

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2008-3144-HCM

HEARING DATE: August 7, 2008
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 722 S. Ardmore Ave.
Council District: 10
Community Plan Area: Wilshire
Area Planning Commission: Central
Neighborhood Council: Wilshire Center-Koreatown
Legal Description: Lot 175 of MB 8-113 Wilshire
Harvard Heights

PROJECT: Historic-Cultural Monument Application for the
ARDMORE WILSHIRE

REQUEST: Declare the property a Historic-Cultural Monument

APPLICANT: La Maison Ardmore Homeowner's Association
c/o Alexander Hugh, CIC Group
694 S. Hobart Blvd. #201
Los Angeles, CA 90005

OWNER: 722 Ardmore LLC
722 Oxford Ave.
Los Angeles, CA 90005-2996

RECOMMENDATION That the Cultural Heritage Commission:

1. **Not take the property under consideration** as a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.10 because the application and accompanying photo documentation does not suggest the submittal may warrant further investigation.
2. **Adopt** the report findings.

S. GAIL GOLDBERG, AICP
Director of Planning

[SIGNED ORIGINAL IN FILE]

Ken Bernstein, Manager
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

Prepared by:

[SIGNED ORIGINAL IN FILE]

Edgar Garcia, Preservation Planner
Office of Historic Resources

Attachments: May 27, 2008 Historic-Cultural Monument Application
ZIMAS Report

SUMMARY

Completed in 1961 in the Harvard Heights area of Koreatown, the Ardmore Wilshire apartment complex exhibits character-defining features of the stucco box style, also referred to as “dingbat style.” The apartment is a two-story, 38-unit, orthogonal-shaped building spanning 150 feet by 100 feet with a central, interior courtyard. The subject building is wood-frame construction with a flat roof covered with rolled composition. The central entryway is surrounded by a composition of native stones, predominately basalt, that are also used for an exterior planter that extends from the main entrance. A rectangular bay with six vertical bands extends over the main entrance and serves as an overhang. The exterior is sheathed in painted stucco and bisected with vertical steel and aluminum rails that have decorative circular openings. Windows are square and rectangular aluminum crank casement windows arranged in horizontal bands. Blue tile adorns four vertical bands of windows. A carport supported by poles is located on the main facade of the building at the ground level of the complex with residential units built directly above the parking complex. The subject building includes a two-level interior corridor surrounding an expansive 4500ft tropically-landscaped central interior patio with a kidney-shaped swimming pool. The interior courtyard’s second-story corridor is accessed by two cross-over floating staircases with blue Regency-style railings. The exterior includes signage consisting of cursive letters reading “The Ardmore Wilshire” mounted on rectangular metal rail.

The subject building was built by Bear Rosenberg Marton Builders which also developed dozens of similar apartment complexes and homes in the San Fernando Valley in the 1950s and ‘60s. These include residences in the Osborne Ranchos and Reseda Estates developments, as well as the Palm Royal and the Embassy Fuller Apartment complexes.

Alterations include the installation of iron security grills in several of the first floor units. The interior conditions were not included as part of the application.

CRITERIA

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

DISCUSSION

The written nomination argues that the property meets the specified Historic-Cultural Monument criteria in two ways: 1) “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for study of a period style or method of construction, and 2) reflects “the broad cultural, economic, or social history of the nation, state or community.”

The apartment building exhibits character-defining features of the stucco-box style, also referred to as “dingbat style” by Reyner Banham in Los Angeles: The Architecture of Four Ecologies. The Ardmore Wilshire shares in common with other dingbat buildings studied by Banham, “simple rectangular forms and flush smooth surfaces, skinny steel columns and boxed shapes,” whose facades became “competitively individual,” with pasted-on ornaments, a range of pastel

colors, kitsch signage, and dramatic “Malibu” spot-lighting. The design elements of the Ardmore Wilshire link it to the larger collection of two-story “stucco box” apartment complexes that were inexpensively constructed in the City of Los Angeles from the late 1940s to the early 1960s. The term is used by architectural historians to refer to infill apartments constructed in pre-established neighborhoods during this time period that were built, according to John Chase in his 2000 book, Glitter Stucco and Dumpster Diving, using the “most expedient construction methods,” (Chase, 18). Stucco box construction refers to two-to-three story, orthogonal wood-frame buildings with a stucco-covered exterior, and a carport located on the ground-level with the residential units located directly above, raised on slender metal poles or stilts.

While the subject building demonstrates characteristics of the aforementioned stucco box style architecture, evaluation of this property type and architectural style is made more challenging by the lack of past historical research, surveys, or designations. Taking all of this into consideration, this building does not constitute a particularly outstanding or distinctive example of this style. While the building may be linked to the more general emergence of similar apartment complexes during the mid-1940s to early 1960s within the greater City of Los Angeles, the apartment does not meet the designation criteria since it does not sufficiently reflect the broad economic or social history of Los Angeles or the development of the immediate Harvard Heights area.

The Ardmore Wilshire is a typical, post-1960s derivation of the stucco box style. While early 1950s apartments were built on one 50-ft. lot with four to sixteen units, a decade later, “luxury” and “themed” complexes such as this were built across two-to-three adjoining lots. Parking was featured prominently in the design of this stucco box, as Chase observed, the automobile: “became, in effect, part of the building, on display in the carport ... the second floor would often float on thin pipes above the void of the carport ...” (Chase, 14-15). Parking requirements dictated the number of units the stucco box could accommodate. In 1958, one space was required for every three bedrooms, which was the greatest limiter on the size of stucco boxes since adding subterranean parking greatly added to the development costs, which resulted in later such apartments being built to three rather than two stories.

In Glitter Stucco, Chase provides several examples of architect-designed stucco box apartments that provide more insight into the development of this style, and embody its most distinguishing characteristics. In comparison to these examples, the Ardmore Wilshire was built in a derivative style, nearly a decade after stucco boxes first emerged as a cohesive architectural form in Los Angeles. While extensive research has not been undertaken to determine the early precedent-setting 1940s-era stucco box buildings in Los Angeles, in general, the subject building does not display innovative features or extraordinary stylistic elements of the stucco box typology.

FINDINGS

Based on the facts set forth in the summary and application, the staff of the Office of Historic Resources determines that although the application is complete, the property is not significant enough to warrant further investigation as a potential Historic-Cultural Monument.

HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1. NAME OF PROPOSED MONUMENT THE ARDMORE WILSHIRE
2. STREET ADDRESS 722 S. ARDMORE AVENUE
- CITY LOS ANGELES ZIP CODE 90005 COUNCIL DISTRICT 10
- ASSESSOR'S PARCEL NO. 5094-003-008
3. COMPLETE LEGAL DESCRIPTION: TRACT WILSHIRE HARVARD HEIGHTS, AS PER MAP FILED IN BOOK 8, PAGE 113
OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF LOS ANGELES COUNTY.
- BLOCK N/A Lot(s) 174, 175, 176 AND 177 ARB. NO. N/A
- RANGE OF ADDRESSES ON PROPERTY 714 THROUGH 732 S. ARDMORE AVENUE
4. PRESENT OWNER 722 ARDMORE LLC
- STREET ADDRESS 722 OXFORD AVENUE
- CITY LOS ANGELES STATE CA ZIP CODE 90005-2996 PHONE (323) UNKNOWN
- OWNER IS: PRIVATE PUBLIC
5. PRESENT USE 38 UNIT APARTMENT BUILDING ORIGINAL USE SAME

DESCRIPTION

6. ARCHITECTURAL STYLE MODERNIST MINIMALIST
7. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORKSHEET)
- (SEE DESCRIPTION WORKSHEET)
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

HISTORIC-CULTURAL MONUMENT APPLICATION

NAME OF PROPOSED MONUMENT THE ARDMORE WILSHIRE

10. CONSTRUCTION DATE: FACTUAL 1960-61 ESTIMATED _____
11. ARCHITECT, DESIGNER, OR ENGINEER: RICHARD CAMPBELL (ENGINEER)
12. CONTRACTOR OR OTHER BUILDER: BEAR ROSENBERG MARTON BUILDERS
13. DATES OF ENCLOSED PHOTOGRAPHS JUNE 1, 2008
14. CONDITION: EXCELLENT GOOD FAIR DETERIORATED NO LONGER IN EXISTENCE
15. ALTERATIONS: NONE KNOWN AT THIS POINT-SOME DEMOLITION IS VISIBLE.
16. THREATS TO SITE NONE KNOWN PRIVATE DEVELOPMENT VANDALISM PUBLIC WORKS PROJECT
17. IS THE STRUCTURE ON ITS ORIGINAL SITE MOVED UNKNOWN

SIGNIFICANCE

18. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED WITH SITE (SEE OPTIONAL SIGNIFICANCE WORKSHEET) THE ARDMORE WILSHIRE WAS ORIGINALLY BUILT IN 1960 AS A 32-UNIT COURTYARD INFILL APARTMENT COMPLEX. THE BUILDING IS A PART OF THE SECOND PERIOD OF DEVELOPMENT IN THE HARVARD HEIGHTS SECTION OF KOREATOWN. THE BUILDING WAS ONE OF THE EARLIEST TO USE A CANTILEVERED STYLE PARKING ARRANGEMENT AT THE FRONT OF THE STRUCTURE, AS WELL AS THE REAR, WITH THE TWO LEVELS OF UNITS BEING DIRECTLY ABOVE. IT WAS BUILT BY THE DEVELOPMENT FIRM OF "BEAR ROSENBERG MARTON BUILDERS", WHICH WAS ALSO THE DEVELOPER OF MANY OF THE POST WORLD WAR II SUBDIVISIONS IN THE SAN FERNANDO VALLEY. THE EARLY 1960S MARKED A PERIOD OF CHANGE FOR THE HARVARD HEIGHTS NEIGHBORHOOD, WHICH HAD BEEN BUILT IN THE FIRST TWO DECADES OF THE 20TH CENTURY AS A MIDDLE CLASS SINGLE-FAMILY COMMUNITY. THE TWO-STORY HOUSE THAT IS DIRECTLY SOUTH OF THE BUILDING IS FROM THE FIRST PERIOD. THE ARDMORE WILSHIRE WAS BUILT AS A LUXURY APARTMENT COMPLEX DURING THE SECOND PERIOD OF GROWTH, WHICH THE AREA TRANSFORMED ALMOST OVERNIGHT INTO AN APARTMENT ORIENTED NEIGHBORHOOD. THE ARDMORE WILSHIRE WAS NOTABLE FOR ITS ELABORATE ENTRY, WHICH UTILIZED THE IGNEOUS STONE, BASALT, AS A DECORATIVE ELEMENT BOTH ABOVE THE ACTUAL ENTRY AND IN PLANTER BEDS FLANKING THE OUTSIDE OF THE ENTRY AS WELL AS ONE INSIDE THE ENTRY THAT IS SHAPED LIKE A SHIP.
19. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) LOS ANGELES CITY BUILDING PERMITS PER ATTACHED*, LA COUNTY ASSESSORS RECORDS, RECORDED DEEDS, US CENSUS RECORDS, LOS ANGELES TIMES ARTICLES.
* ONLY THE ORIGINAL CONSTRUCTION PERMITS ARE HERE SO FAR.
20. DATE FORM PREPARED MAY 27, 2008 PREPARER'S NAME CHARLES J. FISHER FOR INGRID LEE, PRESIDENT ORGANIZATION LA MAISON ARDMORE HOMEOWNER'S ASSN* STREET ADDRESS 694 S. HOBART BOULEVARD #201 CITY LOS ANGELES STATE CA ZIP CODE 90005 PHONE (323) 427-7057 (LMAHA) OR (323) 256-3593 (C. FISHER)
E-MAIL ADDRESS: .CICG@SBCGLOBAL.NET AND ARROYOSECO@HOTMAIL.COM

*LA MAISON HOMEOWNERS ASSN, C/O ALEXANDER HUGH, CIC GROUP

DESCRIPTION WORK SHEET

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

THE THE ARDMORE WILSHIRE IS A 3 STORY,
NAME OF PROPOSED MONUMENT NUMBER OF STORIES

MODERNIST MINIMALIST, RECTANGULAR PLAN COURTYARD APARTMENT BUILDING
ARCHITECTURAL STYLE (SEE LINE 8 ABOVE) PLAN SHAPE (SEE CHART) STRUCTURE USE (RESIDENCE, ETC)

WITH A SMOOTH STUCCO FINISH AND STEEL TRIM.
MATERIAL (WOOD SIDING, WOOD SHINGLES, BRICK, STUCCO, ETC) MATERIAL (WOOD, METAL, ETC.)

ITS FLAT ROOF IS COVERED WITH ROLLED COMPOSITION. GLASS AND ALUMINUM,
ROOF SHAPE (SEE CHART)) MATERIAL (CLAY TILE, ASPHALT OR WOOD SHINGLES) WINDOW MATERIAL

ALUMINUM CRANK CASEMENT WINDOWS ARE PART OF THE DESIGN.
WINDOW TYPE [DOUBLE HUNG (SLIDES UP & DOWN), CASEMENT (OPENS OUT), HORIZONTAL SLIDING, ETC]

THE ENTRY FEATURES A A LARGE SQUARE OPENING WITH BASALT STONEMWORK AND A ORNATE STEEL GATE.
DOOR LOCATION (RECESSED, CENTERED, OFF-CENTER, CORNER, ETC.)

WITH A GATED ENTRY WITH NO MAIN ENTRY DOOR. ADDITIONAL CHARACTER DEFINING ELEMENTS
ENTRY DOOR STYLE (SEE CHART)

OF THE STRUCTURE ARE VERTICAL BANDING ALONG THE FRONT FAÇADE, CONSISTING OF THIN STEEL BANDS THAT
ARE PUNCTUATED WITH FIVE SIDEWAY HOLES EACH ALONG THE FRONT FAÇADE, FOUR WIDE BANDS OF SMALL BLUE
NUMBER AND LOCATION OF CHIMNEYS; SHUTTERS; SECONDARY FINISH MATERIALS; PARAPETS; METAL TRIM; DECORATIVE TILE OR CAST STONE; ARCHES;

TILES AND SQUARE SCORED STUCCO AT THE NORTH AND SOUTH ENDS OF THE FAÇADE. THE TWO UPPER STORIES
ORNAMENTAL WOODWORK; SYMMETRY OR ASYMMETRY; CORNICES; FRIEZES; TOWERS OR TURRETS; BAY WINDOWS; HALFTIMBERING; HORIZONTALITY;

SUPPORTED BY 14 SQUARE PILLARS AND FOUR PERPENDICULAR WALLS, ALONG WITH THE SIDES OF THE BUILDING TO
VERTICALITY; FORMALITY OR INFORMALITY; GARDEN WALLS, ETC.

PROVIDE THE FRONT PARKING AREA WHICH OPENS DIRECTLY TO THE STREET. THE BUILDING IS OF A SYMMETRICAL
ADDITIONAL DEFINING ELEMENTS

DESIGN. THE MAIN ENTRY IS TOPPED WITH A BROKEN STONE (MOSTLY BASALT) FACING ABOVE THE PORTAL, WITH
ADDITIONAL DEFINING ELEMENTS

STONE GARDEN BEDS ON EACH SIDE OF THE ENTRY. A SQUARE EXTENDED PEDIMENT WITH ADDITIONAL VERTICAL BANDING IS
ADDITIONAL DEFINING ELEMENTS

LOCATED ABOVE THE MAIN ENTRY. SEVERAL STEPS RISE TO THE ENTRY WITH OTHERS BEHIND THE GATE. A SHIP SHAPED GARDEN
ADDITIONAL DEFINING ELEMENTS

BED IS LOCATED INSIDE THE ENTRY PORTAL WITH THE STONE BOW FACING THE STREET. THE INTERNAL COURTYARD HAS THE
ADDITIONAL DEFINING ELEMENTS

SWIMMING POOL TO THE LEFT OF THE ENTRY AND A GARDEN AREA (NEGLECTED) TO THE RIGHT. REGENCY STYLE RAILINGS ARE ON
ADDITIONAL DEFINING ELEMENTS

ALL STAIRCASES. THE NAME OF THE BUILDING IS LOCATED TO THE LEFT OF THE MAIN ENTRY ON A STEEL MESH BACKING.
ADDITIONAL DEFINING ELEMENTS

SECONDARY BUILDINGS CONSIST OF THERE ARE NO SECONDARY BUILDINGS
IDENTIFY GARAGE; GARDEN SHELTER, ETC.

SIGNIFICANT INTERIOR SPACES INCLUDE NO INTERIOR DESCRIPTIONS ARE AVAILABLE FOR THE UNITS.
IDENTIFY ORIGINAL FEATURES SUCH AS WOOD PANELING; MOLDINGS AND TRIM, SPECIAL GLASS WINDOWS,

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

IDENTIFY NOTABLE MATURE TREES AND SHRUBS

HISTORIC-CULTURAL MONUMENT APPLICATION

CITY OF LOS ANGELES
SIGNIFICANCE WORK SHEET

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

Complete One or Both of the Upper and Lower Portions of This Page

ARCHITECTURAL SIGNIFICANCE

THE THE ARDMORE WILSHIRE IS AN IMPORTANT EXAMPLE OF
NAME OF PROPOSED MONUMENT
MODERNIST MINIMALIST ARCHITECTURE
ARCHITECTURAL STYLE (SEE LINE 8)

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

AND/OR

HISTORICAL SIGNIFICANCE

THE THE ARDMORE WILSHIRE WAS BUILT IN 1960-61
NAME OF PROPOSED MONUMENT YEAR BUILT
POST WAR MODERNISM AND APARTMENT CONSTRUCTION WAS IMPORTANT TO THE
NAME OF FIRST OR OTHER SIGNIFICANT OWNER

DEVELOPMENT OF LOS ANGELES BECAUSE THE BUILDING IS EMBLEMATIC OF THE TYPE OF CONSTRUCTION THAT WAS TO TRANSFORM MUCH OF THE SUBURBAN INNER CITY OF LOS ANGELES DURING THE MID 20TH CENTURY, AS THE SMALLER SCALE SINGLE FAMILY NEIGHBORHOODS TRANSFORMED INTO APARTMENT HOUSING. THIS CHANGE WAS A RESULT OF A LARGER POST WAR POPULATION AND A DESIRE FOR PEOPLE TO LIVE CLOSER TO THEIR WORK AREAS. IT ALSO WAS MORE DIRECTLY DUE TO THE GROWTH OF THE WILSHIRE CORRIDOR. AS WILSHIRE BOULEVARD TRANSFORMED INTO A MAJOR COMMERCIAL HUB FOR LOS ANGELES, THE NEED FOR HOUSING BECAME MORE ACUTE. THE ARCHITECTURAL DESIGNS OF MANY OF THESE BUILDINGS WERE MINIMAL AND IN MANY CASES VIRTUALLY NON-EXISTENT. THE ARDMORE WILSHIRE, HOWEVER, DISPLAYS A LEVEL OF DESIGN, THAT IS BOTH REFINED AND SUBTLE. THE USE OF THE ROUGH STONE IS ANOTHER ASPECT THAT DATES FROM THE PERIOD OF THE POST WAR MODERN MOVEMENT. THE DEVELOPER OF THE PROJECT WAS THE FIRM OF "BEAR ROSENBERG MARTON BUILDERS". THE FIRM WAS ESTABLISHED IN THE LATE 1940S AS A SUCCESSOR TO THE CONSTRUCTION BUSINESS OF MORRIS BEAR AND HIS SON, BERNARD. JERRY MARTON, AN ACCOUNTANT BY TRADE, WAS BEAR'S BROTHER-IN-LAW, MARRIED TO THE FORMERS SISTER, ANITA. WE DON'T HAVE A RELIABLE IDENTITY OF THE OTHER PARTNER AT THIS POINT, BUT A NEXT-DOOR NEIGHBOR OF MARTON'S DURING THE EARLY 1940S, WAS A HAROLD ROSENBERG (NOT THE MUSIC CRITIC) AND IT IS POSSIBLE THAT THE PROXIMITY MAY HAVE BEEN WHAT BROUGHT ALL THREE OF THE PARTNERS TOGETHER. THE FIRM WAS RESPONSIBLE FOR A NUMBER OF THE HOMES BUILT IN THE SAN FERNANDO VALLEY DURING THE 1950S AS WELL AS OTHER LARGE APARTMENT COMPLEXES. THE MAIN DIFFERENCE IS THAT THE PARTNERSHIP RETAINED OWNERSHIP OF THE ARDMORE WILSHIRE UNTIL 1988. BERNARD BEAR DIED IN 1983 AND MARTON PASSED AWAY IN 1989.



5094

SHEET 1

2007



MAPPING AND GIS SERVICES
SCALE 1" = 100'

P.A.
254-209

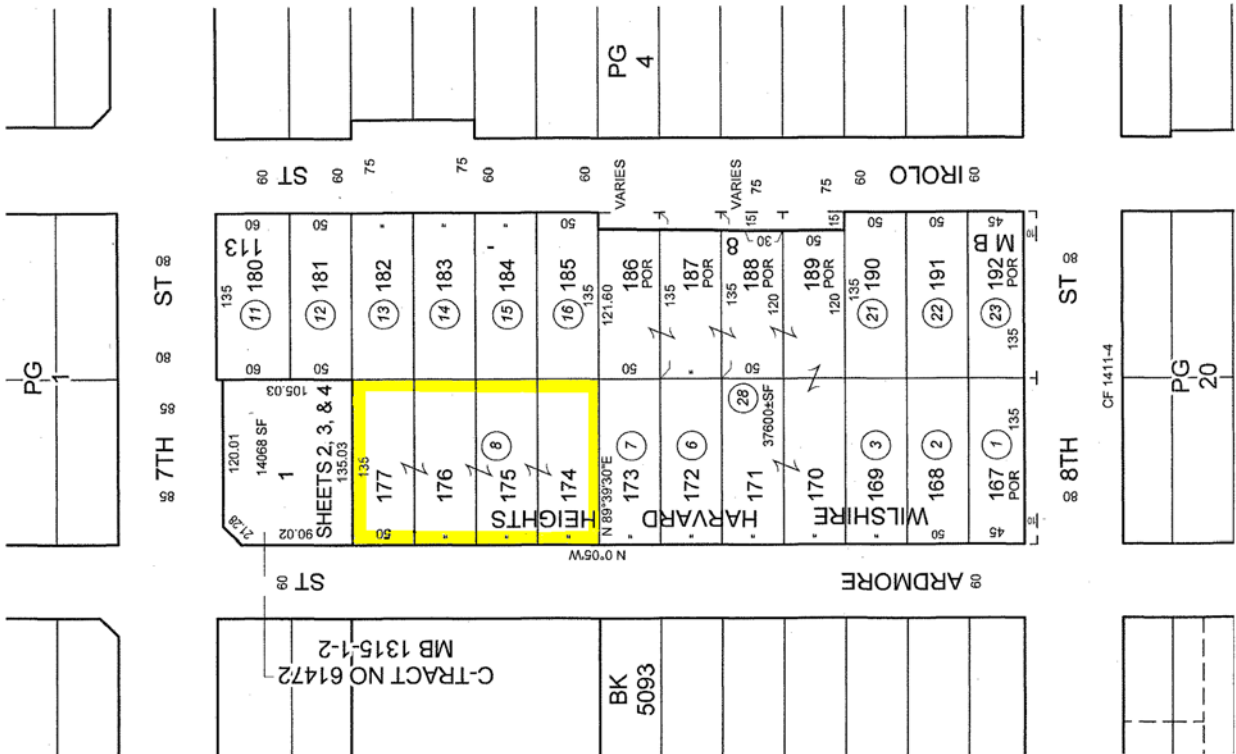
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OFFICE OF THE ASSESSOR
COUNTY OF LOS ANGELES
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City of Los Angeles Department of City Planning

07/03/2008

PARCEL PROFILE REPORT

PROPERTY ADDRESSES

722 S ARDMORE AVE

ZIP CODES

90005

RECENT ACTIVITY

None

CASE NUMBERS

CPC-1986-834-GPC
ORD-165302-SA100G1

Address/Legal Information

PIN Number: 132B193 409
Area (Calculated): 6,750.0 (sq ft)
Thomas Brothers Grid: PAGE 633 - GRID J3
Assessor Parcel Number: 5094003008
Tract: WILSHIRE HARVARD HEIGHTS
Map Reference: M B 8-113
Block: None
Lot: 175
Arb (Lot Cut Reference): None
Map Sheet: 132B193

Jurisdictional Information

Community Plan Area: Wilshire
Area Planning Commission: Central
Neighborhood Council: Wilshire Center - Koreatown
Council District: CD 10 - Herb J. Wesson, Jr.
Census Tract #: 2124.10
LADBS District Office: Los Angeles Metro

Planning and Zoning Information

Special Notes: None
Zoning: R4-2
Zoning Information (ZI): ZI-1940 Wilshire Center /
Koreatown Redevelopment
Project
ZI-2374 Los Angeles State
Enterprise Zone
High Medium Residential
See Plan Footnotes
General Plan Land Use: Wilshire
Plan Footnote - Site Req.: None
Additional Plan Footnotes: No
Specific Plan Area: No
Design Review Board: No
Historic Preservation Review: No
Historic Preservation Overlay Zone: No
Other Historic Designations: No
Other Historic Survey Information: No
Mills Act Contract: No
POD - Pedestrian Oriented Districts: No
CDO - Community Design Overlay: No
Streetscape: No
Sign District: No
Adaptive Reuse Incentive Area: Adaptive Reuse Incentive Areas
Specific Plan
CRA - Community Redevelopment Agency: Wilshire Center / Koreatown
Redevelopment Project
Central City Parking: No
Downtown Parking: No
Building Line: 15
500 Ft School Zone: No
500 Ft Park Zone: No

Assessor Information

Assessor Parcel Number: 5094003008
Parcel Area (Approximate): 27,007.2 (sq ft)
Use Code: 0501 - 5 or more units (4 stories or
less with Pool)
Assessed Land Val.: \$7,200,000
Assessed Improvement Val.: \$100
Last Owner Change: 09/14/07

Last Sale Amount:	\$7,200,072
Tax Rate Area:	6657
Deed Reference No.:	2121972-73
Building 1:	
1. Year Built:	1960
1. Building Class:	D6
1. Number of Units:	37
1. Number of Bedrooms:	40
1. Number of Bathrooms:	38
1. Building Square Footage:	25,288.0 (sq ft)
Building 2:	
2. Year Built:	Not Available
2. Building Class:	Not Available
2. Number of Units:	0
2. Number of Bedrooms:	0
2. Number of Bathrooms:	0
2. Building Square Footage:	0.0 (sq ft)
Building 3:	
3. Year Built:	Not Available
3. Building Class:	Not Available
3. Number of Units:	0
3. Number of Bedrooms:	0
3. Number of Bathrooms:	0
3. Building Square Footage:	0.0 (sq ft)
Building 4:	
4. Year Built:	Not Available
4. Building Class:	Not Available
4. Number of Units:	0
4. Number of Bedrooms:	0
4. Number of Bathrooms:	0
4. Building Square Footage:	None
Building 5:	
5. Year Built:	Not Available
5. Building Class:	Not Available
5. Number of Units:	0
5. Number of Bedrooms:	0
5. Number of Bathrooms:	0
5. Building Square Footage:	0.0 (sq ft)

Additional Information

Airport Hazard:	None
Coastal Zone:	None
Farmland:	Area not Mapped
Very High Fire Hazard Severity Zone:	No
Fire District No. 1:	No
Fire District No. 2:	No
Flood Zone:	None
Hazardous Waste / Border Zone Properties:	No
Methane Hazard Site:	None
High Wind Velocity Areas:	No
Hillside Grading:	No
Oil Wells:	None
Alquist-Priolo Fault Zone:	No
Distance to Nearest Fault:	5.84531 (km)
Landslide:	No
Liquefaction:	No

Economic Development Areas

Business Improvement District:	Wilshire Center
Federal Empowerment Zone:	None
Renewal Community:	No
Revitalization Zone:	Central City
State Enterprise Zone:	Los Angeles State Enterprise Zone
Targeted Neighborhood Initiative:	None

Public Safety

Police Information:	
Bureau:	West

Division / Station:	Wilshire
Report District:	739
Fire Information:	
District / Fire Station:	29
Batallion:	11
Division:	1
Red Flag Restricted Parking:	No

CASE SUMMARIES

Note: Information for Case Summaries is Retrieved from the Planning Department's Plan Case Tracking System (PCTS) Database.

Case Number:	CPC-1986-834-GPC
Required Action(s):	GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)
Project Description(s):	GENERAL PLAN/ZONING CONSISTENCY - WILSHIRE, WESTLAKE, SHERMAN OAKS, STUDIO STUDIO, TOLUCA LAKE

DATA NOT AVAILABLE

ORD-165302-SA100G1

**Apartments Furnished
Los Angeles Area 259**

Wilshire District 259-2

GRAND OPENING

The Ardmore Wilshire

722 S. ARDMORE AVE.

Recreation rm. with POOL TABLE,
card table, games & FM music.
4500 ft. patio with lounging area,
PUTTING GREEN & ice heated
pool. FM music IN EACH APT.

Finest custom made furniture
REFRIG. AIR CONDITIONING.
ALL UTILITIES INCL. IN RENT.

1 Bedroom Apts.\$165
2 Bedrooms, 2 bath apts.\$230
Accommodates 4\$245

2 Blocks West of Normandie
1 Block South of Wilshire
DU. 2-2896.

Display Ad 74 -- No Title

Los Angeles Times (1886-Current File); Jul 23, 1950; ProQuest Historical Newspapers Los Angeles Times (1881 - 1986) pg. F4

OSBORNE RANCHITOS

★ HERE IT IS ★

NON-VETERANS

OR VETERANS

3 Bedrooms & Den

ON APPROX.

1/2 ACRE 2 BATHS
2 Car Garage

\$11,500 FULL PRICE

LOW DOWN PAYMENT • TERMS TO SUIT
4% FINANCING FOR VETS

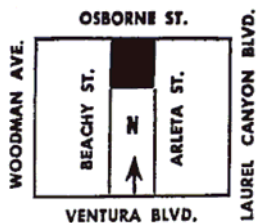
★ ONLY A FEW LEFT ★

FEATURES GALORE: Two furnaces of 45,000 and 25,000 B.T.U. provide complete heating—Large dining area—6 spacious closets—Gleaming hardwood floors—Stall shower with glass door—Double sink with Formica drainboard—Inlaid linoleum—"Finger tip" aluminum garage door.

COME OUT TODAY
INSPECT OUR FURNISHED
13510 OSBORNE ST. MODEL HOME

OPEN DAILY & SUN.
9 A.M. to 7 P.M.

BEAR-ROSENBERG-MARTON,
Building Contractors

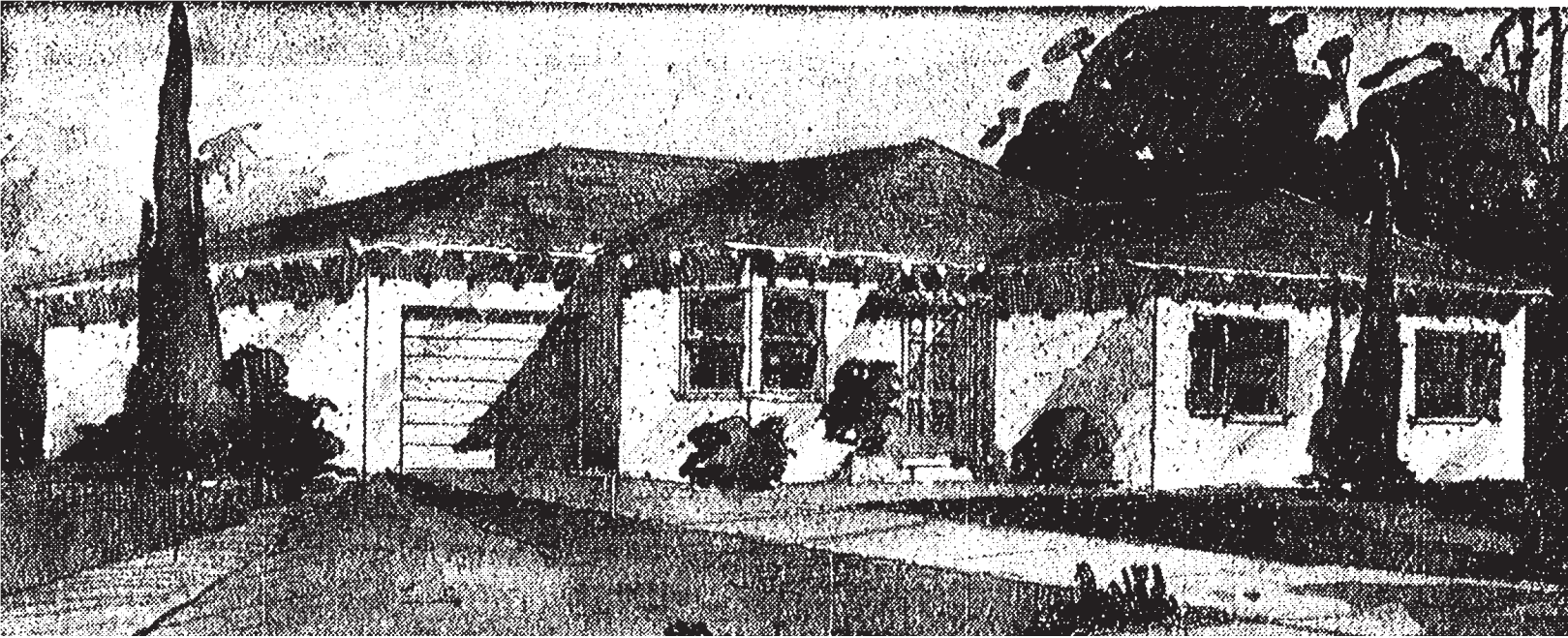


DIRECTIONS: Ventura Blvd. to Laurel Canyon Blvd., North approx. 6 1/2 miles to Osborne St., turn left 2 blks. OR: Ventura Blvd. to Woodman, North approx. 6 miles to Osborne St., turn right for 1/2 mile.

WM. T. RICHARDSON
Sales Agent
STanley 7-2350
or STate 5-0229

Osborne Unit Sales Active

Los Angeles Times (1886-Current File); Feb 26, 1950; ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)
pg. E3



ATTRACTIVE—This picture discloses the style of one of the dwellings in Osborne Ranchos. The first unit in that

residential development was sold in five days and now the second unit there has been almost entirely sold.

Osborne Unit Sales Active

The second unit at Osborne Ranchos is almost entirely sold, it was announced by William T. Richardson, sales agent for Osborne Homes.

The lots at Osborne Ranchos are nearly one-half acre in size, giving ample space for a family orchard and vegetable garden in addition to usual lawn and flowers.

The first unit was sold out in five days.

The two-bedroom homes were built by Bear-Rosenberg-Marton building contractors, for veterans and nonveterans and are priced at \$7750, with \$795 down and low monthly payments for 15 years.

All improvements are in and paid for. The tract is close to schools, churches and transportation.

Osborne Ranchos may be reached via Ventura Blvd. to Laurel Canyon Blvd., then right about six miles to Osborne Ave. and left to model home that is open daily.

Display Ad 79 -- No Title

Los Angeles Times (1886-Current File); Jul 29, 1951; ProQuest Historical Newspapers Los Angeles Times (1881 - 1986) pg. E8

Grand Opening!

Reseda Estates

2, 3, or 4 bedroom homes on 1/2 ACRE!

CHARMING, MODERN HOMES located in beautiful Reseda Estates—Large lots (smallest size 95'x182½') 20 to 40 ft. between houses—Your choice of beautiful blooming peach trees or Concord grape vines . . . 2 & 3 BEDROOM have bath with glass tub enclosure . . . 4 BEDROOM or 3 BEDROOM & DEN have 2 bathrooms—Stall shower with glass door—2 furnaces.

2 CAR ATTACHED GARAGE ON ALL HOMES

OUTSTANDING FEATURES

- Tile Drainboard and Splash with Double Sink
- Separate Service Porch
- Breakfast Area in Kitchen
- Spacious Dining Area off Living Room
- Dual Floor Furnaces
- Spacious Closets
- Crushed Rock Roofs in various colors.

NON-VETS OR VETS

Prices Start at **\$10,900** Low Down &

Monthly Payments

(Attention G.I.'s We will consider your smaller home in trade)

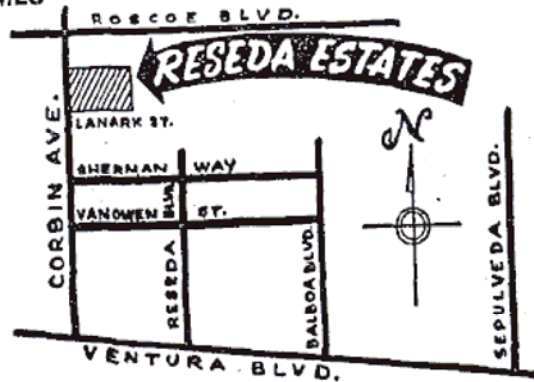
FURNISHED MODEL HOME
Open Daily & Sunday Till 9 P.M.

FRANK HIMEL ASSOC.

Exclusive Agents **Stanley 7-4535**

DIRECTIONS: Drive out Ventura Blvd. to Corbin, turn right for approx. 3¼ miles to Lanark St.

BEAR - ROSENBERG - MARTON
Building Contractors



Valley Homes Built on Half-Acre Lots

Los Angeles Times (1886-Current File); Aug 19, 1951; ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)
pg. E4

Valley Homes Built on Half-Acre Lots

Shaded half-acre lots with homes 20 to 40 feet apart are attracting home buyers to Reseda Estates in San Fernando Valley, according to Jerry Marton of Bear-Rosenberg-Marton, builders. Some of the lots include Concord grape vineyards and others are planted with peach trees, it was reported.

The subdivision contains two, three and four-bedroom homes, all with double garages. Four-bedroom and the three-bedroom and den dwellings have two baths.

The firm will consider taking smaller GI homes in trade on the larger Reseda dwellings, it was disclosed. The tract is on Corbin Ave., just south of Roscoe Blvd.

Photo Standalone 28 -- No Title

Los Angeles Times (1886-Current File); Jun 26, 1955; ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)
pg. F27



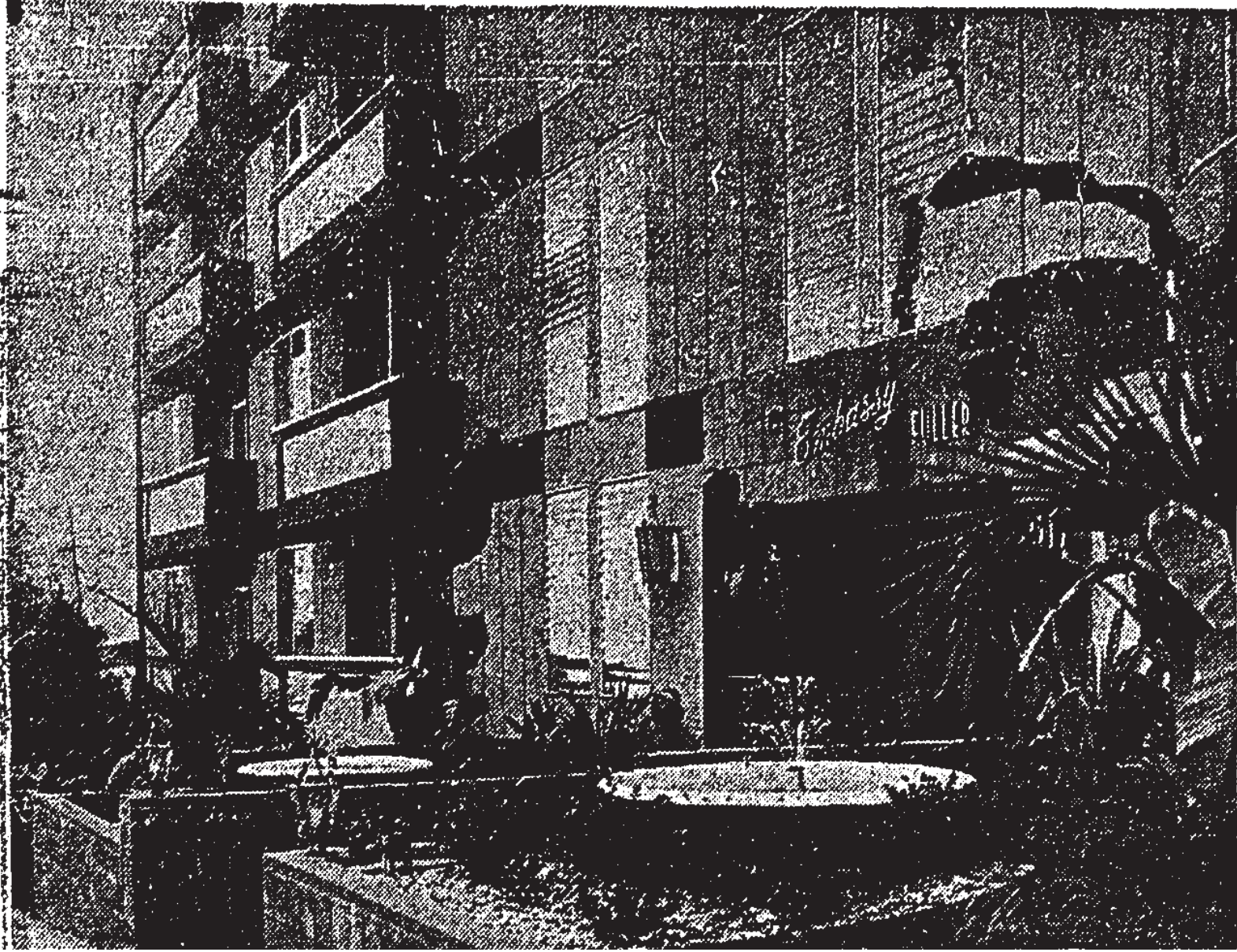
BUILDING SOLD-The Palm Royal Apartments, 20-unit structure at 234 S Occidental Blvd., has been sold by Bear-Rosenberg-Marton Co., owners and builders, to Lola Phillips, Esther Loopesko and Lucy Kirsch-

baum for \$185,000, it was reported by Lou Shiffman Realty Co. Other recent sales reported by the Shiffman firm include six apartment buildings and a Beverly Hills residence, a total sales volume of \$864,000.

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Photo Standalone 32 -- No Title

Los Angeles Times (1886-Current File); Jan 16, 1966; ProQuest Historical Newspapers Los Angeles Times (1881 - 1986)
pg. 130



OPEN TODAY- -The 60-unit Embassy Fuller opens today at 1617 N Fuller, marking the 7,000th apartment built by Bear-Rosenberg-Marton, furnished-apartment building firm which has pioneered in construction of apartments with pools.

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1051

APPLICATION TO CONSTRUCT NEW BUILDING

Page 1-1

CITY OF LOS ANGELES AND FOR CERTIFICATE OF OCCUPANCY

DEPT. OF BUILDING AND SAFETY H 7285-1

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

1. LEGAL TRACT	BLK.	TRACT	DIST. MAP
176-175-176-177		Wilshire Harvard Heights	7285
2. BETWEEN CURB STREETS			
722 S. Arden		(Apt. 1-37)	R 4-4
3. FRONT LOT			
None		Apartment & Garage	REV. COR. LOT SIZE
4. OWNER'S ADDRESS			
6007 W Pico		LA	200' x 135'
5. CERT. ARCH.			
None			
6. LIC. ENGR.			
Richard Campbell		SE 4796 TR 7-9035	REAR ALLEY
7. CONTRACTOR			
Bear-Rosenberg-Marton		119829 W 6-8338	SIDE ALLEY
8. CONTRACTOR'S ADDRESS			
6007 W Pico		Los Angeles	BLDG. LINE
9. SIZE OF EXISTING BLDG.			
184' x 94' x 6"		3	15
10. NO. OF EXISTING BUILDINGS ON LOT AND USE			
None			

CRITICAL SOIL 7-19-60 Lower A

11. MATERIAL		WOOD <input checked="" type="checkbox"/> METAL <input type="checkbox"/> CONC. BLOCK <input type="checkbox"/> ROOF		WOOD <input checked="" type="checkbox"/> STEEL <input type="checkbox"/> ROOFING		SPRINKLERS	
EXT. WALLS: <input checked="" type="checkbox"/> STUCCO <input type="checkbox"/> BRICK <input type="checkbox"/> CONCRETE		CONC. <input type="checkbox"/> OTHER		Comp		SPECIFIED	
12. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING.		\$180,000.00		249,000.00		BLDG. AREA	
				VALUATION APPROVED		12,600 sq ft	
				APPLICATION CHECKED		DWELL. UNITS	
				PLANS CHECKED		37	
				CORRECTIONS VERIFIED		PARKING SPACES	
				PLANS APPROVED		37 reqd.	
				APPLICATION APPROVED		GUEST ROOMS	
						0	
						FILE WITH	
						CONT. INSR. WELLS	
						LIC. F.A.R.	
						INSPECTOR	

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

Signed Richard Campbell
Authorized Agent

This Form When Properly Validated For 6007 W Pico the Work Described.

TYPE	GROUP	MAX. OCC.	P.C.	S.P.C.	G.P.I.	B.P.	I.F.	O.S.	C/O
V	1/2	NC	\$139.75	80		440			

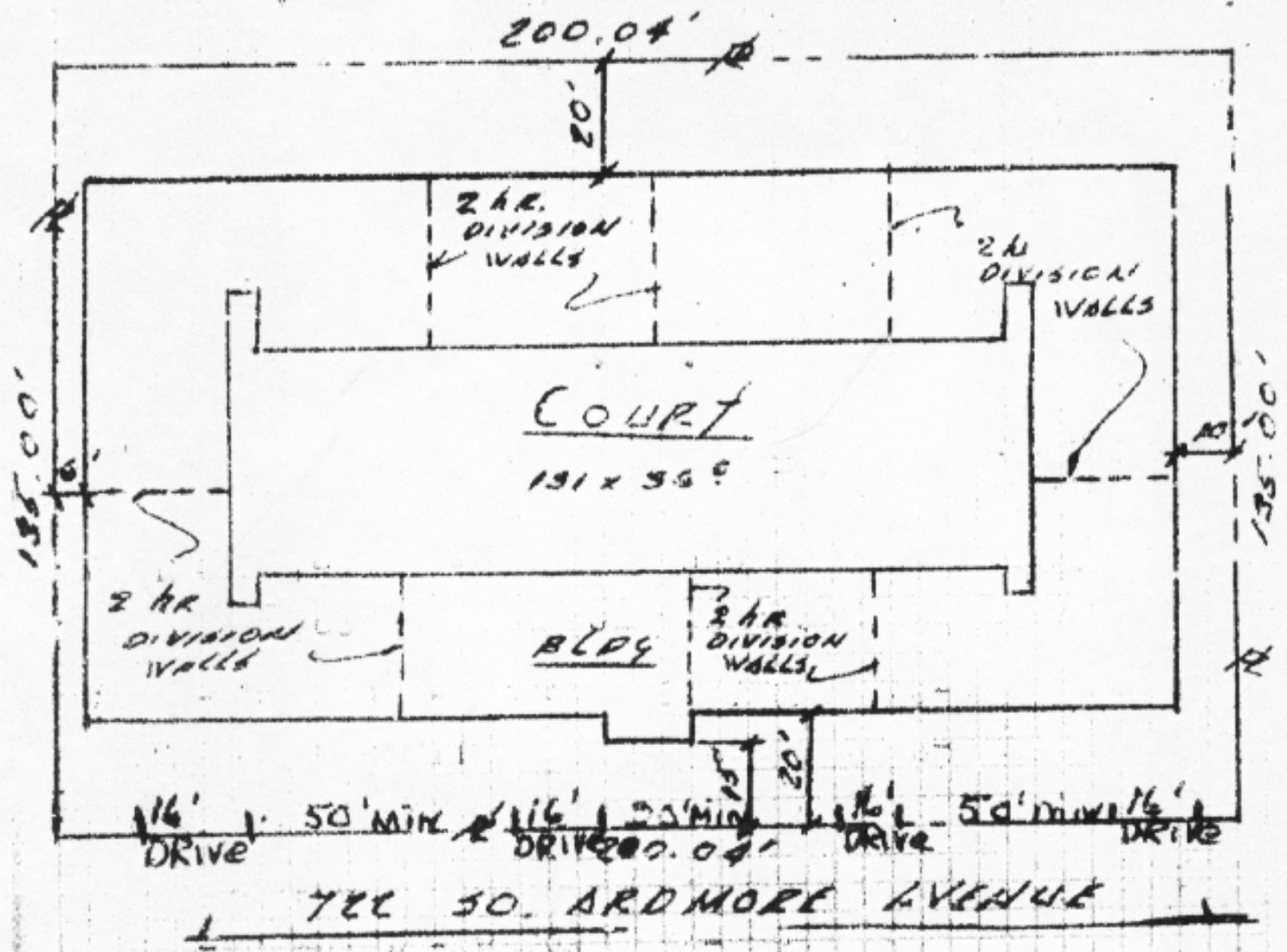
OWNER'S USE ONLY	JUL-20-60	46437	B - 2	CK	139.75
	SEP-1-60	57100	B - 1	CK	440.70
	SEP-1-60	57101	B - 2	CK	
	P.C. No P-3529	GRADING	X	CRIT. SOIL	X

Lots # 177, # 176, # 175, # 174 --- WILSHIRE
 HARVORD HEIGHTS TRACT --- M.B. B. 113
 74-100 23180 4-1

DRIVEWAY APPROVED UNDER PROVISIONS OF ORD. NO. 115,316,

BY _____

NOTE: PERMIT REQUIRED FOR ALL WORK WITHIN STREET DEDICATION



LEGAL DESCRIPTION
 Lots # 177, # 176, # 175 & 174
 WILSHIRE HARVORD HEIGHTS
 TRACT M.B. B. 113

1

APPLICATION TO CONSTRUCT NEW BUILDING AND FOR CERTIFICATE OF OCCUPANCY

Form B-1

CITY OF LOS ANGELES

DEPT. OF BUILDING AND SAFETY

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

1. LEGAL DESCR.	LOT 174, 175, 176, 177	BLK.	TRACT Wilshire Harvard Heights	ADDRESS APPROVED RJA					
2. JOB ADDRESS	722 S. Ardmore			DIST. MAP 7285					
3. BETWEEN CROSS STREETS	7th AND 8th			ZONE R-1-4					
4. PURPOSE OF BUILDING	Semi-Public Swim Pool			FIRE DIST.					
5. OWNER'S NAME	Bear-Rosenberg-Marton		PHONE WE 88338	INSIDE XX KEY					
6. OWNER'S ADDRESS	6007 W. Pico LA		P. O. BOX	ZONE COR. LOT REV. COR. LOT SIZE 200x135					
7. CERT. ARCH.			STATE LICENSE NO.	PHONE					
8. LIC. ENGR.	Farrel Miles 9398		STATE LICENSE NO.	PHONE					
9. CONTRACTOR	XXXX Century Swimming Pools		STATE LICENSE NO. 170434	PHONE					
10. CONTRACTOR'S ADDRESS	948 N. Fairfax Ave. LA 46		P. O. BOX	ZONE REAR ALLEY SIDE ALLEY BLDG. LINE 15'					
11. SIZE OF NEW BLDG.	STORIES	HEIGHT	NO. OF EXISTING BUILDINGS ON LOT AND USE						
589 s.f.			1 Apt Bldg - 575						
1 722 S. Ardmore				DISTRICT OFFICE LA					
12. MATERIAL	<input type="checkbox"/> WOOD	<input type="checkbox"/> METAL	<input type="checkbox"/> CONC. BLOCK ROOF	<input type="checkbox"/> WOOD					
EXT. WALLS:	<input type="checkbox"/> STUCCO	<input type="checkbox"/> BRICK	<input type="checkbox"/> CONCRETE CONST.	<input type="checkbox"/> STEEL ROOFING					
				<input type="checkbox"/> CONC					
				<input type="checkbox"/> OTHER					
13. VALUATION TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING	\$ 4,300		VALUATION APPROVED	SPRINKLES REQ'D SPECIFIED					
Approval of driveway location must be obtained from the Department of Public Works before securing Building Permit.			APPLICATION CHECKED	AFFIDAVITS					
I certify that in doing the work authorized hereby I will not employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance.			Nagel*	DWELL. UNITS					
SIGNED <i>W. R. Hedges</i>			PLANS CHECKED	SPACES PARKING					
This Form When Properly Validated is a Permit to Do the Work Described.			CORRECTIONS PERFORMED	GUEST ROOMS					
			PLANS APPROVED	FILE WITH LA 69/195/60					
			APPLICATION APPROVED	CONT. INSP.					
			INSPECTOR	<i>[Signature]</i>					
TYPE	GROUP	MAX. OCC.	P.C.	S.P.C.	C.P.I.	B.P.	D.I.F.	O.S.	C/O
Sem. Pub			9.60			19.20			

SEWER (Available) (Not Available)

CRITICAL SOIL

CASHIER'S USE ONLY

LA83236

MM-1361

17832

B - 2 OK

9.60

MM-1361

17833

B - 1 OK

19.20

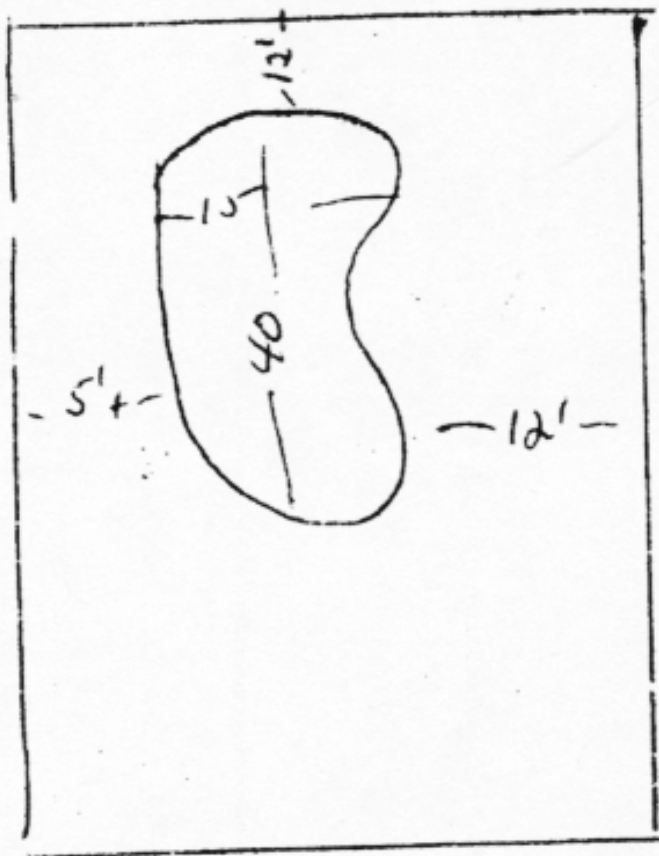
P.C. No.

GRADING

CRIT. SOIL

CONS.

135



~~135~~ 135
200.04
ARMOR

06.9	NO 5 - 0	11028	ARMOR
05.91	NO 1 - 0	11022	ARMOR

The Ardmore Wilshire Photographs



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, South end of building, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, North end of building, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire aerial view with lost palm trees, 722 S. Ardmore Ave, c 2005 (photo by Charles J. Fisher)



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, front entry, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, front pediment, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



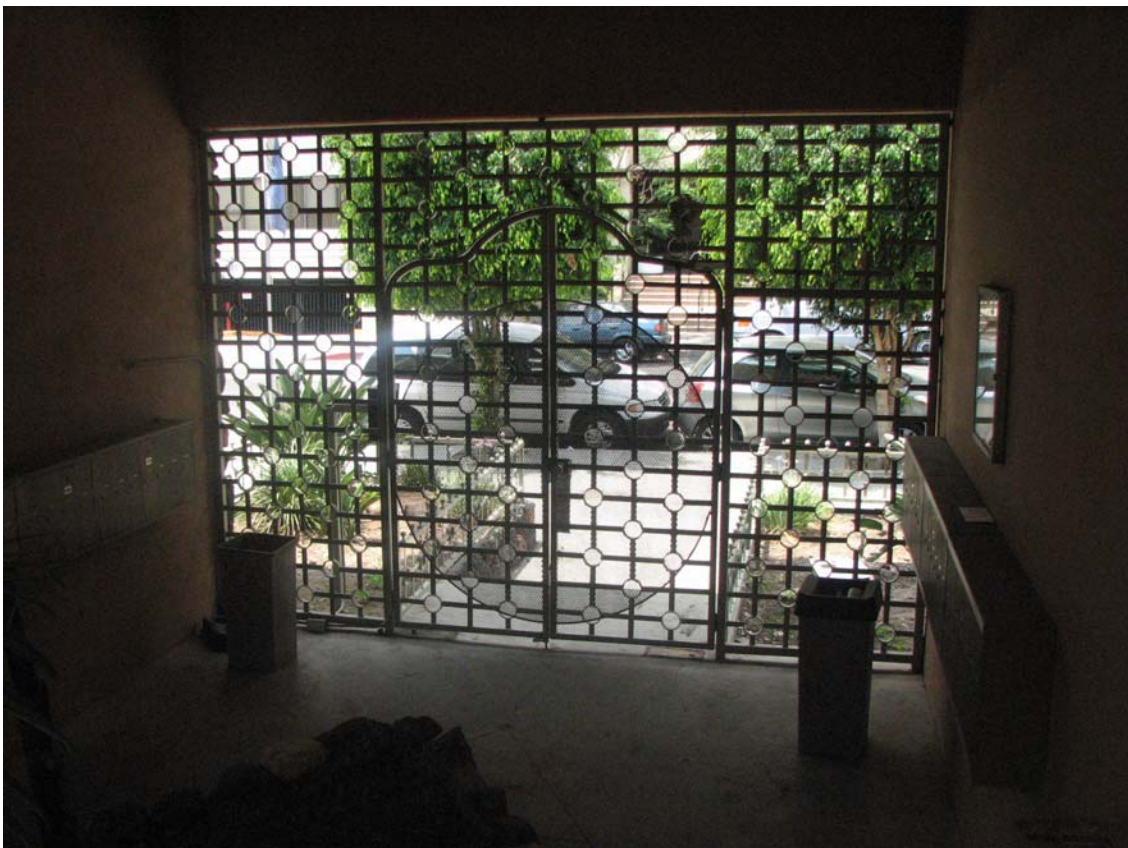
The Ardmore Wilshire, front planter, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, front entry gate, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, entry planter, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, entry gate, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, main entry, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, entry planter, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, entry view, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, South end of courtyard, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



*The Ardmore Wilshire, swimming pool at North end of courtyard, 722 S. Ardmore Avenue, July 4, 2008
(photo by Charles J. Fisher)*



The Ardmore Wilshire, stair railing, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, original AC unit, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



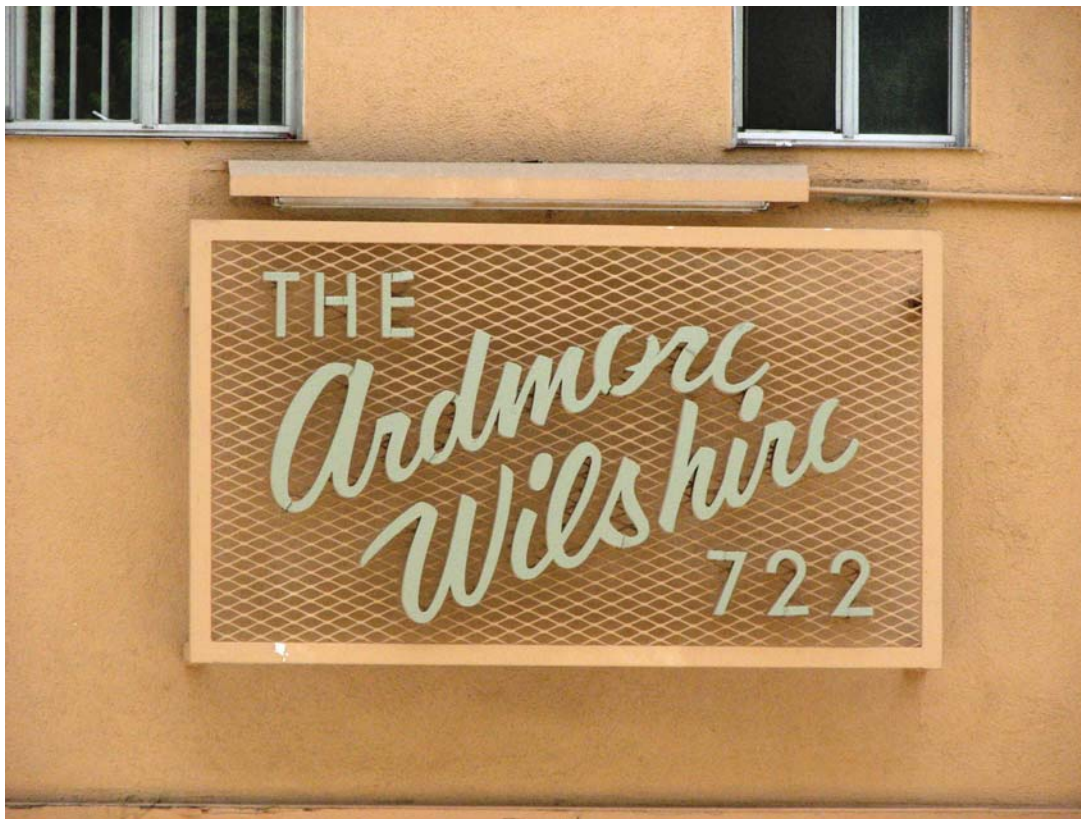
The Ardmore Wilshire, courtyard balcony, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, courtyard decorative detailing, 722 S. Ardmore Ave, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, main entry from courtyard, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, original name signage, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)



The Ardmore Wilshire, 722 S. Ardmore Avenue, July 4, 2008 (photo by Charles J. Fisher)

