
| 3. Building Square Footage: | 0.0 (sq ft) |
| Building 4: | |
| 4. Year Built: | Not Available |
| 4. Building Class: | Not Available |
| 4. Number of Units: | 0 |
| 4. Number of Bedrooms: | 0 |
| 4. Number of Bathrooms: | 0 |
| 4. Building Square Footage: | None |
| Building 5: | |
| 5. Year Built: | Not Available |
| 5. Building Class: | Not Available |
| 5. Number of Units: | 0 |
| 5. Number of Bedrooms: | 0 |
| 5. Number of Bathrooms: | 0 |
| 5. Building Square Footage: | 0.0 (sq ft) |

Additional Information

| | |
|---|---------------------|
| Airport Hazard: | None |
| Coastal Zone: | None |
| Farmland: | Area not Mapped |
| Very High Fire Hazard Severity Zone: | No |
| Fire District No. 1: | 100FT_STRIP |
| Fire District No. 2: | Yes |
| Flood Zone: | None |
| Hazardous Waste / Border Zone Properties: | No |
| Methane Hazard Site: | Methane Buffer Zone |
| High Wind Velocity Areas: | No |
| Hillside Grading: | No |
| Oil Wells: | None |
| Alquist-Priolo Fault Zone: | No |
| Distance to Nearest Fault: | 5.99599 (km) |
| Landslide: | No |
| Liquefaction: | No |

Economic Development Areas

| | |
|-----------------------------------|-----------------------------------|
| Business Improvement District: | Wilshire Center |
| Federal Empowerment 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: | Central |
| Division / Station: | Rampart |
| Report District: | 245 |
| Fire Information: | |
| District / Fire Station: | 11 |
| Battalion: | 11 |
| Division: | 1 |
| 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-1984-1-HD
Required Action(s): HD-HEIGHT DISTRICT
Project Description(s): CHANGE OF HEIGHT DISTRICT WITHIN THE "CORE AREA OF L.A."- GENERAL PLAN ZONE CONSISTENCY PROGRAM.

Case Number: ZAI-1982-157-X
Required Action(s): X-CONTINUATION OF ADULT ENTERTAINMENT BUSINESS
Project Description(s): Data Not Available

DATA NOT AVAILABLE

ORD-59577
ZAI-1982-157
AFF-53782