

HISTORIC RESOURCES INVENTORY

Ser. No. 0213-80

HABS _____ HAER _____ NR 5 SHL _____ Loc _____
UTM: A _____ B _____
C _____ D _____

IDENTIFICATION

1. Common name: Beautiful Web/Coffee Bean & Tea Leaf
2. Historic name: Karl M. Schurz Building
3. Street or rural address: 357 N. Beverly Dr.
City Beverly Hills Zip 90210 County Los Angeles
4. Parcel number: 4343-015-021
5. Present Owner: _____ Address: _____
City _____ Zip _____ Ownership is: Public _____ Private _____
6. Present Use: Commercial retail Original use: Commercial retail

DESCRIPTION

- 7a. Architectural style: Spanish Colonial Revival
- 7b. Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:

Enough Spanish Colonial Revival characteristics survive on this two story commercial structure to indicate the quality of its original design. Sheathed in stucco, the structure is capped by a flat roof with a partial gable, covered in red tile, across the north two-thirds of the facade. Asymmetrically designed, the building contains three storefronts on the street level, all of which have been altered. An entrance to the second floor offices, at the south end of the facade, has also been changed. Above the south storefront, an elaborately embellished window remains. It consists of a scalloped arch opening, flanked by engaged, spiraled colonnettes which rise to a carved frieze. Decorated spandrels frame the upper portion of the opening, which is fronted by rejas. Two flat-headed windows, opening onto iron-railed balconies, are recessed over the central and north bays. The openings have been enclosed and any original decoration removed. Located mid-block and abutting the adjacent structures, the building is in fairly good condition.



8. Construction date: 1925
Estimated X Factual _____
9. Architect Unknown
10. Builder Unknown
11. Approx. property size (in feet)
Frontage 50 Depth 152.5
or approx. acreage _____
12. Date(s) of enclosed photograph(s)
1986

13. Condition: Excellent _____ Good X Fair _____ Deteriorated _____ No longer in existence _____

14. Alterations: Second story windows

15. Surroundings: (Check more than one if necessary) Open land _____ Scattered buildings _____ Densely built-up X
Residential _____ Industrial _____ Commercial X Other: _____

16. Threats to site: None known X Private development _____ Zoning _____ Vandalism _____
Public Works project _____ Other: _____

17. Is the structure: On its original site? X Moved? _____ Unknown? _____

18. Related features: _____

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

The Spanish Colonial Revival building at 357 North Beverly Drive is representative of the type of commercial construction built in the business section of Beverly Hills during its initial and prime periods of growth. The building was constructed by realtor Karl Schurz in 1925, and was among the first commercial structures on the block. Storefront alterations in the 1920s and 30s were the work of architects Fred Schaeffer, Harry Werner, and E. Allen Sheet. The structure is located on Beverly Drive, historically the most important commercial street in the business district. Its two story design indicates retail space on the lower level and office space above, typical of the period. Uses on the street included markets and drugstores, clothiers and financial institutions. Permits indicate that at least one clothier, Florin's, was a tenant in the building. As the principal thoroughfare developed, buildings were razed or remodelled every ten years or so to keep abreast of current design trends. As a result, Beverly Drive has suffered a loss of integrity and lacks the cohesion that once characterized this commercial thoroughfare. The structure at 357 is one that retains its architectural integrity and is therefore visually representative of the type of structure present on Beverly Drive in the 1920s.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)

Architecture X Arts & Leisure _____
Economic/Industrial _____ Exploration/Settlement _____
Government _____ Military _____
Religion _____ Social/Education _____

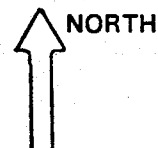
21. Sources (List books, documents, surveys, personal interviews and their dates).

City of Beverly Hills Building Permits
Comments by Schurz family, October, 1986

22. Date form prepared October, 1986

By (name) C. McAvoy & L. Heumann
Organization City of Beverly Hills
Address: 450 N. Crescent Dr.
Beverly Hills City 90210 Zip
Phone: (213) 550-4881

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



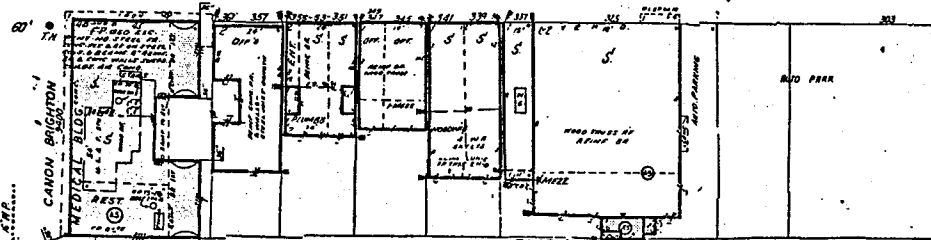
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2104

357 N. BEVERLY Dr.

2107

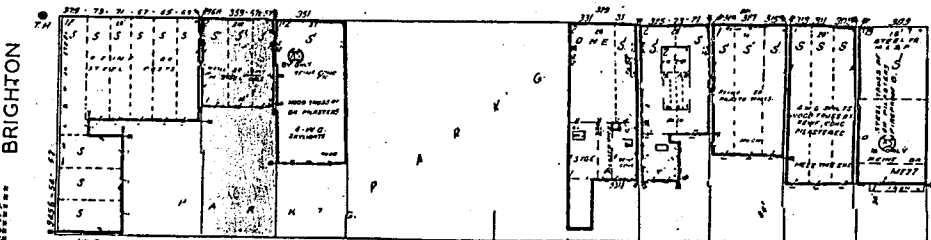
N. CAÑON DRIVE



2103

N. BEVERLY DRIVE

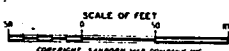
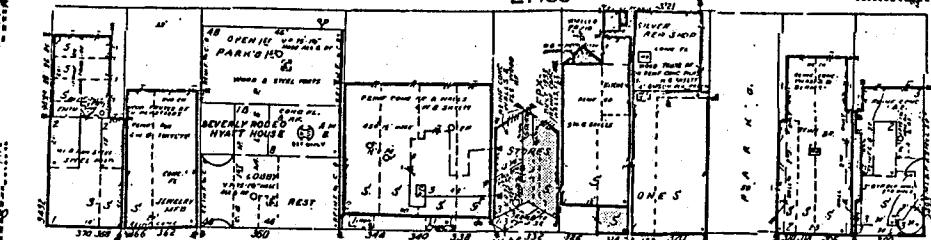
2105



21433

N. RODEO DRIVE

2102



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