

HISTORIC RESOURCES INVENTORY

Ser. No. 0213-075
HABS --- HAER --- NR 5 SHL --- Loc ---
UTM: A 11370260 3770250 B ---
C --- D ---

IDENTIFICATION

1. Common name: None
2. Historic name: George M. Holstein Building
3. Street or rural address: 121 South Beverly Drive
City Beverly Hills Zip 90212 County Los Angeles
4. Parcel number: 4328-033-002
5. Present Owner: --- Address: ---
City --- Zip --- Ownership is: Public --- Private ---
6. Present Use: Commercial/office Original use: Commercial/office

DESCRIPTION

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

Simple yet sophisticated in design, this two story brick office building combines Classical Revival detailing with Moderne sleekness. The brick exterior is flat-roofed and trimmed with cast stone. A symmetrical facade is organized into three bays with a slight change in depth causing the central bay to be raised. Flat-headed, stone-framed openings accented with scrolled keystones are centered in each bay. The central bay contains the entry, a double-panelled door topped by a transom, while the side bays contain casement windows. Stone coping marks the roofline. The second story is substantially set back and features tripartite openings, to which awnings have been added, in each bay. Located just south of Wilshire Boulevard, this small-scale commercial structure is free-standing and bordered by trimmed hedges.

Attach Photo(s) Here

Photograph not available.

8. Construction date: 1942
Estimated --- Factual X
9. Architect Douglas Honnold & George V. Russell
10. Builder Unknown
11. Approx. property size (in feet)
Frontage 55 Depth 110
or approx. acreage ---
12. Date(s) of enclosed photograph(s)
1986

13. Condition: Excellent _____ Good ☒ Fair _____ Deteriorated _____ No longer in existence _____
14. Alterations: _____
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.)

As the City grew in the 1930s and 40s, the business section of the commercial triangle was no longer adequate. More buildings along the Wilshire corridor were constructed, and certain streets, primarily Beverly Drive, began to have commercial uses south of Wilshire. One example of this expansion is the two story brick office building at 121 South Beverly Drive. Designed by the architectural firm of Honnold and Russell, who did work in the commercial triangle as well, the building was constructed in 1942 at a cost of \$25,000, and expanded in 1945 for an additional \$18,000. The resulting two story structure is an example of Moderne building styles in brick from the early 1940s and is the work of a prominent architectural firm of the era. Among the firm's other work is the one story Moderne building at 348 North Camden Drive (1941), and buildings at 327 and 337 North Rodeo Drive. Both partners were fine residential designers as well. Their work represents the change in architecture in the City in the years just preceding World War II. This two story brick building wedded Classical Revival imagery with the Moderne, creating a design remarkable for its sophisticated simplicity.

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

22. Date form prepared November, 1986
By (name) C. McAvoy & L. Heumann
Organization City of Beverly Hills
Address: 450 N. Crescent Dr.
City Beverly Hills Zip 90210
Phone: (213) 550-4881

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



See continuation sheet

2129

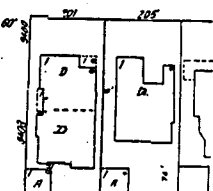
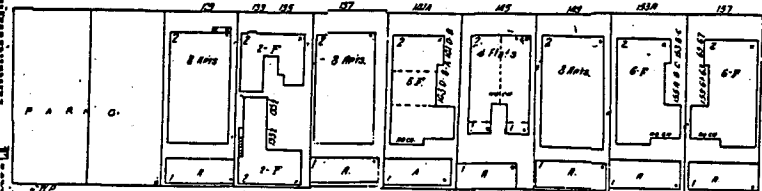
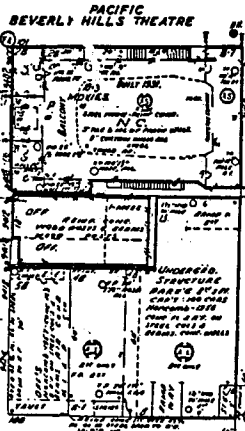


BEVERLY HILLS

2125

S. CAÑON DRIVE

2109



21537

S. REEVES DRIVE

WILSHIRE BLVD

2105

