

INITIAL STUDY

APPENDIX C: HISTORICAL RESOURCES TECHNICAL REPORT

HISTORIC RESOURCES GROUP

HISTORICAL RESOURCE TECHNICAL REPORT ECHELON STUDIOS, LOS ANGELES

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1.0 EXECUTIVE SUMMARY

Bardas Investment Group (the Applicant) is proposing a new mixed-use development that includes film and television production studios, creative offices, restaurants, and accessory related uses (the Project) at 5601-5673 West Santa Monica Boulevard, 5612-5666 West Virginia Avenue, and 1110-1118 North Wilton Place in the City of Los Angeles (the Project Site); these addresses form a single parcel (APN 5536-012-017) that occupies the entire city block bounded by Santa Monica Boulevard to the south, Wilton Place to the west, Virginia Avenue to the north, and St. Andrews Place to the east. The purpose of this report is to determine if historical resources as defined by the California Environmental Quality Act (CEQA)¹ are present on or in the vicinity of the Project Site and, if so, to identify potential impacts to historical resources caused by the Project. This report is intended to inform environmental review of the Project.

The Project Site is located in the Hollywood Redevelopment Project Area, within the Hollywood Community Plan Area (CPA) in the City of Los Angeles. The Hollywood Redevelopment Project Area was surveyed in 2009, concurrent with but independent of SurveyLA, on behalf of the Community Redevelopment Agency (CRA). The CRA was dissolved in 2012 and administration of the Hollywood Redevelopment Project Area was transferred to the CRA/LA, a Designated Local Authority and successor to the CRA. In 2020 the Hollywood Redevelopment Project Area was re-surveyed utilizing SurveyLA technology and methodology to ensure that the findings were consistent with those of the rest of the Hollywood CPA and elsewhere within the City of Los Angeles.²

There is one building located on the Project Site, a three-story commercial building at 5601-5609 West Santa Monica Boulevard. The building was originally constructed in 1928 for Sears, Roebuck and Company as a branch department store. It was designed by architect George C. Nimmons and originally reflected features of the Mediterranean Revival architectural style; however, the building has been substantially altered since its original construction. It was not identified as individually eligible for historic designation in either the 2010 or 2020 surveys, and it is not located within a designated or potential historic district.

The former Sears Department Store at 5601 West Santa Monica Boulevard is re-evaluated in this report to clarify the site development history, document alterations to the building, and confirm whether it meets eligibility standards for historic designation. Based on visual observation of the building, a review of primary and secondary sources, and an analysis of the eligibility criteria for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a City of Los Angeles Historic-Cultural Monument, the previous survey findings are confirmed. 5601 West Santa Monica Boulevard does not meet the required integrity thresholds to convey any potential historic significance that would qualify it for listing at the federal, state, or local levels. Therefore, it is not considered a historical resource as defined by CEQA.

For purposes of this report, a Study Area that includes historical resources in the vicinity of the Project Site has been identified. The Study Area includes historical resources that are located in proximity to the Project Site that have a reasonable potential to be impacted by the Project,

¹ California PRC, Section 21084.1.

² CRA/LA, a Designated Local Authority, "Historic Resources Survey Report, Hollywood Redevelopment Plan Area," January 28, 2020, 1.

either through direct impacts as a result of construction activity or indirectly due to changes in the setting. There are six previously identified historical resources in the Study Area. The Santa Monica Boulevard Elementary School (now Santa Monica Boulevard Community Charter School) at 1022 North Van Ness Avenue was determined eligible for listing in the National Register by consensus through Section 106 process and was listed in the California Register in 1994. It is a mandatory historical resource as defined by CEQA. The properties at 5622 Santa Monica Boulevard, 5638 Santa Monica Boulevard, 5511 West Sierra Vista Avenue, 5517-5519 West Sierra Vista Avenue, and 5623 Virginia Avenue were identified as eligible through survey evaluation. Therefore, these properties are treated as potentially eligible historical resources for purposes of the CEQA analysis in this report.

The Project proposes to demolish the former Sears Department Store building and surface parking lot on the Project Site and redevelop the block with 551,258 square feet of commercial development containing production studios (four sound stages and a flex stage), offices, retail and restaurant spaces, and accessory related uses. The former Sears Department Store at 5601 West Santa Monica Boulevard is not a historical resource for purposes of CEQA; therefore, its demolition would not result in a significant adverse impact to a historical resource. Further, the Project would not demolish, destroy, relocate, or alter the properties at 1022 North Van Ness Avenue, 5622 Santa Monica Boulevard, 5638 Santa Monica Boulevard, 5511 West Sierra Vista Avenue, 5517-5519 West Sierra Vista Avenue, or 5623 Virginia Avenue and thus would not impair the historical significance of any historical resources in the Study Area. Although the Project would alter the *setting* of immediately adjacent designated and potential historical resources, this change would not affect these nearby resources' eligibility for designation at the federal, state, or local levels. Therefore, the Project would not result in a substantial adverse change in the significance of any designated or potential historical resource and would not have a significant effect on the environment as defined by CEQA.

2.0 PROJECT SUMMARY

Project Location

The Project Site is situated in the southern portion of the Hollywood Community Plan Area (CPA), within the boundaries of the Hollywood Redevelopment Project Area, which is generally bounded by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south, and La Brea Avenue on the west.

The Project Site (APN 5536-012-017) occupies the entire city block bounded by West Virginia Avenue to the north, North St. Andrews Place to the east, West Santa Monica Boulevard to the south, and North Wilton Place to the west. A three-story commercial retail building is located in the southeast corner of the Project Site at 5601-5609 West Santa Monica Boulevard, at the northwest corner of the intersection of West Santa Monica Boulevard and North St. Andrews Place. The remainder of the block is improved with a surface parking lot.

A location map is included in Figure 1, below.

Project Description

The Project proposes to demolish the former Sears Department Store building and surface parking lot on the Project Site and redevelop the block with 551,258 square feet of commercial development containing production studios (four sound stages and a flex stage), offices, retail and restaurant spaces, and accessory related uses with 1,081 spaces of automobile parking provided onsite in a three-level subterranean parking garage, a ground level soundstage parking and loading area (“Basecamp”), and 156 short term and long term bicycle parking spaces. The Project is designed with two contemporary six-story office towers fronting Wilton Place along the west property line, and St Andrews Place along the east property line. The two office towers would be approximately 93 feet in height. Four soundstages and a flex stage are proposed between the two offices towers. The production sound stages would have a maximum height of 63 feet, and the flex stage located at the center of the Project along Santa Monica Boulevard, would have a lower height of approximately 37 feet. Office bungalows are proposed on the third and fourth floors along Virginia Avenue with maximum heights of approximately 63 feet. The Project also proposes outdoor landscaped terraces on the third floor, and private office balconies on the fourth through the sixth floors. A restaurant and a retail space are proposed along Santa Monica with ground floor pedestrian accesses and outdoor seating areas. An additional parklet with a green wall backdrop is proposed near the center of the city block on Santa Monica Boulevard.

Project information is included in Appendix C.

FIGURE 1: LOCATION MAP



3.0 METHODOLOGY

The former Sears Department Store building at 5601 West Santa Monica Boulevard was evaluated in the 2010 and 2020 historic resources surveys of the Hollywood Redevelopment Project Area and was determined ineligible for historic designation. This report re-evaluates the property for potential eligibility for designation at the federal, state, and local levels. The field methods and analysis are based on guidance from the National Park Service, the California Office of Historic Preservation, and the City of Los Angeles Office of Historic Resources for evaluating potential historical resources.

Additional research was conducted to confirm the property's development history. Sources consulted for this report include primary and secondary literature regarding the history of commercial development in Hollywood, the development of the Sears, Roebuck and Company, and the development history of 5601 West Santa Monica Boulevard. A site visit was conducted by HRG staff on July 26, 2022. The following sources were consulted:

- Building permits
- Sanborn Map Company fire insurance maps
- Historical newspaper articles
- Archival photographs
- Other primary and secondary sources relevant to the history and development of the property and surrounding area
- 2020 Hollywood Community Redevelopment Project Area Survey Report and survey findings

Research, field inspection, and analysis were performed by Christine Lazzaretto, Managing Principal; John LoCascio, AIA, Principal Architect; Heather Goers, Senior Architectural Historian; Alexandra Madsen, Senior Architectural Historian; and Robby Aranguren, Planning Associate/GIS Specialist, all of whom meet the Secretary of the Interior's Professional Qualifications Standards in their respective fields. See Appendix D for resumes of contributing authors.

4.0 REGULATORY FRAMEWORK

Historical Resources Under CEQA

The California Environmental Quality Act (“CEQA”) is the principal statute governing environmental review of projects occurring in the state and is codified in Public Resources Code (PRC) Section 21000 et seq. CEQA requires lead agencies to determine if a proposed project would have a significant effect on the environment, including significant effects on historical or unique archaeological resources. Under CEQA Section 21084.1, a project that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment.

CEQA Guidelines Section 15064.5 recognizes that historical resources include: (1) resources listed in, or determined to be eligible by the State Historical Resources Commission, for listing in the California Register of Historical Resources; (2) resources included in a local register of historical resources, as defined in PRC Section 5020.1(k) or identified as significant in a historical resource survey meeting the requirements of PRC Section 5024.1(g); and (3) any objects, buildings, structures, sites, areas, places, records, or manuscripts which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California by the lead agency, provided the lead agency’s determination is supported by substantial evidence in light of the whole record.

Historic Designations

Historical and cultural resources fall within the jurisdiction of several levels of government. The framework for the identification and, in certain instances, protection of cultural resources is established at the federal level, while the identification, documentation, and protection of such resources are often undertaken by state and local governments. As described below, the principal federal, State, and local laws and other documents governing and influencing the preservation of historical resources of national, State, regional, and local significance include:

- The National Historic Preservation Act of 1966, as amended;
- The Secretary of the Interior’s Standards for the Treatment of Historic Properties (Secretary’s Standards);
- The California Environmental Quality Act (CEQA);
- The California Register of Historical Resources (California Register);
- The California Public Resources Code;
- The City of Los Angeles General Plan;
- The City of Los Angeles Cultural Heritage Ordinance (Los Angeles Administrative Code, Section 22.171);
- The City of Los Angeles Historic Preservation Overlay Zone Ordinance (Los Angeles Municipal Code [LAMC], Section 12.20.3); and
- The City of Los Angeles Historic Resources Survey (SurveyLA).

NATIONAL REGISTER OF HISTORIC PLACES

The National Historic Preservation Act of 1966 established the National Register of Historic Places (National Register) as “an authoritative guide to be used by federal, state, and local governments, private groups and citizens to identify the Nation’s historic resources and to indicate what properties should be considered for protection from destruction or impairment.”³

The National Register recognizes a broad range of historical and cultural resources that are significant at the national, state, and local levels and can include districts, buildings, structures, objects, prehistoric archaeological sites, historic-period archaeological sites, traditional cultural properties, and cultural landscapes.⁴ Within the National Register, approximately 2,500 (3 percent) of the more than 90,000 districts, buildings, structures, objects, and sites are recognized as National Historic Landmarks or National Historic Landmark Districts as possessing exceptional national significance in American history and culture.⁵

Whereas individual historic properties derive their significance from one or more of the criteria discussed in the subsequent section, a historic district derives its importance from being a unified entity, even though it is often composed of a variety of resources. With a historic district, the historic resource is the district itself. The identity of a district results from the interrelationship of its resources, which can be an arrangement of historically or functionally related properties.⁶ A district is defined as a geographic area of land containing a significant concentration of buildings, sites, structures, or objects united by historic events, architecture, aesthetic, character, and/or physical development. A district’s significance and historic integrity determine its boundaries.

A resource that is listed in or eligible for listing in the National Register is considered “historic property” under Section 106 of the National Historic Preservation Act.

Criteria

To be eligible for listing in the National Register, a resource must be at least 50 years of age, unless it is of exceptional importance as defined in Title 36 CFR, Part 60, Section 60.4(g). In addition, a resource must be significant in American history, architecture, archaeology, engineering, or culture. Four criteria for evaluation have been established to determine the significance of a resource:

- A.** Are associated with events that have made a significant contribution to the broad patterns of our history;
 - B.** Are associated with the lives of persons significant in our past;
 - C.** Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction;
- or

³ 36 Code of Federal Regulations (CFR) 60.
https://www.ecfr.gov/cgi-bin/text-idx?SID=b36f494ab8c19284178b4c593eda2a8f&tpl=/ecfrbrowse/Title36/36cfr60_main_02.tpl (accessed August 2022).

⁴ The identification of archaeological sites and traditional cultural properties is outside the scope of this report.

⁵ United States Department of the Interior, National Park Service, “National Historic Landmarks: Frequently Asked

Questions,”
<https://www.nps.gov/subjects/nationalhistoriclandmarks/faqs.htm>. (accessed August 2022).

⁶ United States Department of the Interior, National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation, 1997, 5.

- D. Have yielded, or may be likely to yield, information important in prehistory or history.⁷

Context

To be eligible for listing in the National Register, a property must be significant within a historic context. National Register Bulletin #15 states that the significance of a historic property can be judged only when it is evaluated within its historic context. Historic contexts are “those patterns, themes, or trends in history by which a specific...property or site is understood and its meaning... is made clear.”⁸ A property must represent an important aspect of the area’s history or prehistory and possess the requisite integrity to qualify for the National Register.

Integrity

In addition to meeting one or more of the criteria of significance, a property must have integrity, which is defined as “the ability of a property to convey its significance.”⁹ The National Register recognizes seven qualities that, in various combinations, define integrity. The seven factors that define integrity are location, design, setting, materials, workmanship, feeling, and association. To retain historic integrity a property must possess several, and usually most, of these seven aspects. Thus, the retention of the specific aspects of integrity is paramount for a property to convey its significance. In general, the National Register has a higher integrity threshold than State or local registers.

The National Register recognizes seven aspects or qualities that comprise integrity: location, design, setting, materials, workmanship, feeling, and association. These qualities are defined as follows:

- *Location* is the place where the historic property was constructed or the place where the historic event took place.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property.
- *Setting* is the physical environment of a historic property.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- *Feeling* is a property’s expression of the aesthetic or historic sense of a particular period of time.
- *Association* is the direct link between an important historic event or person and a historic property.¹⁰

CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The California Register of Historical Resources (California Register) is “an authoritative listing and guide to be used by State and local agencies, private groups, and citizens in identifying the existing historical resources of the State and to indicate which resources deserve to be protected,

⁷ National Register Bulletin #15, 8. Criterion D typically applies to potential archaeological resources, which is outside the scope of this report.

⁸ National Register Bulletin #15, 7-8.

⁹ National Register Bulletin #15, 44.

¹⁰ National Register Bulletin #15, 44-45.

to the extent prudent and feasible, from substantial adverse change.”¹¹ The California Register was enacted in 1992, and its regulations became official on January 1, 1998. The California Register is administered by the California Office of Historic Preservation (OHP). The criteria for eligibility for the California Register are based upon National Register criteria.¹² Certain resources are determined to be automatically included in the California Register, including California properties formally determined eligible for, or listed in, the National Register. To be eligible for the California Register, a prehistoric or historic-period property must be significant at the local, State, and/or federal level under one or more of the following four criteria:

- A.** It is associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States; or
- B.** It is associated with the lives of persons important to local, California or national history; or
- C.** It embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values; or
- D.** It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.¹³

A resource eligible for the California Register must meet one of the criteria of significance described above and retain enough of its historic character or appearance (integrity) to be recognizable as a historical resource and to convey the reason for its significance. It is possible that a historic resource may not retain sufficient integrity to meet the criteria for listing in the National Register, but it may still be eligible for listing in the California Register. Additionally, the California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register automatically includes the following:

- California properties listed on the National Register and those formally determined eligible for the National Register;
- California Registered Historical Landmarks from No. 770 onward; and,
- Those California Points of Historical Interest that have been evaluated by the State Office of Historic Preservation (OHP) and have been recommended to the State Historical Resources Commission for inclusion on the California Register.

Other resources that may be nominated to the California Register include:

- Historical resources with a significance rating of Category 3 through 5 (those properties identified as eligible for listing in the National Register, the California Register, and/or a local jurisdiction register);
- Individual historical resources;
- Historic districts; and,

¹¹ California Public Resources Code, Section 5024.1[a].
http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=PRC§ionNum=5024.1 (accessed August 2022).

¹² California Public Resources Code, Section 5024.1[b].
http://leginfo.legislature.ca.gov/faces/codes_displaySection.x

http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=PRC§ionNum=5024.1 (accessed August 2022).

¹³ Criterion 4 addresses potential archaeological resources, which is outside the scope of this assessment.

- Historical resources designated or listed as local landmarks, or designated under any local ordinance, such as an historic preservation overlay zone.

CITY OF LOS ANGELES HISTORIC-CULTURAL MONUMENTS (HCM)

The Los Angeles City Council adopted the Cultural Heritage Ordinance in 1962 and most recently amended it in 2018 (Sections 22.171 et seq. of the Administrative Code). The Ordinance created a Cultural Heritage Commission (CHC) and criteria for designating a Historic-Cultural Monument (HCM). The CHC is comprised of five citizens, appointed by the Mayor, who have exhibited knowledge of Los Angeles history, culture, and architecture. The City of Los Angeles Cultural Heritage Ordinance states that an HCM designation is reserved for those resources that have a special aesthetic, architectural, or engineering interest or value of a historic nature and meet one of the following criteria:

- A.** The proposed HCM is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city or community;
- B.** The proposed HCM is associated with the lives of historic personages important to national, state, city, or local history; or
- C.** The proposed HCM embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.¹⁴

Unlike the National and California Registers, the Cultural Heritage Ordinance makes no mention of concepts such as physical integrity or period of significance. However, in practice, the seven aspects of integrity from the National Register and California Register are applied similarly and the threshold of integrity for individual eligibility is similar. It is common for the CHC to consider alterations to nominated properties in making its recommendations on designations. Moreover, properties do not have to reach a minimum age requirement, such as 50 years, to be designated as HCMs. In addition, the LAMC Section 91.106.4.5 states that the Los Angeles Department of Building and Safety “shall not issue a permit to demolish, alter or remove a building or structure of historical, archaeological or architectural consequence if such building or structure has been officially designated, or has been determined by state or federal action to be eligible for designation, on the National Register of Historic Places, or has been included on the City of Los Angeles list of HCMs, without the department having first determined whether the demolition, alteration or removal may result in the loss of or serious damage to a significant historical or cultural asset. If the department determines that such loss or damage may occur, the applicant shall file an application and pay all fees for the CEQA Initial Study and Check List, as specified in Section 19.05 of the LAMC. If the Initial Study and Check List identifies the historical or cultural asset as significant, the permit shall not be issued without the department first finding that specific economic, social or other considerations make infeasible the preservation of the building or structure.”¹⁵

¹⁴ City of Los Angeles, Los Angeles Administrative Code, Section 22.171.7.

¹⁵ City of Los Angeles, Los Angeles Municipal Code, Section 91.106.4.5.1.

5.0 SUMMARY OF PREVIOUS EVALUATIONS

Community Redevelopment Agency Survey

The Community Redevelopment Agency of the City of Los Angeles (CRA) was established in 1948 to revitalize economically underserved areas within the City of Los Angeles by increasing the supply of low-income housing, providing infrastructure for commercial and industrial development, and creating employment opportunities.¹⁶ To carry out these goals, the CRA adopts comprehensive plans for each Redevelopment Project Area. Some areas also include a historical resources survey that documents all of the historical resources--individual and districts--within the Redevelopment Project Area. These CRA surveys were done independent of the City's SurveyLA effort, though some of the more recent surveys may have used the same methodology and technology that was used in SurveyLA. SurveyLA did not survey areas already surveyed by the CRA. Currently, there are 32 Redevelopment Project Areas throughout Los Angeles. On September 30, 2019, the Los Angeles City Council voted to adopt Ordinance No. 186325 to effectuate the transfer of land use related plans and functions of the CRA to the City of Los Angeles. As a result, the Department of City Planning has jurisdiction over review of properties located within Redevelopment Project Areas as of November 11, 2019.

The Project Site is located within the Hollywood Redevelopment Project Area, which is generally bounded by Franklin Avenue to the north, Fountain Avenue and Santa Monica Boulevard to the south, Serrano Avenue to the east, and La Brea Avenue to the west. The Redevelopment Project Area is located within the Hollywood Community Plan Area (CPA) and was established by the CRA in 1984 to encourage revitalization within central Hollywood. The CRA was dissolved on February 6, 2012, and administration of the Hollywood Redevelopment Project Area was transferred to the CRA/LA, a Designated Local Authority (DLA) and successor to the CRA. The administration was then transferred to the City Planning Department in 2019.¹⁷

As part of its responsibilities in implementing the Hollywood Redevelopment Plan, the CRA compiled historic survey data on properties within the Hollywood Redevelopment Project Area. Property evaluations from historic surveys in 1986, 1997, and 2003 were compiled in a data table that was made available on the CRA website. An intensive-level survey of the Hollywood Redevelopment Project Area was conducted in 2010.¹⁸ After the CRA was dissolved and transferred to the City, the City continued this effort with an additional intensive-level survey completed in 2020.¹⁹ These historic resources surveys provide relevant information regarding the status of properties within the redevelopment area and are used by agencies and the community to identify potential historical resources.²⁰

¹⁶ Community Redevelopment Agency of the City of Los Angeles. "Who we Are." http://www.crala.org/internet-site/About/who_we_are.cfm (accessed August 2022).

¹⁷ City of Los Angeles Ordinance No. 186325, September 20, 2019.

¹⁸ Community Redevelopment Agency of the City of Los Angeles, *Historic Resources Survey Hollywood Redevelopment Area*, prepared by Chattel Architecture, Planning & Preservation, February 2010.

¹⁹ Architectural Resources Group, GPA Consulting, and Historic Resources Group, *Historic Resources Survey Report, Hollywood Redevelopment Plan Area*, prepared for CRA/LA, January 28, 2020.

²⁰ The 2020 Hollywood Redevelopment Project Area Survey results can be viewed on the SurveyLA Findings and Reports website at <http://preservation.lacity.org/surveyla-findings-and-reports#Hollywood> (accessed August 2022).

5601 West Santa Monica Boulevard was not identified as a potential historical resource in the 1986, 1997, 2003, or 2010 historic resources surveys of the Hollywood Redevelopment Project Area.

The 2020 Hollywood Redevelopment Project Area survey update, which was conducted according to the methodology and eligibility standards developed for SurveyLA, the City of Los Angeles' citywide historic resources survey, concurred with the previous survey findings that the former Sears Department Store at 5601 West Santa Monica is not eligible for historic designation at the federal, state, or local levels.

SANTA MONICA-WESTERN PLANNING DISTRICT

The 2020 survey update did identify a potential planning district called the Santa Monica-Western Planning District, which comprised the “parcels on the north side of Santa Monica Boulevard between St. Andrews Place and Oxford Avenue, and both sides of Western Avenue between Santa Monica Boulevard and Western Avenue.”²¹ 5601 West Santa Monica Boulevard is located within the boundaries of the Santa Monica-Western Planning District.

As defined by SurveyLA, planning districts are:

...geographically defined areas that do not meet eligibility standards for designation but that merit consideration in local planning. These areas generally have consistent planning concepts and features such as height, massing, setbacks, and street trees. The determination is used to inform the Community Plans and other policy documents. In some cases, the Planning District concept is used to identify a boundary identified for Historic Preservation Overlay Zone (HPOZ or local historic district) consideration through community input but not through SurveyLA field surveys. These areas require additional analysis and field work for HPOZ determination.²²

In short, potential planning districts identified by SurveyLA or other survey efforts are not eligible for historic designation under established criteria for listing in the National Register, California Register, or as City of Los Angeles Historic Preservation Overlay Zones. Potential planning districts consist of collections of properties that specifically do not meet eligibility standards, and a property's location within a planning district is not considered evidence of eligibility for historic designation.

In documenting the Santa Monica-Western Commercial Planning District, the 2020 survey update noted that the area contains a “significant concentration of streetcar-oriented commercial buildings,” but also noted:

While this area retains a sense of time and place, it is not eligible as a historic district. Most of its buildings have been altered to varying degrees; common alterations include

²¹ “2020 Appendix C – Historic Districts and Planning Districts,” in “Historic Resources Survey: Hollywood Redevelopment Project Area,” https://planning.lacity.org/odocument/f7332ceb-ffe0-4ede-a1cd-ab8ca0342ea3/Appx_C_Districts.pdf (accessed February 2022).

²² SurveyLA Los Angeles Historic Resources Survey, “Field Survey Results Master Report,” August 2016, https://planning.lacity.org/odocument/c118f301-cc39-4ede-af5a-3e5ec901e7be/SurveyLA_Master_Report.pdf (accessed August 2022).

the replacement of original doors and windows; the infill of original upper-story windows; and extensive modifications to storefronts and ground-level fenestration. There are also some examples of incompatible infill development that interrupt the district's pedestrian scale and orientation. The cumulative impact of these alterations has compromised the integrity of the district as a whole. Thus, the area does not meet eligibility standards as a historic district, although it may merit special consideration in the planning process.²³

Planning districts are assigned a status code of 6LQ (“Not eligible; property identified through SurveyLA as ineligible for National Register, California Register or Historic-Cultural Monument designation; neighborhood or area may warrant special consideration for local planning”). The status code was developed in collaboration with the California Office of Historic Preservation for the purposes of SurveyLA; the SurveyLA status codes were also utilized in the 2020 Hollywood Redevelopment Project Area survey update. Properties identified within a potential planning district are assigned a status code of 6L (“Not eligible; property identified through SurveyLA as ineligible for National Register, California Register or Historic-Cultural Monument designation; neighborhood or area may warrant special consideration for local planning”).²⁴ Planning districts and their associated components are not considered historical resources for purposes of CEQA, and the City of Los Angeles Cultural Heritage Ordinance does not include a mechanism for designating or regulating planning districts. Therefore, the finding is noted here for reference purposes only.

SurveyLA

SurveyLA is the City of Los Angeles' citywide survey of historic resources, conducted in accordance with the standards and guidelines set forth by the National Park Service and the California State Office of Historic Preservation, and overseen by the City's Office of Historic Resources. Properties surveyed as part of SurveyLA were evaluated for eligibility for listing in the National Register of Historic Places, the California Register of Historical Resources, and as City of Los Angeles Historic-Cultural Monuments and Historic Preservation Overlay Zones.

Some parts of Los Angeles were surveyed concurrent with SurveyLA under the direction of the Community Redevelopment Agency and were not reevaluated by SurveyLA. The Hollywood Redevelopment Project Area, surveyed by the CRA in 2010, was therefore not examined as part of SurveyLA. However, as noted above, this area was resurveyed in 2020 when responsibility for the CRA transferred to the City of Los Angeles. 5601 West Santa Monica Boulevard was not found eligible in SurveyLA for designation at the national, state, or local levels.

Built Environment Resources Directory (BERD)

The California Office of Historic Preservation (OHP) maintains the Built Environment Resources Directory (BERD), a database of previously evaluated resources throughout the state.²⁵ The BERD

²³ “2020 Appendix C – Historic Districts and Planning Districts.”

²⁴ City of Los Angeles, “California Historical Resource Status Codes and Additional SurveyLA Status Codes,” http://historicplacesla.lacity.org/about_codes (accessed August 2022).

²⁵ Description of the scope of the California BERD has been excerpted from the Built Environment Resource Directory (BERD), California Office of Historic Preservation, https://ohp.parks.ca.gov/?page_id=30338 (accessed August 2022).

contains information only for cultural resources that have been processed through OHP. This includes resources reviewed for eligibility for the National Register of Historic Places and the California Historical Landmarks programs through federal and state environmental compliance laws, and resources nominated under federal and state registration programs.

The former Sears Department Store at 5601 West Santa Monica Boulevard is not listed in the BERD. However, the following addresses that are within the boundaries of the APN that includes 5601 West Santa Monica Boulevard are listed in the BERD:

- 5637 Santa Monica Boulevard was assigned a status code of 7N, or “Needs to be reevaluated – formerly coded as may become [National Register] eligible with restoration or other specific conditions.”²⁶ However, demolition permits were filed for this address in 2007 and 2016,²⁷ and the property is currently improved with a surface parking lot. Therefore, it appears that this evaluation corresponds to a building that has since been demolished.
- 5643 Santa Monica Boulevard was assigned a status code of 5D2, or “Contributor to a multi-component resource that is eligible for local listing or designation.”²⁸ However, demolition permits were filed for this address in 2007 and 2016,²⁹ and the property is currently improved with a surface parking lot. Therefore, it appears that this evaluation corresponds to a building that has since been demolished.

²⁶ California Office of Historic Preservation, “California Historical Resource Status Codes, Current as of 3/1/2020,” <https://ohp.parks.ca.gov/pages/1068/files/Resource-Status-Codes.pdf> (accessed August 2022).

²⁷ See permits #07019-10000-01588 and #16019-10000-00431.

²⁸ California Office of Historic Preservation, “California Historical Resource Status Codes, Current as of 3/1/2020.”

²⁹ See permits #07019-10000-01589 and #16019-10000-00431.

6.0 HISTORY & DESCRIPTION OF THE SURROUNDING AREA

Description of the Surrounding Area

The Project Site is located in the southern portion of the Hollywood CPA, within the boundaries of the Hollywood Redevelopment Project Area.³⁰ Located approximately six miles to the northwest of Downtown Los Angeles, the Hollywood Redevelopment Project Area encompasses 1,107 acres and is irregular in shape. Its boundaries are generally defined by Franklin Avenue on the north, Fountain Avenue and Santa Monica Boulevard on the south, Serrano Avenue on the east, and La Brea Avenue on the west.

The area is generally flat, but several of the streets along its north end exhibit some modest changes in elevation as they begin their ascent into the Hollywood Hills. Since the area is heavily urbanized, there are no natural features of note. Rather, the area is shaped and defined by human-made features. Notably, the area is bisected by the Hollywood Freeway/US 101, which generally runs north-south but charts a somewhat meandering course through the area, a result of its routing through previously established neighborhoods. The freeway includes a combination of above-grade and below-grade sections, and its associated overpasses, underpasses, and ramps create visual impacts on adjacent neighborhoods and a discernible division between east and west. The area is also served by the B (Red) Line, a heavy rail subway that is operated by the Metropolitan Transportation Authority (MTA, or Metro). The B (Red) Line operates entirely below ground. Infrastructure associated with its operation is found adjacent to the station stops at Hollywood/Western, Hollywood/Vine, and Hollywood/Highland.

Various land uses and associated property types are represented within the area. In general, commercial development is concentrated in the center of the area and along major vehicular thoroughfares, while residential uses are located on the periphery. The majority of commercial development is located along the Hollywood and Sunset Boulevard corridors, and also along most of the major north-south streets that intersect them. Hollywood Boulevard has historically served as the community's preeminent shopping and entertainment district; Hollywood Boulevard between Argyle and Sycamore avenues, is a National Register-designated historic district. There has also been a considerable amount of new, high-rise commercial development in the interstitial zone between Hollywood and Sunset boulevards, particularly along Selma Avenue and Vine Street, that has changed the overall scale and character of the community's commercial core. Smaller, neighborhood-oriented commercial nodes are strung along Santa Monica Boulevard, Western Avenue, and other major streets that were historically serviced by streetcar routes in the first half of the twentieth century.

The blocks to the north of the Hollywood Boulevard commercial corridor are primarily developed with multi-family residences that were constructed at various points between the 1920s and the present-day. Given their adjacency to the affluent neighborhoods of the Hollywood Hills, many of these multi-family dwellings were developed for upper-middle-income households, and many are

³⁰ Description of the surrounding area has been excerpted and adapted from "Historic Resources Survey Report: Hollywood Redevelopment Plan Area."

visually prominent edifices that are a testament to the glamour and allure of Hollywood during its heyday. The blocks to the south of Sunset Boulevard, and in the eastern section of the Hollywood Redevelopment Project Area, are also residential in character, but the dwellings in this area are generally smaller and more modestly appointed than those located to the north. These southern and eastern neighborhoods are developed with an eclectic mix of small, one-story bungalows; low-density multi-family properties including duplexes, fourplexes, bungalow courts, and courtyard apartments; the occasional multi-story apartment house; and a limited amount of post-World War II infill development. Four of these residential neighborhoods (Afton Square, Selma-La Baig, Serrano, Vista del Mar-Carlos) are listed in the California Register.

Public and private institutional uses include churches, schools, and government facilities and are interspersed throughout the area. There is a locus of government buildings, including the Hollywood Community City Hall and police and fire services, near the intersection of Wilcox and Fountain avenues. Small pocket parks are located at various points throughout the area, but this portion of Hollywood is very heavily urbanized and has a dearth of open space compared to other areas within the City of Los Angeles. There is also a very limited amount of industrial development in the area, which typically bear some association with the entertainment industry. Two large industrial properties that are used for motion picture, television, and radio production are located in the center of the area, along Sunset Boulevard (Sunset Bronson Studios, Sunset Gower Studios). Other industrial uses can be found on, and adjacent to, the Santa Monica Boulevard corridor, in an area that was historically developed with various back-of-house support facilities for the entertainment industry.

Circulation within Hollywood generally adheres to the rectilinear grid along which the flat portions of Hollywood are oriented. However, there are some irregularities in the street grid across individual neighborhoods, a result of the patchwork of individual subdivisions that were platted and developed in the area over time. Some streets that once carried through traffic now abruptly terminate in cul-de-sacs where they meet the Hollywood Freeway. Yucca Street, once a through street, features traffic calming devices that impede the flow of through traffic.

Major east-west streets within Hollywood are (from north to south): Franklin Avenue, Hollywood Boulevard, Sunset Boulevard, Fountain Avenue, and Santa Monica Boulevard. Major north-south streets within the Hollywood Redevelopment Project Area are (from east to west): Western Avenue, Wilton Place, Bronson Avenue, Gower Street, Vine Street, Cahuenga Boulevard, Highland Avenue, and La Brea Avenue.

History of Hollywood

The central area of Hollywood encompasses some of the earliest residential neighborhoods in Hollywood, as well as Hollywood's commercial core, centered along Hollywood Boulevard.³¹ While it is generally acknowledged that Hollywood came of age with the dawn of motion pictures, the community was well established and flourishing prior to the establishment of its most famous industry. However, the arrival of several filmmakers who were entranced by Hollywood's bucolic setting and pastoral character signaled the transformation of the town into a bustling hub of

³¹ Discussion of the history of the surrounding area has been excerpted and adapted from "Historic Resources Survey Report: Hollywood Redevelopment Plan Area."

commercial and industrial activity which most of its original settlers would scarcely recognize. As film historian John Bengtson has observed, “Hollywood’s agricultural economy succumbed almost irresistibly to urban encroachment, hastened in part by the construction of [Charlie] Chaplin’s own studio upon a former lemon grove.”

It was the construction of such studios that would eventually come to define the character of Hollywood as it is understood today. The motion picture industry played – and continues to play – a significant role in the economic and cultural development of Hollywood and Los Angeles. Indeed, it is difficult to overstate the impact of the industry’s advancement on the concurrent development of Hollywood. An examination of the contemporaneous development of towns in Southern California that were initially settled during the same period as Hollywood, illustrates that the establishment of the motion picture industry in this location played a critical role in the rise of Hollywood as a singular community, one with an identity that encompasses both a place and a concept.

As the birthplace of one of the most popular and widely disseminated forms of entertainment, Hollywood became more than the sum of its parts. It transcended the conventional identity of an industry town as a geographic concentration of similar physical facilities to become a tangible symbol of the collective cultural impact of entertainment. For many Americans, their first glimpse of Southern California came from the silver screen. Consequently, motion pictures – and even the publicity that surrounded them – played an influential role in shaping the American public’s perception of Southern California and in defining the character and identity of Hollywood and Los Angeles. With so many motion picture companies filming in Los Angeles, and with each company producing such a high volume of pictures, Los Angeles soon became – as film historian Kevin Brownlow once declared – “the most photographed town in the world.”

The widespread exposure and favorable promotion the City received through its repeated appearances on film contributed to the growth of the local motion picture industry, to be sure, but it also contributed to the growth of Los Angeles as a whole. Indeed, for all the boosterism of the Los Angeles Times and the City’s Chamber of Commerce, there was no greater promoter of the city than the medium Hollywood had helped to create. Film succeeded where promotional pamphlets fell short, displaying the beauty of the Southern California landscape in all its natural glory to audiences all over the country. At the same time, the accompanying publicity surrounding the industry’s newfound stars and how they lived, worked, and played became synonymous with what it meant to live a successful “Hollywood” lifestyle, and symbolized what living in Los Angeles could be like if one were lucky enough to “make it big.” Audiences responded, and soon moviegoers and moviemakers alike were flocking to Los Angeles. The City’s economy, population, and tourism were all defined by its continued presence on the silver screen – which originated in Hollywood, right in the City’s own backyard.

In many ways and through many mediums, the development of the entertainment industry in Hollywood has contributed significantly to the development of Southern California, with both tangible and intangible results: to the built environment of Los Angeles, as well as to the perception of the City’s character and identity. Historian John Chase has described the relationship between “Hollywood, the concept, and Los Angeles, the place,” as a “symbiotic” one. “There is no such thing as a simple, direct cause-and-effect with regard to movies and Los

Angeles,” Chase writes. “Rather the two are involved in a continuous dialogue in which each shapes the other.”

Over the course of the twentieth century, other new forms of entertainment which were then in their infancy also found their footing in Hollywood and flourished; film, radio, television, and sound recording all evolved into major forms of nationwide communication and entertainment under the Southern California sun. In doing so, these endeavors transformed the landscape of Los Angeles, and Hollywood in particular, from a sea of citrus groves into a bustling hub of commercial and industrial activity related to the entertainment industry. These new mediums also transformed the identity of Southern California from that of a bucolic agricultural region set within the rugged environs of the “Wild West” to that of an influential incubator of popular culture.

EARLY DEVELOPMENT

The area that would become Hollywood was originally part of two Spanish land grants: Rancho La Brea and Rancho Los Feliz. The ranchos were strategically oriented along the Cahuenga Pass to the north, and the growing city of Los Angeles to the south. The Cahuenga Pass, a major transportation corridor, encompassed part of the Camino Real del Rey, the principal coastal passageway, which had been used continuously as a trail facilitating commerce, livestock transport, and travel since the earliest Spanish exploration.

In 1886, real estate developer Harvey Henderson Wilcox combined acreage from four adjoining parcels to create a 120-acre tract that he subdivided into lots for agricultural, residential, and commercial development. The new community that Wilcox dubbed “Hollywood” is located within the Hollywood CRA area and was bounded by present-day Sunset Boulevard to the south, Whitley Avenue to the west, Franklin Avenue and Hollywood Boulevard to the north, and Gower Street to the east. Wilcox and his wife, Daeida, became prominent citizens of the fledgling community; Daeida Wilcox was one of the driving forces of commercial and institutional development in Hollywood following Harvey Wilcox’s death in 1891.

In the nineteenth and early twentieth centuries, Hollywood was principally characterized by expansive fields and orchards, sporadically interrupted by large homes built by wealthy landowners, accessed by unpaved streets. Farmers, many of whom were European immigrants, experimented in cultivating a wide variety of exotic fruits, vegetables, and flowers. A freight rail line was first constructed in 1887-1888, linking Hollywood and the neighboring community of Colegrove to downtown Los Angeles. The Sackett Hotel, Hollywood’s first hotel, was constructed in 1888 at the southwest corner of Hollywood and Cahuenga Boulevards. In addition to eighteen hotel rooms on the second floor, the hotel also contained a ground-floor general store, parlor, and kitchen. The intersection would become an early Hollywood commercial center.

In 1900, the Cahuenga Valley Improvement Association was established to guide real estate development in the area, just as the first electric train track was completed along Prospect Avenue (present-day Hollywood Boulevard). Other streetcar lines soon followed, including along La Brea Avenue, Santa Monica Boulevard, Highland Avenue, Vine Street, Western Avenue, and Fountain Avenue. Development during this period included the two-story George Hoover residence (1901; demolished) at the northwest corner of Hollywood Boulevard and Vine Street,

and the H.J. Bartlett residence at the southeast corner of Argyle Avenue and Larquier Avenue (Yucca Street; demolished). In 1901, Colonel Robert Northram purchased a grove of orange trees south of Hollywood Boulevard between Vine Street and Ivar Street and constructed a Mission Revival-style home surrounded by extensive gardens (demolished). A Methodist Church (1903; demolished) was constructed on the southeast corner of Hollywood Boulevard and Vine Street.

In 1903, the City of Hollywood incorporated with a population of 700 people. In 1904, gas lines were laid, the streets were numbered, and a single track of the Los Angeles Pacific Railroad was placed perpendicular to the electric track already on Prospect Avenue. As the area became increasingly developed, churches, clubs, and schools were built in proximity to the grand single-family residences lining Hollywood Boulevard and nearby streets. By 1909, like many neighboring communities, Hollywood had experienced immense growth, and by 1909 the population had reached 4,000 people.

Though dwarfed by the neighboring city of Los Angeles, Hollywood quickly began to experience water shortages, drainage issues, and sewage problems due to its rapid growth. Additionally, the taxes required to support Hollywood's public schools were much higher than those imposed on residents of Los Angeles. Less than ten years after incorporation, Hollywood reconsidered its status as an independent city. In February 1910, Hollywood was consolidated into the City of Los Angeles to take advantage of the City's established sewer system and the anticipated new water supply created by the Los Angeles Aqueduct, then under construction.

Consolidation with Los Angeles spurred modest growth, although Hollywood remained a relatively distant and sleepy outpost of the more urbanized Los Angeles. Overall, the area remained low-density, with much of the land undeveloped. Although now formally part of the City of Los Angeles, Hollywood continued to maintain its own identity, which would soon be inextricably linked to the growth of the motion picture industry. Hollywood was no longer a small independent city struggling to deal with infrastructural problems, but a thriving suburb with a rapidly growing population.

COMMERCIAL DEVELOPMENT

Beginning in the mid-1890s the city's streetcar system experienced two changes that greatly extended its reach.³² The first was the perfection of an electrically-driven streetcar, making use of overhead wires that fed the car's motors through the use of a top-mounted pole, or trolley. As these electric cars, or trolleys as they were popularly known, became more dependable, they replaced the earlier horse-drawn and cable cars, and gave the city a device that allowed for faster and cleaner mass transit. The second change was the consolidation of the streetcar lines into a coordinated network. Through a number of changes in ownership, the various routes by 1911 had become two complementary companies. The narrow-gauge Los Angeles Railway extended into all parts of the city except for the northwest. The standard-gauge Pacific Electric, primarily an interurban system, served the northwest part of the city via Glendale Boulevard to Echo Park and via Sunset to Santa Monica and Hollywood Boulevards. The Los Angeles Railway, or LARY,

³² Discussion of neighborhood commercial development and streetcar-related commercial growth excerpted from City of Los Angeles, Office of Historic Resources, "Los

Angeles Citywide Historic Context: Neighborhood Commercial Development, 1880-1980," August 2017.

carried almost ninety percent of the riders within the city limits. The Pacific Electric, or PE, transported the remainder. By 1914 the development of the network was basically complete.

The expansion of the streetcar network led to increased commercial development outside of downtown Los Angeles, and the continued growth of neighborhood commercial centers. By 1920, there were at least ten outlying commercial districts, each containing eighty or more businesses. Commercial growth in the 1920s saw the development of fewer multi-story blocks and more single-story storefront rows. Perhaps the most important change, in terms of tenants, was the growing prevalence of chains, particularly drug and grocery stores. Although these neighborhood commercial districts were primarily located along streetcar lines, by the end of the 1920s, they had begun to give way to business districts dependent instead upon the automobile.

In Hollywood during the early twentieth century, it was decided that Hollywood Boulevard would be reborn as a first-class shopping and business district. The local Hollywood Chamber of Commerce was formed, and quickly boasted 2,517 members. Activities focused on bringing major businesses including bank branches and upscale retailers to Hollywood. To further that goal, better street connections to the more established communities south of Hollywood were required. A group of Hollywood landowners and businessmen quickly formed the “Vine Street Improvement District” to widen, grade, and pave Vine Street between Hollywood and Wilshire Boulevards. Vine Street opened as a major avenue in 1922 and the intersection of Hollywood and Vine became a nexus of commercial development.

New development followed at a breathtaking pace as developers competed to maximize the potential of their property holdings. A 1905 ordinance (amended in 1911) prohibited the construction of buildings in Los Angeles taller than 150 feet, though an exception allowed for uninhabited rooftop elements. A single permitted variance for the construction of Los Angeles City Hall in 1926 ensured that 454-foot City Hall would dominate Los Angeles downtown skyline for decades. Hollywood developers competed to maximize the potential of their property holdings with buildings constructed to the allowable height. The result was collection of “limit- height” buildings punctuating central Hollywood, with a majority clustering at the intersection of Hollywood and Vine. Examples include the Security Trust and Savings Building (1921; National Register, Historic-Cultural Monument No. 334) at the northeast corner of Hollywood and Cahuenga boulevards; the Knickerbocker Hotel (1923) on the east side of Ivar Avenue just north of Hollywood Boulevard; the Guaranty Building (1923; National Register) at the northeast corner of Hollywood Boulevard and Ivar Avenue; the Taft Building (1923; Historic-Cultural Monument No. 666) at the southeast corner of Hollywood Boulevard and Vine Street; the Hollywood Plaza Hotel (1924) on the west side of Vine Street south of Hollywood Boulevard; and the B.H. Dyas Department Store (later the Broadway Department Store; Historic-Cultural Monument No. 664) constructed in 1927 at the southwest corner of Hollywood and Vine.

By the mid-1920s, Hollywood Boulevard had transformed into a tightly developed commercial corridor with most blocks containing one- and two-story storefront buildings with taller, more impressive buildings located at corners. Two of the more distinctive and fanciful examples of construction along Hollywood Boulevard during this period include the Egyptian Theatre (6706-6712 Hollywood Boulevard, Los Angeles Historic-Cultural Monument No. 584), which opened in 1922, and the Chinese Theatre (6911-6927 Hollywood Boulevard, Los Angeles Historic-Cultural

Monument No. 55), which opened in 1927. Both were developed by theater impresario Sid Grauman and represent excellent examples of the Exotic Revival styles of architecture which were popularized during the 1920s.

By the end of the 1920s, Vine Street at its intersection with Hollywood Boulevard became concentrated with buildings constructed to the height limit. In 1929, the *Los Angeles Times* reported that, “Skyscraper construction at the Hollywood Boulevard-Vine Street intersection and immediately adjacent thereto, in the past five years, has exceeded that of any similar area in Los Angeles and has surpassed the limit-height building record of any district of its size outside of metropolitan areas in the United States.” A road improvement project, championed by the Hollywood Chamber of Commerce, was implemented for street upgrades in key locations to move traffic more efficiently throughout Hollywood. Dubbed the “Five-Finger Plan,” street improvements included widening, grading, and paving for key street locations, with an emphasis on further developing Vine Street. G.R. Dexter, President of the Bank of Hollywood, noted the “...completion of the street widening and opening involved in the project will develop Vine Street into the most heavily traveled thoroughfare in Los Angeles. With Yucca Street converted into a major artery leading into Cahuenga Avenue, the traffic between the San Fernando Valley cities and Los Angeles will be routed through Vine Street increasing the thoroughfare’s daily traffic to record figures.”

The focus on increasing traffic to Vine Street via Yucca Street spurred development interest in extending the commercial core of Hollywood and Vine north to include Yucca. The most impressive project that was realized was a height-limit office tower (today referred to as the Yucca-Vine Tower) constructed for Mountain States Life Insurance at the northwest corner of Yucca and Vine streets. Constructed in 1928, the Art Deco building was designed by architects H.L. Gogerty and Carl Jules Weyl, who were also responsible for designing the Hollywood Playhouse just south on Vine Street. Two modest commercial buildings, also designed by H.L. Gogerty in an Art Deco style, were constructed near Yucca and Vine. These were a two-story commercial building (1930), today referred to as the “Gogerty Building,” at the southeast corner of Yucca Street and Vine Street; and a two-story commercial building constructed in 1932 on the south side of Yucca Street between Vine Street and Ivar Avenue. By the time the second building on Yucca Street was completed, however, the country was mired in an economic depression. Gogerty’s early 1930s designs marked the end of commercial expansion to Yucca as development in Hollywood slowed to a crawl.

During the Great Depression, the glamorous image of Hollywood as a national fashion and entertainment destination began to fade. This was compounded by a problem that first emerged in the 1920s: a lack of parking options. Between the 1920s and 1940, Hollywood’s commercial district experienced little in the way of physical growth, but much in the way of increased activity, reinforcing Hollywood’s role as a hub between Los Angeles and adjacent communities.

Although parking was an increasing problem, Hollywood was not entirely abandoned as a retail center. Retailers instead attempted to refashion the district into a more modern shopping district. As a result, many stores along Hollywood Boulevard were remodeled in the 1930s. However, as wealthy residents left the area, many of Hollywood’s upscale retail establishments followed.

In 1939, the east-west axis along portions of Sunset and Santa Monica Boulevards became increasingly important with the extension of Route 66 from downtown Los Angeles to the Pacific Ocean. With increased traffic came the potential for increased revenue, but only if the more parking could be provided. In 1940, the Chamber of Commerce introduced “The Hollywood Plan,” which proposed developing parking lots south of Hollywood Boulevard between Gower Street and Highland Avenue. Although the plan was published in *Architectural Record* and may have influenced parking schemes elsewhere, it was never implemented beyond its first phase, which allowed for three hours of free parking in any existing lot with a one-dollar purchase at any store on Hollywood Boulevard. The lack of parking became a major factor in the erosion of Hollywood’s economic vitality by the 1950s.

7.0 DESCRIPTION OF THE PROJECT SITE



L: Sears Hollywood, 1928. (Source: Calisphere, Los Angeles Public Library Photo Collection). R: Sears Hollywood, 2022. (Source: Historic Resources Group).

Architectural Description

5601 West Santa Monica Boulevard is located on the northwest corner of the intersection of Santa Monica Boulevard and North St. Andrews Place. The parcel is bounded by Virginia Avenue to the north, St. Andrews Place to the east, Santa Monica Boulevard to the south, and a surface parking lot to the west which occupies the remainder of the city block. The building occupies the southeast corner of the parcel. The rear (northern) half of the lot is improved with a surface parking lot.

The three-story commercial building is set flush to the sidewalk on Santa Monica Boulevard and St. Andrews Place. It has a rectangular plan, simple massing, and asymmetrical composition. It has a flat built-up roof with a parapet; a false mansard with clay tile roofing wrapping the south and east facades; and a five-story tower with a pyramidal clay barrel tile roof, eave cornice, and decorative medallions. The exterior walls are of brick veneer laid vertically at the ground floor and reinforced concrete and plaster panels at the upper floors. Fenestration is limited to the tower and north façade of the building, and primarily consists of single fixed metal windows with divided lights, some with obscured glass. The primary entrance is centrally located on the south façade and consists of a projecting cement plaster bay with an arched opening. The doors are concealed from view from the public right-of-way by a temporary perimeter wall.

Alterations

Site observation and a review of building permits indicate that 5601 West Santa Monica Boulevard has been extensively altered since its original construction in 1928. Additions to the building began in 1930 when the auto tire service building relocated on the lot and a ten-foot-square addition was constructed to house it.³³ In 1936, several additions followed including the construction of a 10 feet by 52 feet building for a pottery sales room³⁴ and a 20 feet by 77 feet tire

³³ City of Los Angeles Building Permit #1930LA10130. May 2, 1930.

³⁴ City of Los Angeles Building Permit#1936LA33621. November 27, 1936.

& battery sales building.³⁵ In 1942, an 18 feet by 35 feet green house building was constructed on the property.³⁶ In 1947, the existing flooring was removed and replaced due to sagging. As a result, the entrance doors were also replaced.³⁷ In 1952, the auto service building was altered, and a carport was added to the building.³⁸ The following year, the existing floor between the first and second stories was removed to install escalators.³⁹ In 1958, a 14 feet by 30 feet lath house building was constructed.⁴⁰ In 1959, a portion of the existing curtain wall and plaster was demolished.⁴¹ In 1972, the entire building exterior was remodeled with new façades, and a one-story addition was constructed at the north (rear) façade.⁴² There were interior alterations completed throughout the building's history.

The 1972 exterior alterations changed the building's overall form; covered character-defining features including all windows, doors, and decorative features except the tower; and completely obscured the building's original design and architectural character.

Additional existing condition photographs are included below. See Appendix A for a list of selected building permits. Historic and aerial photographs are included in Appendix B.

³⁵ City of Los Angeles Building Permit #1936LA32956, November 27, 1936.

³⁶ City of Los Angeles Building Permit #1942LA07709. 1942.

³⁷ City of Los Angeles Building Permit #1947LA15026. 1947.

³⁸ City of Los Angeles Building Permit #1952LA33204. May 6, 1952.

³⁹ City of Los Angeles Building Permit #1953LA61972. June 6, 1953.

⁴⁰ City of Los Angeles Building Permit #1958LA09498. August 18, 1958.

⁴¹ City of Los Angeles Building Permit #1959LA24161. February 10, 1959.

⁴² City of Los Angeles Building Permit #1972LA49108. April 18, 1972.

Existing Conditions Photographs

Historic Resources Group, July 2022



South and east façades, view facing northwest.



South (primary) façade, view facing northeast.



East façade, view facing northwest.



North (rear) façade, view facing southwest.



West façade, view facing northeast.



Tower detail, view facing northeast.

8.0 SITE HISTORY

Development History

The block that includes 5601 West Santa Monica Boulevard was first recorded in April 1904 as part of the La Paloma Tract (MB 005-080) by owner Peter Haack. The La Paloma Tract, which extended from Fountain Avenue south to Santa Monica Boulevard, consisted of nine blocks, each composed of eighteen or nineteen 50'x150' lots laid out for residential development. 5601 West Santa Monica Boulevard is located in Block 8 of this tract.

The western portion of the block was subsequently subdivided as part of the Lemona Tract (MB 005-131a) in July 1904 by owners W. C. Fry and William Beesemyer. Under this subdivision, the land retained its original platting as residential lots, and by 1919, eleven of these twelve lots were improved with single-family residences.

The northern lots in the eastern portion of the block were also largely improved with single-family residences by 1919, but the southern lots fronting Santa Monica Boulevard remained mostly undeveloped. In December 1928, the eastern portion of the block was subsequently subdivided as Tract No. 9834 (MB 169-007) in December 1928 by Sears, Roebuck and Company. Under this subdivision, ten lots of the La Paloma Tract were combined to create three larger lots. Lot 1 of this tract represents the location of the commercial building occupying the subject property. Building permit records reveal that the existing residences that occupied these lots when Sears subdivided the land were relocated off-site in 1927 and 1928.

In July 1928, Sears, Roebuck and Company commissioned architect George C. Nimmons and Associates to design a three-story department store building at 5601 West Santa Monica Boulevard in Hollywood.⁴³ At the time the building was constructed, much of the surrounding area was residential with a mix of single- and multi-family properties. There were only a handful of commercial buildings along this stretch of Santa Monica Boulevard, and most served as mixed-use properties with commercial on the ground floor or front of the property and residences on the second floor or rear of the property. The building was also in proximity to the streetcar line located at Santa Monica Boulevard and Western Avenue.

Over the next ten years, Sears expanded their property, occupying almost half of the block along Santa Monica Boulevard. Numerous additions were constructed in the 1930s including a pottery sales building and a tire and battery building.

In the 1940s and 1950s, Santa Monica Boulevard became a commercial corridor serving the neighborhoods to the north and south. At that time, Sears expanded the Santa Monica Boulevard store with the construction of a greenhouse and a display cottage, and the expansion of their tire and sales building to accommodate an auto service station. Through the 1960s, there were no new additions added to the parcel. Most of the work took place on the interior of the building. In 1972, a new one-story addition was constructed, and a new exterior was applied.

⁴³ City of Los Angeles Building Permit #1928LA19064, July 7, 1928.

No substantial alterations were made to the building from the 1980s through the early 2000s. In 2008, Sears closed the Santa Monica store. Over the next eight years, several other businesses on the block closed, and by 2016, multiple nearby buildings had been demolished. Between 2016 and 2018, buildings at the rear of the subject parcel were demolished. Currently, the former Sears Department Store at 5601 West Santa Monica Boulevard is vacant, and the rest of the property is occupied by surface parking.

DEVELOPMENT OF SEARS, ROEBUCK AND COMPANY

Sears, Roebuck and Company originated in Minnesota in 1886. It was started by Richard W. Sears as the R.W. Sears Watch Company. In 1887, Sears was joined by fellow watchmaker Alvah C. Roebuck, and in 1893, the firm was renamed Sears, Roebuck and Company. Sears, Roebuck and Company went on to become the largest general mail order catalog company in America, and according to Smithsonian, “played a key role in the diffusion of mass consumer culture and commercial values.”⁴⁴ The first catalog was printed in 1896. By then the firm had moved beyond watches, offering a variety of merchandise including shoes, women’s clothing, hats, wagons, fishing tackle, stoves, furniture, china, saddles, buggies, firearms, and glassware. The business was focused primarily on rural America, where people had limited access to retailers and merchandise. Sears’ business model relied on the railroads and the Rural Free Delivery Act of 1896 that expanded mail routes in rural areas. In the early twentieth century, the company became famous for its mail-order catalog “Sears Modern Homes,” or “kit homes” for which customers could mail-order the blueprints and pre-cut components and have them delivered. The company motto, “Shop at Sears and Save,” firmly established the company’s value proposition as a merchandiser for the common man. The company vision was to bring quality goods to the American people one doorstep at a time.⁴⁵

By 1925, Sears, Roebuck and Company was publicly traded and was operating under the leadership of Robert E. Wood, who had previously worked for competitor Montgomery Ward and Company. Wood called for a shift in the overall business strategy from catalog to retail sales and advocated for building new stores away from downtown areas caused by the rise in ownership of automobiles. During this period, Wood initiated a rapid expansion outside of urban centers.⁴⁶ The expansion was swift and successful: Sears built sixteen large retail stores by the end of 1927 and more than 50 by the end of 1929.⁴⁷ These stores were categorized by Sears as “A,” “B,” or “C” stores. “A” or “lone wolf” stores tended to be located away from public transportation and were generally large freestanding retail stores displaying new merchandise. “B” and “C” stores were usually integrated into existing commercial areas and carried limited merchandise.⁴⁸

During the Great Depression, the pace of expansion slowed. Between 1932 and 1942 only 16 new “A stores” opened nationwide; however, three of them were in the Los Angeles area.⁴⁹ The three

⁴⁴ Sears Archive, <http://searsarchives.com/>, archived from the original at <https://web.archive.org/web/20220619070032/http://www.searsarchives.com/> (captured June 19, 2022; accessed August 2022).

⁴⁴ Vicki Howard, “The Rise and Fall of Sears,” Smithsonian.com, July 25, 2007, <https://www.smithsonianmag.com/history/rise-and-fall-sears-180964181/> (accessed June 18, 2018).

⁴⁵ “Sears History – 1940s to 1970s,” Sears Archive, <http://searsarchives.com/history/history1940s.htm>, archived

from the original at <https://web.archive.org/web/20220619070032/http://www.searsarchives.com/> (captured June 19, 2022; accessed August 2022).

⁴⁶ Howard, “The Rise and Fall of Sears.”

⁴⁷ Howard, “The Rise and Fall of Sears.”

⁴⁸ Richard Longstreth, “Sears, Roebuck and The Remaking of the Department Store, 1924-42,” *Journal of the Society of Architectural Historians*, Vol. 65, No.2 (June 2006).

⁴⁹ Longstreth, “Sears, Roebuck and The Remaking of the Department Store,” 256.

that opened in Los Angeles were in Westwood, Glendale, and near the Lafayette Square neighborhood. During that time, there was a major shift in the marketing philosophy. Instead of trying to fit everything into one building like a storage unit, the building was now used as a large display case built around the merchandise.⁵⁰ They also began to integrate full automobile service stations with their tire and auto accessories sales. It was something that most department stores would not even consider.⁵¹

The years following World War II were marked by unprecedented growth for Sears. Between 1946 and 1955, 11 new stores were added in existing markets and 114 others were constructed in new cities.⁵² Sears opened three Los Angeles-area stores in 1947: Inglewood, Santa Monica, and Compton. In February 1948, the board of directors arrived in Los Angeles via private plane to inspect the recently opened stores and conduct their first west-coast meeting in eight years.⁵³

During the mid-1940s, H. W. Kingsley was Sears Vice President in charge of the company's west coast territory, and Austin T. Cushman (c. 1902-1978) was manager of Sears operations in the Los Angeles district. When Kingsley retired in 1949, the mantle was passed to Cushman. The company regarded Los Angeles as "a hot spot" for the company, and the Santa Monica store was a key part of its expansion strategy.⁵⁴ Cushman eventually rose to CEO and Chairman of Sears.⁵⁵

After the war, Sears continued to favor the "lone wolf" stores which had even more space for parking. However, the company shifted architectural strategies: the in-house Store Design and Display Department remained responsible for internal programmatic development, but regional/local architects now prepared the plans. The architectural firms were chosen for their commercial expertise.⁵⁶

During this period, Sears became synonymous with the Craftsman brand of tools and Kenmore appliances, both of which originally launched in the 1920s. The retailer and its choice of merchandise reinforced Sears' reputation as the store for the common man. New labor-saving appliances such as washing machines changed the nature of household chores. Family-oriented merchandise lines such as Barbie and Winnie The Pooh children's clothing attracted millions of postwar American families and helped further the idea of postwar consumerism and the family shopping excursion.

In September 1951, the company abandoned the lone wolf location strategy in Southern California in favor of the creation of anchor stores in shopping centers and regional malls. The first of these was the Valley Plaza Sears (Stiles Clements, 1951). This new strategy was part of the suburbanization of postwar America epitomized by the growth of the shopping mall. By 1970, there were twelve new anchor store locations in malls around Southern California.⁵⁷

⁵⁰ "Sears History – 1940s to 1970s," Sears Archive, <http://searsarchives.com/history/history1940s.htm>, archived from the original at <https://web.archive.org/web/20220619070032/http://www.arsarchives.com/> (captured June 19, 2022; accessed August 2022).

⁵¹ Longstreth, "Sears, Roebuck and The Remaking of the Department Store," 261.

⁵² *Ibid.*, 266.

⁵³ "Gen Wood, Sears Head, Expects No Depression," *Los Angeles Times*, February 5, 1948, 2.

⁵⁴ "Sears Roebuck Names Angeleno as Coast Chief," *Los Angeles Times*, January 11, 1949, A2.

⁵⁵ Cushman retired from active management at Sears in 1967.

⁵⁶ The Inglewood and Compton stores were designed by Los Angeles-based architects Stiles Clements Associates.

⁵⁷ Locations included Buena Park, Canoga Park, Covina, El Monte, Orange, Pomona, Santa Ana, Santa Fe Springs, South Coast Plaza, Thousand Oaks, Torrance, Valley Plaza, and Upland/Montclair.

In the postwar era, Sears expanded its operations internationally, establishing stores in Mexico and Canada. In 1969, at the height of its success, Sears announced plans for the construction of the iconic Sears Tower in Chicago, designed by Skidmore, Owings and Merrill and completed in 1973.

In 1980, Sears, Roebuck and Company announced the formation of a corporate office and plans for major restructuring. This resulted in renaming the retail business the Sears Merchandise Group and the insurance business Allstate Insurance Group in early 1981. Sears followed the 1980s business trends of merger, acquisition and diversification with the purchase of several financial services companies, officially rebranding as Sears World Trade and launching new products such as the Discover credit card.

During the 1990s, the Sears Merchandise Group, reorganized around its apparel, home and automotive businesses, and closed many of its under-performing retail locations including some mall-based stores. Its unprofitable general catalog operations ceased in 1993, leaving a smaller, but successful, direct-response business.⁵⁸

At the close of its 2000 fiscal year, Sears operated 863 mall-based retail stores, most with Sears Auto Centers; an additional 1,200 retail locations including hardware, outlet, tire, and battery stores; as well as independently owned stores, primarily in smaller and rural markets. Growing pressure from mass retailers such as Walmart, which offered variety and low prices, eroded Sears' market share. Big box retailers, such as Home Depot, usurped the market for hardware and appliances. The acquisition of another troubled retailer, K-Mart, helped hasten Sears' decline.

The rise of e-commerce at the beginning of the twenty-first century proved too much for the global retail giant. Ironically, the company that had invented mail-order goods failed to compete effectively in the online space. The company re-focused all of its investment in e-commerce — allowing its stores to fall into disrepair, accelerating the loss of foot traffic, and resulting in store closures.

GEORGE C. NIMMONS, FAIA (1865-1947)

The former Sears Department Store at 5601 West Santa Monica Boulevard was designed by architect George Croll Nimmons, FAIA. George C. Nimmons was born in 1865 in Wooster, Ohio, to John and Rebecca Nimmons. George's father worked as a traveling salesman while his mother tended to the house and children. After studying at the local academy, Nimmons left for Europe where he began his professional training in architecture. In 1885, Nimmons returned to the United States and was living in Chicago, Illinois, where he continued his education at the Art Institute of Chicago. In 1887, he was hired by the architectural firm of Burnham & Root as a draftsman. He worked at the company for ten years.

In 1897, he partnered with William K. Fellows, forming Nimmons & Fellows. During the firm's early years, they primarily worked on residential buildings, along with a few industrial buildings. In 1900, Nimmons & Fellows received their first commission from Sears, Roebuck and Company,

⁵⁸ "Sears History – 1980s to today," Sears Archive, <http://searsarchives.com/history/history1980s.htm>, archived from the original at

<https://web.archive.org/web/20220619070032/http://www.searsarchives.com/> (captured June 19, 2022; accessed August 2022).

who hired the firm to construct an addition to an existing eight-story building including a basement, subbasement office and warehouse building for their headquarters.⁵⁹ This commission established the firm's portfolio for large commercial and industrial designs, and Nimmons' relationship with Sears, Roebuck would continue for another forty years. Over the next nine years, their success would continue on projects like the Railway Terminal and Warehouse building in Chicago, then one of the largest warehouse buildings in the world.⁶⁰ In 1910, the firm dissolved and Nimmons formed his own practice under the name of George C. Nimmons & Company. During that time, Nimmons was extremely busy with numerous commissions throughout Chicago and out of state including Georgia, Missouri, and California. His modern designs for manufacturing and mercantile plants led Chicago to become one of the leading pioneers of this building type.⁶¹ In Missouri, Nimmons was again commissioned by Sears, Roebuck & Co. to construct another company building in 1912.⁶² In 1914, he constructed one of his most noted works, the Reid Murdoch Building in Chicago. In 1919, he was asked to build a paint shop and shoe plant for Sears in Chicago.⁶³ Over the next nine years, some of his best work done including the Sears Building in Atlanta (1926) and the American Furniture Mart in Chicago (1926). In 1928, Sears commissioned him to construct a three-story department store building at 5601 West Santa Monica Boulevard.⁶⁴ He continued to practice alone until 1933, when he formed a new firm with some of his employees, which was known as Nimmons, Carr & Wright. The firm continued to work with Sears, Roebuck & Co. until Nimmons retired in 1945. During that time, they constructed the Glendale Sears location, a large monolithic structure built around the company's merchandising needs. Nimmons died in 1947.

MEDITERRANEAN REVIVAL ARCHITECTURE⁶⁵

Based on historic photographs of the former Sears Department Store at 5601 West Santa Monica Boulevard, it appears that the building originally reflected stylistic elements of the Mediterranean Revival architectural style. Mediterranean Revival architecture was popular between the two World Wars. Its origin is Italy, and while it shares many features with the Spanish Colonial Revival style, there are identifiable differences. The composition of the Mediterranean Revival is less picturesque, with uniformly horizontal roof lines and little emphasis on separate massing. Along with this comes increasing formality, approaching axial symmetry in many cases. Perhaps the most apparent difference is the roof. Both employ low pitches and clay tiles, but that of the Mediterranean Revival is typically hipped, while that of the Spanish Colonial Revival is gabled. Most resources mixed elements, as was admitted by architect Rexford Newcomb in his 1928 book *Mediterranean Domestic Architecture in the United States*. He noted that "Called upon to do 'Spanish' work, many of our men versed in the Italian, unconsciously allowed the Italian to modify their less well understood Spanish forms so that something that was neither Spanish nor Italian resulted."⁶⁶ Nonetheless an examination of predominantly Mediterranean Revival resources

⁵⁹ "Chicago Real Estate: Saw-tooth Roof Warehouse of Sears, Roebuck & Co." *Chicago Tribune*, January 27, 1901.

⁶⁰ "Chicago to Have One of the Largest Warehouse Buildings in the World," *Chicago Tribune*, June 20, 1909.

⁶¹ "Expert Explains Mission of the Modern Plant," *Chicago Tribune*, August 14, 1910.

⁶² "New \$425,000 Plan for Sears, Roebuck & Co.," *Chicago Tribune*, November 17, 1912.

⁶³ "Business Site Sales Herald New Factories: Sears, Roebuck & Co. to Build Paint Shop; Shoe Plant Proposed," *Chicago Tribune*, July 20, 1919.

⁶⁴ City of Los Angeles Building Permit #1928LA19064, July 7, 1928.

⁶⁵ Discussion of Mediterranean Revival architecture excerpted from City of Los Angeles, Office of Historic Resources, "Los Angeles Citywide Historic Context: Mediterranean & Indigenous Revival Architecture, 1893-1948," November 2018.

⁶⁶ Rexford Newcomb, *Mediterranean Domestic Architecture in the United States* (New York: Acanthus Press, 1999), 3.

illustrates an overall difference that is primarily a feeling of quiet formality in contrast to picturesque exuberance.

9.0 HISTORIC CONTEXT: SURVEYLA CONTEXTS & THEMES

Los Angeles' Citywide Historic Context Statement (HCS) was designed for use by SurveyLA field surveyors and by all agencies, organizations, and professionals completing historical resources surveys in the City of Los Angeles. The context statement was organized using the Multiple Property Documentation (MPD) format developed by the National Park Service for use in nominating properties to the National Register. This format provided a consistent framework for evaluating historical resources. It was adapted for local use to evaluate the eligibility of properties for city, state, and federal designation programs. The HCS used Eligibility Standards to identify the character defining, associative features and integrity aspects a property must retain to be a significant example of a type within a defined theme. Eligibility Standards also indicated the general geographic location, area of significance, applicable criteria, and period of significance associated with that type. These Eligibility Standards are guidelines based on knowledge of known significant examples of property types; properties do not need to meet all of the Eligibility Standards in order to be eligible. Moreover, there are many variables to consider in assessing integrity depending on why a resource is significant under the National Register, California Register or City of Los Angeles HCM eligibility criteria.

The 2020 Hollywood CRA Survey Update was conducted using the field methodology and HCS framework established for SurveyLA. SurveyLA and CRA survey findings are subject to change over time as properties age, additional information is uncovered, and more detailed analyses are completed. Resources identified through historic resources surveys are not designated resources. Designation by the City of Los Angeles and nominations to the California or National Registers are separate processes that include property owner notification and public hearings.

Based on the subject property's date of construction and location on a former streetcar line along Santa Monica Boulevard in Hollywood, the former Sears Department Store at 5601 West Santa Monica Boulevard is re-evaluated for potential significance within the context of the history and development of the Sears, Roebuck and Company, and within the following context/theme/property type combination (CTP) developed for SurveyLA:

Commercial Development, 1859-1980

Context: Commercial Development, 1859-1980

Theme: Neighborhood Commercial Development, 1880-1980

Sub-Theme: Streetcar Commercial Development, 1880-1934

Summary Statement of Significance: Neighborhood commercial resources are those which contained purveyors of goods and services that satisfied the everyday needs of nearby residents. Convenience of location was more important than range or quality of the goods or services offered. The defining characteristic of neighborhood resources associated with streetcar commercial development is their relationship to this specific mode of transportation. Resources related to streetcar commercial development may be significant in the areas of Commerce, Community Planning and Development, and/or Architecture. They illustrate how neighborhood commercial areas evolved throughout Los Angeles as a means of providing convenient access to

and from the streetcar. Buildings reflect design and layout features to accommodate streetcar access as well as the architectural styles of the day. They illustrate how community life was conducted within a pedestrian setting based on proximity of residents to local business and public transportation. Some examples are also significant for their association with the earliest phases of commercial development in areas of the city. Streetcar-related commercial properties include individual buildings and historic districts, both of which are now rare.

Period of Significance: 1880-1934

Period of Significance Justification: The period of significance begins in 1908, the origin of the motion picture industry in Los Angeles (though resources from this period associated with the entertainment industry are rare), and ends in 1980, the end date for SurveyLA. The end date may be extended over time.

Criteria: NR A/C; CR 1/3; Local 1/3

Associated Property Type: Commercial/Retail

Property Type Description: Streetcar commercial property types include the one-story retail building, consisting of one or more storefronts, and the multistory mixed-use building, consisting of a storefront or storefronts on the ground floor and offices, meeting space, or residential units above. One-story buildings were often called storefront blocks while the multi-story mixed use buildings containing offices or meeting spaces were commonly known as commercial or business blocks. Those with residential units, particularly single bay entities, were early versions of today's live/work buildings, with the upper floor often inhabited by the proprietor of the business below. Buildings may be individual resources and/or contributing features of a historic district.

Eligibility Standards:

- Was constructed/developed during the period of significance
- Located on or within two city blocks of a historic streetcar route
- Represents an important example of a one-story, mixed use, or intact grouping (historic district) of commercial properties oriented to streetcar or interurban service
- Demonstrates a lack of designed automobile accommodations
- Contains design and site layout features that reflect trends in neighborhood commercial design and a pedestrian orientation as was typical of streetcar-dependent commercial development

Character-Defining/Associative Features:

- Retains most of the essential character defining features from the period of significance
- May accommodate one or multiple tenants
- Typically, one to four stories in height
- Set to the sidewalk limit
- May be located on a prominent corner
- Lack of dedicated parking as part of the original design
- One or multiple storefronts which open directly to the sidewalk
- Storefronts with large display windows; may have awnings or arcades

- Associated with activities typical of neighborhood economic and social life

Integrity Considerations:

- Should retain integrity of Location, Design, Materials, Feeling, and Association
- Window and storefront openings remain intact
- Applied decoration is mostly intact; some decoration may be missing
- Relationship to sidewalk is maintained
- Setting may have changed (surrounding buildings and land uses)
- Original use may have changed
- Storefront signage may have changed

10.0 IDENTIFICATION OF HISTORICAL RESOURCES

Historical Resources on the Project Site

5601 West Santa Monica Boulevard is re-evaluated in this report for potential historical significance. It is evaluated against the relevant contexts and themes as outlined above, and according to established criteria for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a City of Los Angeles Historic-Cultural Monument.

EVALUATION OF SIGNIFICANCE

Criterion NR A/CR 1/Local 1 (Association with Events)

According to the National Park Service, in order for a property to be considered significant under Criterion A, it must be associated with a specific event marking an important moment in national, state, or local history or prehistory; or a pattern of events or a historic trend that made a significant contribution to the development of a community, state, or the nation; or both. Furthermore, mere association with historic events or trends is not sufficient, in and of itself, to qualify under this criterion; the property's specific association must be considered important as well.⁶⁷

This investigation did not identify any associations of 5601 West Santa Monica Boulevard with important historical events or trends that have made a significant contribution to social, historic, or cultural heritage at the national, state, or local level, and there is no evidence to indicate that the building is significant under Criterion A/1/1. While the former Sears building was constructed during the period of significance for streetcar-related commercial development, its completion in 1928 occurred nearly at the close of the period, and at a time when automobiles were swiftly replacing public transit as the most common method of transportation. As a result, the property does not reflect the trends and patterns of commercial construction influenced by streetcar development was at its peak. While the building was indeed developed along a major streetcar line, its siting and the accompanying development of an adjacent surface parking lot prioritized the growing popularity of the automobile.

At the same time, research does not demonstrate that the property represented a particularly meaningful or important milestone in the development of Sears, Roebuck and Company's retail operations. The company had constructed more than fifty retail stores by 1929; this location represents one of many outlets developed in Los Angeles during this period following the opening of the first Sears store in the city earlier in 1928, and it does not reflect a prominent or otherwise singular role in the company's plans for retail expansion. In addition, as demonstrated in the integrity analysis below, the building has been substantially altered and would not convey any such association due to lack of integrity. National Park Service guidance states that if a property's exterior is covered by a non-historic false front, it is not eligible under Criteria A, B, or C because it does not retain the visual quality necessary to convey historic or architectural significance.⁶⁸

⁶⁷ National Register Bulletin #15.

⁶⁸ National Register Bulletin #15.

For these reasons, 5601 West Santa Monica Boulevard is not eligible for listing as a historic resource under National Register Criterion A, California Register Criterion 1, or City of Los Angeles Criterion 1.

Criterion NR B/CA 2/Local 2 (Association with Important People)

According to the National Park Service, in order for a property to be considered significant under Criterion B, it must be associated with the life of an individual whose activities are demonstrably important within a local, state, or national historic context. A property is not eligible if its only justification for significance is that it was owned or used by a person who is a member of an identifiable profession, class, or social or ethnic group. It must be shown that the person gained importance within his or her profession or group. In addition, the property must be associated with a person's productive life, reflecting the time period when he or she achieved significance.⁶⁹

This investigation did not identify any associations with the lives of individuals or groups important to national, state, or local history to suggest that the building at 5601 West Santa Monica Boulevard is significant under Criterion B/2/2. Research conducted as part of this investigation uncovered no evidence that any employees of the Sears, Roebuck store at this location achieved successful or prominent careers as individual merchants outside of their work with the company, and the property does not represent the site of prominent or influential operations on their parts such that the property is distinguished for its association with an individual's management or operation of the site. And, as demonstrated in the integrity analysis below, the building would not reflect any such association since it has been completely altered and lacks historic integrity. National Park Service guidance states that if a property's exterior is covered by a non-historic false front, it is not eligible under Criteria A, B, or C because it does not retain the visual quality necessary to convey historic or architectural significance.⁷⁰

For these reasons, 5601 West Santa Monica Boulevard is not eligible for listing as a historic resource under National Register Criterion B, California Register Criterion 2, or City of Los Angeles Criterion 2.

Criterion NR C/CR 3/Local 3 (Architectural Merit)

According to the National Park Service, in order for a property to be considered significant under Criterion C, it must embody the distinctive characteristics of a type, style, period, or method of construction; or represent the work of a master architect, builder or designer; or possess high artistic values. Distinctive characteristics are those physical features or traits that commonly recur in individual types, styles, periods, or methods of construction. To be eligible, a property must clearly display sufficient characteristics to be considered a true representative example. A master is a figure of generally recognized greatness in a field, a known craftsman of consummate skill, or an anonymous craftsman whose work is distinguishable by its characteristic style or quality. A property is not eligible simply because it was designed by a prominent architect, but rather must express a particular phase, aspect, idea or theme in his or her craft. To be eligible for high artistic values, a property must express aesthetic ideals or design concepts more fully than typical properties of the type.⁷¹

⁶⁹ National Register Bulletin #15.

⁷⁰ National Register Bulletin #15.

⁷¹ National Register Bulletin #15.

The building at 5601 West Santa Monica Boulevard is not a distinctive example of a type, period, or method of construction, and it does not possess high artistic values; therefore, it is not significant under Criterion C/3/3. According to National Park Service guidance, a building with some applied detailing of a particular architectural style is not eligible under Criterion C if that detailing was added as an afterthought and not fully integrated with the overall lines and massing typical of the style. As originally designed and constructed, the former Sears building was a fairly standard and simple example of an early 20th century department store type with some relatively modest Mediterranean Revival architectural features applied to its two street façades. The building's overall form, composition, and massing did not reflect the characteristics of Mediterranean Revival architecture. In addition, the building has since been subject to extensive and substantial alterations, including the wholesale remodeling of all four of the building's façades during the second half of the 20th century. National Park Service guidance states that if a property's exterior is covered by a non-historic false front, it is not eligible under Criteria A, B, or C because it does not retain the visual quality necessary to convey historic or architectural significance.⁷² Therefore, the former Sears building is no longer able to convey its identity as a 1920s commercial building.

Architect George C. Nimmons was an accomplished practitioner who designed several notable buildings in Chicago, but his work in Southern California appears to have been limited primarily to commissions for Sears, Roebuck stores. Consequently, Nimmons' body of work in Southern California does not reflect a significant or influential contribution to the local built environment. Further, the National Park Service emphasizes that a property is not eligible simply because it was designed by a prominent architect; rather, the building must express a particular phase, aspect, idea, or theme in his or her craft.⁷³ The subject property is not representative of the most distinctive and imposing buildings conceived during the most productive or recognized period of Nimmons' career, and does not exemplify the architectural merit that has been recognized in other examples of his work outside Southern California. For these reasons, 5601 West Santa Monica Boulevard is not eligible for listing as a historic resource under National Register Criterion C, California Register Criterion 3, or City of Los Angeles Criterion 3.

Criterion NR D/CA 4 (Potential to Yield Important Information)

Criterion D/4 most commonly applies to properties that contain or are likely to contain information bearing on an important archeological research question.⁷⁴ As this evaluation applies only to built resources, the subject property was not evaluated for potential eligibility under National Register Criterion D or California Register Criterion 4.

⁷² National Register Bulletin #15.

⁷³ National Register Bulletin #15.

⁷⁴ National Register Bulletin #15.

EVALUATION 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 of physical characteristics that existed during the property’s prehistoric or historic period.”⁷⁵ The National Park Service defines seven aspects of historic integrity for historic resources: *location, design, setting, materials, workmanship, feeling, and association*. The integrity of 5601 West Santa Monica Boulevard is evaluated below based on these seven aspects.

- **Location:** The former Sears building remains in its original location at 5601 West Santa Monica Boulevard. Therefore, the property retains integrity of *location*.
- **Design:** The former Sears building has been substantially altered over time and does not retain the features associated with its original design. The building has been expanded with a number of additions, which have modified the building’s original footprint, and all of the building’s façades have been completely remodeled. Alterations made over time have included the removal of the building’s original sculpted parapet; the replacement and/or covering of original cladding with incompatible materials; the remodeling of the building’s primary entrance on the south façade; the removal of a secondary entrance on the east façade; the removal and/or enclosure of all fenestration on the primary (south), east, and west façades; and the removal and/or covering of all exterior decorative elements. The only element of the building’s original construction that remains visible today is the upper story of the penthouse tower. Therefore, the property does not retain integrity of *design*.
- **Setting:** The area immediately surrounding the former Sears property within the block bounded by Virginia Avenue to the north, St. Andrews Place to the east, Santa Monica Boulevard to the south, and Wilton Place to the west has been completely demolished with the exception of the former Sears building itself. At the time of the building’s initial construction, it shared the block with a number of single-family residences which have since been removed, leaving no evidence of the building’s original surroundings. In addition, a number of the residential properties to the north have been redeveloped with multi-family residences, and commercial development along the Santa Monica Boulevard corridor generally reflects more recent construction. Therefore, the property does not retain integrity of *setting*.
- **Materials:** As noted above, the building has undergone substantial alterations resulting in the loss of most of its original materials, including its original cladding, entrance doors, most fenestration, and decorative elements. Therefore, the property does not retain integrity of *materials*.
- **Workmanship:** The building does not retain integrity of *design* or *materials* and thus no longer reflects the construction techniques, finishes, and design elements that

⁷⁵ U. S. Department of the Interior, National Park Service, “National Register Bulletin 16A: How to Complete the

National Register Nomination Form,” (Washington, DC: 1997), 4.

characterized it as a 1920s department store building. Therefore, the property does not retain integrity of *workmanship*.

- **Feeling:** The former Sears building does not retain integrity of *design, setting, materials, or workmanship*. As a result, the building lacks the essential physical elements to convey the aesthetic and historic sense of a 1920s Sears, Roebuck department store. Therefore, the property does not retain integrity of *feeling*.
- **Association:** Because the property does not retain integrity of *design, setting, materials, workmanship, or feeling*, it cannot convey any potential direct links with important historic events or persons. Therefore, the property does not retain integrity of *association*.

In summary, while the former Sears building at 5601 West Santa Monica Boulevard retains integrity of *location*, it does not retain the other six aspects of integrity: *location, design, setting, materials, workmanship, feeling, and association*. Therefore, it does not retain historic integrity and is not eligible for designation as an historical resource.

Historical Resources in the Project Vicinity

The Project Site is located on Santa Monica Boulevard in the southernmost region of the Hollywood Redevelopment Project Area, which is within the larger Hollywood CPA. While the Project is located in the Hollywood Redevelopment Project Area, most resources in its vicinity are south or east of the Project Site, which is within the larger Hollywood CPA. The Hollywood CPA is located northwest of Downtown Los Angeles, and east of the San Fernando Valley. The area contains a combination of commercial and residential uses. The Hollywood CPA was surveyed by SurveyLA between June 2010 and August 2011 and revised in 2015. There are a number previously identified potential historical resources in the Project vicinity.

For purposes of this report, a Study Area of historical resources in the vicinity of the Project Site has been identified. The Study Area includes designated and potential historical resources in proximity to the Project Site that have a reasonable potential to be impacted by the Project, either through direct impacts as a result of construction activity or indirectly due to changes in the setting. Historical resources directly adjacent to the Project Site are more likely to be adversely impacted by the Project, specifically by alteration to the immediate setting of the resources in the vicinity, or by construction activities that have the potential to de-stabilize adjacent properties. Historical resources that are physically separated from the Project Site by other buildings or streets, or by additional distance, are less likely to be adversely impacted due to this spatial separation.

The Study Area includes six (6) previously identified individual properties. One of the properties is listed in the California Register, and therefore is a mandatory historical resource for purposes of CEQA. The other individual properties were identified as potentially eligible by historic resources surveys that meet the requirements of PRC Section 5024.1(g); therefore, they are considered to be potentially eligible historical resources as defined by CEQA for purposes of this report. The previous designations and survey findings for these properties are accepted, and these properties are not re-evaluated in this report.

Survey data and the previous evaluations for the listed resource and the potentially eligible historical resources are summarized in Table 5; the Study Area and location of each previously identified property is shown in the map in Figure 2.

TABLE 5. SUMMARY OF HISTORICAL RESOURCES IN THE STUDY AREA

MAP REF	ADDRESS/NAME	DATE CONSTRUCTED	PREVIOUS EVALUATION (DATE)
1	1022 N. Van Ness Avenue/Santa Monica Boulevard Elementary School	1937	2S2 (1994) Determined eligible for the National Register by consensus through Section 106 process. Listed in the California Register.
2	5622 W. Santa Monica Blvd	1924	3S; 3CS; 5S3 ⁷⁶ (SurveyLA, 2015) Excellent and rare example of early commercial development located along a former streetcar line in Hollywood; most examples from this period do not retain integrity.
3	5638 W. Santa Monica Blvd	1929	3S; 3CS; 5S3 (SurveyLA, 2015) Excellent example of a 1920s apartment house in Hollywood.
4	5517-5519 W. Sierra Vista Ave- Sierra Vista Ave Bungalow Court	1917	3S; 3CS; 5S3 (SurveyLA, 2015) Excellent and rare example of a 1917 bungalow court in Hollywood. Bungalow courts have particular significance in Hollywood; many were built in the 1920s-30s to accommodate people working in the entertainment industry. This is one of the earlier examples.
5	5511 W. Sierra Vista Ave	1903	3S; 3CS; 5S3 (SurveyLA, 2015) Excellent and rare example of early residential development in Hollywood; residence appears to predate surrounding development by a decade or more.
6	5623 Virginia Ave	1932	3CS; 5S3 (Hollywood CRA Survey Update, 2020) Excellent example of Art Deco residential architecture in Hollywood. Due to alterations, including window replacement, the building may not retain sufficient integrity for listing in the National Register.

⁷⁶ California Historical Resource Status Codes defined as follows: 3S, "Appears eligible for NR as an individual property through survey evaluation;" 3CS, "Appears eligible for CR as an individual property through survey evaluation;" 5S3, "Appears to be individually eligible for local listing or

designation through survey evaluation." Definition of all status codes found here: <https://ohp.parks.ca.gov/pages/1069/files/chrstatus%20codes.pdf>.

FIGURE 2: HISTORICAL RESOURCES IN THE STUDY AREA



DESCRIPTION OF HISTORICAL RESOURCES IN THE STUDY AREA

1022 North Van Ness Avenue (Map Ref. 1)

Santa Monica Boulevard Elementary School (now Santa Monica Boulevard Community Charter School) is located on the south side of Santa Monica Boulevard between Van Ness Avenue and Ridgewood Place. Initial construction on the campus dates to 1937.



1022 North Van Ness Avenue, 2022. Source: Google maps.

Santa Monica Boulevard Elementary is significant as an excellent example of an LAUSD elementary school representing the post-1933 Long Beach earthquake period of school construction. In 1994, it was determined eligible for listing in the National Register by consensus through Section 106 process and was accordingly listed in the California Register. Therefore, it is a mandatory historical resource as defined by CEQA.

5622 W. Santa Monica Boulevard (Map Ref. 2)

The two-story commercial building at 5622 West Santa Monica Boulevard is located on the south side of Santa Monica Boulevard between North Wilton Place and North St. Andrews Place. It was constructed in 1924.



5622 W. Santa Monica Boulevard, 2010. Source: Page & Turnbull.

5622 West Santa Monica Boulevard was identified by SurveyLA in the 2015 Hollywood CPA survey as an excellent and rare example of early commercial development located along a former streetcar line in Hollywood; most examples from this period do not retain integrity. It was found eligible for individual listing in the National Register, California Register, and for designation as a City of Los Angeles HCM. Therefore, it is considered a potentially eligible historical resource for purposes of the CEQA analysis in this report.

5638 W. Santa Monica Boulevard (Map Ref. 3)

The four-story apartment building at 5638 West Santa Monica Boulevard is located along the south side of Santa Monica Boulevard between North Wilton Place and North St. Andrews Place. It was constructed in 1929.



5638 W. Santa Monica Boulevard, 2010. Source: Page & Turnbull.

5638 West Santa Monica Boulevard was identified by SurveyLA in the 2015 Hollywood CPA survey as an excellent example of a 1920s apartment house in Hollywood and was found eligible for individual listing

in the National Register, California Register, and for designation as a City of Los Angeles HCM. Therefore, it is considered a potentially eligible historical resource for purposes of the CEQA analysis in this report.

5511 W. Sierra Vista Avenue (Map Ref. 4)

The Dutch Colonial Revival-style single-family residence at 5511 West Sierra Vista Avenue is located on the north side of Sierra Vista Avenue between North Wilton Place and North St. Andrews Place. It was constructed in 1903.



5511 W. Sierra Vista Avenue, 2010. Source: Page & Turnbull.

5511 West Sierra Vista Avenue was identified by SurveyLA in the 2015 Hollywood CPA survey as an excellent and rare example of early residential development in Hollywood. It was noted that the residence appears to predate surrounding development by a decade or more. The property was found eligible for individual listing in the National Register, California Register, and for designation as a City of Los Angeles HCM. Therefore, it is considered a potentially eligible historical resource for purposes of the CEQA analysis in this report.

5517-5519 Sierra Vista Ave Bungalow Court (Map Ref. 5)

The Craftsman style bungalow court at 5517-5519 Sierra Vista Avenue is located on the north side of Sierra Vista Avenue between North Wilton Place and North St. Andrews Place and is composed of seven semi-detached buildings oriented around a landscaped courtyard. It was constructed in 1917.



5517-5519 Sierra Vista Ave Bungalow Court, 2015. Source: Historic Resources Group.

5517-5519 Sierra Vista Avenue was identified by SurveyLA in the 2015 Hollywood CPA survey as an excellent and rare example of the property type in Hollywood. Bungalow courts have particular significance in Hollywood; many were built in the 1920s-30s to accommodate people working in the entertainment industry. This is one of the earlier examples. It was found eligible for listing in the National Register, California Register, and for designation as a City of Los Angeles HCM. Therefore, it is considered a potentially eligible historical resource for purposes of the CEQA analysis in this report.

5623 Virginia Ave (Map Ref. 6)

The Art Deco apartment house at 5623 Virginia Avenue is located on the north side of Virginia Avenue between North Wilton Place and North St. Andrews Place. It was constructed in 1932.

5623 Virginia Avenue was identified in the 2020 Hollywood CRA Survey update as an excellent example of Art Deco residential architecture in Hollywood. It was found eligible for individual listing in the California Register, and for designation as a City of Los Angeles HCM. Therefore, it is considered a potentially eligible historical resource for purposes of the CEQA analysis in this report.



5623 Virginia Ave, 2019. Source: Architectural Resources Group.

11.0 ANALYSIS OF POTENTIAL IMPACTS

Significance Threshold

A significant effect under CEQA would occur if a project results in a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines Section 15064.5(a). Substantial adverse change is defined as “physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of a historical resource would be materially impaired.”⁷⁷ According to CEQA Guidelines Section 15064.5(b)(2), the significance of a historical resource is materially impaired when a project demolishes or materially alters in an adverse manner those physical characteristics that:

- A.** Convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register; or
- B.** Account for its inclusion in a local register of historical resources pursuant to PRC Section 5020.1(k) or its identification in a historical resources survey meeting the requirements of PRC Section 5024.1(g) Code, unless the public agency reviewing the effects of the project establishes by a preponderance of evidence that the resource is not historically or culturally significant; or
- C.** Convey its historical significance and that justify its eligibility for inclusion in the California Register as determined by a Lead Agency for purposes of CEQA.

According to CEQA Guidelines Section 15064(d)(1-3), in evaluating the significance of the potential environmental effect of a project on historical resources, both direct physical changes to the environment and reasonably foreseeable indirect physical changes are considered:

- 1.** A direct physical change in the environment is a physical change in the environment which is caused by and immediately related to the project.
- 2.** An indirect physical change in the environment is a physical change in the environment which is not immediately related to the project, but which is caused indirectly by the project. If a direct physical change in the environment in turn causes another change in the environment, then the other change is an indirect physical change in the environment.
- 3.** An indirect physical change is to be considered only if that change is a reasonably foreseeable impact which may be caused by the project. A change which is speculative or unlikely to occur is not reasonably foreseeable.⁷⁸

As applied to the evaluation of potential impacts to historical resources, direct impacts are those that may occur during construction and would include the demolition, material alteration, relocation, or conversion of a historical resource and/or its important character-defining features. Direct impacts may also involve potential damage related to adjacent underground excavation and general construction activities that could undermine the stability of a historical resource. Indirect impacts may involve new construction that results in the alteration of the surroundings of a historical resource that could remove part or all of the associated setting of an historical resource,

⁷⁷ State CEQA Guidelines, Section 15064.5(b)(1).

⁷⁸ State CEQA Guidelines, Section 15064(d)(1-3).

remove character-defining features or spaces surrounding the historical resource, or substantially impair or obscure the ability of the resource to convey its historical significance.

The Project would construct a new commercial development including five production studios and two, six-story office towers over three levels of subterranean parking, on a parcel that is currently occupied by a three-story commercial building and a surface parking lot. Potential impacts are therefore considered both for historical resources on the Project Site and within the identified Study Area. Historical resources that immediately border the Project Site are more likely to be adversely impacted, specifically by construction activities that have the potential to de-stabilize adjacent properties or by alteration to the immediate setting of the resources in the vicinity. Resources physically separated from the Project Site by other buildings or streets, or by additional distance, are less likely to be adversely impacted due to this spatial separation.

Evaluation of Potential Impacts

POTENTIAL IMPACTS TO HISTORICAL RESOURCES ON THE PROJECT SITE

There are no historical resources on the Project Site. The Project proposes to demolish the former Sears department store building on the Project Site. The building was not identified as a potential historical resource in the 1986, 1997, 2003, or 2010 historic resources surveys of the Hollywood Redevelopment Project Area; nor in the 2020 Hollywood Redevelopment Project Area survey update, which was conducted according to the methodology and eligibility standards developed for SurveyLA. This report re-evaluated the former Sears building and confirmed the previous findings that it is not eligible for historic designation at the federal, state, or local levels. Therefore, it is not a historical resource as defined by CEQA, and its demolition has no potential to result in impacts to historical resources on the Project Site.

POTENTIAL IMPACTS TO HISTORICAL RESOURCES IN THE STUDY AREA

A Study Area was established to evaluate potential impacts to historical resources immediately adjacent to, and in the wider vicinity of, the Project Site. The Study Area includes those properties that could be directly or indirectly affected by the Project.

According to CEQA Guidelines Section 15064(d)(1-3), in evaluating the significance of the potential environmental effect of a project on historical resources, both direct physical changes to the environment and reasonably foreseeable indirect physical changes are considered. A direct physical change in the environment is caused by and immediately related to the project, whereas an indirect physical change in the environment is not immediately related to the project, but which is caused indirectly by it. An indirect physical change is to be considered only if that change is a reasonably foreseeable impact which may be caused by the project. A change which is speculative or unlikely to occur is not reasonably foreseeable.⁷⁹

Previously identified historical resources directly adjacent to the Project Site are more likely to be adversely impacted by the Project, specifically by alteration to the immediate setting of the resources in the vicinity, or by construction activities that have the potential to de-stabilize adjacent properties. Previously identified historical resources that are physically separated from

⁷⁹ State CEQA Guidelines, Section 15064(d)(1-3).

the Project Site by other buildings or streets, or by additional distance, are less likely to be adversely impacted due to this spatial separation.

Potential Direct Impacts

The historical resources included within the Study Area are physically separated from the Project Site by streets, other buildings, or both. This separation effectively buffers these resources from potential direct impacts associated with construction activities on the Project Site, including the excavation for subterranean parking.⁸⁰ Therefore, there would be no potential direct impacts to historical resources in the Study Area.

Potential Indirect Impacts

The Project would construct a new mixed-use development that includes film and television production studios, creative offices, restaurants, and accessory related uses in buildings up to six stories in height over three levels of subterranean parking, on parcels currently occupied by a three-story commercial building and a surface parking lot. The Project would introduce substantial new construction that will alter the surroundings of historical resources in the immediate vicinity of the Project Site. It therefore has the potential to result in indirect impacts to those resources by altering their associated setting.

As noted above, a Study Area was established to evaluate potential indirect impacts to historical resources in the Project vicinity. The Study Area includes one (1) designated historical resource and four (4) potential historical resources identified in previous surveys of the area. All are located on the opposite side of Santa Monica Boulevard, or further, from the Project Site. As noted above, resources physically separated from the Project Site by other buildings or streets, or by additional distance, are less likely to be adversely impacted due to this spatial separation.

The Project would not materially alter any of the historical resources in the Study Area. All four resources would remain intact in their current locations; therefore, all would retain the existing physical characteristics that convey their historic significance, and would retain integrity of *location, design, materials, workmanship, feeling, and association*. The only aspect of their integrity that would be affected by the Project is *setting*. The Project would construct a mixed-use development on a parcel currently occupied by one commercial building and a surface parking lot; therefore, the immediate environs of the nearby historical resources would be considerably altered by the increased height and density on the Project Site.

1022 North Van Ness Avenue

The Santa Monica Boulevard Elementary School at 1022 North Van Ness Avenue has been identified as an example of a post-1933 Long Beach earthquake LAUSD elementary school. The significance of the property is expressed through its physical features, which would not be altered by the Project; it would still convey its significance despite the change to its integrity of *setting*. Therefore, the Project would not alter the setting in an adverse manner such that the physical characteristics of the Santa Monica Boulevard Elementary School would no longer convey its historic significance.

⁸⁰ Pending results of the Noise and Vibration Study.

5622 West Santa Monica Boulevard

5622 West Santa Monica Boulevard has been identified as a rare example of early commercial development located along a former streetcar line in Hollywood. The potential eligibility of the property is expressed through its physical features, which would not be altered by the Project; it would still convey its potential eligibility for listing despite the change to its integrity of *setting*. Therefore, the Project would not alter the setting in an adverse manner such that the physical characteristics of 5622 West Santa Monica Boulevard would no longer convey its potential eligibility for listing as a historic resource.

5638 West Santa Monica Boulevard

5638 West Santa Monica Boulevard has been identified as an excellent example of a 1920s apartment house in Hollywood. The potential eligibility of the property is expressed through its physical features, which would not be altered by the Project; it would still convey its potential eligibility for listing despite the change to its integrity of *setting*. Therefore, the Project would not alter the setting in an adverse manner such that the physical characteristics of 5638 West Santa Monica Boulevard would no longer convey its potential eligibility for listing as a historic resource.

5511 West Sierra Vista Avenue

5511 West Sierra Vista Avenue has been identified as an excellent and rare example of early residential development in Hollywood. The potential eligibility of the property is expressed through its physical features, which would not be altered by the Project; it would still convey its potential eligibility for listing despite the change to its wider setting. Therefore, the Project would not alter the setting in an adverse manner such that the physical characteristics of 5511 West Sierra Vista Avenue would no longer convey its potential eligibility for listing as a historic resource.

5517-5519 West Sierra Vista Avenue

The Sierra Vista Bungalow Court at 5517-5519 West Sierra Vista Avenue has been identified as an excellent and rare example of a bungalow court, a property type which has particular significance in Hollywood. The potential eligibility of the property is expressed through its physical features, which would not be altered by the Project; it would still convey its potential eligibility despite the changes to its wider setting. Therefore, the Project would not alter the setting in an adverse manner such that the physical characteristics of 5517-5519 West Sierra Vista Avenue would no longer convey its potential eligibility for listing as a historic resource.

5623 Virginia Avenue

The Art Deco apartment house at 5623 Virginia Avenue has been identified as an excellent example of Art Deco residential architecture in Hollywood. The potential eligibility of the property is expressed through its physical features, which would not be altered by the Project; it would still convey its potential eligibility for listing despite the changes to its wider setting. Therefore, the Project would not alter the setting in an adverse manner such that the physical characteristics of 5623 Virginia Avenue would no longer convey its potential eligibility for listing as a historic resource.

Summary of Project Impacts

Analysis of the potential for the Project to create direct and indirect impacts to historical resources on the Project Site and in the identified Study Area reveals the following:

1. The former Sears department store building at 5601 West Santa Monica Boulevard is not a historical resource; therefore, its demolition would not result in significant adverse impacts to historical resources on the Project Site.
2. The Project would not result in significant adverse impacts to either the listed historical resource or to the potentially eligible historical resources in the Study Area as a result of construction activity or changes to the setting resulting from the Project.

12.0 CONCLUSION

The Project proposes to demolish the existing building on the Project Site and redevelop the parcel with a new mixed-use development that includes film and television production studios, creative offices, restaurants, and accessory related uses. There are no historical resources on the Project Site. The existing building at 5601 West Santa Monica Boulevard was constructed for Sears, Roebuck and Company in 1928. It was designed by architect George C. Nimmons and originally reflected features of the Mediterranean Revival architectural style but has been completely altered. The building was not identified as individually eligible for historic designation in any previous survey, and it is not located within a designated or potential historic district.

This report re-evaluated the building at 5601 West Santa Monica Boulevard. Based on observation of the building, a review of primary and secondary sources, and an analysis of the eligibility criteria for listing in the National Register of Historic Places, the California Register of Historical Resources, and as a City of Los Angeles Historic-Cultural Monument, the previous survey findings are confirmed. 5601 West Santa Monica Boulevard is not significant under Criteria A/1/1, B/2/2, or C/3/3, and does not meet the required integrity thresholds to convey any potential historic significance that would qualify it for listing at the federal, state, or local levels. Therefore, it is not considered a historical resource as defined by CEQA, and its demolition would not have a significant effect on the environment.

The Project would not demolish, destroy, relocate, or alter any other nearby historical resources, and thus would not impair the historical significance of any other designated or potential historical resources in the Study Area. Although the Project would alter the *setting* of immediately adjacent historical resources, this change would not affect nearby resources' eligibility for designation at the federal, state, or local levels. Therefore, the Project would not result in a substantial adverse change to historical resources in the Project vicinity.

13.0 REFERENCES

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APPENDIX A

SELECTED PERMIT HISTORY

PERMIT NO.	DATE	DESCRIPTION OF WORK	OWNER	ARCHITECT / ENGINEER
LA17339	1928-06-18	Construct retail store building (155' x 134 ½')	Sears Roebuck	Geo. C. Nimmons/ Scofield-Twaits Co. (Contractor)
LA19064	1928-07-07	[REVISED] Construct retail store building (155' x 163'-2")	Sears Roebuck	Geo. C. Nimmons/Scofield-Twaits Co. (Contractor)
LA21761	1928-08-03	Details of Fire Escapes – Showing revised location on north elevation	Sears Roebuck Co	Geo. C. Nimmons/Scofield-Twaits Co. (Contractor)
LA26249	1928-09-20	To erect a canopy on a loading platform in the rear of the bldg. now under construction under building permit #19064	Sears Roebuck Co	Geo. C. Nimmons/Scofield-Twaits Co. (Contractor)
LA26669	1928-09-25	Construct tire changing building (30' x 20')	Sears Roebuck Co	Nimmons, Carr & Wright/ Scofield-Twaits Co. (Contractor)
LA21726	1929-08-23	Build brick incinerator in boiler room of present bldg. adjacent to present boiler	Sears Roebuck Co.	Martin Schwab/Hareity Co. (Contractor)
LA10130	1930-05-02	Present bldg. to be moved on same lot. 2 ell[sic] additions 10' x 10' to be added	Sears Roebuck and Co.	N/A
LA08156	1934-06-25	Strengthen tower; swing joints on sprinkler; tension springs around sprinkler	Sears Roebuck and Co	Oliver S. Brown (Engineer)/Lindgren & Swinerton Inc. (Contractor)
LA02556	1936-02-04	Foundation only	Sears Roebuck & Co.	[OWNER]/O. G. Bowen (Engineer)/Ford J. Twaits Co. (Contractor)
LA06337	1936-03-19	Addition to present bldg.	Sears, Roebuck & Co.	O. G. Bowen (Engineer)/Ford J. Twaits Co. (Contractor)
LA33621	1936-11-27	Sales room for pottery – Construct 10' x 52' building	Sears Roebuck Co.	Nigg Engr. Corp (Contractor)

PERMIT NO.	DATE	DESCRIPTION OF WORK	OWNER	ARCHITECT / ENGINEER
LA33622	1936-11-27	Tire & battery sales – Construct new 20' x 77' building	Sears Roebuck	Nigg. Engr. Corp (Contractor)
LA32956	1937-10-05	Erect tire rack & enlarge battery storage space – install two ventilating fans.	Sears Roebuck & Co.	Hal McGren (Contractor)
LA07709	1942-??-??	Green House – construct 18' x 35' building	Sears, Roebuck and Co.	Murray Erick (Engineer)
LA15026	1947-??-13	Remove & replace existing flooring (200' approx.) where sleepers have dry rotted. Sag in floor has caused entrance doors to sag & operate poorly. These doors are to be removed and replaced along with Pixon hinges for same.	Sears Roebuck & Co.	Pozzo Constr. Co. (Contractor)
LA17979	1947-07-28	Display cottage with 2 rooms – construct 20' x 20' building	Sears Roebuck & Co.	Calif. Pre-fab. Co. (Contractor)
LA28369	1952–02-18	Signage – (4) metal signs, wall; (20) transformers – each sign approx. 500 lbs.	Sears, Roebuck & Co.	Electrical Prod. Corp. (Contractor)
LA30935	1952-06-02	Signage – (2) metal signs, projecting & wall; (6) transformers – approx. 75lbs and 250lbs.	Sears, Roebuck & Co.	Electrical Prod. Corp. (Contractor)
LA33204	1952-05-06	Auto Service Bldg. - It is proposed to add carport & alter interior of exist. bldg. (20' x 124')	Sears, Roebuck & Co.	Pozzo Const. Co. (Contractor)
LA61972	1953-06-02	Cut exist. floor 1 st & 2 nd floor – reframe and install 2 floors of escalators [all interior work]	Sears, Roebuck & Co.	Stiles Clements
LA63185	1953-06-18	Change footings under Cols from 5'-0" to combined footing 11'-3" x 4'-6"	Sears, Roebuck & Co.	Stiles Clements
LA43879	1956-05-23	Addition of cooling tower & compressor room	Sears, Roebuck & Co.	Donald Douglas (Engineer)/ F. B.

PERMIT NO.	DATE	DESCRIPTION OF WORK	OWNER	ARCHITECT / ENGINEER
				Gardner Co. (Contractor)
LA75675	1957-06-27	Remove cast stone coping adj. to street and exit courts	Sears, Roebuck & Co.	Williams Waterproofing Co. (Contractor)
LA09498	1958-08-18	Lath House – construct new 14' x 30' building	Sears Roebuck & Co..	C. F. Knowlton (Engineer)/Airflow Aluminum Awning (Contractor)
LA24161	1959-02-10	Demolish portion of exist. curtain wall & plas. Vert face of soffit	Sears, Roebuck & Co.	Bibb-Remen & Bibb (Contractor)
LA31764	1959-05-11	Employee's cafeteria & lunch rm within existing bldg. – 3 rd flr	Sears, Roebuck & Co.	[OWNER]
LA60321	1960-05-11	Addition to snack bar. Close in with glass, new counters, etc. (8' x 47' addition)	Sears, Roebuck & Co.	Joseph Halferer (Engineer)
LA47786	1963-09-17	Replace wood doors w/ alum.	Sear's Roebuck & Co.	E & T Constructors (Contractor)
LA49108	1972-04-18	New exterior & one-story addition	Sears, Roebuck & Co.	Lott-Collins & Assoc./Steinbrugge & Moon Inc. (Engineer)/E & T Constructors (Contractor)
LA52896	1972-06-19	Northwest wall wet sandblast for re-stucco	Sears, Roebuck & Co.	Ace Sand Blast Co. (Contractor)
LA54315	1972-07-14	Wall sign (Individual letters)	Sears, Roebuck & Co.	Lott. Collins & Associates/Rich Signs Co. (Contractor)
LA25641	1976-05-05	Roof sign	Sears	Barry Baron/Alert Signs (Contractor)

APPENDIX B

HISTORIC PHOTOGRAPHS AND AERIALS



Sears Hollywood, 1928. (Source: Calisphere, Los Angeles Public Library Photo Collection)



Historic aerial of 5601 W. Santa Monica Boulevard, 1928. The Sears Department Store is outlined in red. (Source: UCSB Fairchild Aerials)



Historic aerial of 5601 W. Santa Monica Boulevard, 1938. The Sears Department Store is outlined in red. (Source: UCSB Fairchild Aerials)



Historic aerial of 5601 W. Santa Monica Boulevard, 1952. The Sears Department Store is outlined in red. (Source: UCSB Fairchild Aerials)



Historic aerial of 5601 W. Santa Monica Boulevard, 1960. The Sears Department Store is outlined in red. (Source: UCSB Fairchild Aerials)



Historic aerial of 5601 W. Santa Monica Boulevard, 1965. The Sears Department Store is outlined in red. (Source: UCSB Fairchild Aerials)

APPENDIX C

PROJECT INFORMATION



5601 W. SANTA MONICA BLVD.
ENTITLEMENT SUBMITTAL - REVISED FEBRUARY 9, 2022

ECHELON STUDIOS

DEVELOPED BY

BARDAS
INVESTMENT GROUP

LRA
House & Robertson
ARCHITECTS

RIOS

ECHELON STUDIOS

5601 W. Santa Monica Blvd.
Los Angeles, CA 90038



RIOS

3101 W EXPOSITION PLACE
LOS ANGELES, CA 90018
PH: 323.785.1800
FAX: 323.785.1801
rios.com

PROJECT # **20283**

CONULT
NOT FOR CONSTRUCTION

NOT FOR CONSTRUCTION

SEATING / ALCOHOL

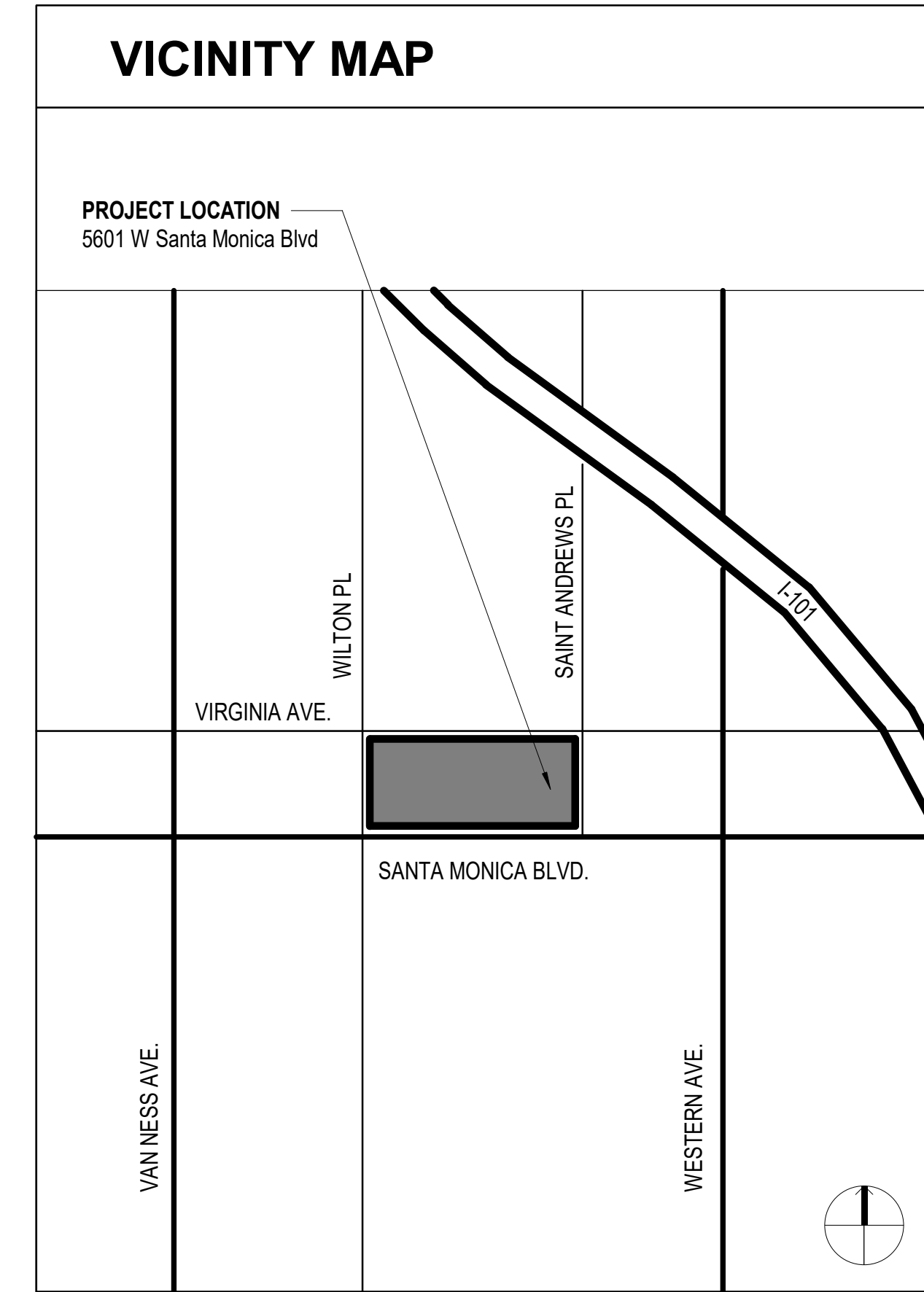
1/A5.01 EAST BUILDING F&B	
INDOOR AREA	4,885 SF
OUTDOOR AREA	2,665 SF
TOTAL AREA	7,550 SF
INDOOR SEATS	186
OUTDOOR SEATS	185
TOTAL SEATS	371
ALCOHOL TYPE	FULL BAR
HOURS OF OPERATION	7:30AM - 11PM

2/A5.01 WEST BUILDING F&B	
INDOOR AREA	1,308 SF
OUTDOOR AREA	437 SF
TOTAL AREA	1,745 SF
INDOOR SEATS	61
OUTDOOR SEATS	54
TOTAL SEATS	115
ALCOHOL TYPE	FULL BAR
HOURS OF OPERATION	7:30AM - 11PM

3/A5.01 LEVEL 03 TENANT AMENITY	
INDOOR AREA	1,979 SF
OUTDOOR AREA	1,104 SF
TOTAL AREA	3,083 SF
INDOOR SEATS	87
OUTDOOR SEATS	72
TOTAL SEATS	159
ALCOHOL TYPE	BEER & WINE
HOURS OF OPERATION	7:30AM - 9PM

TOTAL AREA	
INDOOR AREA	8,172 SF
OUTDOOR AREA	4,206 SF
TOTAL AREA	12,378 SF

TOTAL SEATS	
INDOOR SEATS	314
OUTDOOR SEATS	311
TOTAL SEATS	625



PROJECT TEAM

CLIENT Bardas Investment Group 1015 N Fairfax Ave West Hollywood, CA 90046 T: (323) 461-8815 Contact: David Simon email: dsimon@bardasig.com	CIVIL ENGINEER NAME Address Address Line 2 T: Contact: e-mail:
ARCHITECT House & Robertson Architects 10125 Washington Blvd Culver City, CA 90232 T: (323) 935-3158 Contact: Jim House email: jimh@hrarch.com	STRUCTURAL NAME Address Address Line 2 T: Contact: e-mail:
DESIGN ARCHITECT / LANDSCAPE ARCHITECT RIOS 3101 W. Exposition Pl Los Angeles, CA 90018 T: (323) 785-1800 F: (323) 785-1801 Contact: Bob Hale email: bob@rios.com	MECHANICAL, ELECTRICAL PLUMBING ENGINEER NAME Address Address Line 2 T: Contact: e-mail:
PROJECT MANAGEMENT NAME Address Address Line 2 T: Contacts: e-mail:	GEOTECHNICAL ENGINEER NAME Address Address Line 2 T: Contact: e-mail:
GENERAL CONTRACTOR NAME Address Address Line 2 T: Contacts: e-mail:	IRRIGATION CONSULTANT NAME Address Address Line 2 T: Contact: e-mail:
EXPEDITOR NAME Address Address Line 2 T: Contact: e-mail:	SURVEYOR NAME Address Address Line 2 T: Contacts: e-mail:
GEOTECHNICAL ENGINEER NAME Address Address Line 2 T: Contacts: e-mail:	TITLE 24 ENERGY CONSULTANT NAME Address Address Line 2 T: Contacts: e-mail:

PROJECT DATA

PROJECT DESCRIPTION

The project proposes the construction of approximately 510,621 sf of development consisting of production studios, offices, retail, and related accessory uses.

The project includes approximately 110,074 sf of production studios and related support space; 388,286 sf of creative office; 12,378 sf of restaurant; within one interconnected building up to 94' ft in height.

The project includes approximately 981 automobile parking spaces provided on-site in a subterranean three-level parking garage and 162 bicycle parking spaces.

SITE ADDRESS

5601 - 5673 W. Santa Monica Blvd.;
5612 - 5666 W. Virginia Ave.;
1110 - 1118 N. Wilton Pl.
Los Angeles, CA 90038

LEGAL INFORMATION

APN: 5538-012-017

LOT AREA: 225,747.5 SF (212,556.86 SF per ZIMAS)

LEGAL DESCRIPTION: Lots FR1 to FR12, Block 9 of Lemona Tract, Lots 7 to 14, Block 8 of La Paloma Tract, and Lots 1 to 3 of Tract TR 9834

ZONING SUMMARY

EXISTING ZONING:	(T)QIRAS4-2D per Ord 179,284
UNDERLYING ZONING:	R4-1VL and C3-1VL
REQUESTING ZONE CHANGE TO:	C4-2D
FAR ALLOWED PER (T)QIRAS4-2D:	3.84 : 1
FAR ALLOWED PER C4-2D:	6 : 1
FAR PROPOSED:	2.44 : 1
FLOOR AREA PROPOSED:	551,258 SF
BUILDING HEIGHT LIMIT PER C4-2D:	UNLIMITED
BUILDING HEIGHT PROPOSED:	92' - 11" (6 STORIES) TOWERS 63' - 0" (1 STORY) SOUNDSTAGES 60' - 0" (2 STORIES OVER PARKING) BUNGALOWS
SETBACKS:	NO SETBACKS REQUIRED
SETBACKS PROPOSED:	N WILTON PL: 0' - 0" VIRGINIA AVE: 0' - 0" SANTA MONICA BLVD: 0' - 0" ST ANDREWS PL: 0' - 0"

PROJECT DATA

PARKING TOTALS

PARKING REQUIRED per LAMC 12.21-A.4(x)(3): 1,012 SPACES AT 2/1,000 SF
Parking stalls replaced at a 1:4 ratio by bicycle parking per LAMC 12.21-A.4: 40 spaces

NET PARKING REQUIRED: 981 SPACES
PARKING SPACES PROVIDED: 981 SPACES

PARKING BREAKDOWN

STANDARD SPACES:	665
COMPACT SPACES:	296
ADA SPACES:	20
TOTAL:	981

Parking includes tandem parking.

ADDITIONAL PARKING REQUIREMENTS : EV AND LOW-EMITTING VEHICLES

EV CHARGING REQUIRED AND PROVIDED:

EV CHARGING SPACES (INCLUSIVE OF EV-READY SPACES AND EV CHARGING STATIONS): 295 (30% OF TOTAL per LAMC 99.05.106.5.3.3.)

EV CHARGING STATIONS: 99 (10% OF TOTAL per LAMC 99.05.106.5.3.3.)

EV-READY SPACES: 196

ADA EV CHARGING STATIONS REQUIRED (per CBC 11B-228.3.2.1) AND PROVIDED:

ADA VAN EVCS: 1

ADA STANDARD EVCS: 3

AMBULATORY EVCS: 3

LOW-EMITTING VEHICLE PARKING REQUIRED (per CCR Title 24 5.106.5.2) AND PROVIDED:

TOTAL SPACES PROVIDED 79 (8% OF TOTAL PARKING PROVIDED)

BICYCLE PARKING AND SHOWERS/LOCKERS

BICYCLE PARKING REQUIRED (per LAMC 12.21-A.16(a)(2)) AND PROVIDED:

USE	AREA	LT RATIO	LT BIKES	ST RATIO	ST BIKES
OFFICE/STUDIO	498,243 SF	1:5,000	99.6	1:10,000	49.8
RESTAURANT	12,378 SF	1:2,000	6.2	1:2,000	6.2
			TOTAL 105.8 LT		56.0 ST

BICYCLE PARKING PROVIDED:

LONG TERM (LT):	106
SHORT TERM (ST):	56
TOTAL:	162

LOCKERS AND SHOWERS REQUIRED (per LAMC 91.6307) AND PROVIDED:

LOCKERS REQUIRED AND PROVIDED: 162 TOTAL

SHOWERS REQUIRED AND PROVIDED: 5 PER GENDER

OPEN SPACE PROVIDED

TOTAL OPEN SPACE PROVIDED:	
COMMON:	34,204 SF
PRIVATE:	12,088 SF
TOTAL:	46,292 SF

FLOOR AREA ANALYSIS

FLOOR AREA PER LAMC 12.03:
"The area in square feet confined within the exterior walls of a Building, but not including the area of the following: exterior walls, stairways, shafts, rooms housing Building-operating equipment or machinery, parking areas with associated driveways and ramps, space dedicated to bicycle parking, space for the landing and storage of helicopters, and Basement storage areas."

FLOOR AREA BY LEVEL		FLOOR AREA BY USE	
LEVEL P1		USE TOTAL	
OFFICE	18,470	OFFICE	388,286
AREA - SUBTOTAL	18,470 SF	RESTAURANT	12,378
LEVEL 01		PRODUCTION	91,870
OFFICE	15,109	PRODUCTION SUP.	18,087
RESTAURANT	9,295	FLOOR AREA - TOTAL	510,621 SF
PRODUCTION	91,870		
PRODUCTION SUP.	18,087		
AREA - SUBTOTAL	134,361 SF		
LEVEL 02			
OFFICE	52,246		
AREA - SUBTOTAL	52,246 SF		
LEVEL 03			
OFFICE	100,674		
RESTAURANT	3,083		
AREA - SUBTOTAL	103,757 SF		
LEVEL 04			
OFFICE	84,718		
AREA - SUBTOTAL	84,718 SF		
LEVEL 05			
OFFICE	60,129		
AREA - SUBTOTAL	60,129 SF		
LEVEL 06			
OFFICE	56,940		
AREA - SUBTOTAL	56,940 SF		
FLOOR AREA - TOTAL	510,621 SF		

BUILDING CONSTRUCTION

OCCUPANCY: B

CONSTRUCTION TYPE: TYPE 1A

STORIES: 6 STORIES

SPRINKLERS: FULLY SPRINKLERED PER NFPA 903.3.1.1

APPLICABLE CODE:

2019 CALIFORNIA BUILDING CODE
2019 CALIFORNIA GREEN BUILDING CODE
2019 CALIFORNIA MECHANICAL CODE
2019 CALIFORNIA ELECTRICAL CODE
2019 CALIFORNIA PLUMBING CODE
2019 CALIFORNIA ENERGY CODE
2019 CALIFORNIA FIRE CODE
2019 CALIFORNIA CODE OF REGULATIONS (CCR): TITLE 24 BUILDING STANDARDS
CALIFORNIA CODE OF REGULATIONS (CCR): TITLE 22 & TITLE 17, CALIFORNIA HEALTH LAWS RELATED TO RECYCLED WATER
ALL w/ LOS ANGELES AMENDMENTS

SHEET INDEX

SHEET LIST ARCHITECTURAL				
ARCHITECTURAL				
SHEET NO.	SHEET NAME	ENTITLEMENT 05.01.21	REV 1 09.01.21	REV 2 02.09.22
A0.00	COVER PAGE	*	*	*
A0.01	INDEX, PROJECT DATA, & NOTES	*	*	*
A0.02	GENERAL NOTES & ABBR	*	*	*
A1.01	PLOT PLAN	*	*	*
A2.02	PARKING PLAN - P3	*	*	*
A2.03	PARKING PLAN - P2	*	*	*
A2.04	PARKING PLAN - P1	*	*	*
A2.05	FLOOR PLAN - LEVEL 1	*	*	*
A2.06	FLOOR PLAN - LEVEL 2	*	*	*
A2.07	FLOOR PLAN - LEVEL 3	*	*	*
A2.08	FLOOR PLAN - LEVEL 4	*	*	*
A2.09	FLOOR PLAN - LEVEL 5	*	*	*
A2.10	FLOOR PLAN - LEVEL 6	*	*	*
A3.01	EXT ELEVATIONS - SOUTH	*	*	*
A3.02	EXT ELEVATIONS - EAST & WEST	*	*	*
A3.03	EXT ELEVATIONS - NORTH	*	*	*
A4.01	SECTIONS	*	*	*
A4.02	SECTIONS	*	*	*
A4.03	SECTIONS	*	*	*
A5.01	ENLARGED PLAN	*	*	*
A10.01	RENDERING	*	*	*
A10.02	RENDERING	*	*	*
A10.03	RENDERING	*	*	*
A10.04	RENDERING	*	*	*
A10.05	MATERIAL PALETTE	*	*	*

SHEET LIST LANDSCAPE				
LANDSCAPE				
SHEET NO.	SHEET NAME	ENTITLEMENT 05.01.21	REV 1 09.01.21	REV 2 02.09.22
L0.01	EXISTING TREE PLAN	*	*	*
L0.02	EXISTING TREE PLAN EAST	*	*	*
L1.01	GROUND PLANE WEST	*	*	*
L1.02	GROUND PLANE EAST	*	*	*
L1.03	LEVEL 3 WEST	*	*	*
L1.04	LEVEL 3 EAST	*	*	*
L1.05	LEVEL 4 WEST	*	*	*
L1.06	LEVEL 4 EAST	*	*	*
L1.07	LEVEL 5 WEST	*	*	*
L1.08	LEVEL 5 EAST	*	*	*
L1.09	LEVEL 6 WEST	*	*	*
L1.10	LEVEL 6 EAST	*	*	*
L5.08	HARDSCAPE PALETTE	*	*	*

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FILENAME [TYPE FILE NAME]

INDEX, PROJECT DATA, & NOTES

DATE 02.09.22

SCALE As indicated (WHEN PRINTED ON 30"x42" SHEET)

A0.01

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POWER & COMMUNICATION GRAPHIC SYMBOLS CONT.

	WALL MOUNTED DUPLEX
	WALL MOUNTED FOURPLEX
	WALL MOUNTED DEDICATED DUPLEX
	WALL MOUNTED SEPARATE DUPLEX
	WALL MOUNTED DEDICATED FOURPLEX
	WALL MOUNTED HALF DEDICATED FOURPLEX
	WALL MOUNTED SPECIAL OUTLET
	WALL MOUNTED TELEPHONE RECEPTACLE
	WALL MOUNTED TELE/ DATA RECEPTACLE
	WALL MOUNTED DATA RECEPTACLE
	WALL MOUNTED A/V TROUGH
	WALL MOUNTED A/V RECEPTACLE
	WALL MOUNTED CABLE TV RECEPTACLE
	WALL MOUNTED VOICE/ DATA JUNCTION BOX
	WALL MOUNTED ELECTRICAL JUNCTION BOX
	WALL MOUNTED SYSTEMS PANEL VOICE/ DATA INFEEED
	WALL MOUNTED SYSTEMS PANEL POWER INFEEED
	POWER POLE
	ELECTRIC PIGTAIL
	DOOR RELEASE MOTION SENSOR
	ELECTRO-MAGNETIC LOCK
	CARD READER
	ELECTRIC HINGE
	ELECTRIC LOCKSET
	ELECTRIC STRIKE
	DOOR RELEASE
	DOOR MONITOR CONTACT
	KEY SWITCH
	DOOR HOLD OPEN
	INTERCOM
	BELL PUSH BUTTON
	DOUBLE DOOR MONITOR CONTACT
	AUTOMATIC DOOR OPENER
	REMOTE DOOR RELEASE BUTTUN
	INTRUSION ALARM
	DOOR BELL

REFLECTED CEILING GRAPHIC SYMBOLS

	ACOUSTICAL CEILING AND GRID
	MAIN RUNNER
	FLUORESCENT LIGHT FIXTURE
	NIGHT LIGHT/24 HR. CIRCUIT
	EXISTING TO BE REMOVED
	UNDER CABINET FLUORESCENT FIXTURE
	FLUORESCENT STRIP FIXTURE
	FLUORESCENT PENDANT FIXTURE
	CEILING HEIGHT CHANGE
	DIMENSION OF CEILING ABOVE FINISH FLOOR
	LIGHT FIXTURE TYPE
	CEILING FINISH
	CEILING MOUNTED EXIT SIGN, SHOWS QUANTITY OF FACE(S) AND DIRECTION OF ARROW(S)
	EXHAUST FAN
	SMOKE DETECTOR
	STROBE
	FIRE SPRINKLER
	SPEAKER
	MOTION DETECTOR
	ACCESS DOOR
	SECURITY CAMERA
	THERMOSTAT
	LIGHT SWITCH
	DIMMER SWITCH
	PROJECTION SCREEN
	RETURN AIR
	SUPPLY AIR
	CIRCULAR DIFFUSER
	LINEAR DIFFUSER
	DENOTES EXISTING TO REMAIN
	DENOTES EXISTING, RELOCATED FIXTURE

POWER & COMMUNICATIONS GRAPHIC SYMBOLS

	FLUSH FLOOR SYSTEMS PANEL POWER INFEEED
	FLUSH FLOOR DUPLEX/VOICE/ DATA
	FLUSH FLOOR DEDICATED DUPLEX/VOICE/ DATA
	FLUSH FLOOR SEPARATE DUPLEX/VOICE/ DATA
	FLUSH FLOOR FOURPLEX/VOICE/ DATA
	FLUSH FLOOR DEDICATED FOURPLEX/VOICE/ DATA
	FLUSH FLOOR HALF DEDICATED FOURPLEX/VOICE/ DATA
	FLUSH FLOOR DUPLEX/A/V/VOICE/ DATA
	FLUSH FLOOR FOURPLEX/A/V/VOICE/ DATA
	FLUSH FLOOR QUADPLEX/ VOICE/ DATA
	FLUSH FLOOR QUADPLEX/ A/V/ VOICE/ DATA
	FLUSH FLOOR POKE THRU DUPLEX
	FLUSH FLOOR POKE THRU FOURPLEX
	FLUSH FLOOR POKE THRU DEDICATED DUPLEX
	FLUSH FLOOR POKE THRU SEPARATE DUPLEX
	FLUSH FLOOR POKE THRU DEDICATED FOURPLEX
	FLUSH FLOOR POKE THRU HALF DEDICATED FOURPLEX
	FLUSH FLOOR POKE THRU TELEPHONE OUTLET
	FLUSH FLOOR POKE THRU TELE/ DATA RECEPTACLE
	FLUSH FLOOR POKE THRU DATA RECEPTACLE
	FLUSH FLOOR POKE THRU A/V RECEPTACLE
	FLUSH FLOOR POKE THRU SYSTEMS PANEL VOICE/ DATA INFEEED
	FLUSH FLOOR POKE THRU DUPLEX/VOICE/ DATA
	FLUSH FLOOR POKE THRU DEDICATED DUPLEX/VOICE/ DATA
	FLUSH FLOOR POKE THRU SEPARATE DUPLEX/VOICE/ DATA
	FLUSH FLOOR POKE THRU FOURPLEX/VOICE/ DATA
	FLUSH FLOOR POKE THRU DEDICATED FOURPLEX/VOICE/ DATA
	FLUSH FLOOR POKE THRU HALF DEDICATED FOURPLEX/VOICE/ DATA
	FLUSH FLOOR POKE THRU DUPLEX/A/V/VOICE/ DATA
	FLUSH FLOOR POKE THRU FOURPLEX/A/V/VOICE/ DATA
	SURFACE MOUNTED FLOOR DUPLEX/VOICE/ DATA
	SURFACE MOUNTED FLOOR FOURPLEX/VOICE/ DATA
	SURFACE MOUNTED FLOOR DEDICATED DUPLEX/VOICE/ DATA
	SURFACE MOUNTED FLOOR SEPARATE DUPLEX/VOICE/ DATA
	SURFACE MOUNTED FLOOR DEDICATED FOURPLEX/VOICE/ DATA
	SURFACE MOUNTED FLOOR HALF DEDICATED FOURPLEX/VOICE/ DATA
	SURFACE MOUNTED FLOOR DUPLEX/A/V/VOICE/ DATA
	SURFACE MOUNTED FLOOR FOURPLEX/A/V/VOICE/ DATA
	SURFACE MOUNTED FLOOR POKE THRU DUPLEX
	SURFACE MOUNTED FLOOR POKE THRU FOURPLEX
	SURFACE MOUNTED FLOOR POKE THRU DEDICATED DUPLEX
	SURFACE MOUNTED FLOOR POKE THRU SEPARATE DUPLEX
	SURFACE MOUNTED FLOOR POKE THRU DEDICATED FOURPLEX
	SURFACE MOUNTED FLOOR POKE THRU HALF DEDICATED FOURPLEX
	SURFACE MOUNTED FLOOR POKE THRU TELEPHONE OUTLET
	SURFACE MOUNTED FLOOR POKE THRU TELE/ DATA RECEPTACLE
	SURFACE MOUNTED FLOOR POKE THRU DATA RECEPTACLE
	SURFACE MOUNTED FLOOR POKE THRU A/V RECEPTACLE
	SURFACE MOUNTED FLOOR SYSTEMS PANEL VOICE/ DATA INFEEED
	SURFACE MOUNTED FLOOR SYSTEMS PANEL POWER INFEEED
	SURFACE MOUNTED FLOOR POKE THRU DUPLEX/VOICE/ DATA
	SURFACE MOUNTED FLOOR POKE THRU FOURPLEX/A/V/VOICE/ DATA
	FLUSH FLOOR DUPLEX
	FLUSH FLOOR FOURPLEX
	FLUSH FLOOR DEDICATED DUPLEX
	FLUSH FLOOR SEPARATE DUPLEX
	FLUSH FLOOR DEDICATED FOURPLEX
	FLUSH FLOOR HALF DEDICATED FOURPLEX
	FLUSH FLOOR TELEPHONE OUTLET
	FLUSH FLOOR TELE/ DATA RECEPTACLE
	FLUSH FLOOR DATA RECEPTACLE
	FLUSH FLOOR A/V RECEPTACLE
	FLUSH FLOOR SYSTEMS PANEL VOICE/ DATA INFEEED
	FLUSH FLOOR SYSTEMS PANEL POWER INFEEED
	FIRE HOSE CABINET
	FIRE EXTINGUISHER WITHOUT CABINET
	FIRE EXTINGUISHER CABINET
	FIRE VALVE WITHOUT CABINET
	FIRE VALVE CABINET
	FIRE ALARM PULL

FIRE PROTECTION GRAPHIC SYMBOLS

SYMBOLS

CONSTRUCTION

	COLUMN GRID
	LEVEL HEAD
	EXISTING CONSTRUCTION TO REMAIN
	EXISTING CONSTRUCTION TO BE DEMOLISHED
	NEW PARTITION
	REFERENCE TO PARTITION TYPE
	1 HR. RATED PARTITION
	2 HR. RATED PARTITION
	3 HR. RATED PARTITION
	SMOKE PARTITION
	EGRESS PATH PRIMARY
	EGRESS PATH SECONDARY
	ELEVATION TRANSITION
	ELEVATION DATUM POINT
	CENTERLINE
	ROOM NAME
	ROOM NUMBER
	ROOM AREA
	DOOR NUMBER (WITH SCHEDULE)
	WINDOW NUMBER (WITH SCHEDULE)
	ALIGN WITH ESTABLISHED SURFACES
	SHEET NOTE
	REVISION REFERENCE
	EXTERIOR ELEVATION DIRECTION
	LOCATION ON ROW WHERE SHOWN
	SHEET WHERE SHOWN
	INTERIOR ELEVATION DIRECTION
	LOCATION ON ROW WHERE SHOWN
	DESCRIPTION OF SIMILAR DETAIL NUMBER
	SHEET WHERE SHOWN
	AREA TO BE DETAILED
	BUILDING SECTION DETAIL NUMBER
	SHEET WHERE SHOWN
	WALL SECTION DETAIL NUMBER
	SHEET WHERE SHOWN
	DETAIL SECTION DETAIL NUMBER
	SHEET WHERE SHOWN
	MATCH LINE REFERENCE
	LOCATION ON ROW WHERE SHOWN
	SHEET WHERE SHOWN

FINISH

	FLOOR FINISH
	WALL FINISH
	EXTENT OF FINISH
	CEILING FINISH
	CHANGE IN FLOOR FINISH

FURNITURE

	FURNITURE CODE
	FINISH SEAT FINISH
	BACK FINISH
	EXISTING FURNITURE
	MILLWORK
	MILLWORK SCHEDULE TAG (IF USED)

ABBREVIATIONS

A	ACCESSORY	J	JAN JANITOR
ACOUS	ACOUSTICAL	K	KIT KITCHEN
AFF	ABOVE FINISHED FLOOR	KEC	KITCHEN EQUIPMENT CONTRACTOR
AL	ALUMINUM	L	LAV LAVATORY
ALT	ALTERNATE	LB	POUND
ANNUNC	ANNUNCIATOR	£	BRITISH POUND (CURRENCY)
ANOD	ANODIZED	LT	LIGHT
APPL	APPLIANCE	LVLG	LEVELING
ARCH	ARCHITECT(URAL)	LVR	LOUVER
AUTO	AUTOMATIC	M	MAX MAXIMUM
AVG	AVERAGE	MFD	MANUFACTURED
&	AND	MFR	MANUFACTURER
B		MECH	MECHANICAL
BLDG	BUILDING	MET	METAL
BOLL	BOLLARD	MEMB	MEMBRANE
BD	BOARD	MEZZ	MEZZANINE
BLKG	BLOCKING	MIN	MINIMUM
BRDLM	BROADLOOM	MISC	MISCELLANEOUS
BU	BUILT UP	MLWK	MILLWORK
C		MOIST	MOISTURE
CAB	CABINET	MOT	MOTOR(ZED)
CPT	CARPET	MTD	MOUNTED
CEM	CEMENT(ITIOUS)	N	
CER	CERAMIC	NIC	NOT IN CONTRACT
CLG	CEILING	NO	NUMBER
COATG	COATING	NTS	NOT TO SCALE
COILG	COILING	O	
CONC	CONCRETE	ORNA	ORNAMENTAL
CONSTR	CONSTRUCTION	OVFL	OVERFLOW
CONT	CONTINUOUS(ATION)	OVHD	OVERHEAD
CONTR	CONTRACT(OR)	OPNG	OPENING(S)
COV	COVER	OPR	OPERABLE
CMU	CONCRETE MASONRY UNIT	P	
D		PTN	PARTITION
DBL	DOUBLE	PEDTR	PEDESTRIAN
DEPT	DEPARTMENT	PBD	PARTICLE BOARD
DES	DESIGN(ED)	PNL	PANEL
DET	DETAIL	POB	POINT OF BEGINNING
DF	DRINKING FOUNTAIN	POLYST	POLYSTYRENE
DIA	DIAMETER	PORT	PORTABLE
DIFF	DIFFUSER	PREFIN	PREFINISHED
DIM	DIMENSION	DR	DOOR
DISP	DISPENSER	PREFAB	PREFABRICATED
DIV	DIVISION	PLAM	PLASTIC LAMINATE
DN	DOWN	PLAS	PLASTER
\$	DOLLAR (US CURRENCY)	PLSTC	PLASTIC
DSCON	DISCONNECT	PLYWD	PLYWOOD
DWR	DRAWER	PRTECN	PROTECTION
E		R	
ELAST	ELASTOMERIC	RDR	READER
ELEC	ELECTRICAL	RECES	RECESSED
EMBED	EMBEDD(ED)(ING)	RECPT	RECEPTACLE
ENGR	ENGINEER(ED)	REF	REFER(ENCE)
ENTR	ENTRANCE	REFL	REFLECTED
EQ	EQUAL	REFR	REFRIGERATOR
EQUIP	EQUIPMENT	REQD	REQUIRED
EXIST	EXISTING	RESIS	RESIST(ANT)(IVE)
EXPJT	EXPANSION JOINT	REINF	REINFORCE(D)(ING)(MENT)
EXPS	EXPOSE(D)	RESIL	RESILIENT
EXT	EXTERIOR	RFG	ROOFING
F		RM	ROOM
FAB	FABRICATION	RO	ROUGH OPENING
FD	FLOOR DRAIN	S	
FE	FIRE EXTINGUISHER	SCR	SCRIBE
FEC	FIRE EXTINGUISHER AND CABINET	SECUR	SECURITY
FHC	FIRE HOSE CABINET	SF	SQUARE FEET
FIN	FINISH	SGL	SINGLE
FLDG	FOLDING	SHORG	SHORING
FPLC	FIREPLACE	SIM	SIMILAR
FR	FIRE RAT(ING)(ED)	SST	STAINLESS STEEL
FRMG	FRAMING	STD	STANDARD
FXD	FIXED	STL	STEEL
FXTR	FIXTURE	STRFR	STOREFRONT
FLR	FLOOR(ING)	STRUCT	STRUCTURAL
FURN	FURNITURE	SURF	SURFACE
FWC	FABRIC WALL COVERING	SUSP	SUSPENDED
G		SYS	SYSTEM(S)
GA	GAUGE	T	
GC	GENERAL CONTRACTOR	THK	THICK
GFR		TLT	TOILET
GFRG	GLASS FIBER REINFORCED CONCRETE	TRAF	TRAFFIC
GFRP	GLASS FIBER REINFORCED GYPSUM	TRANS	TRANSPARENT
GL	GLASS	TRTD	TREATED
GR	GRADE(ING)	T&G	TONGUE AND GROOVE
GYP	GYPSUM	TYP	TYPICAL
H		U	
HD	HEAD	UNDRLAY	UNDERLAYMENT
HDWD	HARDWOOD	UTIL	UTILITY
HDWE	HARDWARE	UNO	UNLESS NOTED OTHERWISE
HM	HOLLOW METAL	V	
HORIZ	HORIZONTAL	VEH	VEHICLE
HVAC	HEATING, VENTILATING, AND AIR CONDITIONING	VERT	VERTICAL
I		VIF	VERIFY IN FIELD
INFO	INFORMATION	W	
INSTRUM	INSTRUMENT(ATION)	W/	WITH
INSUL	INSULATION	WC	WATER CLOSET
INTLK	INTERLOCK(ING)	WD	WOOD
INT	INTERIOR	WDW	WINDOW
INFILTR	INFILTRATION	W/O	WITHOUT
J		WT	WEIGHT
K		WTRPRF	WATERPROOFING

RIOS

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PROJECT # **20283**

CONCULT

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ECHELON STUDIOS
5601 W. Santa Monica Blvd.
Los Angeles, CA 90038

REVISIONS
1 09.01.21 REVISED SUBMITTAL
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09.01.21 REVISED SUBMITTAL
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FILENAME
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GENERAL NOTES & ABBREVIATIONS

DATE
02.09.22

SCALE
NTS (WHEN PRINTED ON 30"x42" SHEET)

A0.02

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ISSUES
05.01.21 ENTITLEMENT SUBMITTAL
09.01.21 REVISED SUBMITTAL
02.09.22 REVISED SUBMITTAL

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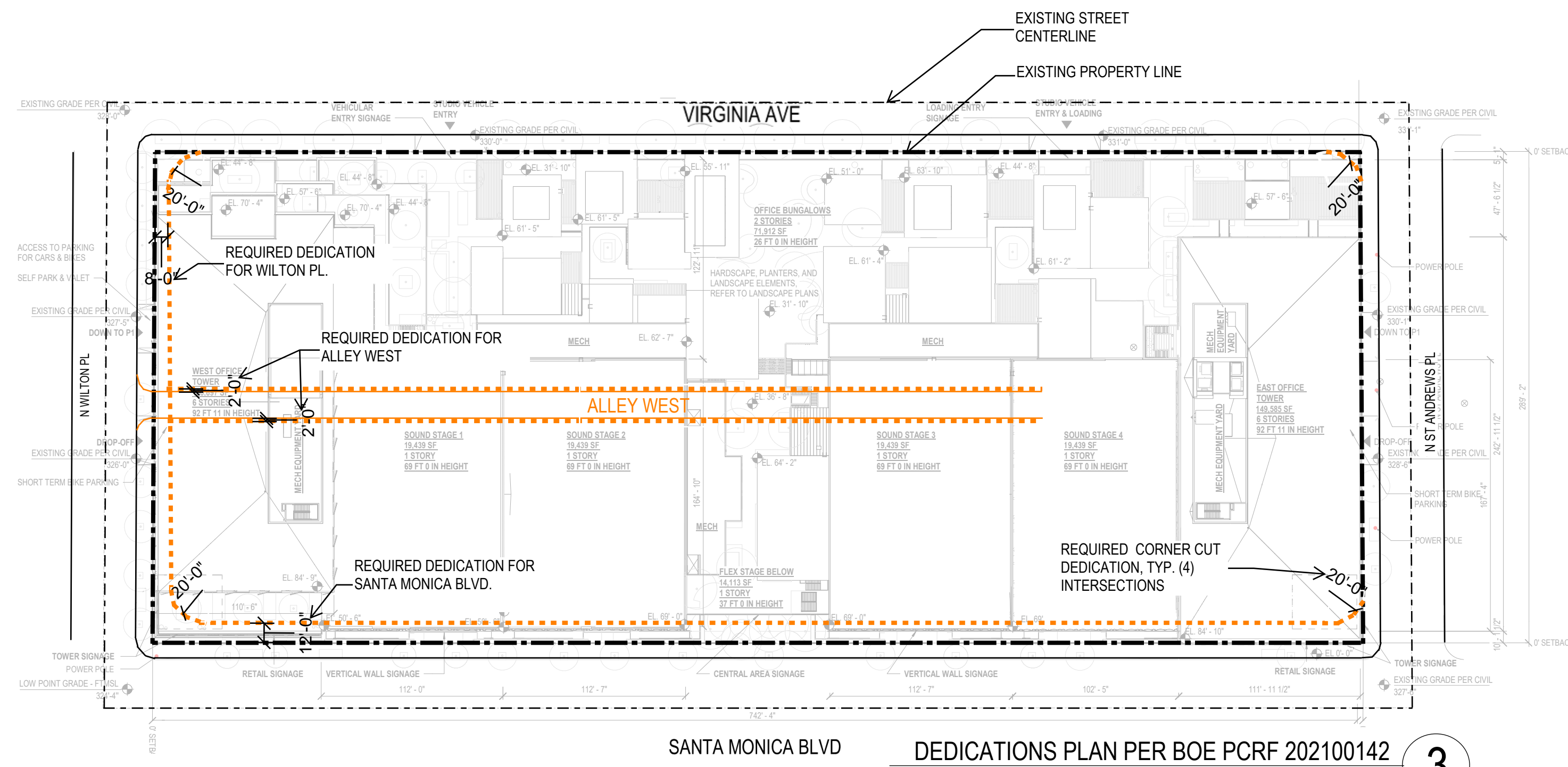
PLOT PLAN 01

DATE 02.09.22

SCALE As indicated

A1.01

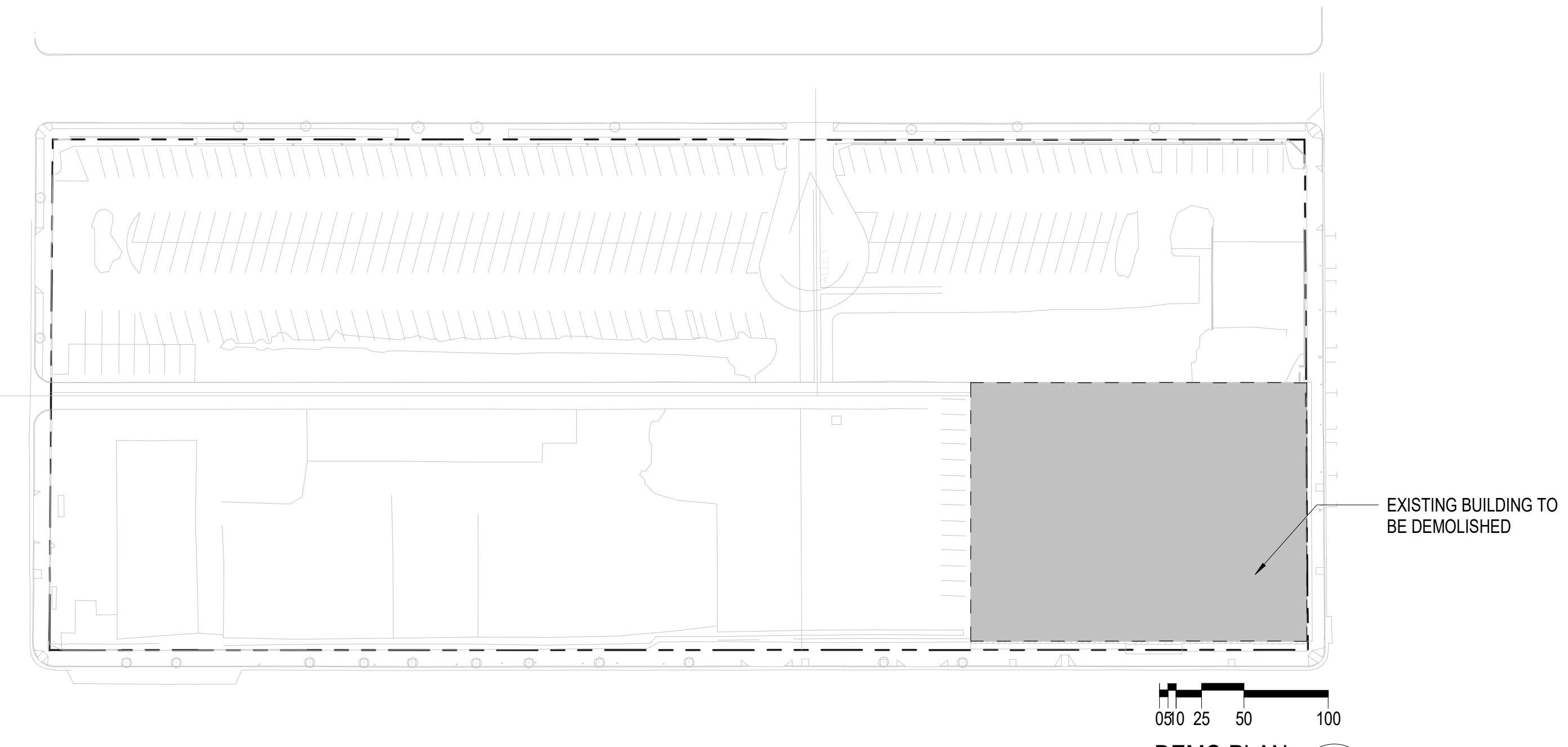
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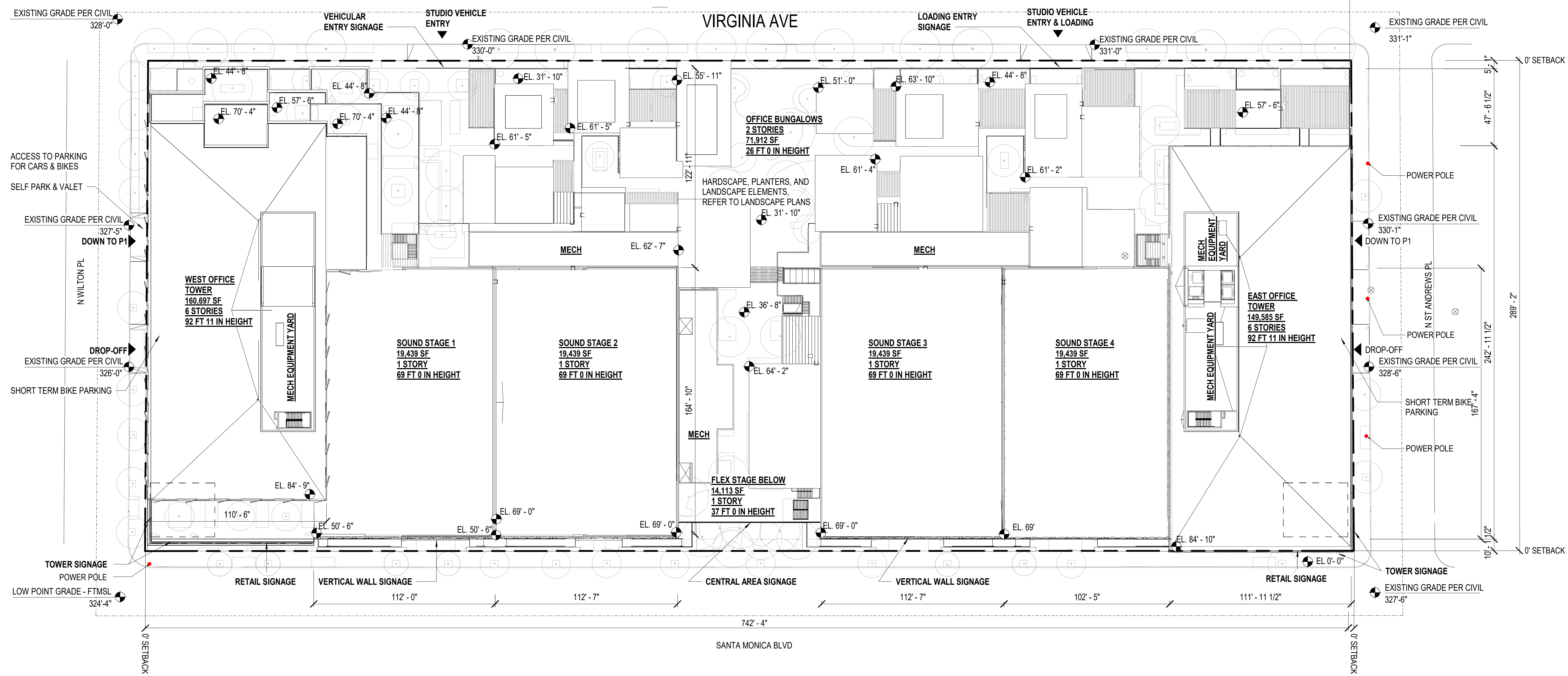
DEDICATIONS PLAN PER BOE PCRF 202100142

STREET DEDICATION	REQUIRED	REQUEST FOR WAIVER
WILTON PLACE	8' DEDICATION, 5' WIDENING	YES
SANTA MONICA BLVD.	12' DEDICATION, 7' WIDENING	YES
ALLEY WEST	2' DEDICATION, 2' WIDENING	YES
ALL FOUR INTERSECTIONS	15' X 15' CORNER CUT OR 20' RADIUS	YES

3



DEMO PLAN 1



PLOT PLAN / ROOF PLAN / SITE PLAN

2

1/32" = 1'-0"

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FILENAME

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PARKING PLAN - P3

DATE

02.09.22

SCALE

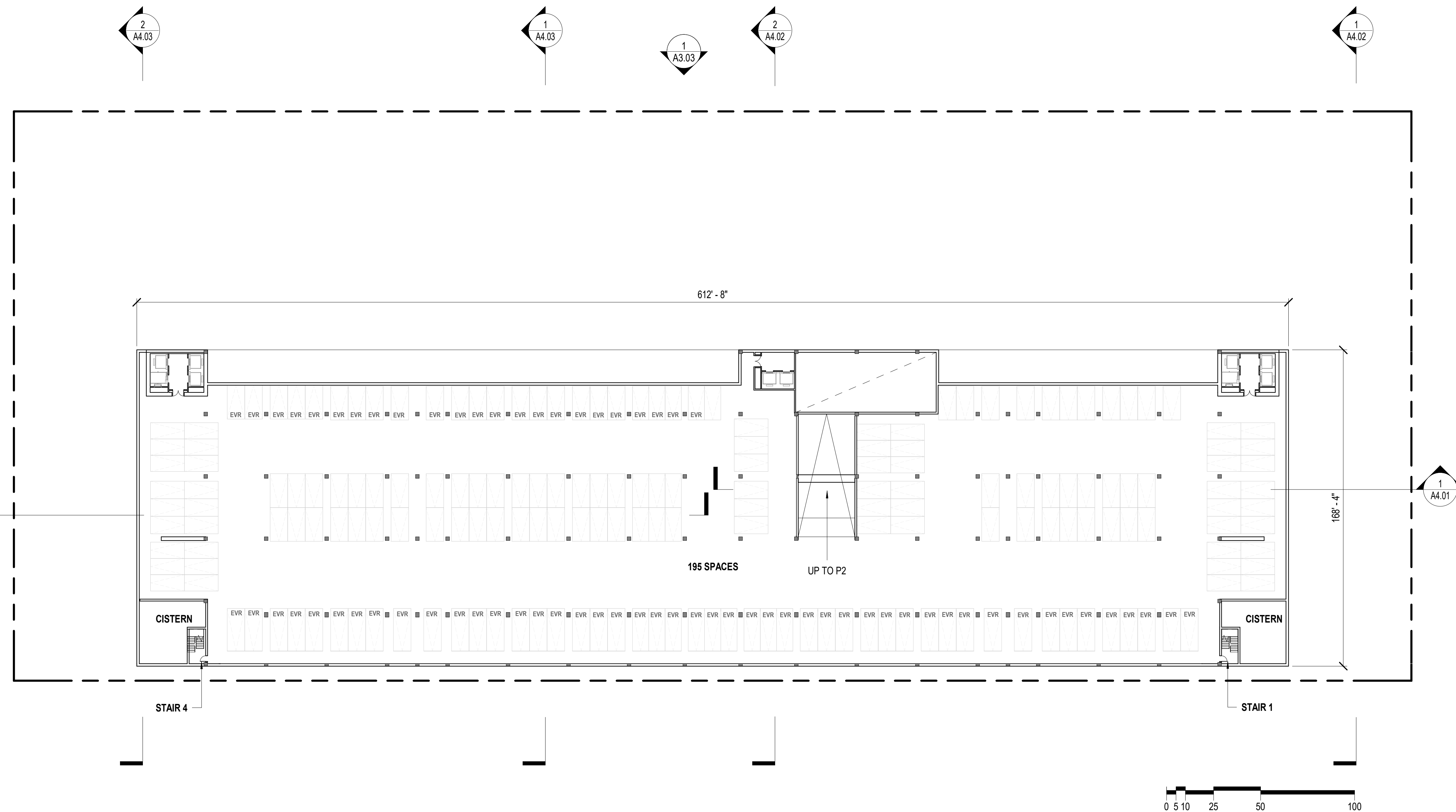
As indicated

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A2.02

OWNER

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LEVEL	TOTAL STALLS	ACCESSIBLE PARKING SPACES	EV CHARGING SPACES		STANDARD STALLS (INCLUDES ACCESSIBLE)	COMPACT STALLS
			EV CHARGING STATIONS (EVCS)	EV READY SPACES (EVR)		
P1	357	20	99	0	283	74
P2	432	0	0	126	266	166
P3	192	0	0	70	136	56
TOTAL	981	20	99	196	685	296

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT

LEVEL P3
 1/32" = 1'-0" **1**

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PARKING PLAN - P2

DATE

02.09.22

SCALE

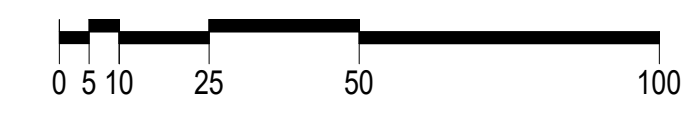
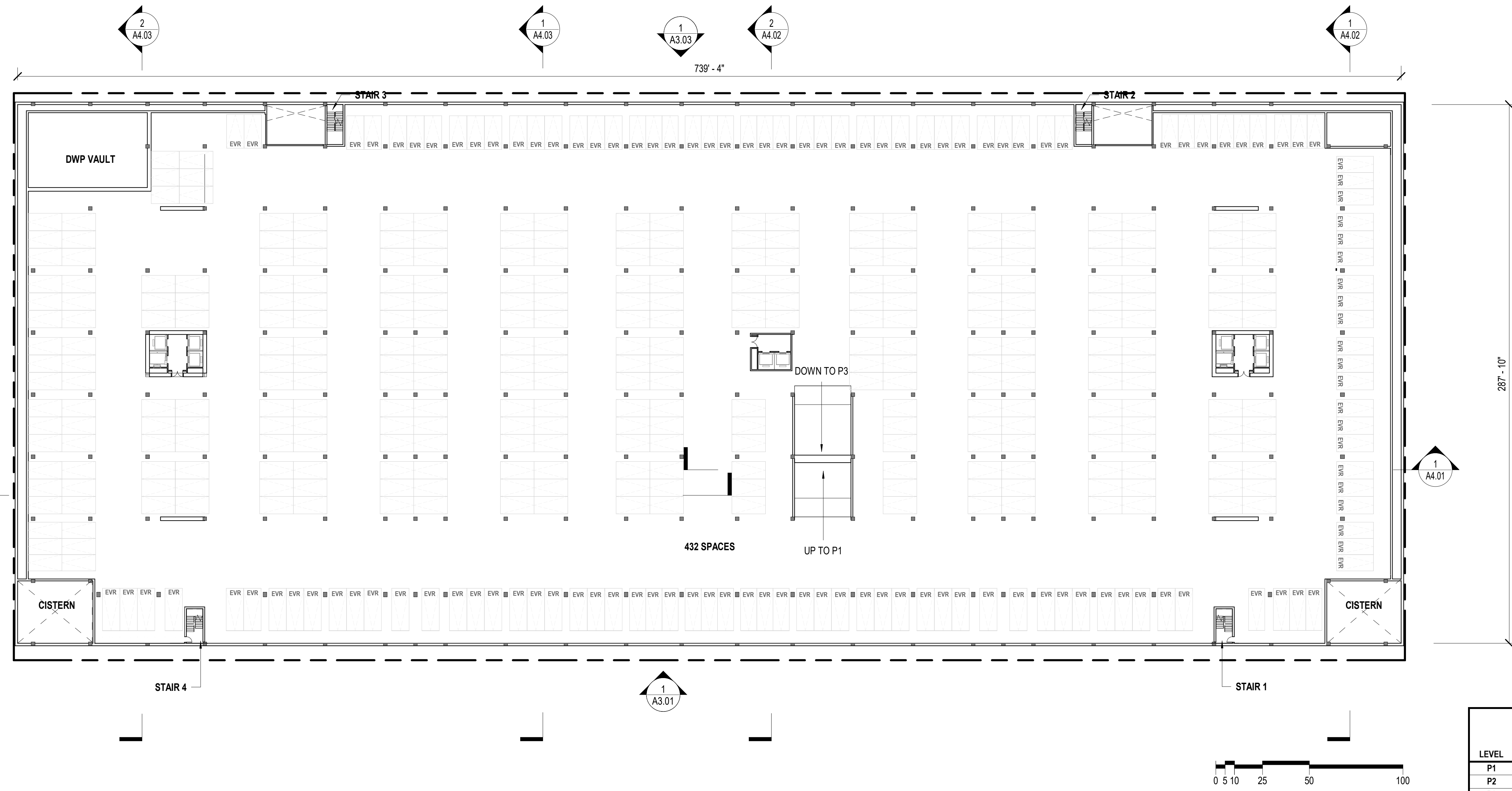
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LEVEL	TOTAL STALLS	ACCESSIBLE PARKING SPACES	EV CHARGING SPACES		STANDARD STALLS (INCLUDES ACCESSIBLE)	COMPACT STALLS
			EV CHARGING STATIONS (EVCS)	EV READY SPACES (EVR)		
P1	357	20	99	0	283	74
P2	432	0	0	126	266	166
P3	192	0	0	70	136	56
TOTAL	981	20	99	196	685	296

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT

LEVEL P2
 1/32" = 1'-0"

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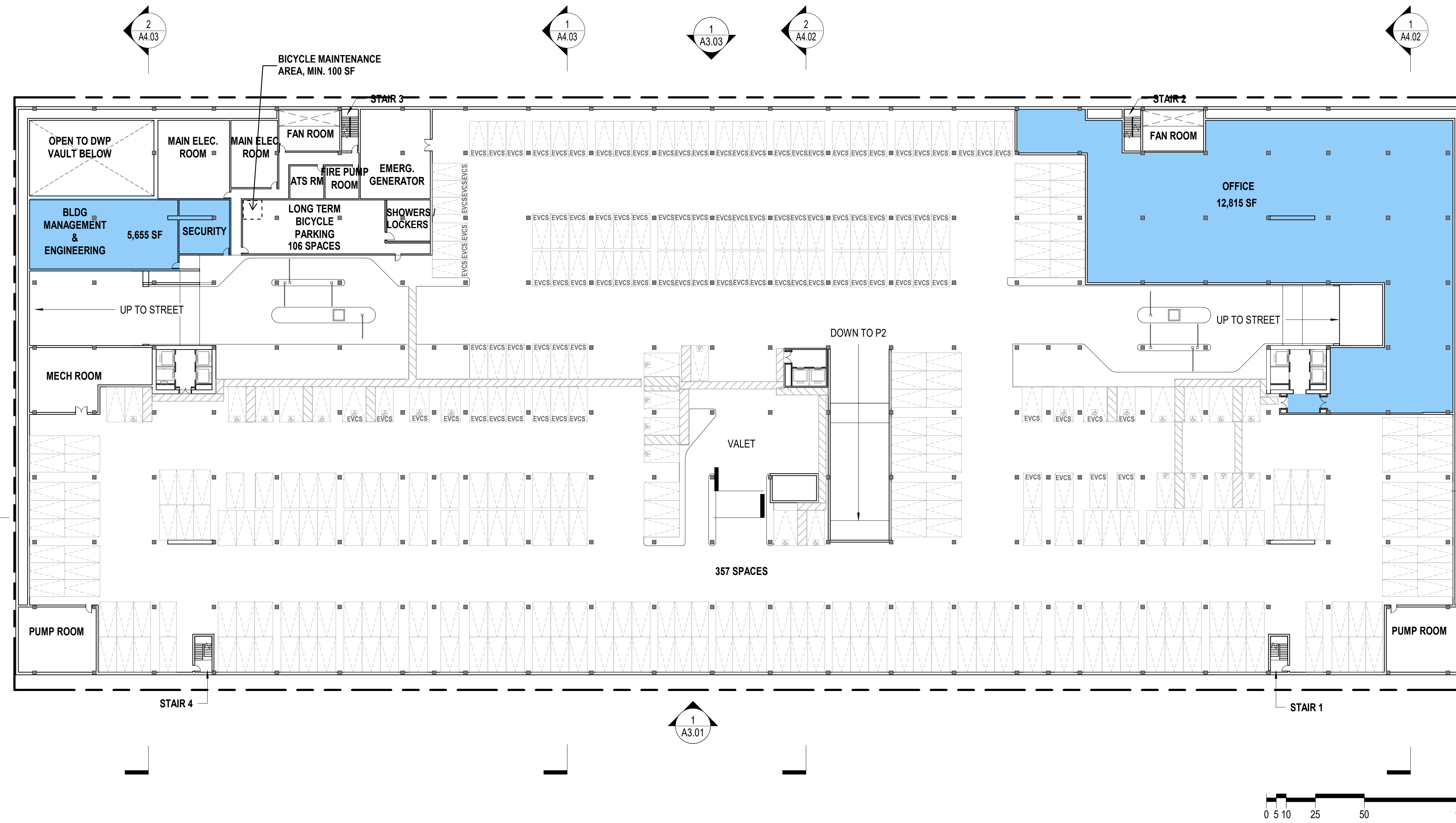
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DRAWING TITLE
PARKING PLAN - P1

DATE
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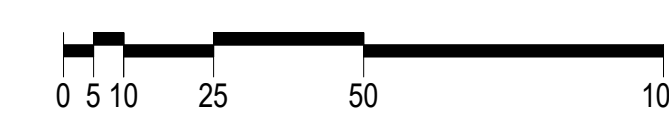
A2.04



LEVEL	TOTAL STALLS	ACCESSIBLE PARKING SPACES	EV CHARGING SPACES		STANDARD STALLS (INCLUDES ACCESSIBLE)	COMPACT STALLS
			EV CHARGING STATIONS (EVCS)	EV READY SPACES (EVR)		
P1	357	20	99	0	283	74
P2	432	0	0	126	266	166
P3	192	0	0	70	136	56
TOTAL	981	20	99	196	685	296

LEVEL P1	
OFFICE	18,470
RESTAURANT	-
PRODUCTION	-
PRODUCTION SUPPORT	-
AREA - SUBTOTAL	18,470 SF

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT



LEVEL P1
1/32" = 1'-0"

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FILENAME [TYPE FILE NAME]

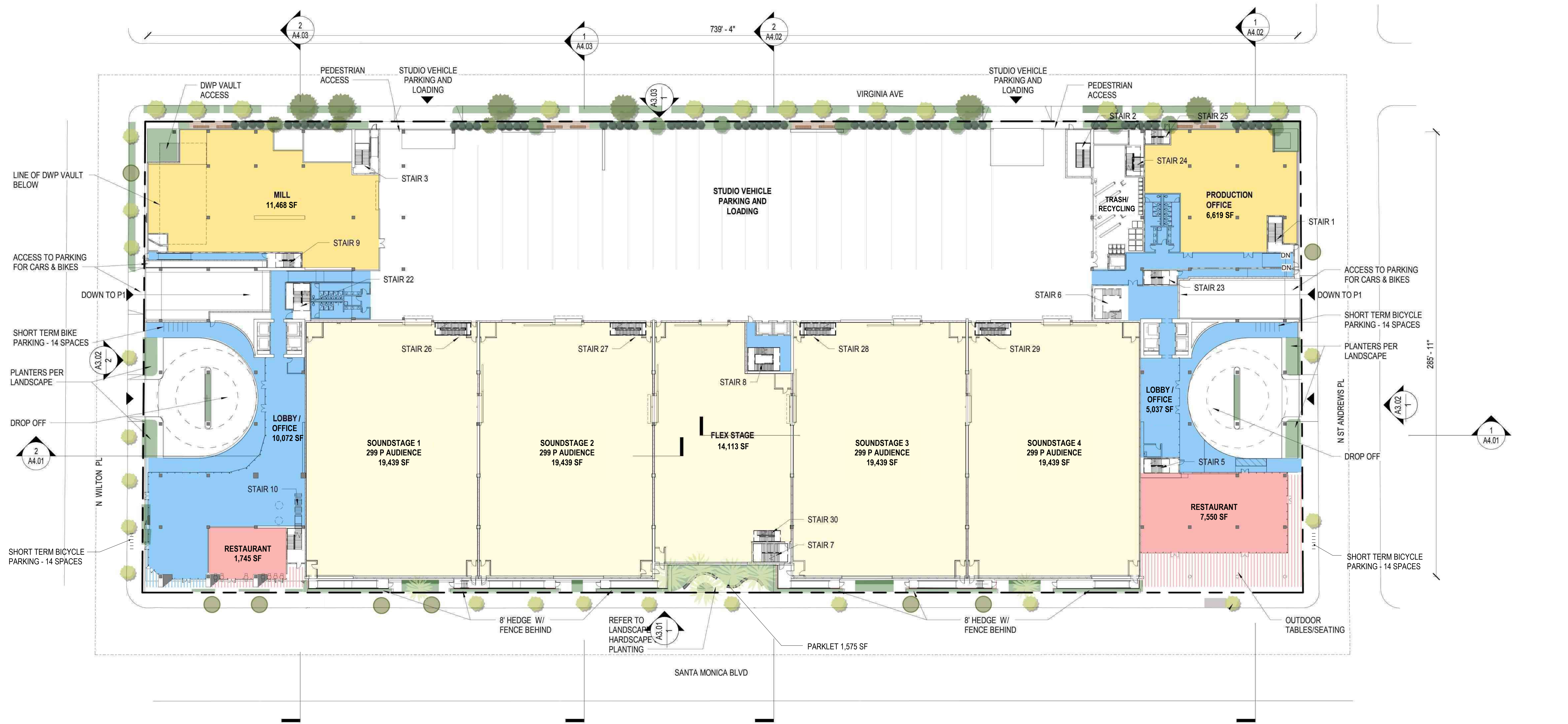
FLOOR PLAN - LEVEL 1

DATE 02.09.22

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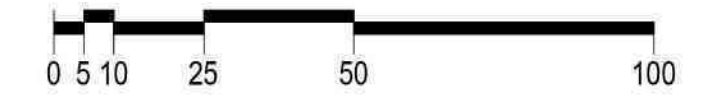
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LEVEL 01	
OFFICE	15,109
RESTAURANT	9,295
PRODUCTION	91,870
PRODUCTION SUPPORT	18,087
AREA - SUBTOTAL	134,361 SF

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT



LEVEL 1
 1/32" = 1'-0"

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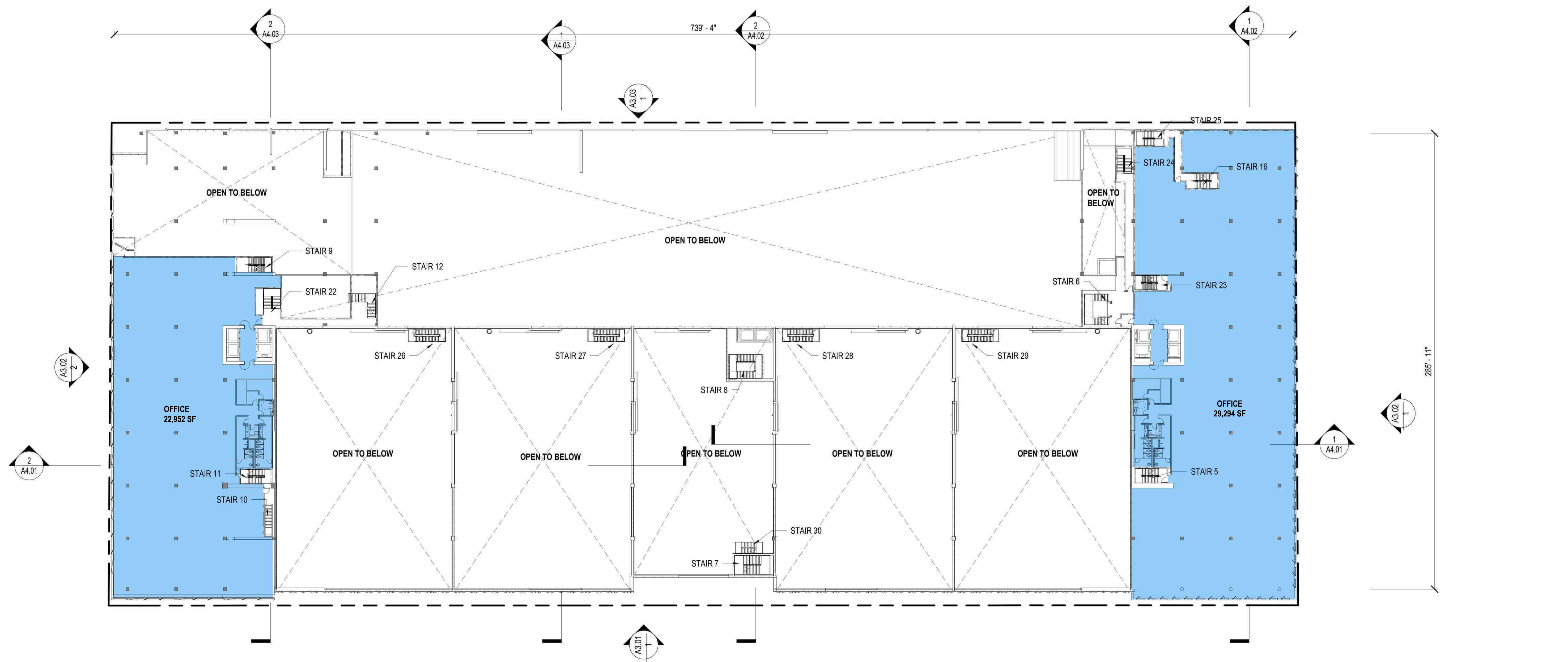
**FLOOR PLAN -
 LEVEL 2**

DATE 02.09.22

SCALE As indicated (WHEN PRINTED ON 30"X42" SHEET)

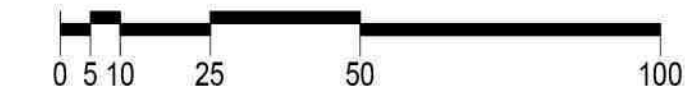
A2.06

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LEVEL 02	
OFFICE	52,246
RESTAURANT	-
PRODUCTION	-
PRODUCTION SUPPORT	-
AREA - SUBTOTAL	52,246 SF

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT



LEVEL 2
 1/32" = 1'-0"

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FLOOR PLAN -
 LEVEL 3

DATE 02.09.22

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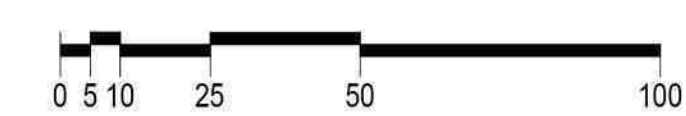
A2.07

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LEVEL 03	
OFFICE	100,674
RESTAURANT	3,083
PRODUCTION	-
PRODUCTION SUPPORT	-
AREA - SUBTOTAL	103,757 SF

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT



LEVEL 3
 1/32" = 1'-0"

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**FLOOR PLAN -
 LEVEL 4**

DATE 02.09.22

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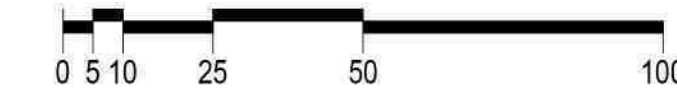
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LEVEL 04	
OFFICE	84,718
RESTAURANT	-
PRODUCTION	-
PRODUCTION SUPPORT	-
AREA - SUBTOTAL	84,718 SF

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT



LEVEL 4
 1/32" = 1'-0"

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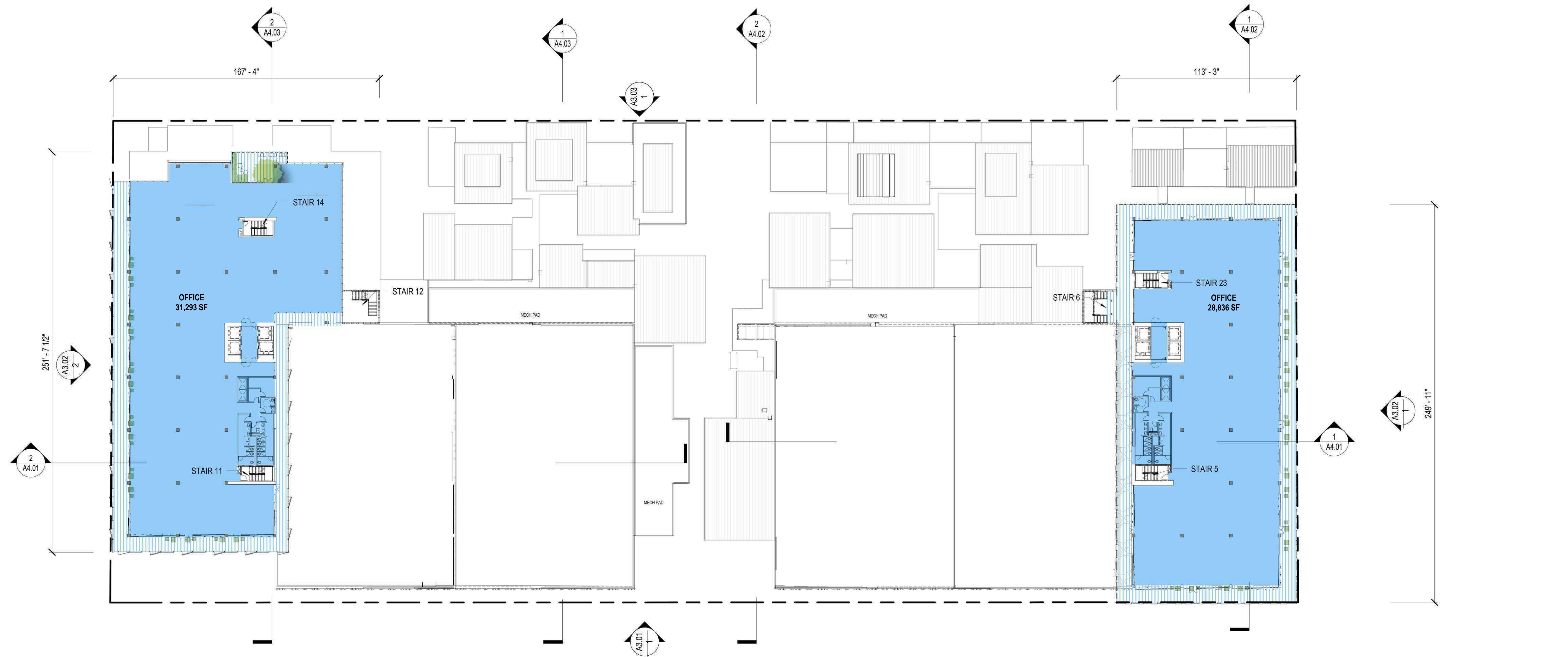
**FLOOR PLAN -
 LEVEL 5**

DATE
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SCALE
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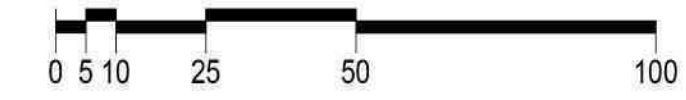
A2.09

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LEVEL 05	
OFFICE	60,129
RESTAURANT	-
PRODUCTION	-
PRODUCTION SUPPORT	-
AREA - SUBTOTAL	60,129 SF

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT



LEVEL 5
 1/32" = 1'-0" **1**

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FILENAME
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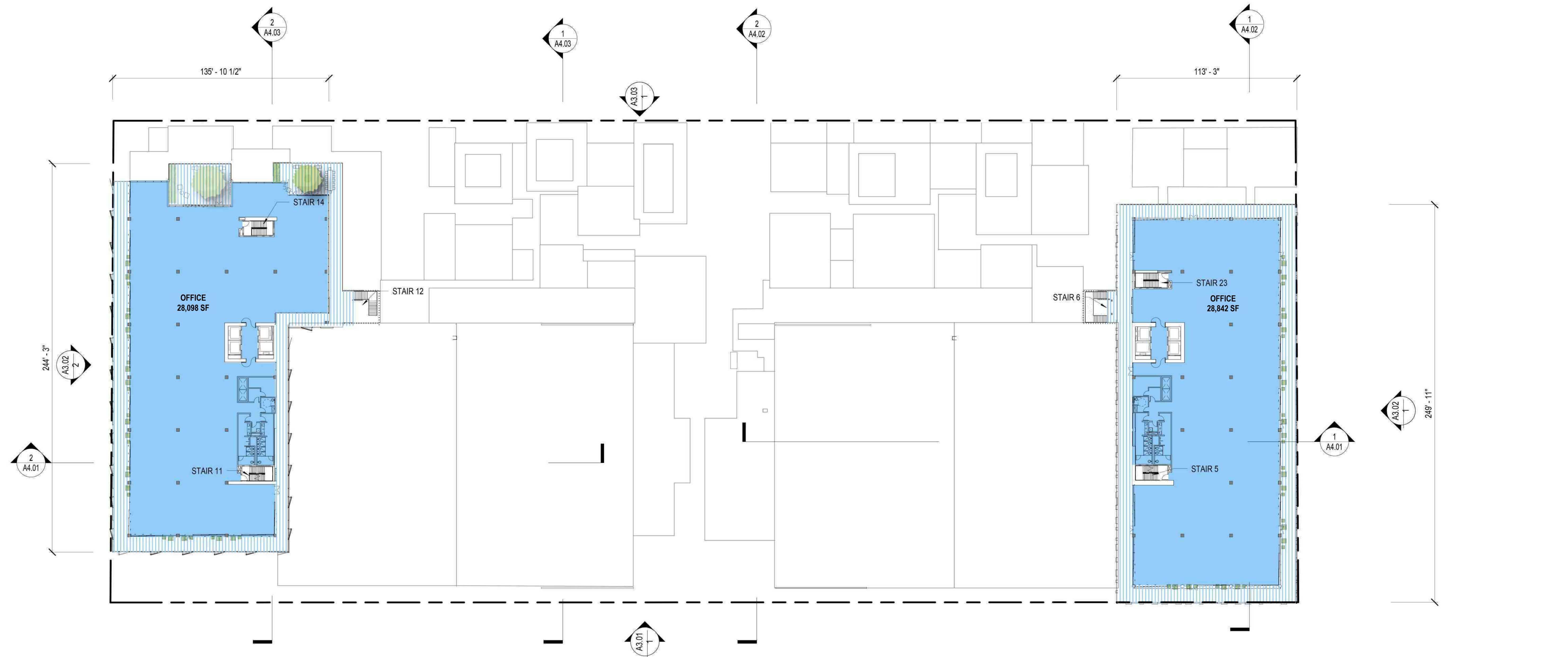
**FLOOR PLAN -
 LEVEL 6**

DATE 02.09.22

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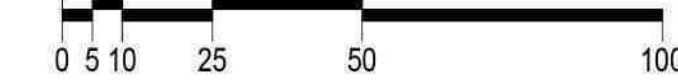
A2.10

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LEVEL 06	
OFFICE	56,940
RESTAURANT	-
PRODUCTION	-
PRODUCTION SUPPORT	-
AREA - SUBTOTAL	56,940 SF

- OFFICE
- OFFICE - COVERED OUTDOOR
- RESTAURANT
- RESTAURANT - COVERED OUTDOOR
- PRODUCTION
- PRODUCTION SUPPORT



LEVEL 6
 1/32" = 1'-0"

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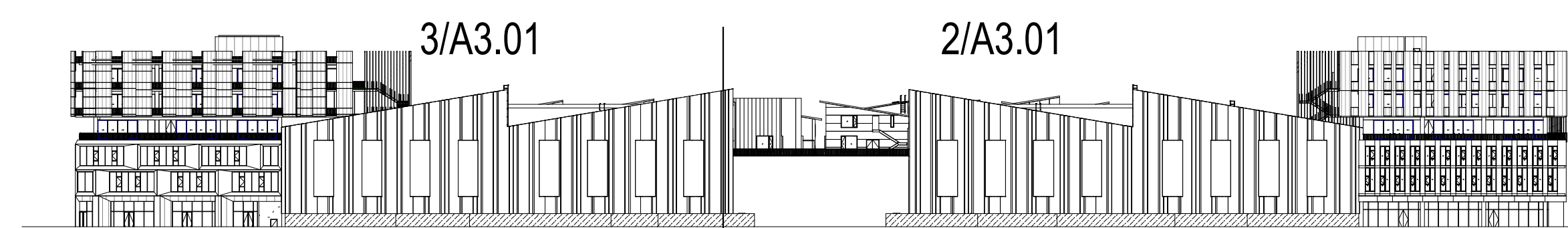
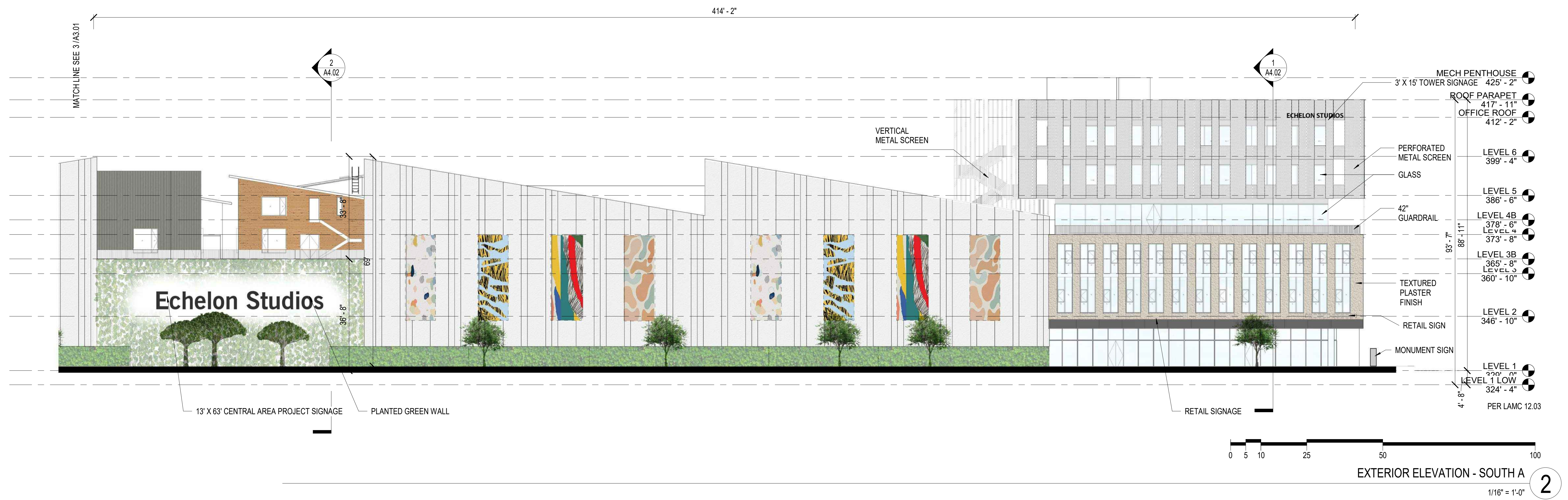
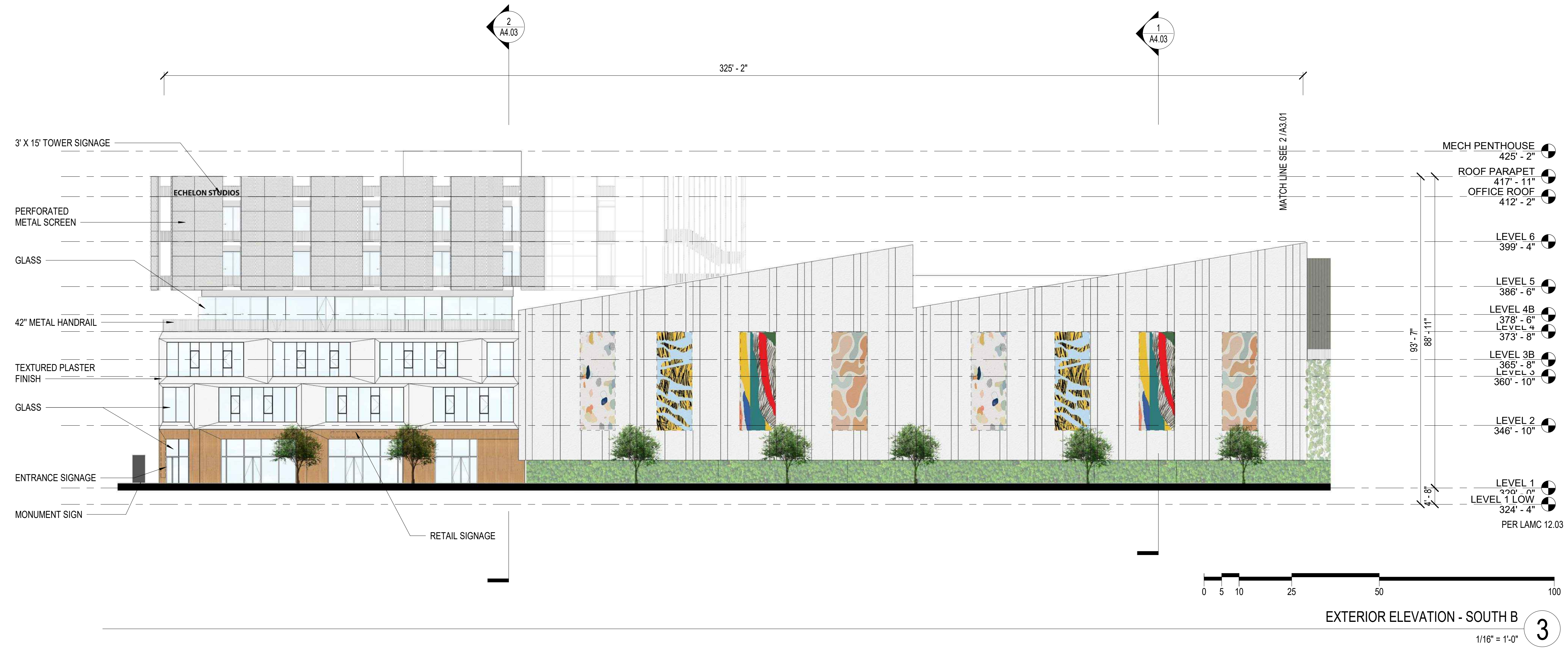
EXTERIOR
ELEVATIONS -
SOUTH

DATE
02.09.22

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A3.01

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OVERALL ELEVATION - SOUTH

1/64" = 1'-0"

1

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FILENAME
[TYPE FILE NAME]

EXTERIOR
ELEVATIONS - EAST
- WEST TOWER

DATE
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SCALE
1/16" = 1'-0" (WHEN PRINTED ON
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A3.02

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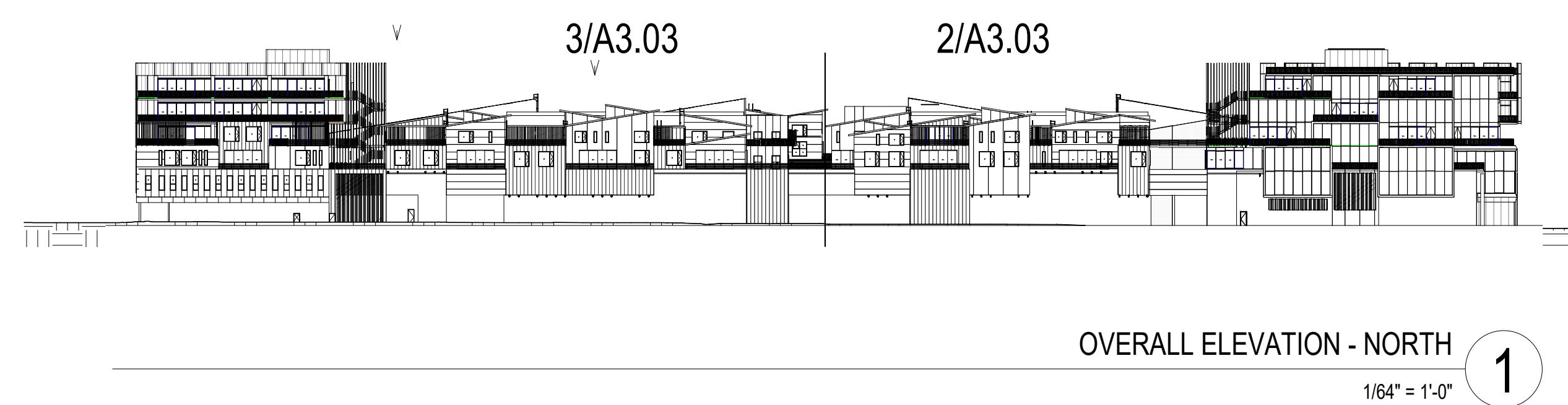
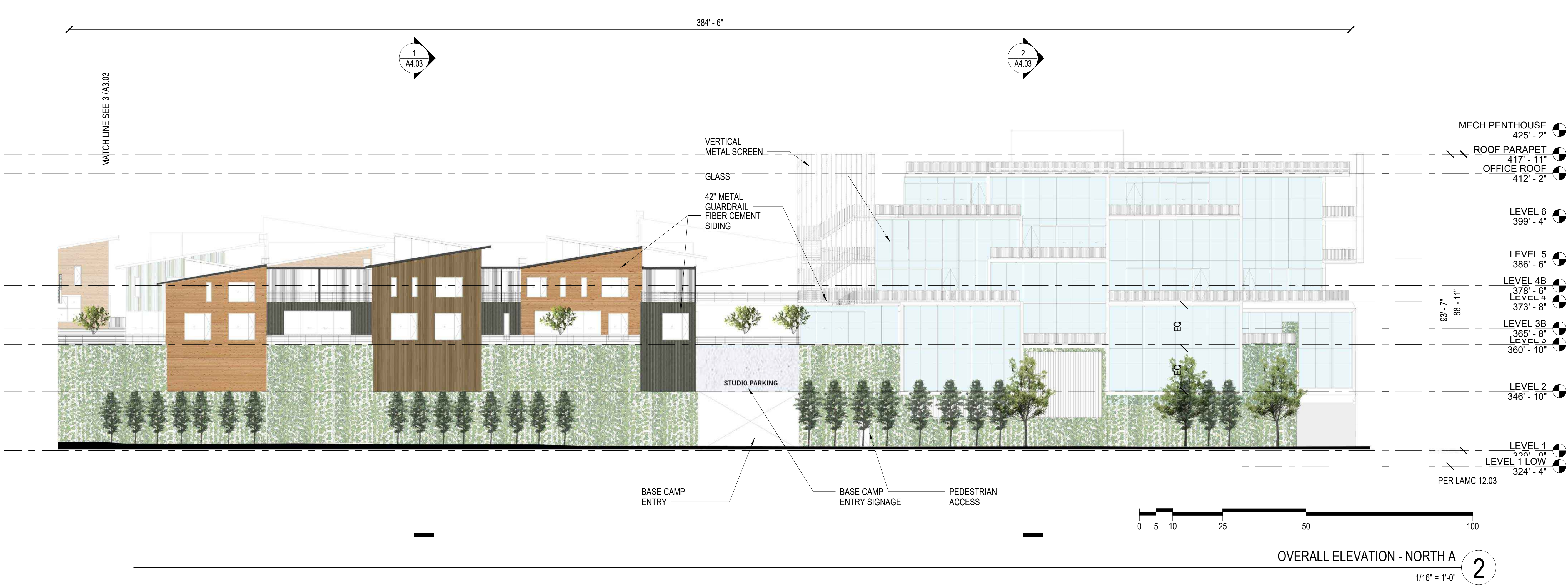
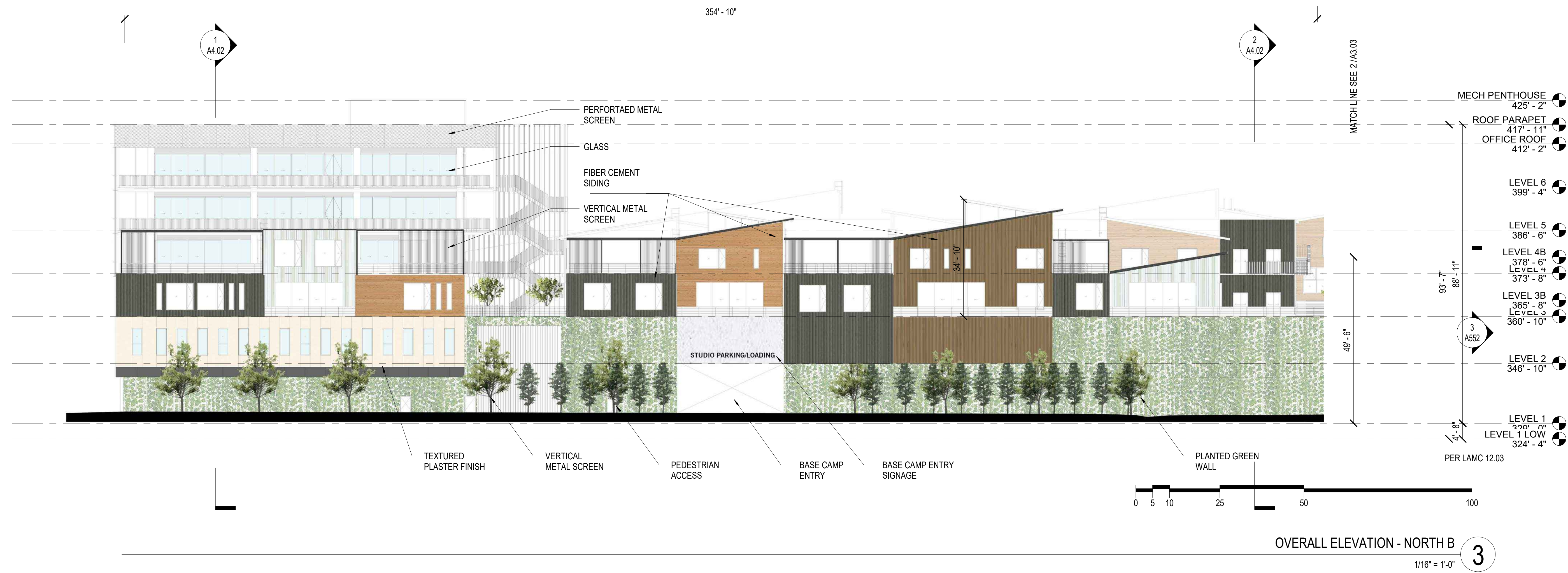
EXTERIOR
ELEVATIONS -
NORTH

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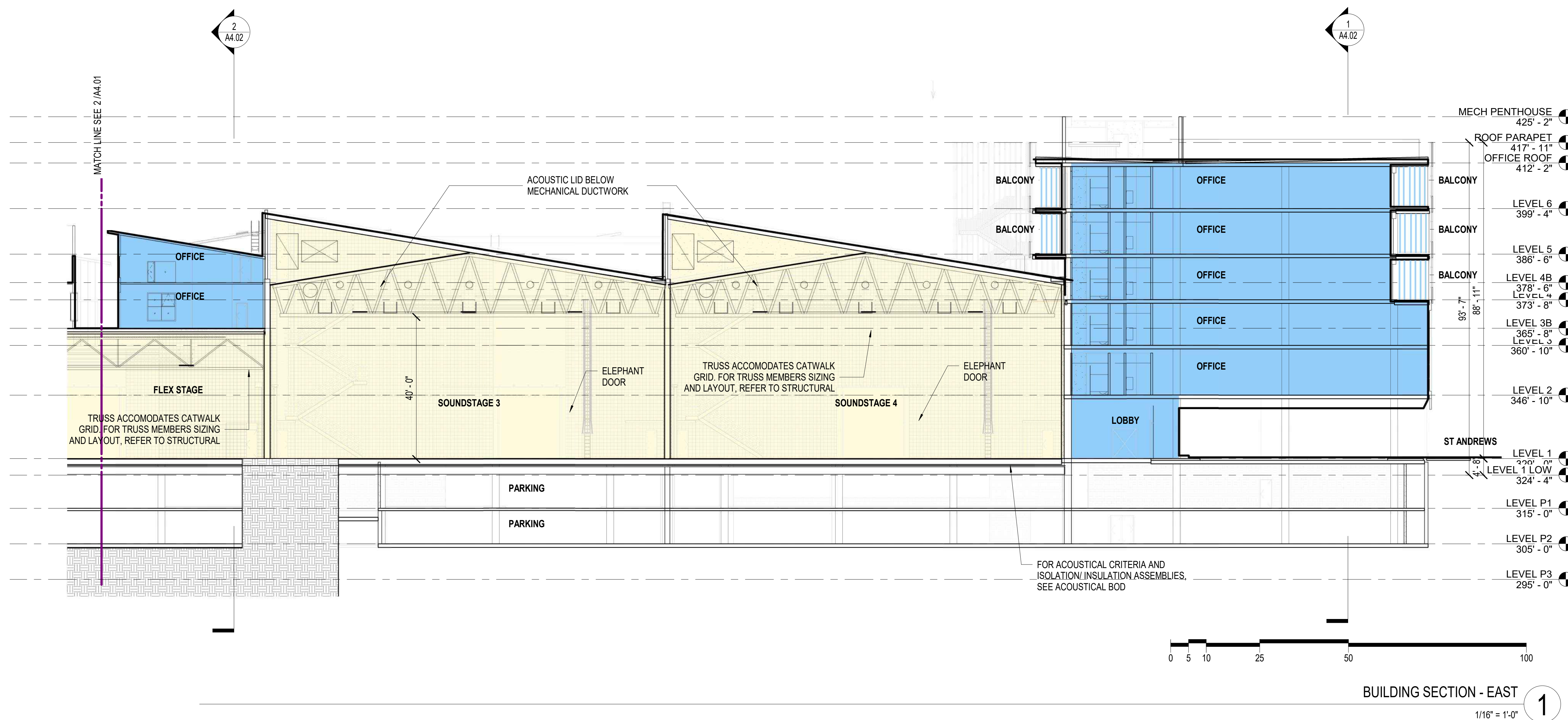
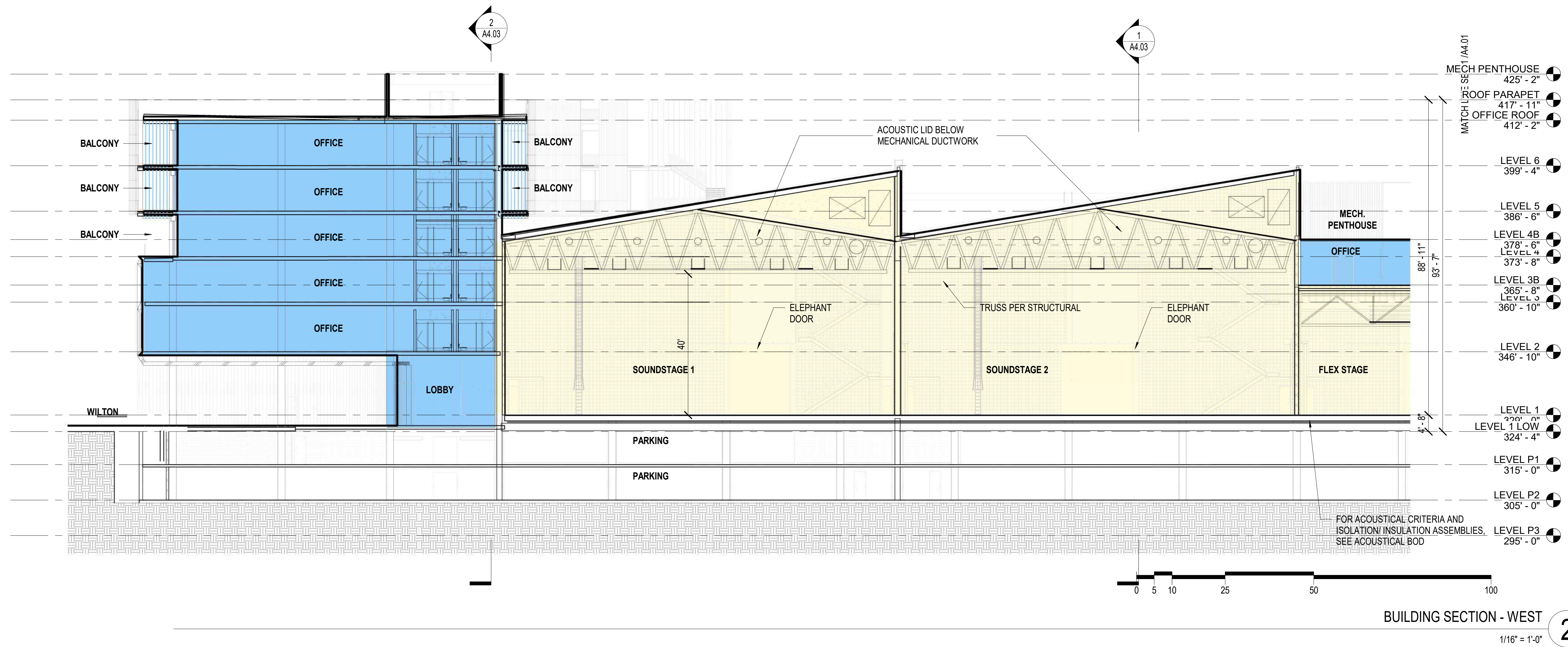
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SCALE
1/16" = 1'-0" (WHEN PRINTED ON 30"x42" SHEET)

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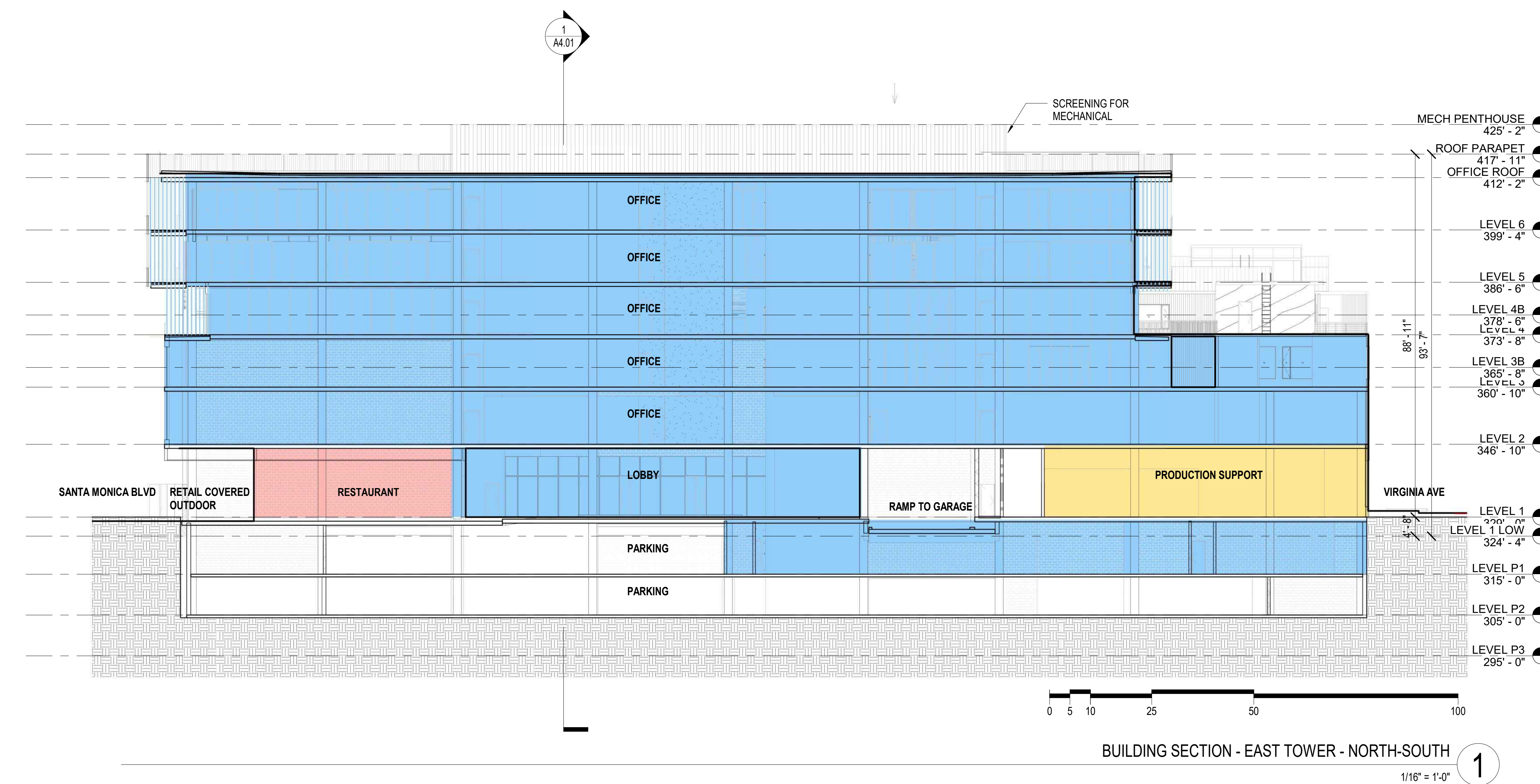
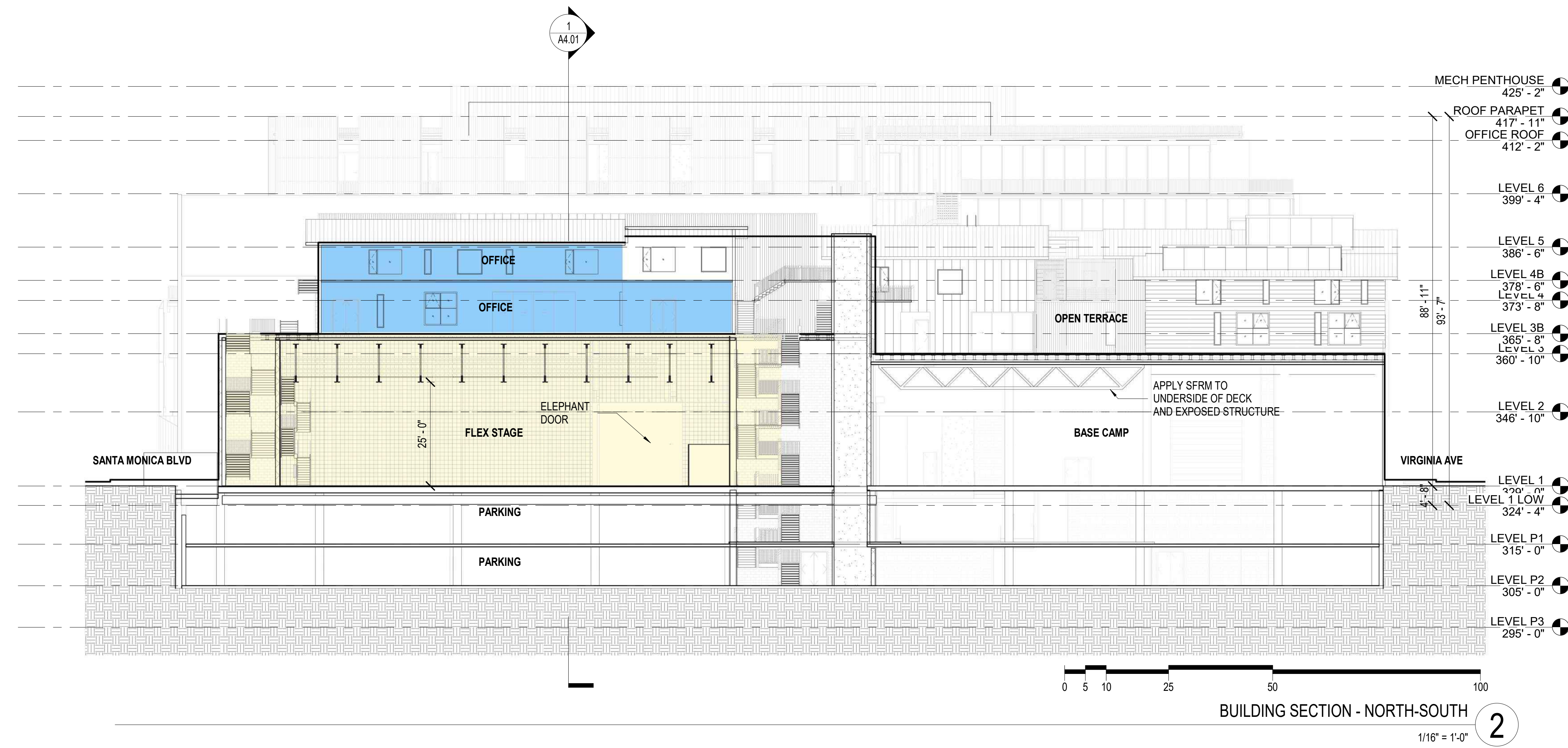
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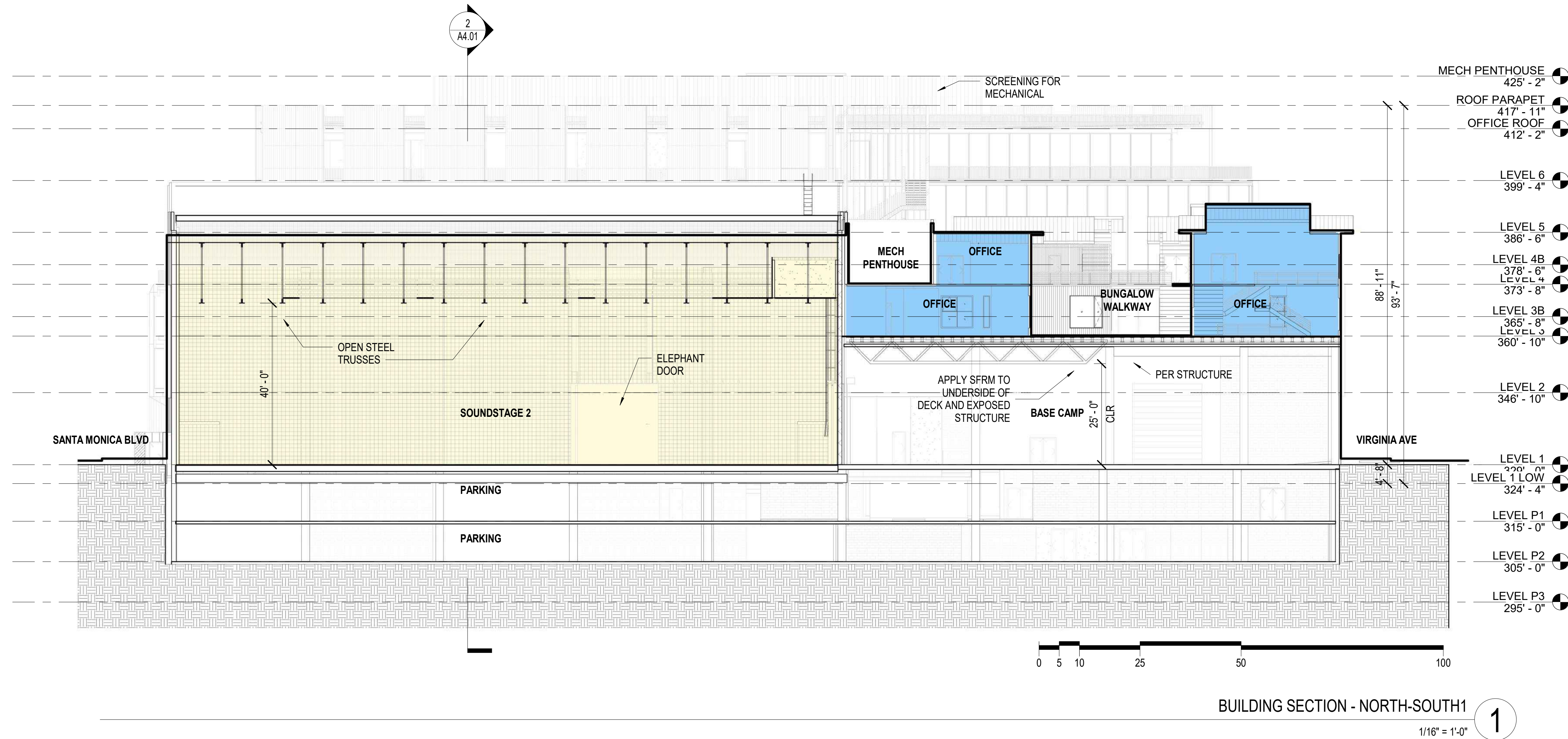
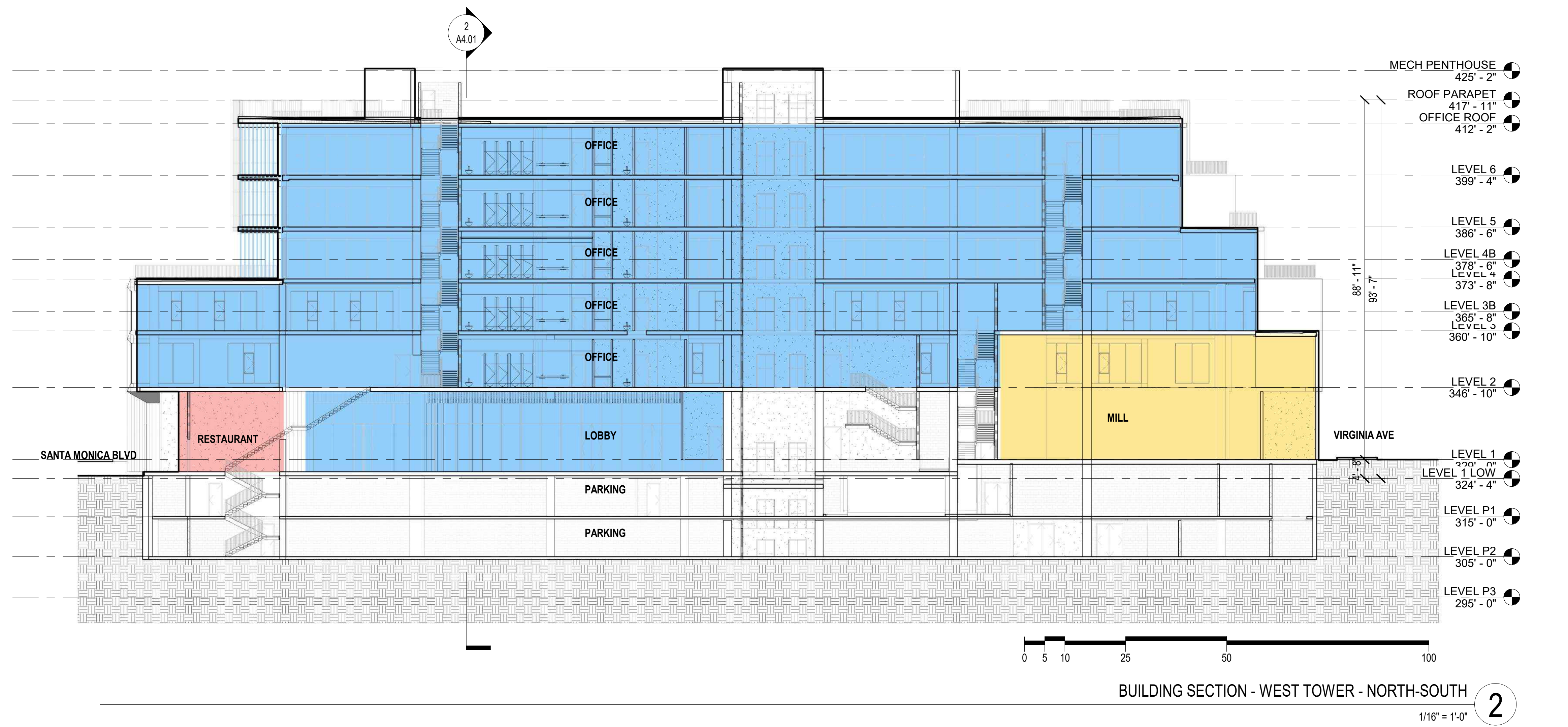
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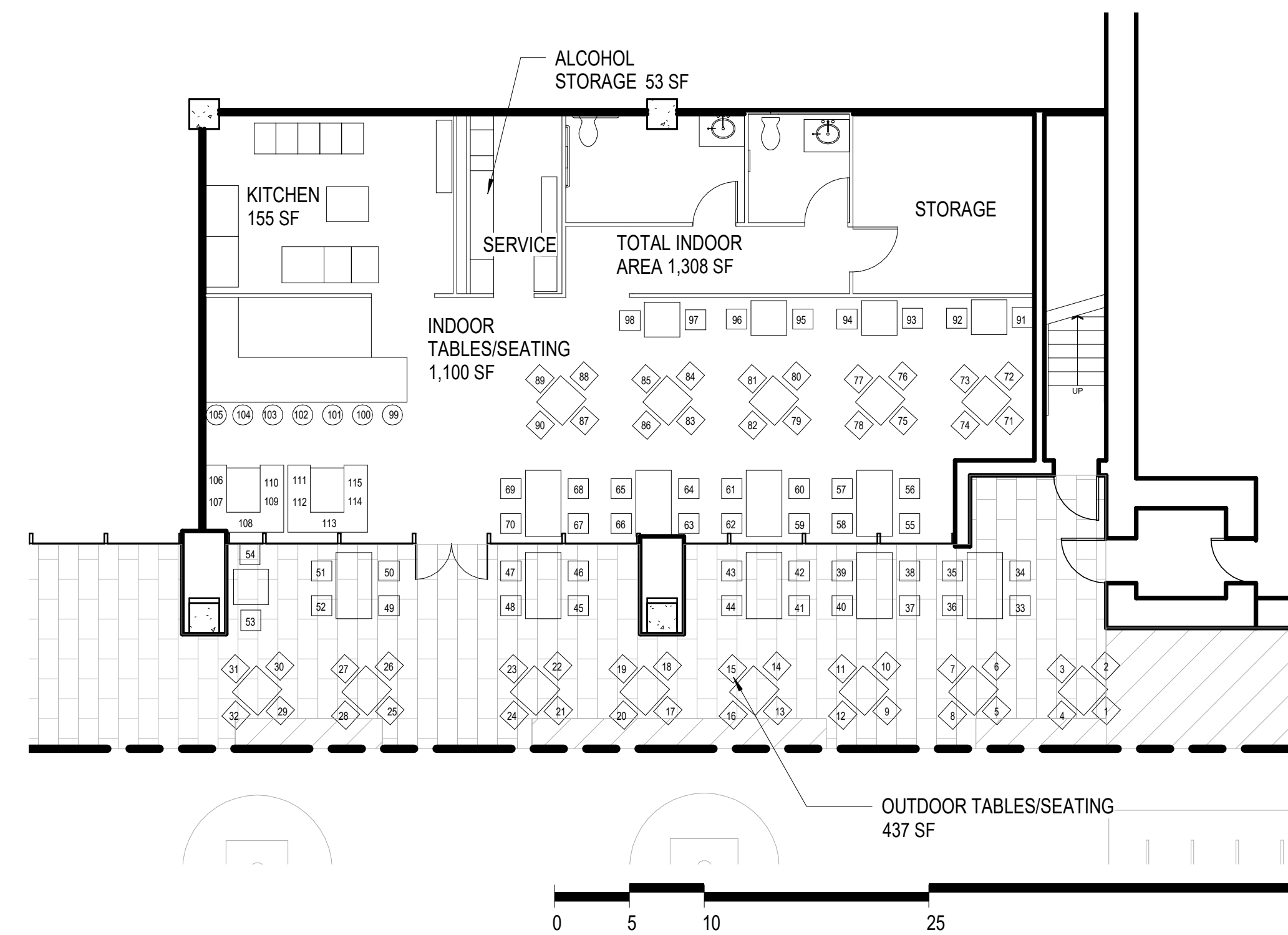
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ENLARGED PLAN

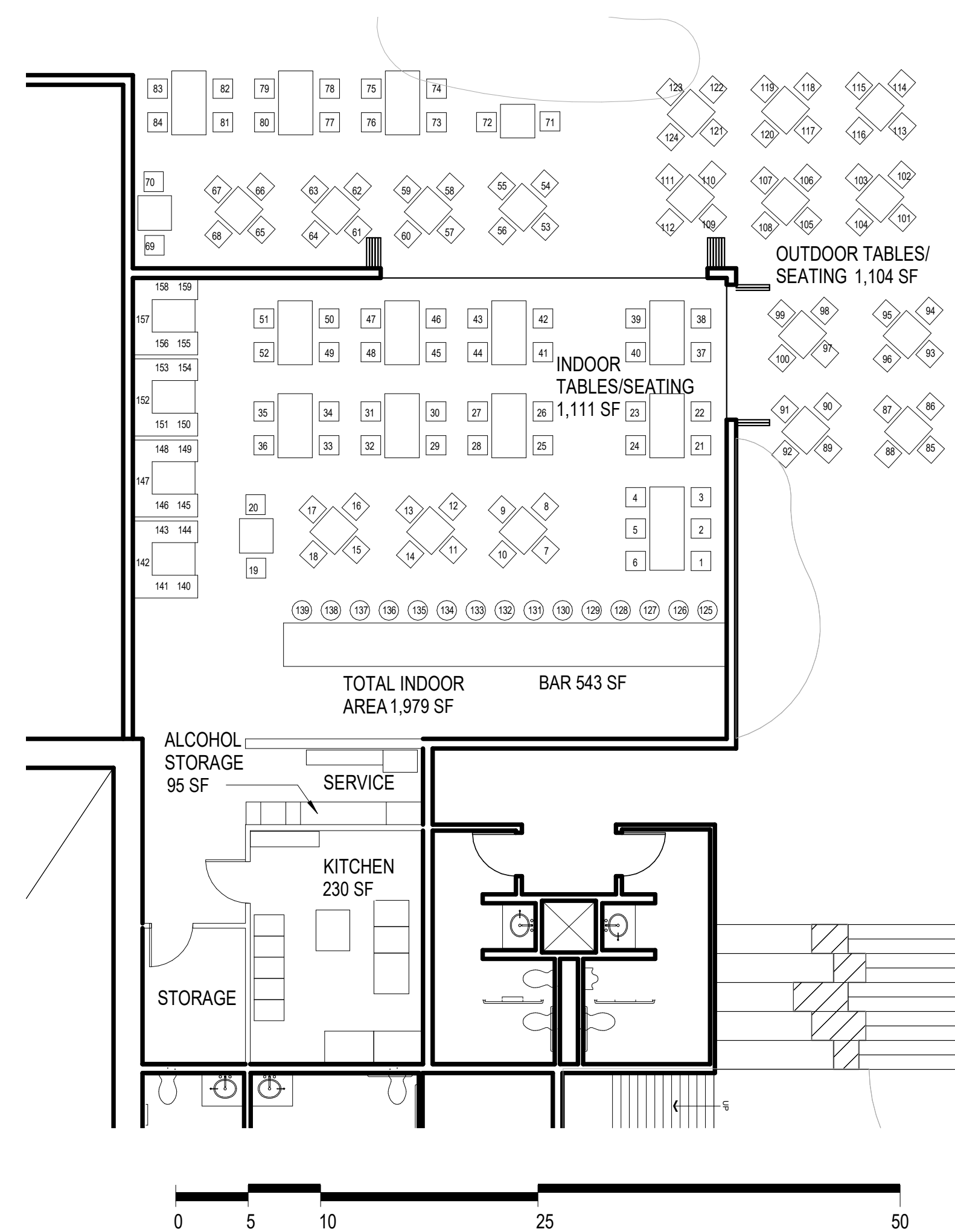
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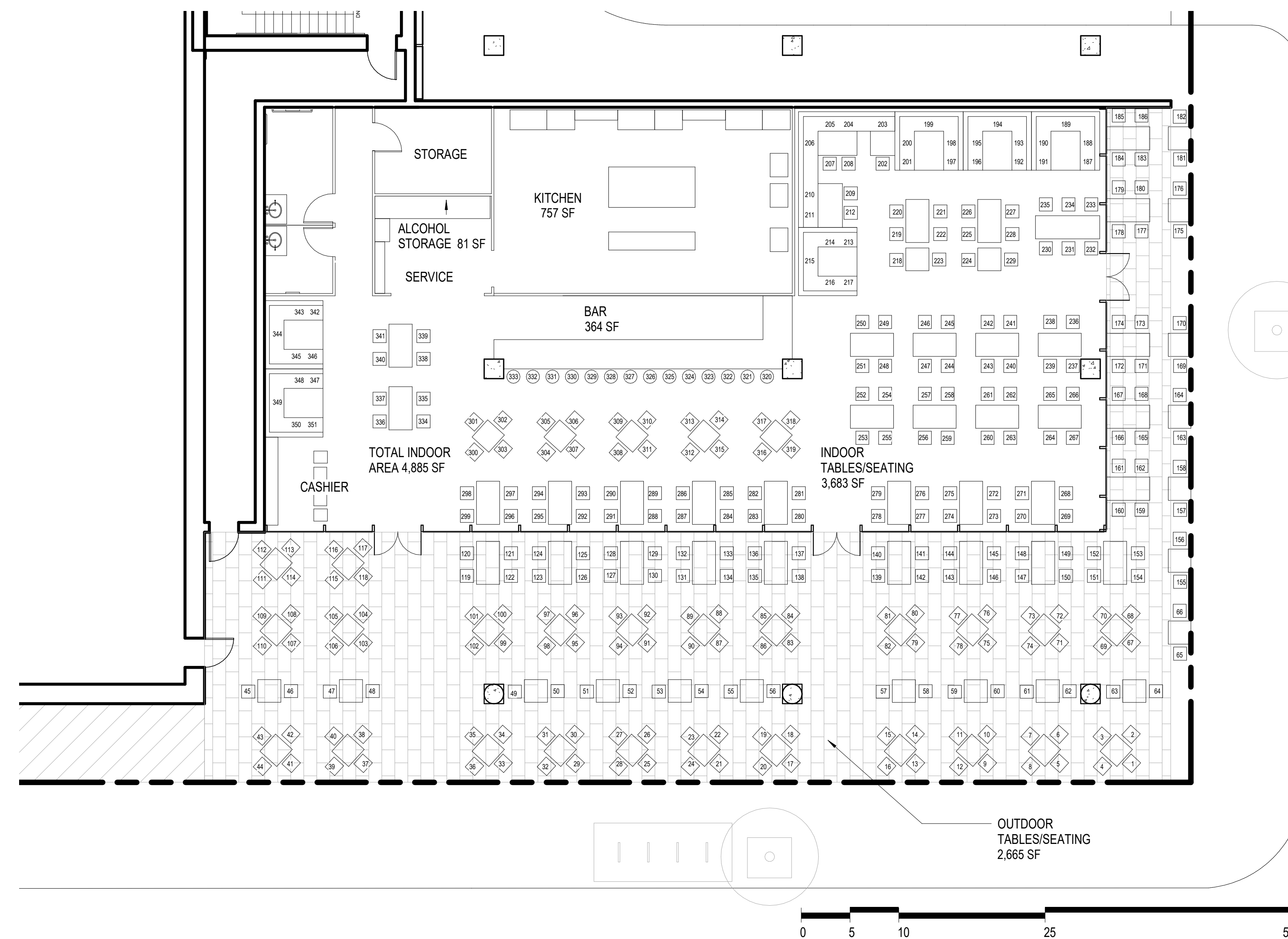
A5.01



FLOOR PLAN - LEVEL 01 - WEST BUILDING F&B - ENLARGED PLAN **2**
1/8" = 1'-0"



FLOOR PLAN - LEVEL 03 TENANT AMENITY - ENLARGED PLAN **3**
1/8" = 1'-0"



FLOOR PLAN - LEVEL 01 - EAST BUILDING F&B - ENLARGED PLAN **1**
1/8" = 1'-0"

1/A5.01 EAST BUILDING F&B

INDOOR AREA	4,885 SF
OUTDOOR AREA	2,665 SF
TOTAL AREA	7,550 SF
INDOOR SEATS	166
OUTDOOR SEATS	185
TOTAL SEATS	351
ALCOHOL TYPE	FULL BAR
HOURS OF OPERATION	7:30AM - 11PM

2/A5.01 WEST BUILDING F&B

INDOOR AREA	1,308 SF
OUTDOOR AREA	437 SF
TOTAL AREA	1,745 SF
INDOOR SEATS	61
OUTDOOR SEATS	54
TOTAL SEATS	115
ALCOHOL TYPE	FULL BAR
HOURS OF OPERATION	7:30AM - 11PM

3/A5.01 LEVEL 03 TENANT AMENITY

INDOOR AREA	1,979 SF
OUTDOOR AREA	1,104 SF
TOTAL AREA	3,083 SF
INDOOR SEATS	87
OUTDOOR SEATS	72
TOTAL SEATS	159
ALCOHOL TYPE	BEER & WINE
HOURS OF OPERATION	7:30AM - 9PM

TOTAL AREA	
INDOOR AREA	8,172 SF SF
OUTDOOR AREA	4,206 SF
TOTAL AREA	12,378 SF

TOTAL SEATS	
INDOOR SEATS	314
OUTDOOR SEATS	311
TOTAL SEATS	625

RIOS

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N ST ANDREWS PL & SANTA MONICA BLVD

2



VIRGINIA AVE AND N WILTON PL

1

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 1 09.01.21 REVISED SUBMITTAL
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ISSUE
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SANTA MONICA BLVD AERIAL **2**



SANTA MONICA BLVD & N WILTON PL **1**

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VIRGINIA AVE **2**



VIRGINIA AVE **1**

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STANDING SEAM
METAL



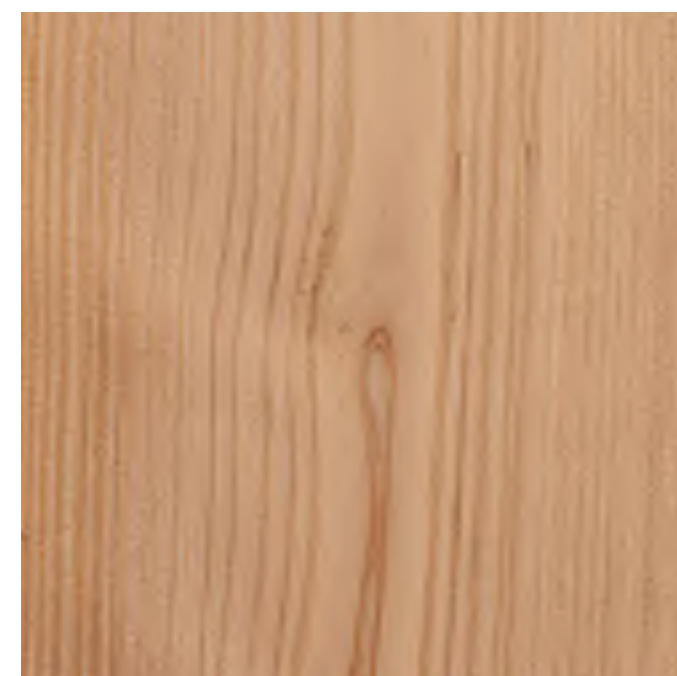
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BOARD SIDING



FIBER CEMENT
BOARD SIDING



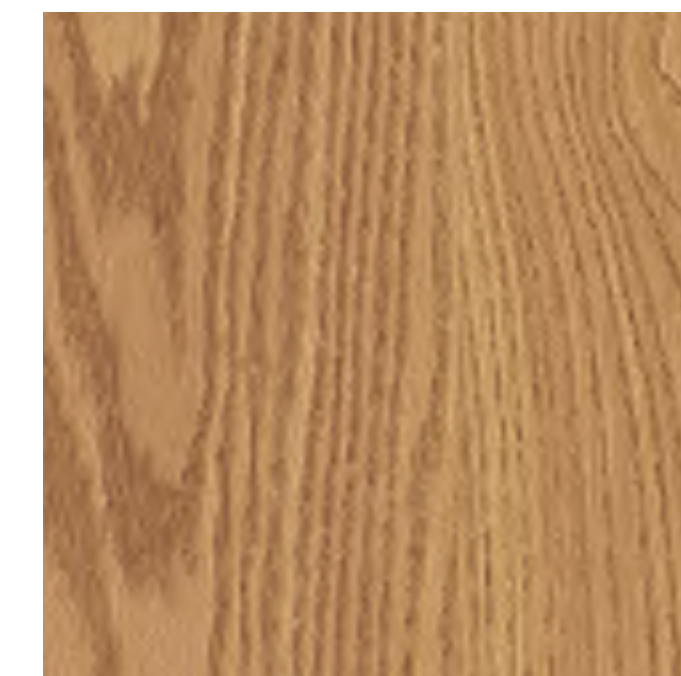
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BOARD SIDING



PRESSURE TREATED
TRELLISES



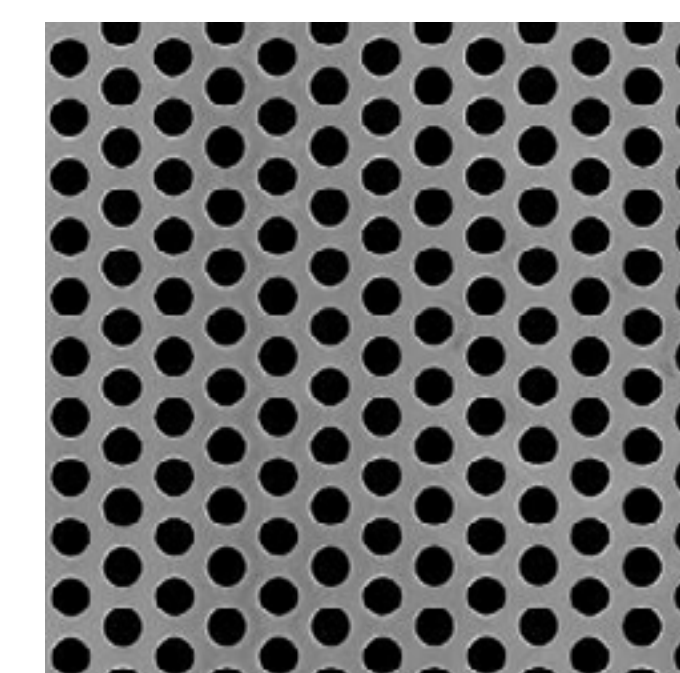
METAL PANEL



METAL FINNS WITH
WOOD PATTERN



STOREFRONT /
WINDOW WALL
MULLION AND GLAZING



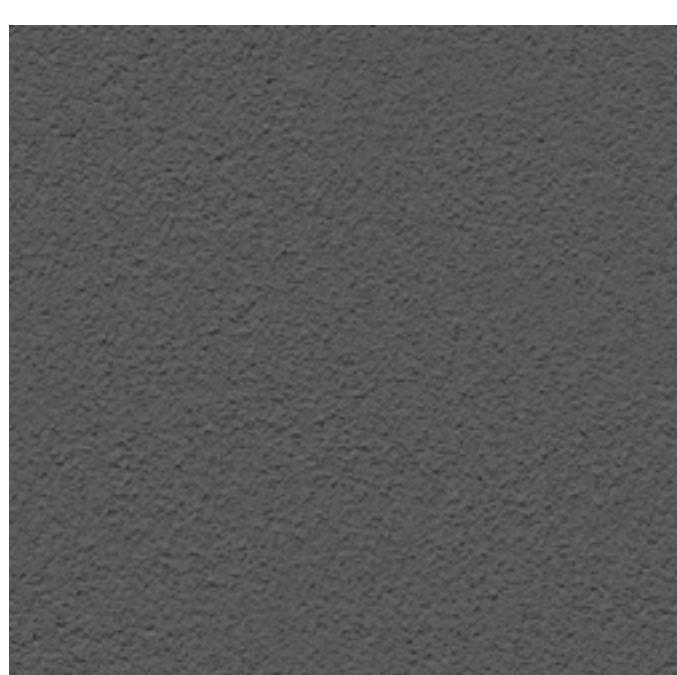
PERFORATED
METAL SCREEN



CONCRETE



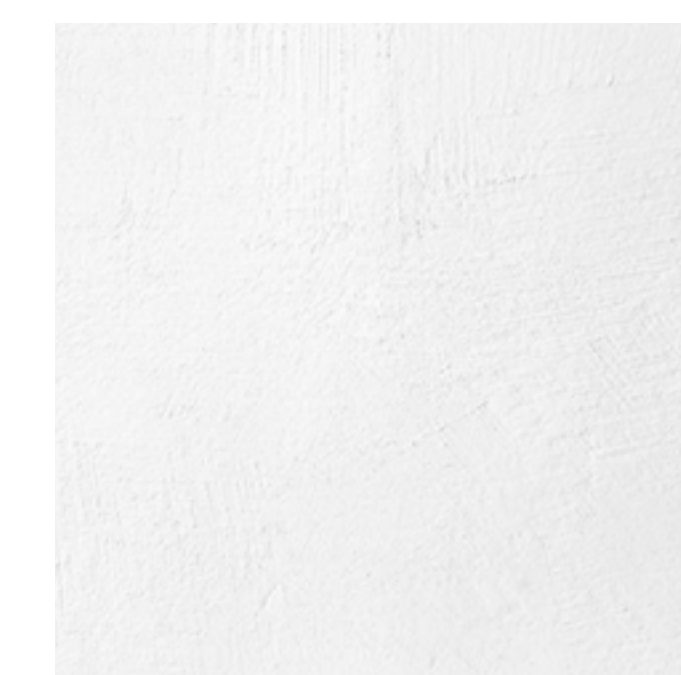
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FINISH



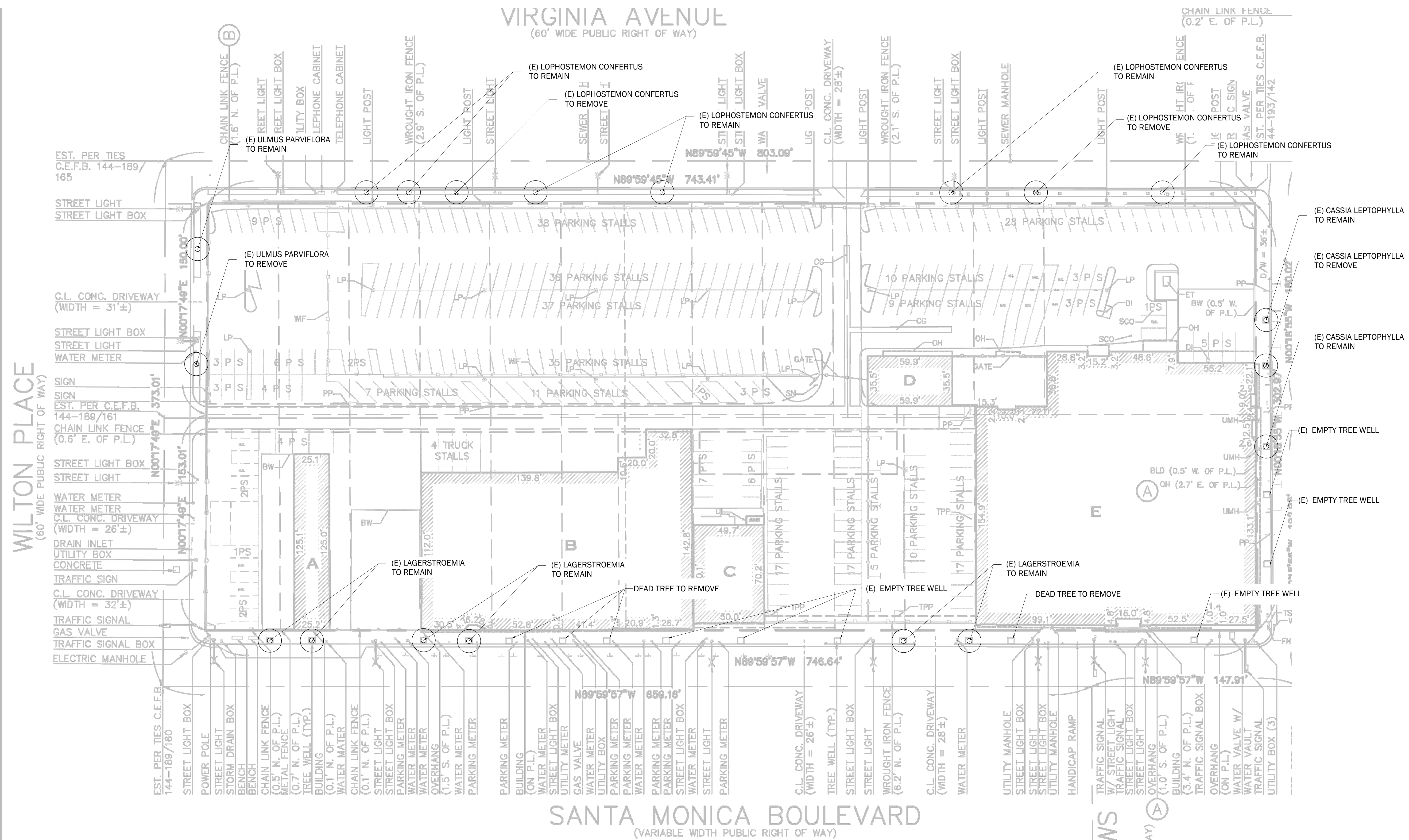
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FINISH



TEXTURED PLASTER
FINISH

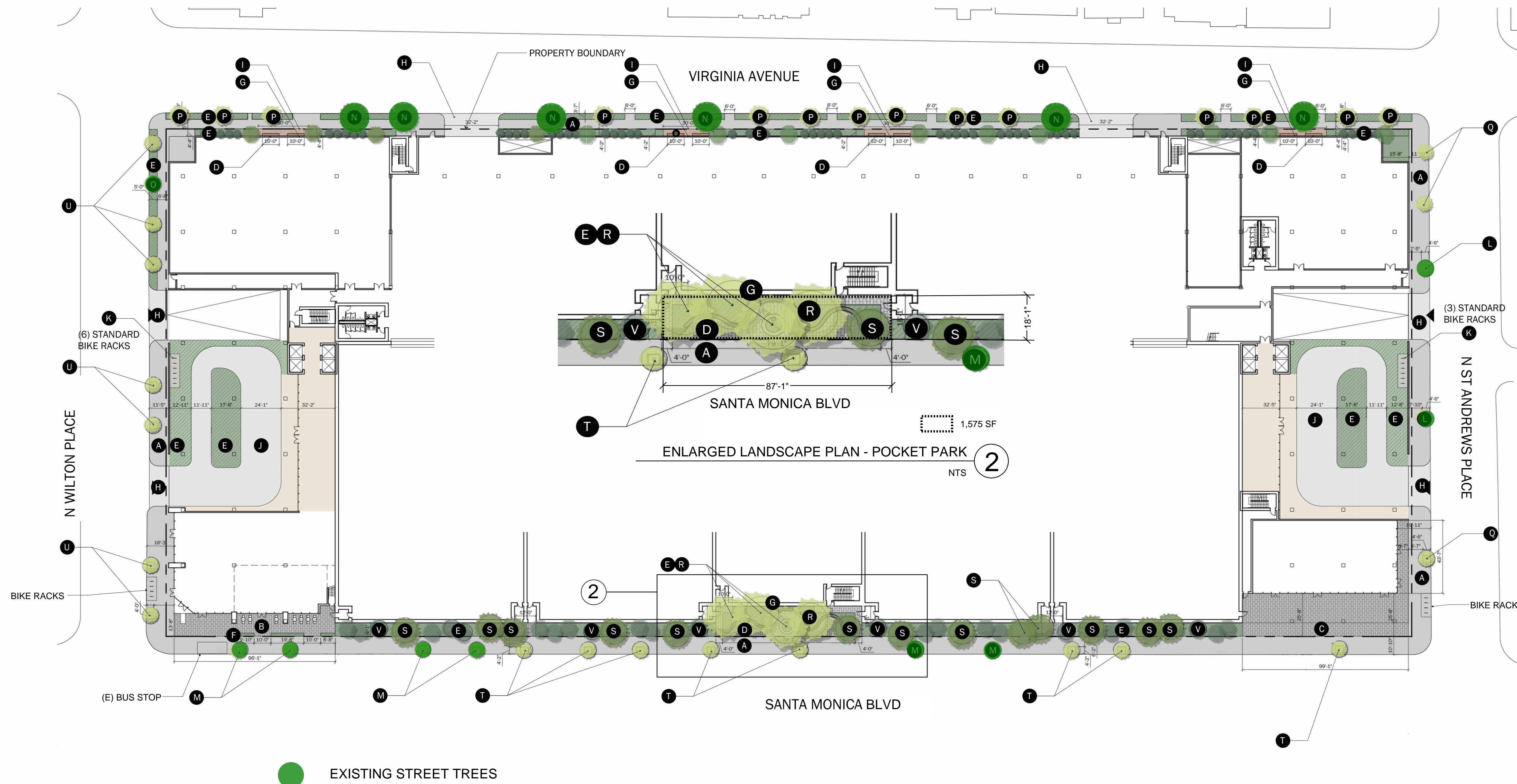


TEXTURED PLASTER
FINISH



LANDSCAPE TREE REQUIREMENT	QTY
Trees Removed from Site	4
2:1 Tree Replacement in Kind	8
Total Trees Required	8

Existing site contains no Protected Trees as defined by LAMC17.02.



● EXISTING STREET TREES

SITE ELEMENTS

- A** STREETScape - CITY STANDARD
- B** CAFE SEATING AREA W/SPECIALTY PAVING
- C** RETAIL ENTRY AREA W/SPECIALTY PAVING
- D** BUILT-IN BENCH SEATING AREA
- E** PLANTING AREA
- F** RAISED PLANTER
- G** GREEN/VINE WALL
- H** DRIVEWAY
- I** DECOMPOSED GRANITE
- J** DROP OFF/PICK UP AREA
- K** BICYCLE RACK - CITY STANDARD
VISITOR SPACES REQUIRED - 47
VISITOR SPACES PROVIDED - 48

PLANTING LIST

TREES			
Botanical Name	Common Name	Container Size	Total QTY
L (E) CASSIA LEPTOPHYLLA	GOLD MEDALLION TREE	NA	2
M (E) LAGERSTROEMIA	CRAPE MYRTLE	NA	6
N (E) LOPHOSTEMON CONFERTUS	BRISBANE BOX	NA	6
O (E) ULMUS PARVIFLORA	CHINESE ELM	NA	1
P **ARBUSUS 'MARINA' STD	STRAWBERRY TREE	48" BOX	14
Q CASSIA LEPTOPHYLLA	GOLD MEDALLION TREE	48" BOX	3
R **DRACAENA DRACO	DRAGON TREE	60" BOX	4
S **GEIJERA PARVIFLORA	AUSTRALIAN WILLOW	48" BOX	13
T LAGERSTROEMIA	CRAPE MYRTLE	48" BOX	8
U ULMUS PARVIFLORA	CHINESE ELM	48" BOX	7
V *WASHINGTONIA FILIFERA	CALIFORNIA FAN PALM	36" BOX	6

Existing site contains no Protected Trees as defined by LAMC17.02.
*Indicates native plants and **Indicates drought tolerant non-native plants

PERENNIALS & SHRUBS		
Botanical Name	Common Name	Container Size
**Agave 'Mateo'	Mateo's Agave	5 GAL
**Cephalocereus senilis	Old Man Cactus	5 GAL
**Cereus repandus	Peruvian Apple Cactus	5 GAL
**Euphorbia ammak	Candelabra Spurge	5 GAL
**Euphorbia ingens	Candelabra Tree	5 GAL
Lomandra longifolia 'Breeze'	Dwarf Mat Rush	5 GAL
**Rosmarinus officinalis prostratus	Creeping Rosemary	5 GAL
**Tagetes lemmonii	Mountain Marigold	5 GAL
**Callistemon citrinus 'Little John'	Dwarf Bottlebrush	5 GAL
**Tecoma capensis	Cape Honeysuckle	5 GAL
**Olea europaea 'Montra'	Little Ollie Dwarf Olive	5 GAL
**Feijoa sellowiana	Pineapple Guava	5 GAL
Distictis buccinatoria	Red Trumpet Vine	5 GAL
Ficus pumila	Climbing Fig	5 GAL

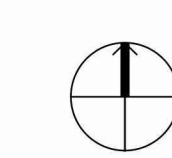
*Indicates native plants and **Indicates drought tolerant non-native plants

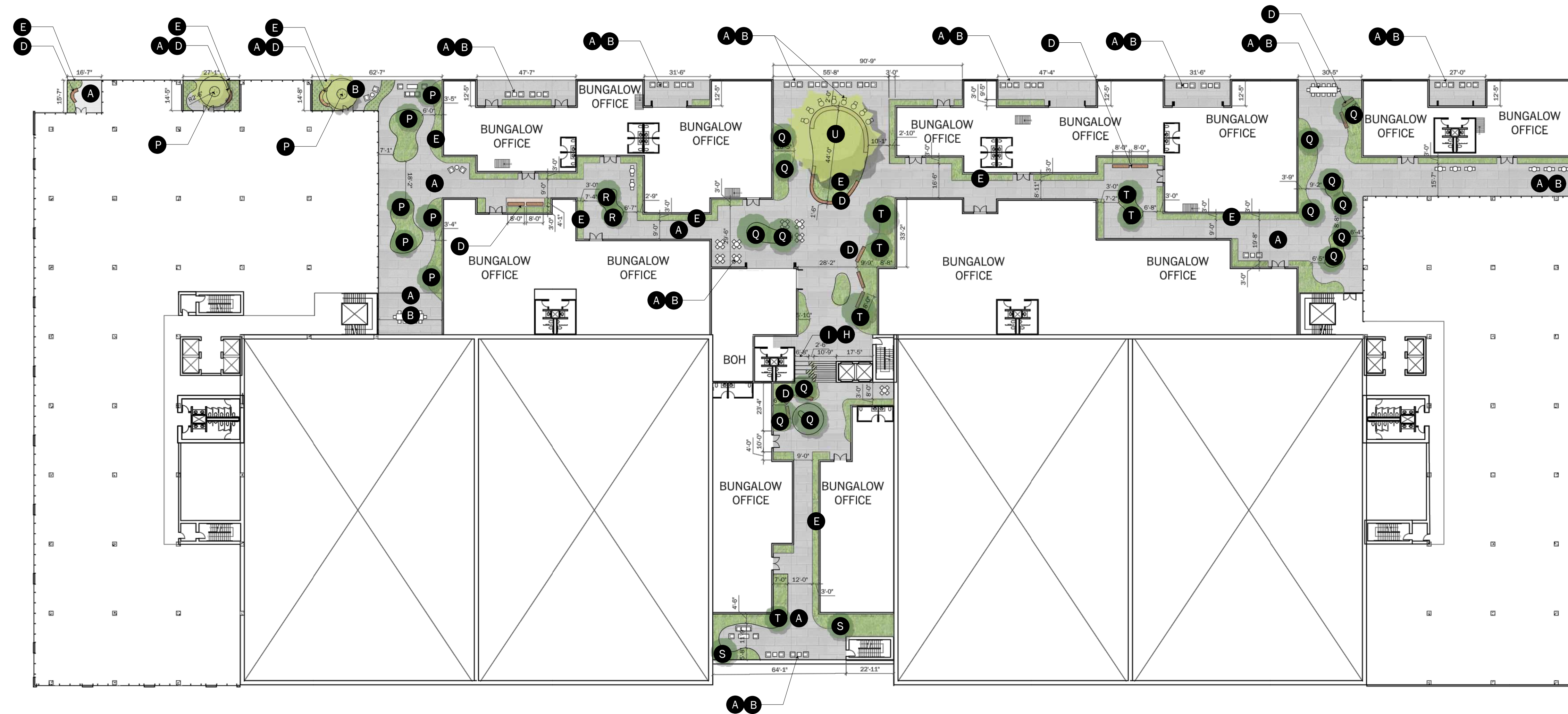
OVERALL SITE PROPOSED TREES	QTY
Proposed Trees - Ground Level	55
Proposed Trees - Level 03	33
Proposed Trees - Level 04	17
Proposed Trees - Level 05	2
Proposed Trees - Level 06	1
Total Proposed Trees	108

LANDSCAPE TREE REQUIREMENT	QTY
Trees Removed from Site	4
2:1 Tree Replacement in Kind	8
Total Trees Required	8

Existing site contains no Protected Trees as defined by LAMC17.02.

OVERALL SITE PLANTING AREA	QTY
Proposed Planting Area - Ground Level	13,378 SF
Proposed Planting Area - Level 03	8,730 SF
Proposed Planting Area - Level 04	3,218 SF
Proposed Planting Area - Level 05	400 SF
Proposed Planting Area - Level 06	278 SF
Total Proposed Planting Area	26,004 SF





SITE ELEMENTS

- A** PEDESTAL PAVERS
- B** SEATING AREA W/SITE FURNISHING
- C** NOT USED
- D** BUILT-IN BENCH
- E** PLANTING AREA
- F** NOT USED
- G** NOT USED
- H** STEPS
- I** BLEACHER SEATS

PLANTING LIST

TREES			
Botanical Name	Common Name	Container Size	Total QTY
**ARBUSUS 'MARINA' STD	STRAWBERRY TREE	36" BOX	8
CASSIA LEPTOPHYLLA	GOLD MEDALLION TREE	36" BOX	13
**DRACAENA MARGINATA	DRAGON TREE	36" BOX	2
**GEIJERA PARVIFLORA	AUSTRALIAN WILLOW	36" BOX	2
*LYONOTHAMNUS FLORIBUNDUS	CATALINA IRONWOOD	36" BOX	6
QUERCUS VIRGINIANA	SOUTHERN LIVE OAK	60" BOX	1

Existing site contains no Protected Trees as defined by LAMC17.02.
*Indicates native plants and **indicates drought tolerant non-native plants

PERENNIALS & SHRUBS - SUN GARDENS		
Botanical Name	Common Name	Container Size
**Agave 'Blue Flame'	Blue Flame Agave	5 GAL
**Agave 'Mateo'	Mateo's Agave	5 GAL
**Acacia cognata 'Cousin itt'	Cousin Itt Acacia	5 GAL
*Adenanthos sericeus	Coast Woollybush	5 GAL

*Artemesia 'Canyon Gray'	Coastal Sagebrush	5 GAL
Lomandra longifolia 'Breeze'	Dwarf Mat Rush	5 GAL
*Mimulus aurantiacus	Sticky Monkeyflower	5 GAL
**Festuca mairei	Atlas Fescue	5 GAL
*Festuca rubra	Red Fescue	5 GAL
*Frangula californica	Coffeeberry	5 GAL
**Rosmarinus officinalis prostratus	Creeping Rosemary	5 GAL
*Salvia apiana	White Sage	5 GAL
*Salvia 'Bee's Bliss'	Creeping Sage	5 GAL
*Salvia mellifera	Black Sage	5 GAL
*Sphaeralcea ambigua	Apricot Mallow	5 GAL
**Tagetes lemmonii	Mountain Marigold	5 GAL

PERENNIALS & SHRUBS - SHADE GARDENS		
Botanical Name	Common Name	Container Size
*Achillea millefolium	Common Yarrow	5 GAL
Akebia quinata	Chocolate Vine	5 GAL
Carex oshimensis 'Evergold'	Oshima Kan Suge	5 GAL
Fatsia japonica	Paperplant	5 GAL
Philodendron 'Xanadu'	Philodendron 'Xanadu'	5 GAL
Podocarpus macrophyllus	Dwarf Podocarpus	5 GAL

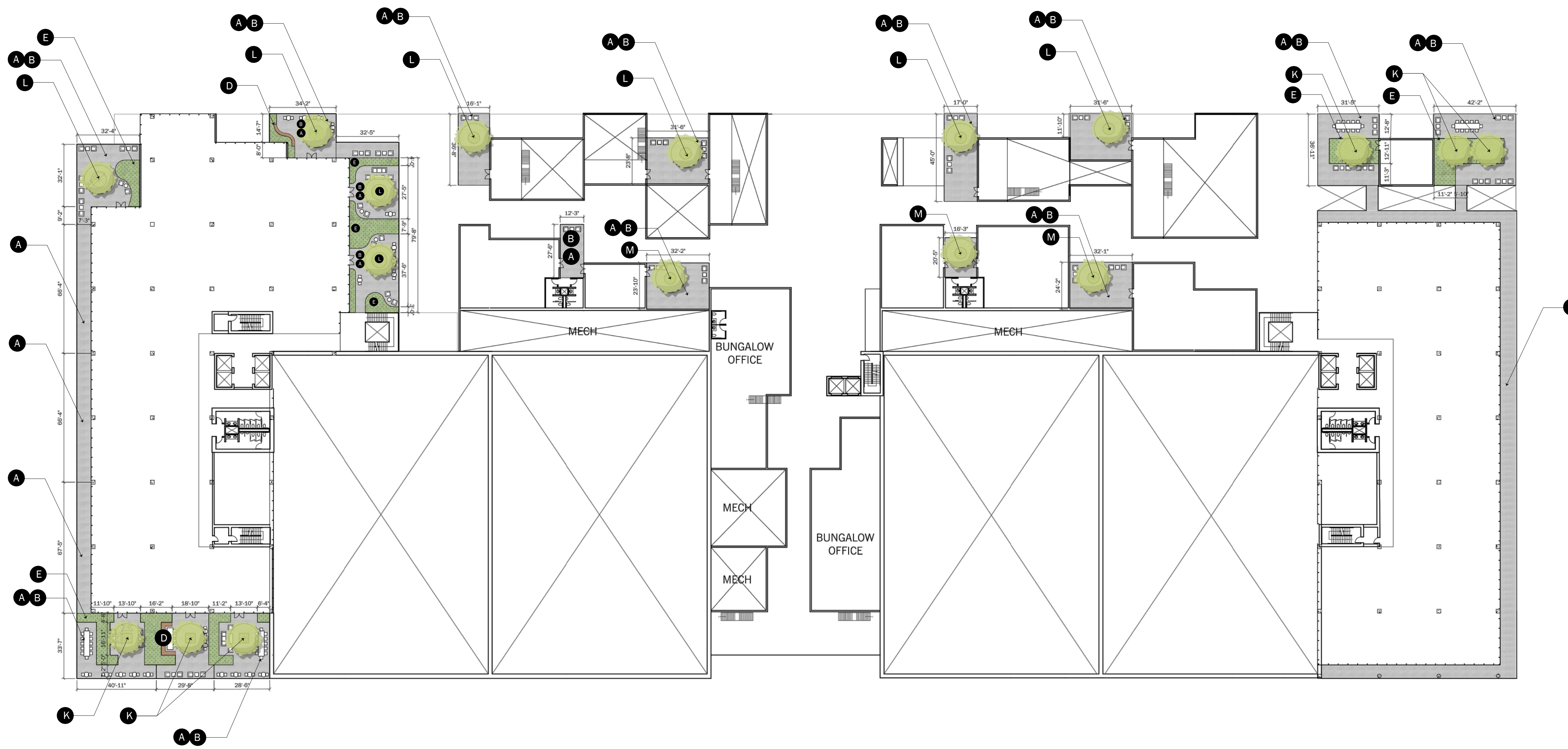
*Indicates native plants and **indicates drought tolerant non-native plants

OVERALL SITE PROPOSED TREES	QTY
Proposed Trees - Ground Level	55
Proposed Trees - Level 03	33
Proposed Trees - Level 04	17
Proposed Trees - Level 05	2
Proposed Trees - Level 06	1
Total Proposed Trees	108

LANDSCAPE TREE REQUIREMENT	QTY
Trees Removed from Site	4
2:1 Tree Replacement in Kind	8
Total Trees Required	8

Existing site contains no Protected Trees as defined by LAMC17.02.

OVERALL SITE PLANTING AREA	QTY
Proposed Planting Area - Ground Level	13,378 SF
Proposed Planting Area - Level 03	8,730 SF
Proposed Planting Area - Level 04	3,218 SF
Proposed Planting Area - Level 05	400 SF
Proposed Planting Area - Level 06	278 SF
Total Proposed Planting Area	26,004 SF



SITE ELEMENTS

- A** PEDESTAL PAVERS
- B** SEATING AREA W/SITE FURNISHING
- C** NOT USED
- D** BUILT-IN BENCH
- E** PLANTING AREA

PLANTING LIST

TREES			
Botanical Name	Common Name	Container Size	QTY
K CASSIA LEPTOPHYLLA	GOLD MEDALLION TREE	48" BOX	6
L LOPHOSTEMON CONFERTUS	BRISBANE BOX	48" BOX	8
M *LYONOTHAMNUS FLORIBUNDUS	CATALINA IRONWOOD	48" BOX	3

Existing site contains no Protected Trees as defined by LAMC17.02.
*Indicates native plants and **Indicates drought tolerant non-native plants

PERENNIALS & SHRUBS

Botanical Name	Common Name	Container Size
**Agave 'Blue Flame'	Blue Flame Agave	5 GAL
**Agave 'Mateo'	Mateo's Agave	5 GAL
**Acacia cognata 'Cousin itt'	Cousin Itt Acacia	5 GAL
*Adenanthos sericeus	Coast Woollybush	5 GAL
*Artemesia 'Canyon Gray'	Coastal Sagebrush	5 GAL
Lomandra longifolia 'Breeze'	Dwarf Mat Rush	5 GAL
**Mimulus aurantiacus	Sticky Monkeyflower	5 GAL
**Festuca mairei	Atlas Fescue	5 GAL
**Festuca rubra	Red Fescue	5 GAL
*Frangula californica	Coffeeberry	5 GAL
**Rosmarinus officinalis prostratus	Creeping Rosemary	5 GAL
*Salvia apiana	White Sage	5 GAL
*Salvia 'Bee's Bliss'	Creeping Sage	5 GAL
*Salvis mellifera	Black Sage	5 GAL
*Sphaeralcea ambigua	Apricot Mallow	5 GAL
**Tagetes lemmonii	Mountain Marigold	5 GAL

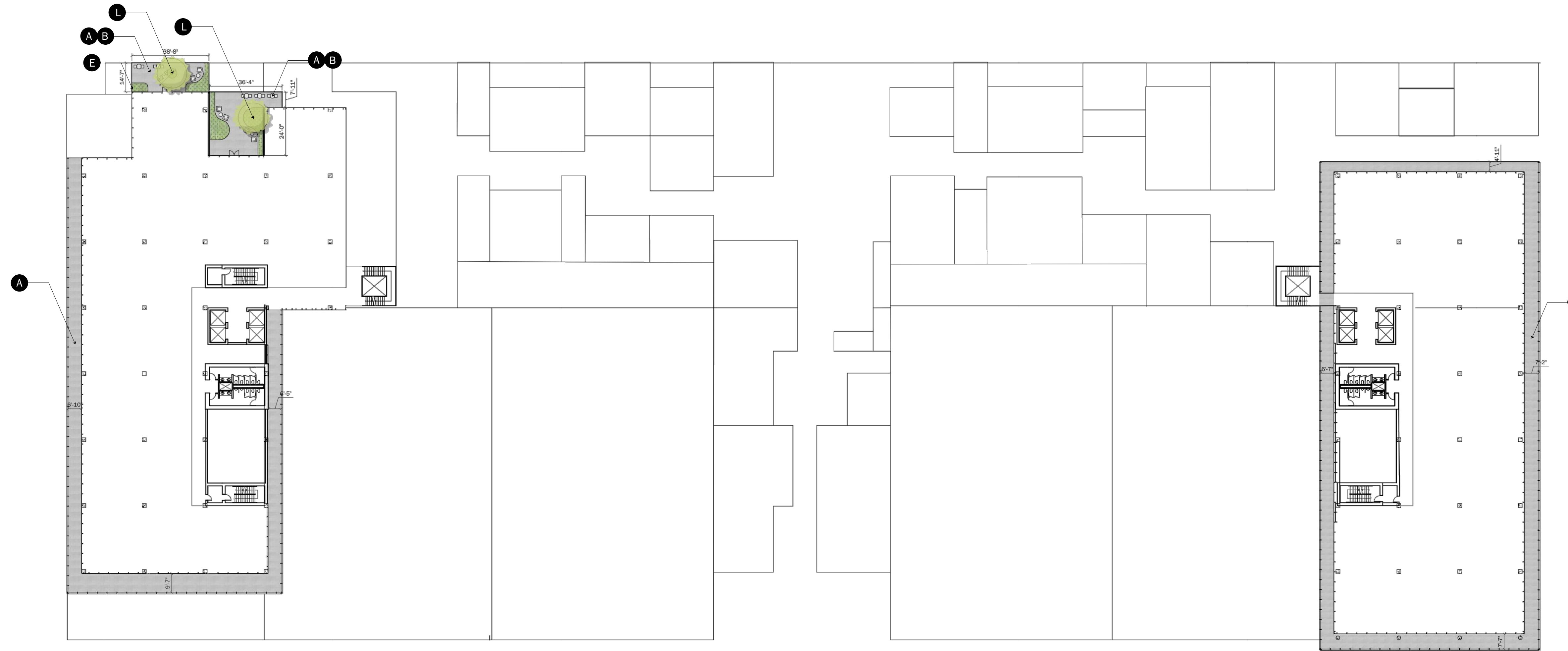
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OVERALL SITE PROPOSED TREES	QTY
Proposed Trees - Ground Level	55
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Total Proposed Trees	108

LANDSCAPE TREE REQUIREMENT	QTY
Trees Removed from Site	4
2:1 Tree Replacement in Kind	8
Total Trees Required	8

Existing site contains no Protected Trees as defined by LAMC17.02.

OVERALL SITE PLANTING AREA	QTY
Proposed Planting Area - Ground Level	13,378 SF
Proposed Planting Area - Level 03	8,730 SF
Proposed Planting Area - Level 04	3,218 SF
Proposed Planting Area - Level 05	400 SF
Proposed Planting Area - Level 06	278 SF
Total Proposed Planting Area	26,004 SF



SITE ELEMENTS

- A** PEDESTAL PAVERS
- B** SEATING AREA W/SITE FURNISHING
- C** NOT USED
- D** NOT USED
- E** PLANTING AREA

PLANTING LIST

TREES			
Botanical Name	Common Name	Container Size	QTY
L LOPHOSTEMON CONFERTUS	BRISBANE BOX	48" BOX	2

Existing site contains no Protected Trees as defined by LAMC17.02.
*Indicates native plants and **Indicates drought tolerant non-native plants

PERENNIALS & SHRUBS

Botanical Name	Common Name	Container Size
**Agave 'Blue Flame'	Blue Flame Agave	**
**Agave 'Mateo'	Mateo's Agave	5 GAL
**Acacia cognata 'Cousin itt'	Cousin Itt Acacia	5 GAL
*Adenanthos sericeus	Coast Woollybush	5 GAL
*Artemesia 'Canyon Gray'	Coastal Sagebrush	5 GAL
Lomandra longifolia 'Breeze'	Dwarf Mat Rush	5 GAL
*Mimulus aurantiacus	Sticky Monkeyflower	5 GAL
**Festuca mairei	Atlas Fescue	5 GAL
*Festuca rubra	Red Fescue	5 GAL
*Frangula californica	Coffeeberry	5 GAL
**Rosmarinus officinalis prostratus	Creeping Rosemary	5 GAL
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*Salvis mellifera	Black Sage	5 GAL
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**Tagetes lemmonii	Mountain Marigold	5 GAL

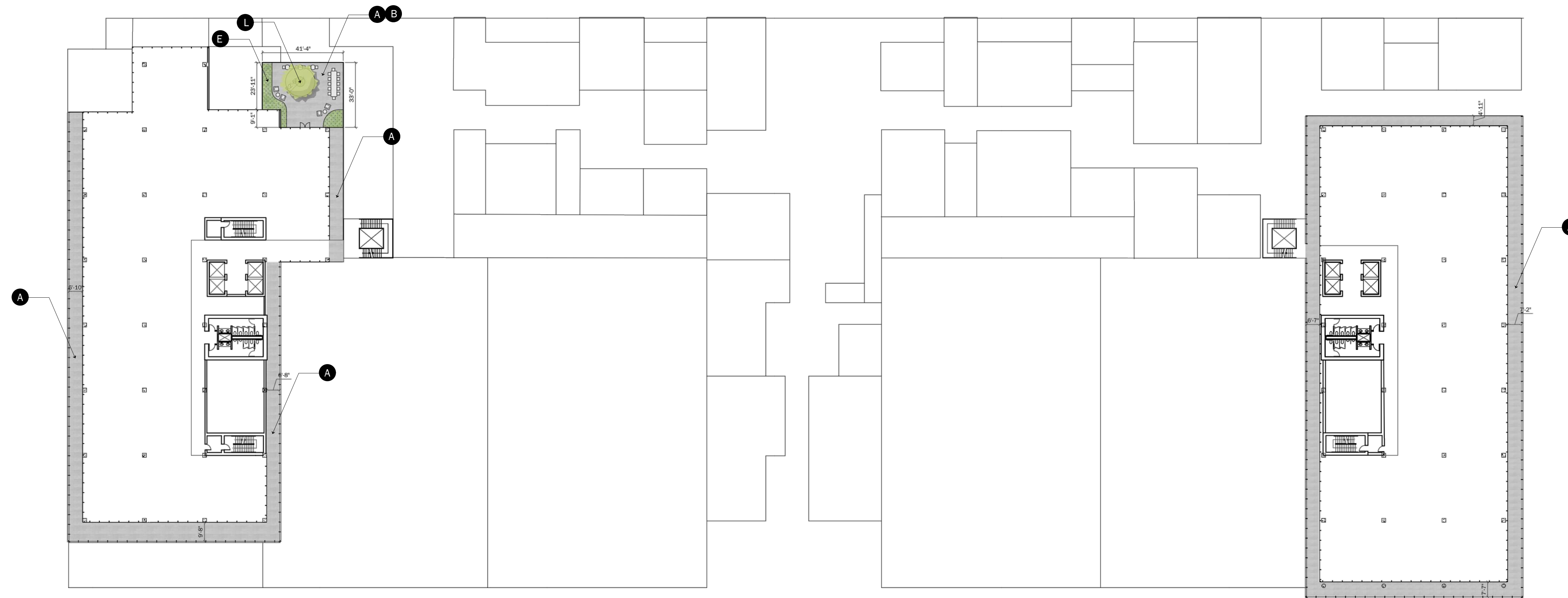
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Total Proposed Planting Area	26,004 SF



SITE ELEMENTS

- A** PEDESTAL PAVERS
- B** SEATING AREA W/SITE FURNISHING
- C** NOT USED
- D** NOT USED
- E** PLANTING AREA

PLANTING LIST

TREES			
Botanical Name	Common Name	Container Size	QTY
L LOPHOSTEMON CONFERTUS	BRISBANE BOX	48" BOX	1

Existing site contains no Protected Trees as defined by LAMC17.02.
*Indicates native plants and **Indicates drought tolerant non-native plants

PERENNIALS & SHRUBS

Botanical Name	Common Name	Container Size
**Agave 'Blue Flame'	Blue Flame Agave	5 GAL
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*Salvia mellifera	Black Sage	5 GAL
*Sphaeralcea ambigua	Apricot Mallow	5 GAL
**Tagetes lemmonii	Mountain Marigold	5 GAL

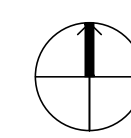
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Total Proposed Planting Area	26,004 SF



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PROJECT ID
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**HARDSCAPE
PALETTE**

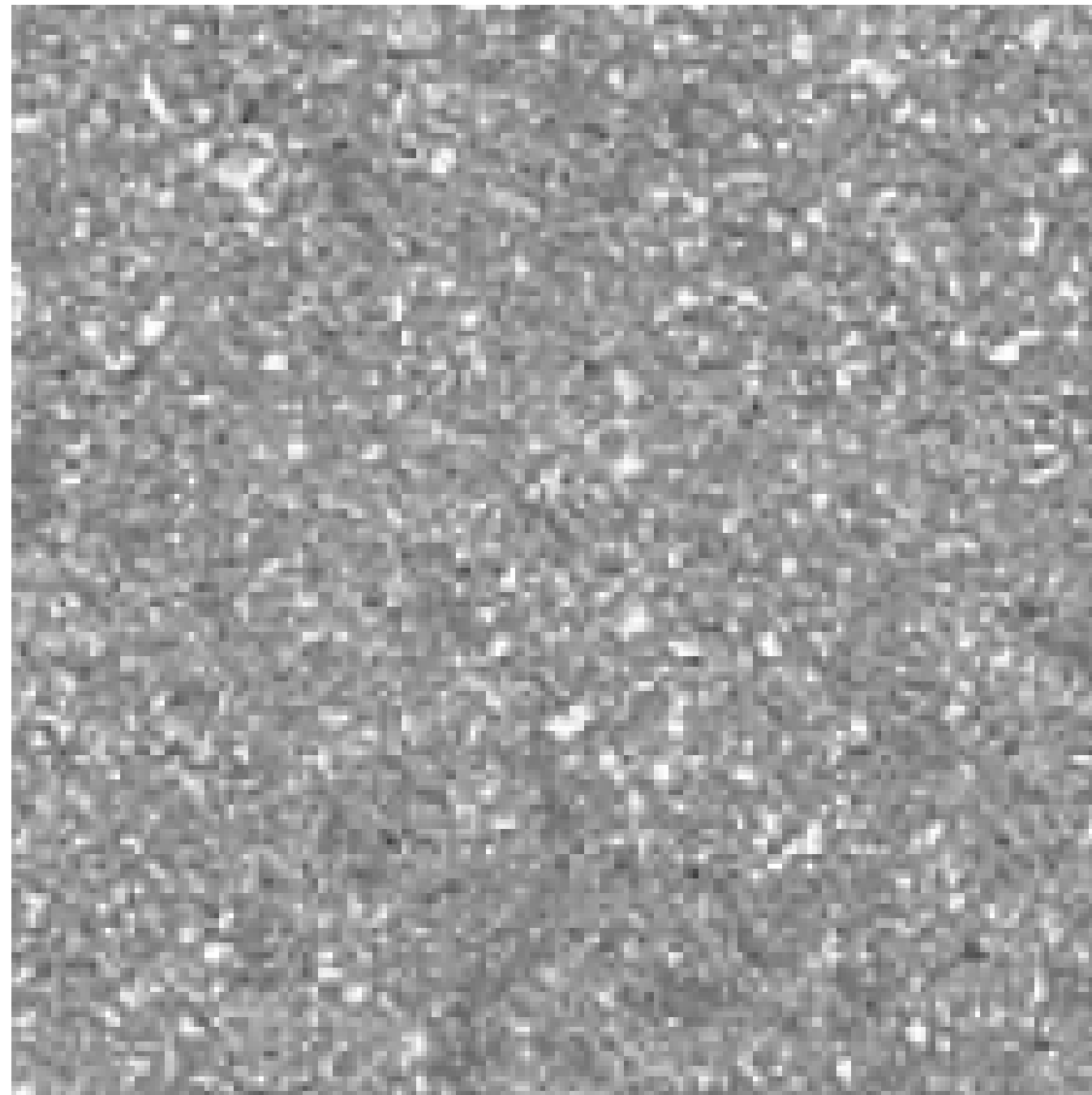
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02.09.22

SCALE
1"=1'-0" (AS SHOWN)

L-5.80

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Concrete Pavers



Coat Metal Planer



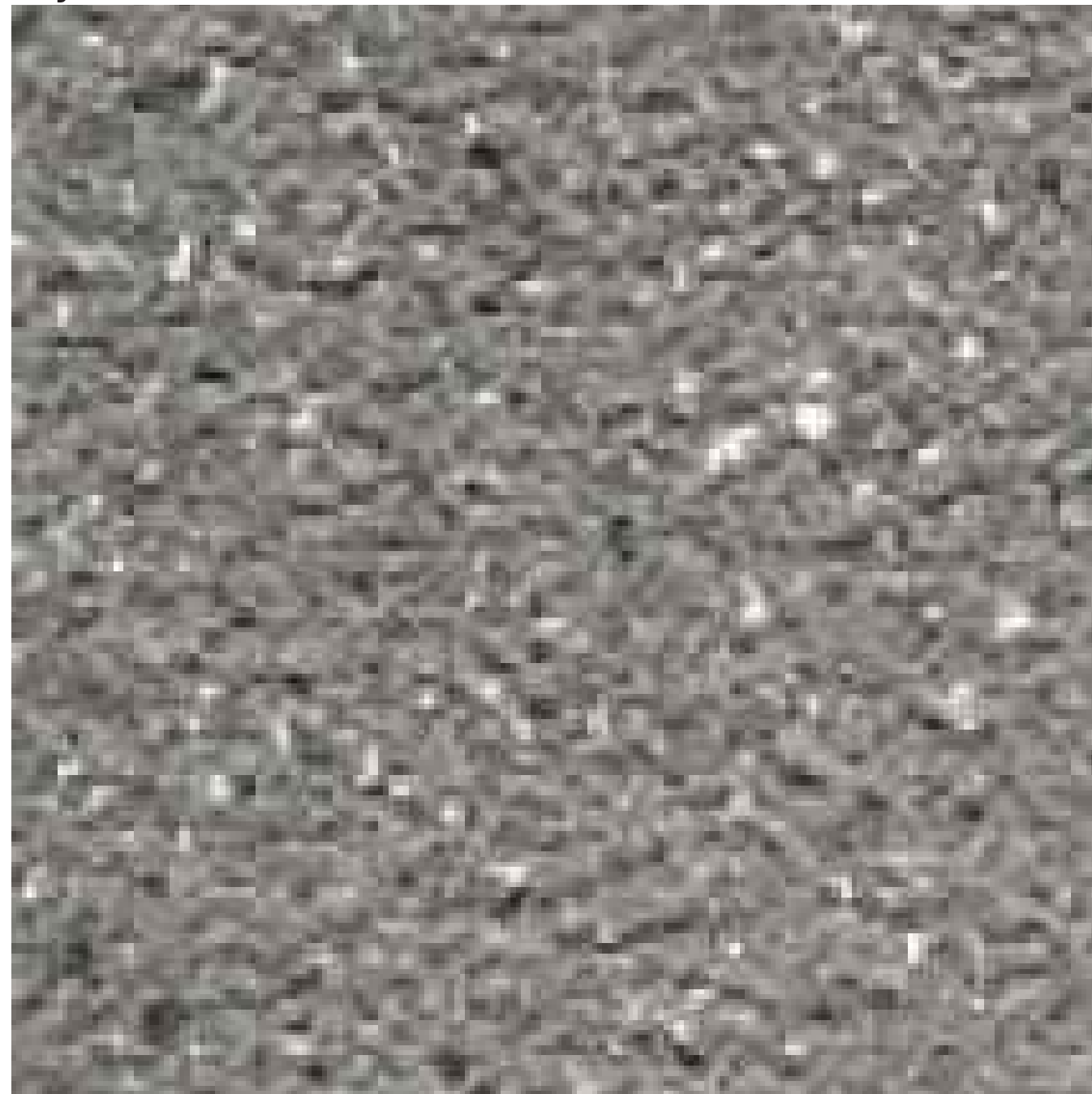
Wood Decking



Concrete Walls



City Standard Concrete



Decomposed Granite



Concrete Pedestal Pavers



APPENDIX D

RESUMES OF AUTHORS/CONTRIBUTORS

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12 S. Fair Oaks Avenue, Suite 200
Pasadena, CA 91105

Tel 626-793-2400
historicalresourcesgroup.com



CHRISTINE LAZZARETTO

Managing Principal

Experience Profile

Years of Experience: 18

Christine Lazzaretto has been with HRG since 2008 and has worked in historic preservation in Southern California since 2003.

At HRG, Christine works on environmental review, policy development, historic resources surveys, historic context statements, and federal tax credit projects. She has worked on numerous large-scale historic resources surveys, authored a wide range of historic context statements and successful National Register nominations. Her deep understanding of CEQA principles, significance, context and environmental impacts make her a leading expert in cultural resources analysis for environmental review and she is a frequent guest speaker at USC on CEQA. Christine also manages teams of professional colleagues on large-scale planning projects and mitigation efforts.

Prior to joining HRG, Christine worked at Pasadena Heritage as Preservation Director and Program Director, where her responsibilities included administering the Preservation Easement Program; assisting with advocacy efforts; attending local hearings and advising neighborhood groups on preservation issues; conceiving, organizing and implementing all of the organization's highly successful educational programs; conducting historic research; producing written architectural descriptions and detailed histories.

Christine Lazzaretto meets the *Secretary of the Interior's Professional Qualifications Standards* in History and Architectural History.

HISTORIC RESOURCES GROUP

12 S. Fair Oaks Avenue, Suite 200
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Selected Projects

Archer School for Girls Master Plan, Los Angeles
CBS Columbia Square Adaptive Reuse
City of Goleta Comprehensive Preservation Planning
Forum Rehabilitation and Historic Tax Credit Project, Los Angeles
Herald-Examiner Technical Report, Los Angeles
Hill & Fifth Technical Report, Los Angeles
Hotel Cecil Historic Tax Credit Project, Los Angeles
Modernism in Riverside Survey
Paramount Pictures Master Plan, Los Angeles
South Glendale Historic Context and Survey
SurveyLA, Los Angeles
University of Southern California Master Plan

Education

Master's Degree in Heritage Conservation, 2006
University of Southern California
Bachelor of Arts Degree with High Distinction, Art History
The Pennsylvania State University, State College, Phi Beta Kappa

Speaking Engagements

California Preservation Foundation

- CEQA
- Historic Resource Surveys
- Historic Context Statements

University of Southern California

- Lecturer, Heritage Conservation Summer Program

Professional Affiliations

California Preservation Foundation

- Board of Trustees, 2016-2022
- President Emeritus, Board of Trustees
- Education Committee Co-Chair, 2015-2018

DOCOMOMO Southern California

- Founding Vice-President

Los Angeles Conservancy
National Trust for Historic Preservation
Society of Architectural Historians

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JOHN LOCASCIO, AIA *Principal Architect*

Experience Profile
Years of Experience: 29

John LoCascio has been with HRG since 2011, involved in historic preservation since 2002, and a licensed, practicing architect since 1993. John's California Architect license number is C24223.

John's areas of focus at HRG include historic architecture and technology, building conservation, historic structure reports and federal historic rehabilitation tax credit projects. He provides technical assistance for construction documents, advises on compliance with the Secretary of the Interior's Standards and the use of the State Historic Building Code, provides construction monitoring, and paint and materials sampling and analysis services.

John has worked on a wide variety of buildings and structures in California as well as in other states. He is currently advising on historic tax credit projects in Los Angeles, the San Francisco Bay area and Washington State. In addition, John regularly provides historic architecture consultation for numerous LAUSD campus modernization projects.

Prior to joining HRG, John served as Executive Director of Claremont Heritage, including reviewing environmental documents and advising the City of Claremont on planning and design issues. John also worked for 14 years as a project architect in private practice, specializing in custom residential projects.

John LoCascio meets the *Secretary of the Interior's Professional Qualifications Standards* in Architecture and Historic Architecture.

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Selected Projects

28th Street YMCA Rehabilitation and Adaptive Reuse, Los Angeles
Academy Museum of Motion Pictures Rehabilitation, Hollywood
CBS Columbia Square Rehabilitation and Adaptive Reuse, Hollywood
Century 21 Coliseum Architectural Consultation, Seattle
Constance Hotel Historic Tax Credit Project, Pasadena
Grand Central Air Terminal Rehabilitation & Adaptive Reuse, Glendale
Forum Rehabilitation and Historic Tax Credit Project, Inglewood
Los Angeles International Airport Preservation Plan and HSRs
Painted Desert Visitors' Center Rehabilitation, Arizona
Venice High School Comprehensive Modernization, Los Angeles

Education

Master's Degree in Historic Preservation
University of Southern California
Bachelor of Architecture
University of Southern California

Honors and Awards

Los Angeles Conservancy Preservation Awards

- Angelus Funeral Home/Paul Williams Family Apartments, 2021
- Beverly Gardens, 2020
- Grand Central Air Terminal, 2017
- CBS Columbia Square, 2016
- 28th Street YMCA, 2013

California Preservation Foundation Preservation Design Awards

- Angelus Funeral Home/Paul Williams Family Apartments, 2021
- CBS Columbia Square, 2017
- Grand Central Air Terminal, 2016
- 28th Street YMCA, 2013

City of Pasadena Historic Preservation Award

- Constance Hotel, 2015

AIA Institute Honor Award

- 28th Street YMCA, 2015

Professional Affiliations

American Institute of Architects

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HEATHER GOERS

Senior Architectural Historian

Experience Profile

Years of Experience: 11

Heather has been with Historic Resources Group since 2012. She holds a Bachelor of Arts in Humanities from the University of Chicago and a master's degree in Historic Preservation from the University of Southern California, where her master's thesis discussed the work of Buff & Hensman in relation to the cultural landscape of the Arroyo Seco.

After completing her master's degree, Heather managed her own historic preservation consulting practice, where she provided guidance and research to owners of historic properties and archival collections. She has also worked for organizations including the Ennis House Foundation, the Los Angeles County Museum of Art, and the Los Angeles Conservancy.

At HRG, Heather specializes in technical reports and cultural landscape reports as well as research analysis for commercial, industrial, and institutional properties containing multiple resources. She also drafts Los Angeles Historic-Cultural Monument nominations and prepared survey report contexts for SurveyLA. She has developed research for a wide variety of projects, including citywide historic context statements for Riverside, San Luis Obispo, Beverly Hills, and South Pasadena; neighborhood context statements for Hollywood, Westwood, Westwood Village, and Holmby Westwood; and individual properties including the Gamble House, the Freeman House, and the Hollyhock House. Her most recent projects include the Entertainment Industry Support Services Historic Context Statement and the SurveyLA Entertainment Context.

Heather meets the *Secretary of the Interior's Professional Qualifications Standards* in History and Architectural History.

Selected Projects

City of Alhambra Historic Context Statement
SurveyLA, Los Angeles
Entertainment Industry Support Services Historic Context Statement
Freeman House Historic Structures Report Update
Gamble House Cultural Landscape Report
Hollyhock House Supplemental Historic Structures Report
Holmby Westwood HPOZ Survey
San Luis Obispo Historic Context Statement
Sunset Gower Studios Preservation Planning
Thacher School Survey & Assessment

Education

Master of Arts in Historic Preservation
University of Southern California, Los Angeles
Bachelor of Arts, Humanities,
University of Chicago
Attingham Summer School (2019),
Attingham Trust, Great Britain

Speaking Engagements

California Preservation Foundation

- Research Methodology
- Cultural Landscapes

CalPoly Pomona
Hollywood Heritage
University of Southern California

Professional Affiliations

California Garden and Landscape History Society, Member
California Preservation Foundation, Guest Speaker, Workshop Leader
Hollywood Heritage, Board of Directors
Los Angeles Conservancy, Member, Volunteer
California Garden and Landscape History Society, Member

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ALEXANDRA ISABEL MADSEN

Senior Architectural Historian

Experience Profile

Years of Experience: 6

Alexandra Madsen has been working as an architectural historian in the historic preservation field since 2016 and joined HRG in 2021.

Alexandra Madsen's areas of focus at HRG include preparing documentation in support of NEPA, Section 106, CEQA, and local ordinances. Alexandra is also a Registered Professional Archeologist (RPA) and has assisted in archaeological surveying and monitoring.

Alexandra has worked on a variety of projects involving historic buildings and structures in Southern California, including the LA Conservancy Preservation Award-winning Cultural Resource Assessment for the LA County Dept. of Parks and Rec, in which she evaluated over 20 parks and golf courses. Other projects include the Central Terrace Section 106 HUD Study in Oxnard, Caltrans State Route 55 HSPR and HRER in Orange County, and the National Register nomination for Descanso Gardens.

Prior to HRG, Alexandra worked for environmental consulting firms preparing historic resources surveys and context statements, historic resource assessments, historic resources technical reports, National Register nominations, Historic American Building Survey (HABS) documentation, HRERs, HPSRs, and the Secretary of the Interior's Treatment of Historic Properties conformance evaluations. She also served as an extension-of-staff Preservation Planner for South Pasadena.

Alexandra served as the Los Angeles Cultural Heritage Commission-appointed Board Member for the Highland Park-Garvanza HPOZ from 2019-2020 and as Vice President of the Highland Park Heritage Trust from 2018-2020.

Alexandra Madsen meets the *Secretary of the Interior's Professional Qualifications Standards* in History, Architectural History, and Archaeology.

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Selected Projects

California State University, Fullerton, Historic Context, Survey & Evaluation

City of South Pasadena On-Call Certificate of Appropriateness

University of California, Riverside, Historic Context, Survey & Evaluation

South of 24th Street Historic District HABS, Bakersfield

Bubbling Springs Cultural Resources Assessment, Port Hueneme

Fort Ord Hammerhead Barracks Evaluation, Seaside

Education

Master of Arts in Art History

University of Texas, Austin

Bachelor of Arts in History, Magna Cum Laude

Minors in Archaeology and Spanish

Saint Anselm College

Geotech Certificate (GIS)

Pasadena City College

Professional Certifications

Register of Professional Archaeologists (RPA) No. 4612

Honors and Awards

Los Angeles Conservancy Preservation Award

• County of Los Angeles Department of Parks and Recreation Cultural Resource Assessment, 2020

Professional Affiliations

Archaeological Institute of America

California Preservation Foundation

Highland Park Heritage Trust

Los Angeles Conservancy

National Trust for Historic Preservation

US/ICOMOS

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ROBBY ARANGUREN

Planning Associate/GIS Specialist

Experience Profile

Years of Experience: 12

Robby Aranguren has been with HRG since 2009 and specializes in database management, GIS, and research.

At HRG, Robby provides mapping, database creation and management, photography, and research for historic assessments. He also provides assistance with character-defining features inventories and paint analysis studies. He is proficient with the Microsoft Access Database, FIGSS GIS Survey System, Photoshop, Google SketchUp, ESRI ArcMap and ArcCatalog. He has worked on numerous large-scale historic resources surveys, building and manipulating large databases.

Prior to joining HRG, Robby worked at the City of Los Angeles, Office of Historic Resources, Department of Planning, preparing staff reports for Historic-Cultural Monument applications, preparing E-newsletters, Guide. Robby also served as acting secretary at Cultural Heritage Commission meetings and conducted building permit research.

Robby Aranguren meets the *Secretary of the Interior's Professional Qualifications Standards* in History and Architectural History.

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Selected Projects

SurveyLA, Los Angeles
CBS Columbia Square Paint Sampling
Chapman University VPOA Window Survey
City of Riverside Modernism Survey
City of Palm Springs Citywide Survey
City of South Pasadena Citywide Survey Update
Glendale Central Air Terminal Paint Sampling
South Glendale Historic Context Statement & Historic Resources Survey
Jordan House Rehabilitation & Construction Monitoring, Whittier
Lincoln Place Apartments Historic Tax Credit, Los Angeles
UC Riverside Citrus Experiment Station Character-defining Features Inventory
Villa Elaine Character-defining Features Inventory
Wallace Annenberg Center for the Performing Arts Adaptive Reuse and Historic Tax Credit, Beverly Hills

Education

Bachelor of Arts, Interdisciplinary Studies: Architecture, Urban Planning and Business (Real Estate)
University of Texas, Arlington, 2009

Honors and Awards

California Preservation Foundation Preservation Design Awards

- Wallis Annenberg Center for the Performing Arts, 2014
- Lincoln Place Apartments, 2015

Professional Affiliations

Los Angeles Conservancy
Los Angeles GIS Portal
California Preservation Foundation