

HISTORIC RESOURCES INVENTORY

Ser. No. 0213-81
HABS _____ HAER _____ NR 3 SHL _____ Loc _____
UTM: A 11-370760-3770600 B _____
C _____ D _____

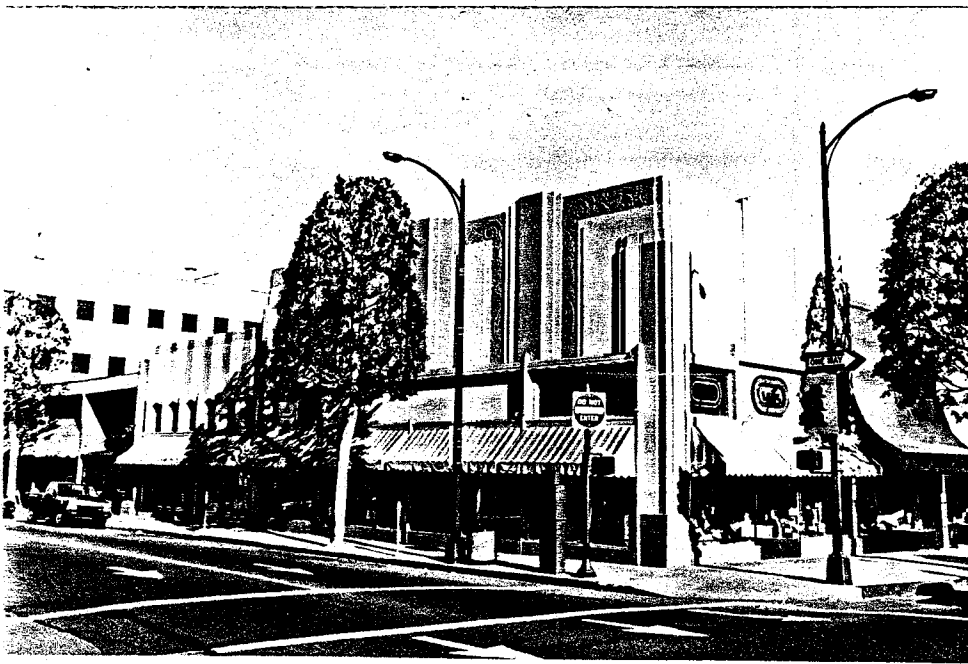
IDENTIFICATION

1. Common name: Cyril's
2. Historic name: W.D. Longyear Building
3. Street or rural address: 370 N. ~~Canon~~ ^{Beverly} Dr.
City Beverly Hills Zip 90210 County Los Angeles
4. Parcel number: 4343-012-001
5. Present Owner: _____ Address: _____
City _____ Zip _____ Ownership is: Public _____ Private _____
6. Present Use: Commercial retail Original use: Commercial retail

DESCRIPTION

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

Verticality and ornament, trademarks of the Art Deco style, are displayed on this one story commercial structure. Situated on the southeast corner of Beverly and Brighton, the flat-roofed building is constructed of brick and concrete, and has an "exposed concrete exterior," according to the Beverly Hills Citizen (1-8-31). A stepped pier, articulated by shallow gradations in the stucco, marks the corner. Three bays, the central a recessed entry flanked by display windows, face west. Transoms, taller in the center than on the sides and edged by a chevron molding, top the storefront. Above it, a tall parapet, with stepped panels on the sides and a grooved vertical projection in the center, forms a distinctive geometric design. Stylized leaves, flowers, and scrolls are carved in low relief in bands across the top of the parapet and to either side of the central projection. Approximately two thirds of the north elevation is similarly treated. The east end is lower in scale and duplicates the original design of four additional storefronts which used to extend south on Beverly. The lower parapet of this section is finished with a (see continuation sheet)



8. Construction date: 1931
Estimated _____ Factual X
9. Architect Morgan, Walls & Clements
10. Builder Unknown
11. Approx. property size (in feet)
Frontage 50 Depth 150
or approx. acreage _____
12. Date(s) of enclosed photograph(s)
1986

13. Condition: Excellent _____ Good ☒ Fair _____ Deteriorated _____ No longer in existence _____
14. Alterations: Storefronts, transoms
15. Surroundings: (Check more than one if necessary) Open land _____ Scattered buildings _____ Densely built-up ☒
Residential _____ Industrial _____ Commercial ☒ Other: _____
16. Threats to site: None known ☒ Private development _____ Zoning _____ Vandalism _____
Public Works project _____ Other: _____
17. Is the structure: On its original site? ☒ Moved? _____ Unknown? _____
18. Related features: _____

SIGNIFICANCE

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

The W.D. Longyear Building occupies the southeast corner of the intersection of Beverly Drive and Brighton Way. Its owner, W.D. Longyear, was a banker and real estate investor who developed several parcels in the commercial area. Primary among them was this important corner property, and Longyear entertained several development schemes before deciding on the current version, which was constructed in 1931. Longyear had leased the corner in 1927, intending at that time to build an Italian Renaissance bank building for Liberty National Bank. He commissioned the Los Angeles architectural firm of Morgan, Walls, and Clements to design the bank structure. By 1931, however, plans had changed, and the same firm was asked to prepare plans for the block to be used as retail space with a large storefront as the corner anchor. Changed too was the architectural style of the building, for by 1931, Classical Revival styles were no longer in vogue. Morgan, Walls, and Clements designed the building in the Art Deco style, considered to be the epitome of sophistication and elegance for retail establishments in the 1930s. The prominent firm is recognized (see continuation sheet)

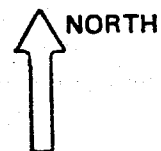
20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
Architecture ☒ Arts & Leisure _____
Economic/Industrial _____ Exploration/Settlement _____
Government _____ Military _____
Religion _____ Social/Education _____

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

City of Beverly Hills Building Permits
Beverly Hills Citizen, various dates

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):



See continuation sheet

CONTINUATION SHEET: 370 North Beverly Drive

7b. Description:

simplified zig-zag profile. A transom zone, which corresponds in proportions and placement to that on the corner, is the focal point of this section. It is divided into seven equally-sized windows with pointed heads that are separated by stepped pilasters. The storefront below, as on the rest of the structure, is somewhat altered. Other alterations include portions of the corner block's transom. Despite these changes, the overall integrity of this fine example of low-scale Art Deco design is quite high.

19. Significance:

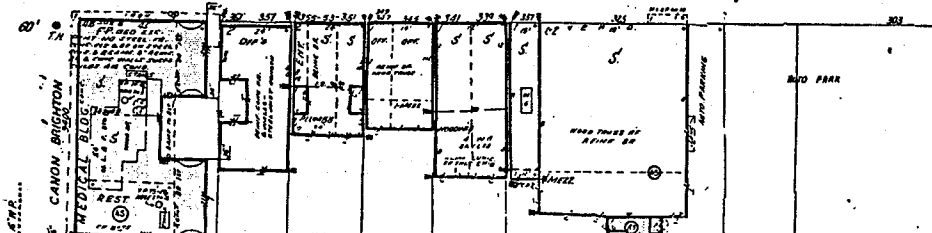
for its contributions to Southern California architecture. Its commissions include the Belasco Theatre (Los Angeles, 1926), the El Capitan Theatre (Hollywood, 1926), the I.N. Van Nuys Building (Los Angeles, 1910; 1929), the Samson Tyre and Rubber Company (Commerce, 1929), and the Pellissier Building (Los Angeles, 1930).

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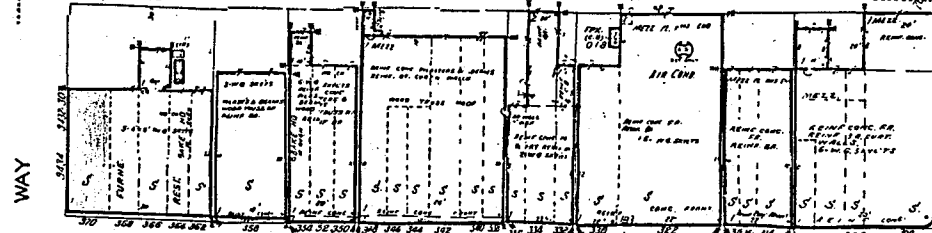
370 N. Beverly Drive

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N. CAÑON DRIVE



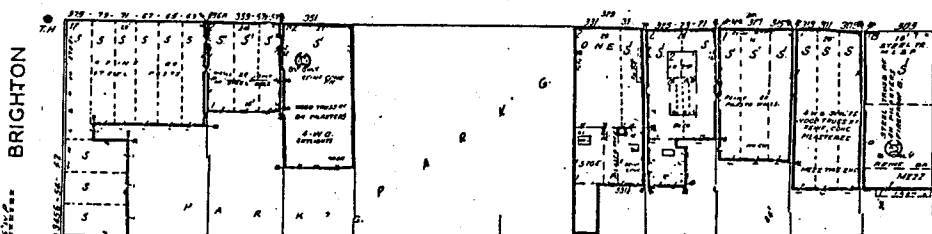
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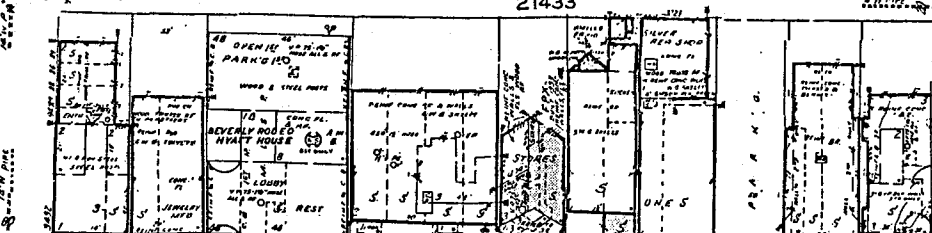
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N. BEVERLY DRIVE

2105



21433



N. RODEO DRIVE

2102

