



CITY LANDMARK ASSESSMENT & EVALUATION REPORT

OCTOBER 2018

WILSHIRE-REXFORD OFFICE BUILDING
9300 Wilshire Boulevard, Beverly Hills, CA

Prepared for:
City of Beverly Hills
Community Development Department
Planning Division
455 Rexford Drive, Beverly Hills, CA 90210

Prepared by:
Jan Ostashay, Principal
Ostashay & Associates Consulting
PO BOX 542, Long Beach, CA 90801

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Beverly Hills, CA 90210

APN: 4331-013-044

INTRODUCTION

This landmark assessment and evaluation report, completed by Ostashay & Associates Consulting (OAC) for the City of Beverly Hills, documents and evaluates the local significance and landmark eligibility of the multi-story office building located at 9300 Wilshire Boulevard in the City of Beverly Hills.

Included in the report is a discussion of the survey methodology used, a summarized description of the subject property and its construction/permit history (historical integrity), a brief contextual history of the property, a review of the City landmark criteria considered in the evaluation process, a formal evaluation of the property for City of Beverly Hills landmark eligibility, and any applicable supporting materials.

FINDINGS

The Wilshire-Rexford Office Building, located at 9300 Wilshire Boulevard, appears to satisfy the City's criteria for individual designation as a local City of Beverly Hills Landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance (Beverly Hills Municipal Code Title 10, Chapter 3, Article 32). This property appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B. of the City's Landmark Designation Criteria.

ASSESSMENT METHODOLOGY

The landmark assessment was conducted by Jan Ostashay, Principal, of Ostashay & Associates Consulting. In order to identify and evaluate the subject property as a potential City landmark, an intensive-level survey of the site was conducted. The assessment included a review of the National Register of Historic Places (National Register) and its annual updates; the California Register of Historical Resources (California Register); and the California Historic Resources Inventory System (CHRIS) maintained by the State Office of Historic Preservation (OHP), as well as an examination of any relevant files maintained by the City of Beverly Hills. This review helped to identify any evaluations or survey assessments that had been previously completed for the property.

For this current landmark assessment a site visit was performed and a review of photographic copies of original architectural plans, building permits, tax assessor records, and historic aerial photographs was conducted to document the property's existing condition and assist in evaluating the property for historical integrity and local significance. The City of Beverly Hills

landmark criteria were employed to evaluate the local significance of the structure and its eligibility for individual designation as a City of Beverly Hills Landmark. The property was not evaluated for California Register or National Register eligibility under this current assessment.

The following tasks were performed for the study:

- Searched records of the National Register, California Register, and California Historic Resources Inventory System (CHRIS) list.
- Conducted site-specific research on the subject property utilizing architectural plans, Sanborn Fire Insurance Maps (not available for this property), city directories, newspaper articles, professional journals and magazines, historical photographs, aerial photographs, and building permits, among other available primary and secondary resources.
- Reviewed and analyzed ordinances, statutes, regulations, bulletins, and technical materials relating to federal, state, and local historic preservation, designation assessment procedures, and related programs.
- Evaluated the potential historic resource based upon local criteria established by the City of Beverly Hills and utilized the OHP survey methodology for conducting survey assessments.

PREVIOUS SURVEY EFFORTS AND EVALUATIONS

Under previous survey efforts, the 9300 Wilshire Boulevard property was identified and surveyed in 2006 (revised 2007) by Jones & Stokes (ICF International) as part of a larger survey update effort (Historic Resources Survey Report, Survey Area 5: Commercial Properties). The survey concluded that the subject property appeared eligible as a contributor to a newly identified potential California Register historic district comprised of Post-World War II-era modern office buildings located primarily along the Wilshire corridor.¹ The property has not been formally placed on the National Register or California Register.

PROPERTY INFORMATION

Site and Setting. Located at the southwest corner of Wilshire Boulevard and South Rexford Drive, the property is situated amongst other commercial office buildings and financial institutions that share similar massing, height, scale, setbacks, and dates of construction. The commercial property at 9300 Wilshire Boulevard occupies two tied lots within Tract No. 6380 that measure roughly 50 feet by 158 feet (lot 1417) and 51 feet by 158 feet (lot 1418). The modern style, multi-story building with subterranean parking was completed in 1964 with roughly 65,126 square feet of space.

Architectural Description. The Wilshire-Rexford Office Building was designed by noted modernist architect Sidney Eisenshtat. The multi-story, reinforced concrete building was completed in 1964 with the certificate of occupancy issued on July 13, 1965. It was built as speculative development by Milton Gottlieb of Beverly Hills at a cost of approximately \$3

¹ Therefore, the property was assigned a California Register Status Code of 3CB.

million. Serving as general contractor for the project was the Twaits-Wittenberg Company of Los Angeles and the structural engineer was Joseph Sheffet also of Los Angeles.

Designed to reflect New Formalism concepts the building was erected with four floors, three levels of underground parking, and a two-story penthouse. At six stories tall, it was one of the earlier commercial structures to transform the Beverly Hills skyline in the 1960s. The building contains approximately 65,000 square feet of space, which includes the 2,700 square foot penthouse space. The building has a rectangular building plan with a flat roof deck and concrete parapet wall. It has two primary elevations, which face north towards Wilshire Boulevard and east fronting Rexford Drive. The north elevation is nine bays wide while the east elevation is 13 bays long. The rear (south) and west elevations are sheathed in smooth concrete and vary in height. These two secondary elevations lack much architectural treatment, but contain large expanses of concrete wall punctuated by flush set aluminum framed windows arranged symmetrically. Two large off set metal louvered vent screens to cover the air duct intact and exhaust system are also off set along the rear (south) elevation.

Both the front (north) façade and east (side) elevations are symmetrical in design by the arrangement of the fenestration. Because of the sloping topography, a portion of the building, at its northeast corner, is raised and set on a marble clad podium within a concrete planter base with bullnose cap. The main entry into the building and lobby area, which is recessed and approached via granite stairs off Wilshire Boulevard, is centrally placed along its front façade. A pair of double glass doors with glazed transom and flanking glazed side lites surround the entry portico. The deck landing of the main entry is also granite while the under ceiling is sheathed in plaster demarcated by symmetrical score lines and punctuated with recessed canned light fixtures. At the ground level the first floor level along Wilshire and a portion of the east elevation are defined by a series of floor-to-ceiling, bronze aluminum framed storefront windows. A pair of double glazed entry doors that provide access to the commercial unit at this level is offset to the west. The most dramatic aspect of the building along the front façade and a portion of the east elevation is the modular, grid-like screen that rises from the mezzanine level of the first floor to and past the fifth story penthouse suite. The screen wall, like the entire building, is constructed of reinforced concrete with a smooth texture that is accentuated by elongated vertical pilasters; deeply set vertical score lines; simple decorative concrete panels set on the pilasters and aligned with the vertical score lines; and a unique, symmetrical fenestration pattern. The screen is punctuated by a series of large recessed obround shape window embrasures. The windows set within these openings are solar bronze glazed fixed-pane, bronze aluminum framed with awning type bottom louvers. A concrete canopy consisting of a series of attached half circles was originally attached to building and offset within five of the bays, including the front entry area. This decorative canopy; however, was removed in 1989.

Access to the subterranean, three-level garage area is off Rexford Drive via the paved driveway opening at the southern end of this side (east) elevation. A secondary pedestrian access to the building is also provided off Rexford Drive within the transitional glass vestibule that separates the decorative modular concrete wall screen at the front half of the building and the flush mounted, unadorned fenestration towards the back half of the structure.

Construction/Permit History. There is a multitude of building permits for modifications to the office building on file with the City of Beverly Hills. The extent of the permits are too numerous to list. Most of the alterations occurred within the interior spaces of the office tower. Interior alterations to accommodate the needs to tenants, update mechanical systems and common spaces, and comply with building codes began shortly after the building was completed and have continued uninterrupted to the present day. The majority of the interior permits are for the addition, removal, or reconfiguration of non-bearing partition walls. It also appears that the ground level lobby area was modified on more than one occasion. A permit from 1990, references the remodel of the entry lobby by the re-surfacing of the original Bottichino marble panel wall cladding with plaster and paint, the painting of the aluminum tube handrails, and the installation of a new floor surface.

A review of relevant building permits and a visual inspection of the site from the public right-of-way confirm that portions of the property have undergone some exterior modifications over the years. Notable exterior alterations that have been recorded with the City include the following:

YEAR	DESCRIPTION OF WORK
1962	Foundations – caissons only (\$15,000)
1962	New office building (\$1,500,000)
1963	Fire sprinklers at subterranean garage (11,379)
1965	Certificate of occupancy
1989	Remove entrance canopy
1990	New roof; replace existing storefront (\$50,000)
1990	New floor, paint marble
1993	Re-roof (\$6,757)
1994	Repair exterior cracks in façade (\$4,000), from Northridge earthquake damage
1995	Sprinkler retrofit
2000	New entry glass, T.I. work at ground level
2000	T.I. work for penthouse, new glass
2002	Repaint building with elastomeric coating
2006	Wash building roof to ground
2007	New business signage
2007	Remove exterior window, deliver vault, re-install window for bank
2018	Replace exterior ADA lift, damaged by accident (auto)
2018	Replace existing exterior partition wall, removed by accident (auto)

As viewed from the public right-of-way along Wilshire Boulevard and Rexford Drive, the property exhibits a high level of historical integrity. Visible and permitted modifications include the removal of the original first floor projecting canopy along Wilshire Boulevard, removal of aluminum louvers (screens) along Rexford Drive adjacent the garage access driveway, and the remodel of the main entrance with the addition of an ADA compliant wheel chair lift adjacent the entry steps. Although there have been some changes to the exterior of the building, they have not significantly compromised the property's overall architectural design and important, visible character-defining features.

HISTORICAL CONTEXT

Beverly Hills. The early settlement and development of Beverly Hills began on what was called Rancho Rodeo de las Aguas. This land was originally claimed by Mexican settlers Maria Rita Valdez and her husband Vicente Valdez around 1822. Aptly named The Ranch of the Gathering of the Waters, the swamps or “cienegas” that characterize the natural landscape were created by rain run off flowing out of Coldwater and Benedict Canyons. Vegetable farming, sheep herding, bee keeping and the raising of walnut trees were the primary agricultural activities within the rancho lands during the latter half of the nineteenth century. Several attempts at subdividing and establishing communities on the ranch lands were attempted during the 1860s and 1880s, but ended in failure.²

In 1906, the Amalgamated Oil Company reorganized as the Rodeo Land and Water Company. Burton Green played a leading role in formulating the plans for a garden city, located between Whittier Drive on the west, Doheny Drive on the east, Wilshire Boulevard on the south, and the foothills above Sunset Boulevard to the north.³ The syndicate hired notable California park planner, Wilbur F. Cook, Jr., to plan the new community. Cook had worked with landscape architect Frederick Law Olmsted prior to moving to Oakland in 1905 to establish his own firm. Comprised of “Beverly” in the commercial triangle between Santa Monica and Wilshire boulevards and “Beverly Hills” north of Santa Monica Boulevard, the new community was one of the earliest planned communities in Southern California.

In 1914, concern over establishment of a secure water system and the desire to improve the local school system prompted incorporation of the City of Beverly Hills. The original boundaries of the City were much the same as they are today, except for the area south of Wilshire Boulevard, annexed in 1915, and Trousdale Estates, annexed in 1955. Most of the City was open land at the time of incorporation with development scattered around Canon Drive, Beverly Drive, Crescent Drive, and the downtown triangle.⁴

The architecture of Beverly Hills in the years following the City’s founding was dominated by the Craftsman, Mission Revival, and Period Revival styles (Tudor, Georgian, Beaux-Arts Classicism). With Beverly Hills establishing itself as a haven for movie stars in the 1920s, the architectural character of the city began to realize a varying degree of extravagance in the design of its housing stock. Flamboyant art directors and producers showed how delightful the art of set decoration could be applied to real life. Hence, fanciful houses such as Pickfair, Dias Dorados, and Greenacres were built.

Throughout the late 1920s and 1930s sophisticated period revival styles dominated both the domestic and commercial architecture of the city. By the mid to late 1930s Beverly Hills became one of the areas in southern California most closely connected with the development of the Hollywood Regency style. Born of the meeting of Moderne sleekness with the elegance

² *Beverly Hills Historic Resources Survey 1985-1986*, pg. 5.

³ *Ibid*, pp. 8-9.

⁴ *Ibid*, pg. 11.

of early nineteenth century architectural forms, it used simple, primary forms and blank wall surfaces to project exclusivity and sophistication.⁵

Beverly Hills' architecture in the post-World War II era saw the incorporation of Revival references in its new building stock, and also the introduction of contemporary, luxury designs reflective of the International Style, Miesian, and Mid-century Modern idiom. These modern or "contemporary" styles dominated the commercial, banking, and office buildings constructed throughout much of the City in the 1950s and 1960s, particularly along Wilshire Boulevard and within the downtown commercial triangle area. During the 1960s and 1970s, the City's downtown urbanization continued until the westernmost section of the downtown area was as densely developed as any other southern California office cluster outside of downtown Los Angeles.⁶

Wilshire Boulevard began to develop as a major thoroughfare linking downtown Los Angeles to the sea by the early 1920s. Several segments of the boulevard claimed the latest in retail establishments, high-rise housing, and financial institutions. The street was automobile-oriented, and the establishments that grew up along the route to Santa Monica were not necessarily catering to a local clientele but an increasingly mobile population from various parts of the region.⁷ Throughout the 1930s and 1940s Wilshire Boulevard continued to be developed with automobile showrooms, multi-story retail businesses, and high-rise banking institutions. During the Post-World War II period, an impressive collection of medium to large-scale office buildings was constructed in Beverly Hills. These buildings were predominately architect designed by practitioners offering a wide range of modernistic interpretations. Most of these modern buildings were erected along Wilshire Boulevard. Buildings included modest examples, mostly 4 to 5 stories in height constructed after World War II, from the late 1940s to the early 1960s. Later commercial improvements were larger scale, and were built with higher construction budgets on larger pieces of land.⁸

By the 1980s, new construction in Beverly Hills was scattered throughout the city on undeveloped properties in the hills and on redeveloped parcels in the residential and commercial sections of the "flats." Beverly Hills' pattern of increasingly dense urbanization has continued into the present. Some of the City's older housing stock, particularly in the residential section of the "flats," has been replaced with monumental contemporary style residences designed by noted architects of world-renowned recognition. Nonetheless, in considering the City's overall development its long lineage of high quality residential and commercial architecture serves as a physical manifestation of the City's rich and diverse architectural heritage.

9300 Wilshire Boulevard. Completed in 1964 with the certificate of occupancy issued on July 13, 1965, the subject property was designed by noted master architect Sidney Eisenshtat. Constructed at a cost of roughly \$3 million, it was built by Los Angeles based general contractor

⁵ *Ibid.* pg. 17.

⁶ *Ibid.* pg. 19.

⁷ *Ibid.* pg. 71.

⁸ Jones & Stokes, ICF. *City of Beverly Hills Historic Resources Survey Report – Survey Area 5: Commercial Properties*, June 2006, rev. April 2007.

Twaits-Wittenberg Company for then owner Milton Gottlieb, a local real estate investor and developer.

A ground breaking ceremony was held at the southwest corner of Wilshire Boulevard and Rexford Drive on November 16, 1962. The formal event was attended by the City's mayor Leroy H. Watson; Jack B. Hanauer, president of J.B. Hanauer & Co.; Benton Levton, vice president of Lyton Savings, which financed the construction; Carl Wittenberg, Sr., president of Traits-Wittenberg Company, the general contractor; among others.⁹

The building's initial key occupant was J.B. Hanauer & Company, which established its headquarters in the new building. Offices occupied by the Hanauer firm included 10,000 square feet on the ground floor fronting Wilshire Boulevard. J.B. Hanauer & Company, founded by Jack B. Hanauer, was one of the largest municipal bond company's in California at the time. The company also had other offices in Fresno, Sacramento, San Diego, and San Francisco. In October 1966, the J.B. Hanauer & Company filed for bankruptcy and closed its office.

While under construction the property was sold in November 1964 to the Larwin Group Company, who purchased it from Milton Gottlieb. The Larwin Group was founded in 1948 and soon became the largest builders and developers of homes and shopping centers in the West Coast. Because of their rapid growth and development the company needed to expand its headquarters and moved from their offices at 8670 Wilshire Boulevard to the new Wilshire-Rexford Office Building at 9300 Wilshire Boulevard. The Larwin Fund and Guild Homes businesses, affiliates of the Larwin Group, also moved into the building. Together, the Larwin organization occupied the two top floors of the office building, including the penthouse. Another early occupant of the new office building included Brentwood Mortgage Corporation, a Beverly Hills mortgage banking firm with branches throughout the state.

By end of the 1960s, the Larwin Group was acquired by CAN Financial Corporation, a Chicago-based holding company. As part of the company's expansion program the Larwin Group moved its national headquarters down the street to the new Wilshire-Doheny Plaza, at 9100 Wilshire Boulevard (designed by Maxwell Starkman).

In the following years, the first floor of the building was occupied by various financial businesses and banking institutions. Tenants of the offices above also varied and included entertainment and talent agencies, lawyers and accountants, business organizations and travel agencies, property management and real estate firms, a freight service business, gym and athletic trainers, a cosmetic company, and art dealers, among other professions and businesses. During the 1990s, when President Ronald Reagan had left office and moved to Bel-Air he maintained an office in nearby Century City where he'd meet visitors, sign books, and handle paperwork. Most mornings prior to arriving at his office he would meet with a personal trainer who was located in the 9300 Wilshire Boulevard building. His small gym space and exercise equipment are still maintained within the property. Today, the office spaces within the building are still leased out to its share of long-term and short-term tenants of varied profession.

⁹ "Ground Broken for \$3 Million Office Building," *Los Angeles Times*, November 18, 1962: M8.

Sidney Eisenshtat, FAIA, Architect. The architect of record for the commercial building located at 9300 Wilshire Boulevard was Sidney Herbert Eisenshtat, FAIA. Eisenshtat (1914-2005) enjoyed a long and distinguished career as an architect whose practice was based in Beverly Hills. Born in New Haven, Connecticut, he settled in Los Angeles in 1926, and graduated from the University of Southern California, School of Architecture in 1935. He began his career in the late 1930s, working as a draftsman for several prominent architects, including Claud Beelman, Arthur Froehlich, and A.C. Martin. His first major solo project, Mrs. Reich's Noodle Company in Los Angeles, was completed in 1938.¹⁰

Eisenshtat worked on large projects for the United States Department of Defense and designed tract houses and retail stores in Los Angeles and surrounding Southern California communities.¹¹ He established his own private practice in 1944 after receiving a number of larger commissions.¹²

After the establishment of his firm, Eisenshtat, an observant Orthodox Jew, devoted much of his practice to religious architecture, becoming an influential architect of modern, synagogues, as well as Jewish academic buildings and community centers. Although his synagogues were among his most personal creations, Eisenshtat also applied his formidable talents as a designer to his many commercial projects. Until his retirement in the 1990s, he designed many noteworthy modern office buildings and other structures near the Wilshire Corridor in Beverly Hills, including the Friars Club (1963, demolished), Union Bank building (1960), Wilshire Triangle Center (1961, later rechristened the Beverly Hills Gateway Tower), Rox-San Medical building (1962), Executive Life Office building (1965), Wells Fargo Office building (1975), and the subject property at 9300 Wilshire Boulevard (1964).¹³

Each of his projects was unique in form, yet all displayed a minimalist sensibility that is characteristic of modernism and a sculptural robustness that recalls the work of Expressionist architect Eric Mendelsohn, whose work Eisenshtat greatly admired. Like Mendelsohn, Eisenshtat designed buildings with walls of thin-slab concrete or brick that were virtually devoid of decoration, but that were highly expressive through the use of simple materials and plentiful natural light. Sculpture, mosaics, and stained glass were often incorporated into Eisenshtat's work, but these elements remained subservient to the overall architectural design.

Throughout his career Eisenshtat received a number of awards, including three from the City of Beverly Hills Architectural Commission. His design work has also been recognized and honored through the sponsorship of exhibits, awards, speaking engagements, and trade publications. The American Institute of Architect (AIA) added to Eisenshtat's accolades in 1986 by honoring him with the lifetime fellowship designation, FAIA. He advanced to the AIA's College of Fellows primarily because of his of internationally recognized work on the development of synagogue architecture.¹⁴ In 1999, he donated many documents related to his personal and professional

¹⁰ "Sidney Eisenshtat, 90; Was Known for His Innovative Synagogues," *Los Angeles Times*, March 5, 2005.

¹¹ Excerpted from "Finding Aid of the Sidney Eisenshtat Papers," USC Libraries Helen Topping Architecture & Fine Arts Library.

¹² *Ibid.*

¹³ *Ibid.*

¹⁴ *Los Angeles Times*, "AIA Honors Five Southland Architects," April 13, 1986, p. G1.

career to his alma mater, USC, and their Helen Topping Architecture & Fine Arts Library.

New Formalism Architecture. New Formalism, also called “Neo Palladianism” or “Neo Formalism” is an architectural style that emerged in the 1960s as a rejection to the strict confines of the rigid form of American Modernism, in particular the International style.¹⁵ As the name suggests, emphasis is on form. The architect is interested in visual relationships between the building parts and the work as a whole. New Formalism architecture combines decorative elements and established design concepts of classicism with the new materials and technologies incorporated in the International style. New Formalism embraced many classical precedents such as building proportion and scale, classical columns, highly stylized entablatures, and colonnades. The style; however, also utilized the newly discovered plastic-like qualities of concrete to create new sculptural forms such as umbrella shells, waffle slabs, and folded plates.¹⁶

Buildings designed in the New Formalism style have a carefully organized hierarchy of space, and an emphasis is placed on the structural grid of the building.¹⁷ A single volume structure is preferred, and the buildings are often separated from nature by being set on a raised podium or base. Such style buildings are designed on a larger urban scale and achieve a monumental presence by emphasizing symmetry and the axis or orientation of the building. Later versions of the idiom used exaggerated attic or penthouse spaces to anchor the building to the ground.¹⁸

The style was used primarily for high profile cultural, financial institutions, and educational facilities and civic buildings. Notable architects of the New Formalism movement include Edward Durrell Stone, Minoru Yamasaki, Edward Killingsworth, I.M. Pei, and Philip Johnson. Local examples of the style include the Los Angeles Music Center, Century Plaza Hotel, and the Ambassador Auditorium in Pasadena, as well as a few commercial buildings along Wilshire Boulevard in Beverly Hills.

HISTORICAL SIGNIFICANCE ASSESSMENT FRAMEWORK

Evaluation Criteria. In analyzing the historical significance of the subject property, criteria for designation under the City’s local landmark program was considered. Additionally, consideration of historical integrity and the State Office of Historic Preservation (OHP) survey methodology was used to survey and assess the relative significance of the property.

City of Beverly Hills Landmark Criteria. The City’s Historic Preservation Ordinance (Municipal Code Title 10 Chapter 3 Article 32; BHMC 10-3-32) authorizes the Cultural Heritage Commission (CHC) to recommend the nomination of properties as local landmarks to the City Council. The Council may designate local landmarks and historic districts by the procedures outlined in the ordinance. The Preservation Ordinance also establishes criteria and the process for evaluating and designating properties as potential local landmarks.

¹⁵ “New Formalism (1960-1975), Docomomo WEWA, < http://www.docomomo-wewa.org/styles_detail.php?id=27>, site accessed August 8, 2018.

¹⁶ *Ibid.*

¹⁷ *Ibid.*

¹⁸ *Ibid.*

An eligible property may be nominated and designated as a landmark if it satisfies the following requirements:

A. *A landmark must satisfy all of the following requirements:*

1. It is at least 45 years (45) years of age, or is a property of extraordinary significance;
2. It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period;
3. It retains substantial integrity¹⁹ from its period of significance; and
4. It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article.

B. *In addition to the requirements set forth in Paragraph A above, a landmark must satisfy at least one of the following requirements:*

1. It is listed on the National Register of Historic Places;
2. It is an exceptional work²⁰ by a master architect;²¹
3. It is an exceptional work that was owned and occupied by a person of great importance, and was directly connected to a momentous event in the person's endeavors or the history of the nation. For purposes of this paragraph, personal events such as birth, death, marriage, social interaction, and the like shall not be deemed to be momentous;
4. It is an exceptional property that was owned and occupied by a person of great local prominence;
5. It is an iconic property;²² or

¹⁹ In BHMC 10-3-3202, the Ordinance defines "substantial integrity" as "integrity that is considerable in importance, value, degree, amount, or extent, and that continues to exist, or would have continued to exist, but for work done without appropriate permits after the enactment of this architect."

²⁰ In BHMC 10-3-3202, the Ordinance defines "exceptional work" as "a remarkably superior example of architectural work that has been recognized as such by members of the architectural community. At a minimum, the work's exceptional quality shall have been documented by at least one of the following: a) it was the subject of a major architectural award; b) it was substantially discussed (i.e. not just mentioned) and photographically depicted in at least two (2) publications (e.g. a book, treatise, trade magazine article, film, or set of photographs made available to the public by an institutional archive) authored by acknowledged experts in the field of architecture. A monograph or publication made available to the public solely in electronic form and without any reasonable expectation of compensation to the author, or substantially authored by the architect of the work, shall not count toward this minimum."

²¹ In BHMC 10-3-3202, the Ordinance defines "master architect" as "an architect of widely recognized greatness in the field of architecture whose individual genius influenced his or her age."

²² In BHMC 19-3-3202, the Ordinance defines "iconic property" as "a property that has been visited and photographed so often by residents and visitors to the city that it has become inextricably associated with Beverly Hills in the popular culture and forms part of the city's identity to the world at large."

6. The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.

Historical Integrity. According to the National Park Service, “Integrity is the ability of a property to convey its significance.” In addition to meeting the criteria of significance, a property must have integrity. Integrity is the authenticity of a property’s physical identity clearly indicated by the retention of characteristics that existed during the property’s period of significance. Properties eligible for local landmark designation must meet at least two of the local landmark designation criteria and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their historical significance.

Both the National Register of Historic Places and the California Register of Historical Resources recognize the seven aspects of qualities that, in various combinations, define integrity. To retain historic integrity a property should 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. The seven qualities that define integrity are location, design, setting, materials, workmanship, feeling and association. The seven qualities or aspects of historical integrity are defined as follows:

- Location is the place where the historic property was constructed or the place where the historic event occurred.
- 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.

Building on the definition of integrity used by the National Register of Historic Places, the City’s Municipal Code under 10-3-3202, defines integrity as “the ability of a property to convey its historical significance through its location, design, materials, workmanship, feeling, relevant association, and character-defining features.”

EVALUATION OF LOCAL HISTORICAL SIGNIFICANCE

Application of City Landmark (Significance) Criteria. Based on the current research and the current assessment of the commercial property located at 9300 Wilshire Boulevard, it appears

to satisfy the necessary City of Beverly Hills landmark criteria for designation as a City Landmark. The property was evaluated according to statutory criteria, as follows:

A. A landmark must satisfy all of the following requirements (BHMC 10-3-3212(A)):

1. *It is at least 45 years (45) years of age, or is a property of extraordinary significance.*

The subject property was completed in 1964, and is over 45 years of age. Therefore, the property satisfies this criterion.

2. *It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period.*

The subject property possesses high artistic value and embodies the distinctive design concepts of the New Formalism style. The New Formalism attributes are evident in the form, shape, scale, material, and design of the modular concrete wall screen with obround embrasures that wrap the north (front) and side (east) elevations of the building. Collectively, the visual relationship between the building parts and the design as a whole manifest the distinctive characteristics of an architectural style and period. Therefore, the property appears to satisfy this criterion.

3. *It retains substantial integrity from its period of significance.*

The period of significance for the subject property is 1964, which is when it was constructed. But for the removal of the circular canopy at the front façade, removal of the aluminum window screens near the garage driveway opening along Rexford Drive, and the slight modification of the main entry portico the building retains the key elements to define its architectural style, association with master architect Sidney Eisenshtat, and its overall historic character from its period of significance. Therefore, the property appears to satisfy this criterion.

4. *It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article.*

The Wilshire-Rexford Office Building located along the Wilshire Corridor of Beverly Hills continues to have historic value to the community as an excellent extant example of a unique modern building designed with New Formalism inclinations. Therefore, the property appears to satisfy this criterion.

B. In addition to the requirements set forth in Paragraph A above, a landmark must satisfy at least one of the following requirements (BHMC 10-3-3212(B)):

1. *It is listed on the National Register of Historic Places.*

The subject property is not listed on the National Register of Historic Places.

Therefore, the property does not satisfy this criterion.

2. *It is an exceptional work by a master architect.*

The subject property was designed by master architect Sidney E. Eisenshtat, FAIA. Eisenshtat is included in the City of Beverly Hills' List of Master Architects and meets the City's definition of "master architect." While the property is a unique commercial building designed with New Formalism stylistic concepts, no information was uncovered to indicate it was "published" in any architectural journals or trade magazines, received an architectural award, or was discussed or photographed in a monograph on the architect's work or career. Pursuant to the City's Historic Preservation Ordinance the subject property does not satisfy the definition of "exceptional work" as defined in the ordinance. Therefore, it does not appear to satisfy this criterion.

3. *It is an exceptional work that was owned and occupied by a person of great importance, and was directly connected to a momentous event in the person's endeavors or the history of the nation. For purposes of this paragraph, personal events such as birth, death, marriage, social interaction, and the like shall not be deemed to be momentous.*

The archival data collected and reviewed on the property did not indicate that it was owned and occupied by a person(s) of great importance, as defined in the City's Historic Preservation Ordinance.²³ Therefore, the property does not appear to satisfy this criterion.

4. *It is an exceptional property that was owned and occupied by a person of great local prominence.*

The archival data collected and reviewed on the property did not indicate that it was owned and occupied by a person(s) of great local prominence, as defined in the City's Historic Preservation Ordinance.²⁴ Therefore, the property does not appear to satisfy this criterion.

5. *It is an iconic property.*

There is no indication that the property should be considered iconic within the city and does not meet the City's Historic Preservation Ordinance's definition of

²³ "Person of great importance" is defined in the City of Beverly Hills Historic Preservation Ordinance (BHMC 10-3-3202) as "A person whose activities had a substantial impact on the history of the nation, which impact can be demonstrated through scholarly research and judgment. At a minimum, a person of great importance is someone whose name and exploits were widely known across America during his/her lifetime, and whose widespread fame continues through to the present day. A person shall not be considered to be of great importance by virtue of his/her position or title, race, gender, ethnicity, or religion."

²⁴ "Person of great local prominence" is defined in the City of Beverly Hills Historic Preservation Ordinance (BHMC 10-3-3202) as "A person whose activities had a substantial impact on the history of the city of Beverly Hills that a public street or public park in the city was named after him or her."

“iconic property.”²⁵ Therefore, the property does not appear to satisfy this criterion.

6. *The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.*

The landmark designation procedure was expressly agreed to by the owner(s) of the property. Therefore, the property satisfies this criterion.

Character-defining Features. Every historic property is unique, with its own identity and its own distinguishing character. A property’s form and detailing are important in defining its visual historic character and significance. It is a property’s tangible features or elements that embody its significance for association with specific historical events, important personages, or distinctive architecture and it is those tangible elements; therefore, that should be retained and preserved.

Character refers to all those visual aspects and physical features that comprise the appearance of every historic property. According to *National Park Service Brief 17, Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character*, character-defining features include the overall shape of a property (building, structure, etc.), its material, craftsmanship, decorative details, interior spaces and features (as applicable), as well as the various aspects of its site and immediate environment (form, configuration and orientation).

The *Secretary of the Interior’s Standards for the Treatment of Historic Properties* defines historic character by the form and detailing of materials, such as masonry, wood, stucco, plaster, terra cotta, metal, etc.; specific features, such as roofs, porches, windows and window elements, moldings, staircases, chimneys, driveways, garages, landscape and hardscape elements, etc.; as well as spatial relationships between buildings, structures, and features; room configurations; and archaic structural and mechanical systems. Identifying those features or elements that give a historic property visual character and which should be taken into account and preserved to the maximum extent possible is important in order for the property to maintain its historical significance.

The key character-defining features associated with the 9300 Wilshire Boulevard property include, but are not limited to the following:

Overall Visual Aspects:

- Prominent location along Wilshire Boulevard on the southwest corner of South Rexford Drive
- Rectangular shape plan of the building

²⁵ “Iconic property” is defined in the *City of Beverly Hills Historic Preservation Ordinance (BHMC 10-3-3202)* as “A property that has been visited and photographed so often by residents and visitors to the city that it has become inextricably associated with Beverly Hills in the popular culture and forms part of the city’s identity to the world at large.”

- Two primary, symmetrical elevations (north and east)
- Flat roof with two-story extended perforated concrete modular, grid-like screen/parapet wall
- Smooth textured exterior concrete walls with vertical score lines at all four elevations
- Concrete modular, grid-like wall screens at north (front) and east (side) elevations with symmetrical obround openings
- Symmetrical fenestration pattern at north, east, south, west elevations
- Unadorned decorative concrete panels set at every floor within each elongated pilaster at north and east elevations
- Large floor-to-ceiling bronze color aluminum framed storefront windows at ground floor level (north, east elevations)
- Fixed bronze color aluminum framed windows with awning type bottom louvers deeply set within obround window embrasures at north and east elevations
- Fixed bronze color aluminum framed windows with awning type bottom louvers set flush on wall plane along east, south, and west elevations
- Floor to ceiling deeply set transitional fixed-pane, clear glass bronze aluminum framed windows with obscure glass spandrels set along east elevation
- Marble clad podium base set within raised concrete rim planter (north, east elevations)
- Recessed processional entry to lobby from Wilshire Boulevard with granite stairs, simple aluminum tube hand railings, smooth plaster ceiling with symmetrical score lines and canned light fixtures, and double glazed door with glass transom and flanking clear glass side lites.

CONCLUSION

The Wilshire-Rexford Building located at 9300 Wilshire Boulevard appears to satisfy the City's criteria for designation as a local Landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance (BHMC Title 10 Chapter 3 Article 32). This site appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B.

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APPENDIX

Location Map

Assessor Parcel Map

Sanborn Map

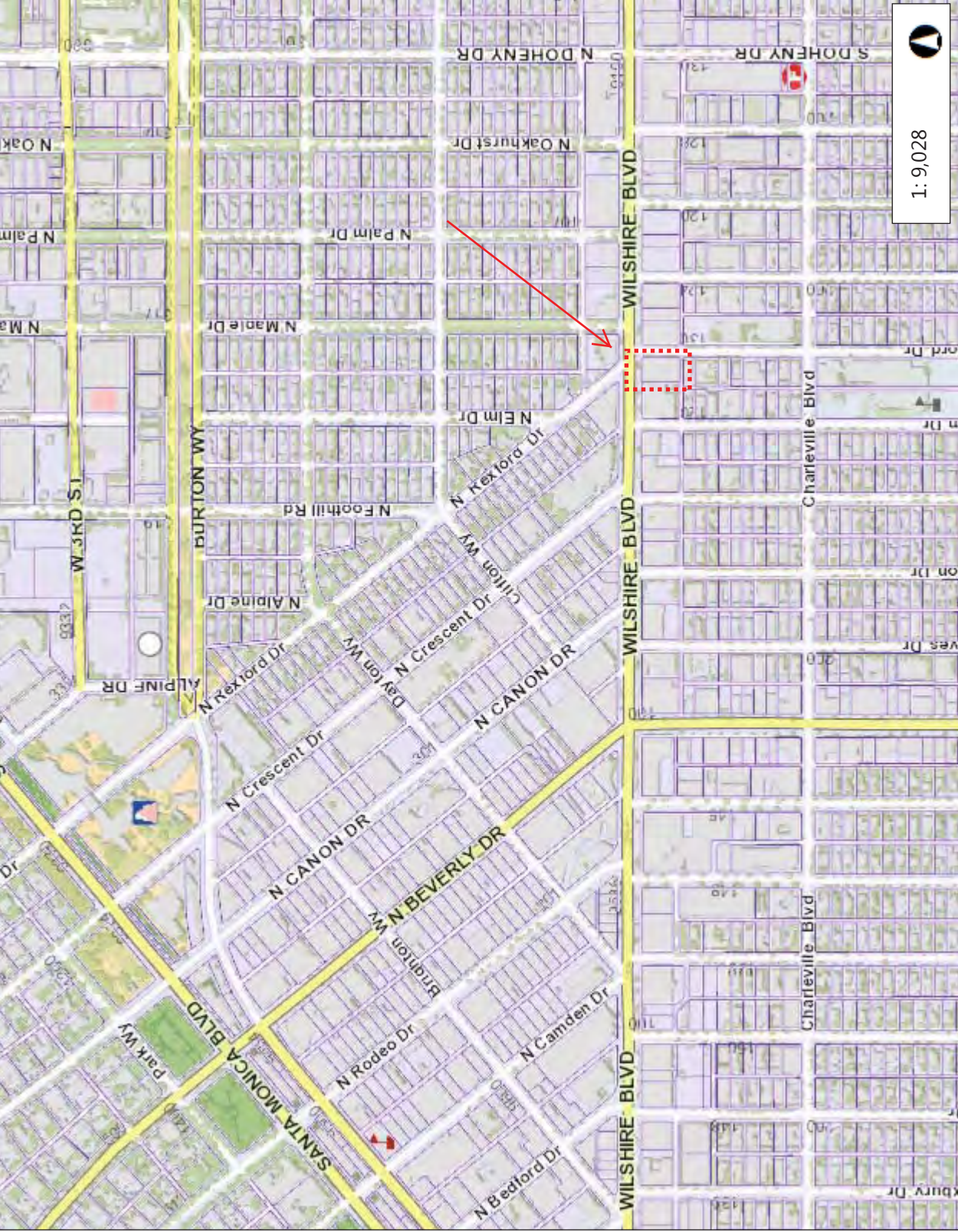
Ephemeral Material

Architectural Plans

Photographs (current)

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Location Map



Legend
 Parcels

Notes

9300 Wilshire Boulevard
 Beverly Hills, CA

1: 9,028



This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

CONDOMINIUM
TRACI NO. 47409
M.B. 1223 - 37 - 38

CONDOMINIUM
TRACT NO. 3234!
M.B. 913 - 24-25

CONDOMINIUM
TRACT NO. 31731
M.B. 840-81-82

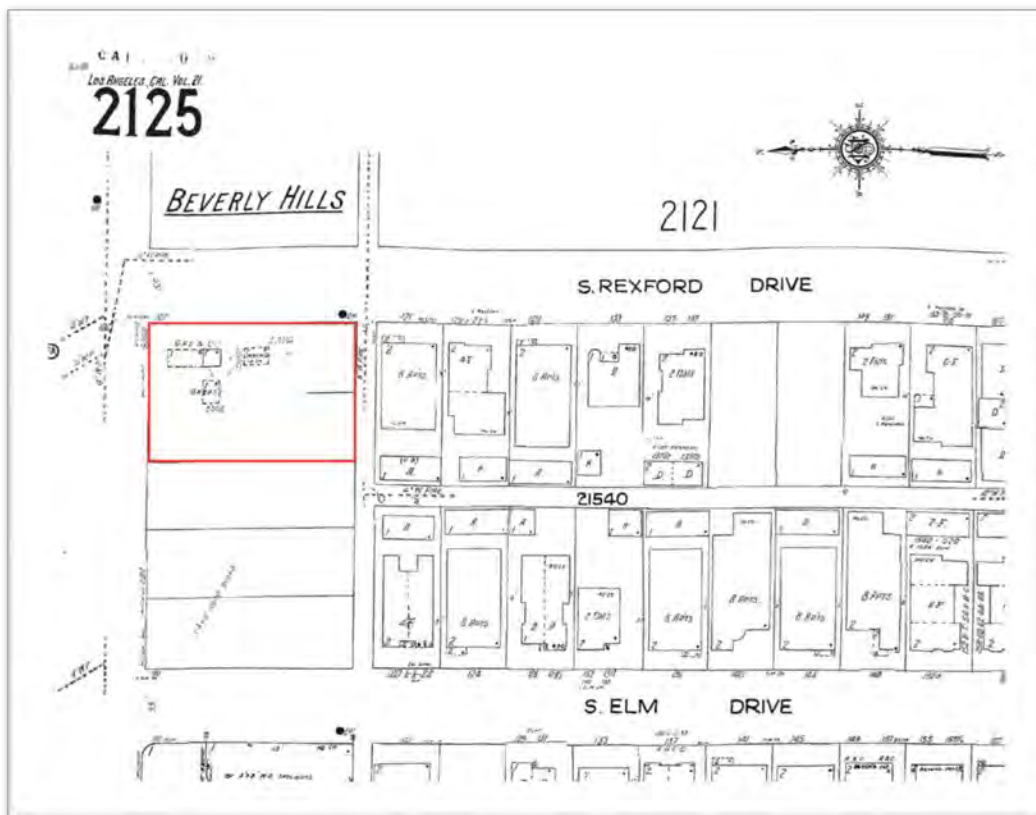
TRACT NO. 6380
M.B. 69-11-20

FOR PREV. ASSMT. SEE: 701-301 & 306

ASSESSOR'S MAP
COUNTY OF LOS ANGELES, CALIF.

CONDOMINIUM
PARCEL MAP
P. M. 309 - 19 - 20

CODE
2410



SANBORN FIRE INSURANCE MAP, Los Angeles (Beverly Hills), Sheet 2125, 1926-1950 paste-up

DEPARTMENT USE ONLY			
PLAN CHECK FEE	\$ 948 ⁵⁰		
BUILDING PERMIT FEE	\$ 1,897 ⁰⁰		
TOTAL FEE	\$		
PLANS CHECKED BY	CORRECTIONS VERIFIED BY <i>CD W7</i>		
APPLICATION APPROVED BY	<i>W7</i>		
BUILDING TYPE	GROUP & DIVISION		
<i>I</i>	<i>F-1, F-2</i>		
PLAN ON FILE	PLAN ON BACK	NO PLANS	
AREA OF BLDG.	NO. OF FAMILIES		
<i>64230</i>	<i>—</i>		
STORIES	HEIGHT		
<i>4 + PH</i>	<i>65'</i>		
FRONT SET BACK	SIDE SET BACK L.	R.	
<i>0</i>	<i>0</i>	<i>0</i>	
MATERIALS OF EXTERIOR WALLS			
<i>CONCRETE</i>			
BOND POSTED	INSURANCE POSTED	EXPIRATION DATE-INSUR.	
<i>YES</i>	<i>YES</i>	<i>NONE</i>	
ENGINEER <i>JOSEPH SHEFFET</i>			
ADDRESS <i>841 SEWARD</i> PHONE <i>HO 54849</i>			
STATE LIC. NO.	CITY LIC. NO.		

STREET ADDRESS OF JOB	<i>9300 Wilshire Blvd.</i>		
BUILDING	<i>Bldg W7</i>		
BEVERLY HILLS, CALIFORNIA			
LOT	BLK.	TR.	
<i>1417-1418</i>	<i>6386</i>		
DESCRIPTION OF WORK	<i>NEW Building</i>		
PROPOSED USE OR OCCUPANCY	<i>Office Building</i>		
OWNER	<i>9300 Wilshire Corp</i>		
OWNER'S ADDRESS	<i>9460 Wilshire</i>		
CITY AND ZONE	<i>B. H.</i> PHONE <i>CR 4-6514</i>		
CONTRACTOR	<i>Turats - Wittenburg</i>		
CONTRACTOR'S ADDRESS	<i>5075 Bixel Street</i>		
CITY AND ZONE	<i>L. A.</i> PHONE <i>HU 21210</i>		
STATE LIC. NO.	CITY LIC. NO.		
<i>18212434</i>	<i>134338</i>		
VALUATION OF JOB	<i>\$ 1,500,000⁰⁰</i>		
ARCHITECT	<i>Sidney Eisenstat</i>		
ADDRESS	<i>144 S. Beverly</i> PHONE <i>CR 16133</i>		
STATE LIC. NO.	CITY LIC. NO.		
<i>C-434</i>	<i>OK W7</i>		

— IMPORTANT —

Application is hereby made to the Director of Building and Planning for a permit subject to the conditions and restrictions set forth on the front and rear faces of this application.

1. The applicant certifies that all workmen shall be covered by Workmen's Compensation Insurance in accordance with the laws of the State of California governing the same.
2. Each person upon whose behalf this application is made and each person at whose request and for whose benefit work is performed under or pursuant to any permit issued as a result of this application agrees to, and shall, indemnify and hold harmless the City of Beverly Hills, its officers, agents and employees in accordance with the provisions of Section 9-9.201 of the Beverly Hills Municipal Code.
3. Any permit issued as a result of this application becomes null and void if work is not commenced within **SIXTY (60) DAYS** from date of issuance of such permit.

SIGNATURE OF APPLICANT *[Signature]*

APPLICATION FOR PERMIT

NOV-30-62 226590

B - 3 OFFICE COPY 50

JAN-30-63 231909

1897.00

Ground Broken for \$3 Million Office Building

J. B. Hanauer & Co., one of the largest municipal bond specialists in California, will establish its new home office at 9300 Wilshire, a \$3 million, multi-story structure, for which ground was broken at the southwest corner of Wilshire and Rexford Dr. last Monday.

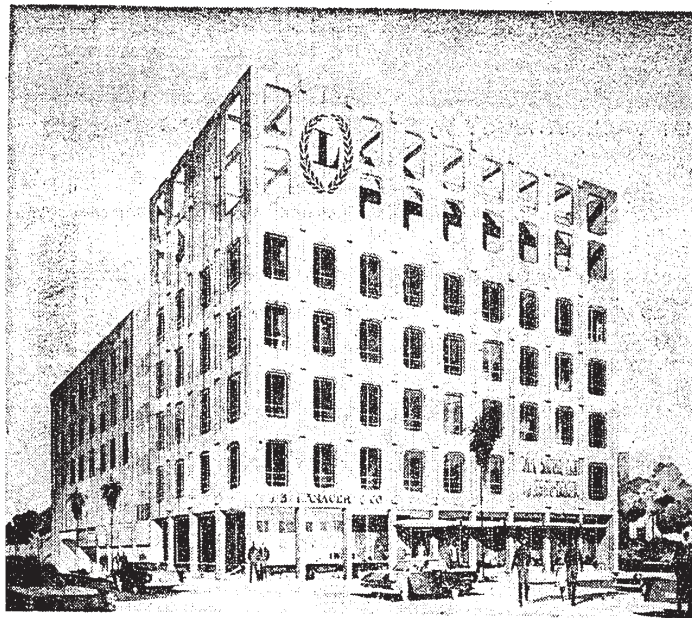
The 120,000-sq.-ft. building and garage was designed by architect Sidney Eisenshtat for builder Milton Gottlieb.

Attending the ceremonies were Mayor Leroy H. Watson, of Beverly Hills; Jack B. Hanauer, president, J. B. Hanauer & Co.; Benton Levton, vice president of Lytton Savings, which is financing construction; Carl Wittenberg, Sr., president of Twaits-Wittenberg Co., contractor.

The six-story structure provides four stories of office space with a two-story luxury mezzanine-penthouse and a three-level underground garage that will afford parking for 200 cars. Exterior walls of the building will consist entirely of reinforced concrete in a modular pattern of deep window embrasures.

Quarters to be occupied by the Hanauer firm include 10,000 sq. ft. on the ground floor fronting Wilshire, which will be set well back from the sidewalk and surrounded by a deep, marble-tiled planter.

The elevator lobby will be accessible by way of a broad stairway, sheltered by circular canopies along the Wilshire Blvd. front. Marble and wood paneling will enhance lobbies on individual floors.



WORK UNDER WAY -Sketch of Larwin Group Co. Beverly Hills headquarters.

Larwin Group to Move to New Headquarters

Larwin Group Co., the West Coast's largest builders and developers of homes and shopping centers, has purchased a five-story office building as the group's new headquarters, Lawrence Weinberg, head of Larwin, announced today.

The new building, under construction at 9300 Wilshire Blvd., Beverly Hills, was purchased from Milton Gottlieb, a Beverly Hills developer, and represents a total investment in excess of \$2.5 million, Weinberg said.

Completion of the 64,500-sq. ft. structure is due some time next month, Weinberg said. Larwin expects to complete the move into the new headquarters in May.

Parking

Designed by Sidney Eisenshtat & Associates, AIA, the building includes three levels of parking space to accommodate 200 automobiles. Atop the structure is a 2,700-sq. ft. penthouse.

"The increasing growth of the Larwin Group has made it necessary to obtain these new, larger quarters," Weinberg said. He pointed out that in almost 15 years, Larwin has built and sold nearly 10,000 homes and is planning construction of 2,100 single-family residences this year.

"This represents about \$1.75 billion in housing in the history of the Larwin Group," Weinberg noted.

For Lease

Larwin Fund, an affiliate of the Larwin Group which is developing multi-million-dollar shopping centers throughout California, also will be located in the new facilities.

The Larwin organization will occupy two floors of the new building, Weinberg ad-

ded, with the remainder available for lease. Currently, Larwin is headquartered at 8670 Wilshire Blvd., Beverly Hills. J. R. Hanauer & Co., municipal financial consultants, will lease approximately 10,000 sq. ft. on the ground floor of the new building, Weinberg said, and Brentwood Mortgage Corp., Beverly Hills-based mortgage banking firm with branches throughout the state, also will make its headquarters in the new building.

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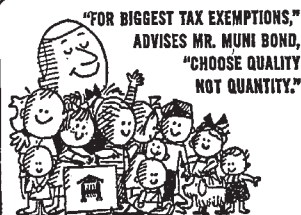
Vic Phillips admits it was a tough decision. "After all, I wasn't exactly a baby by then." But he's delighted he made the change. The pace of the investment field stimulates and challenges him. His clients are a constant source of interest. His income is excellent and increasing. He finds Hutton's facilities complete, our attitudes and atmosphere conducive to success.

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Larwin Group Moves Into New Building

Larwin Group Companies, developers of planned residential communities, new towns and shopping centers, have moved their headquarters to a new, Larwin-owned, six-story building at 9300 Wilshire Blvd. in Beverly Hills.

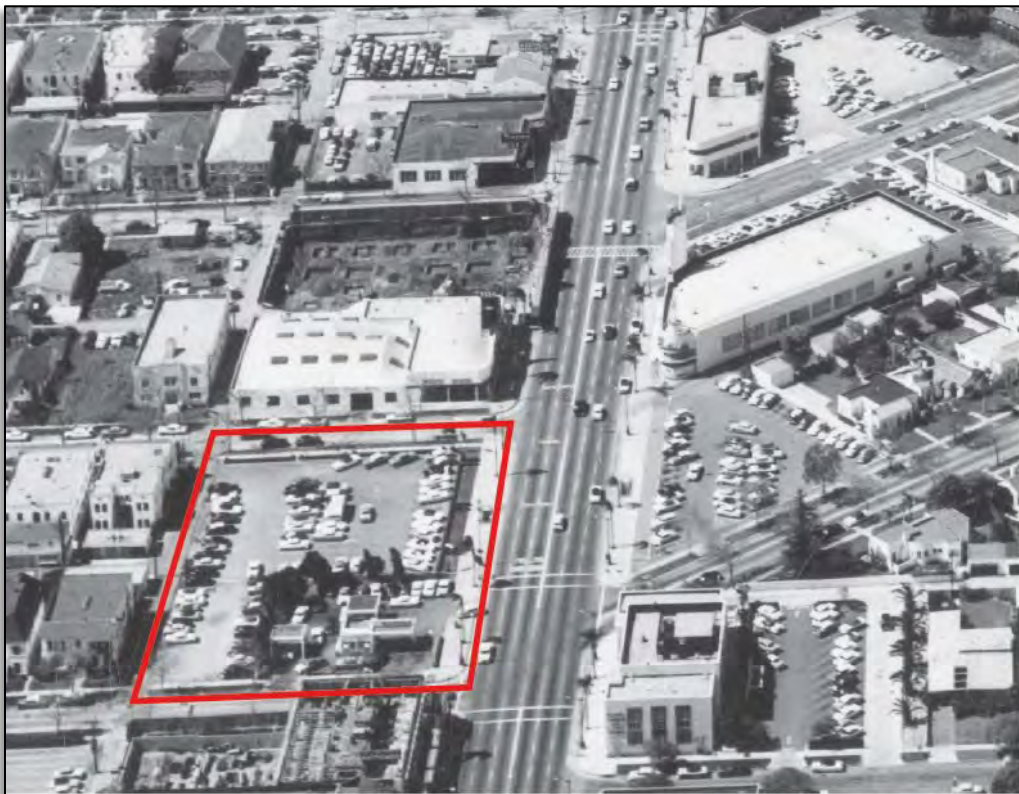
In addition to the company's community development and home building divisions, the Larwin Group includes Larwin Fund, a shopping center development organization, Brentwood Mortgage Co., and Wilshire National Corp.

Total Building

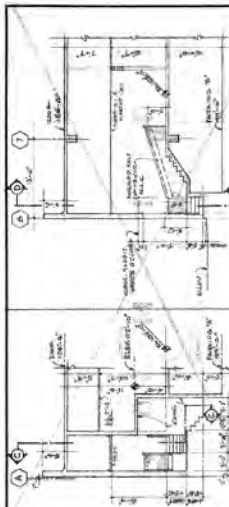
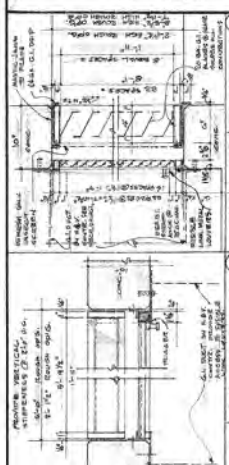
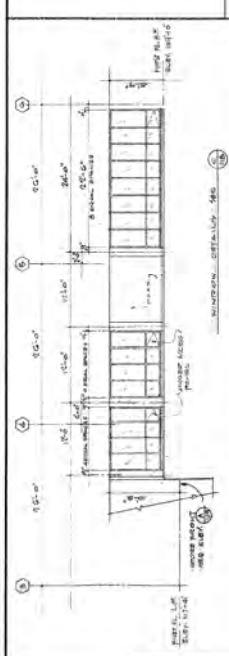
Begun in 1948, Larwin has built more than 11,000 single family homes in 30 Larwin-planned communities. Larwin Fund has planned and built shopping centers totalling approximately 750,000 square feet. Brentwood Mortgage is originating \$83 million in residential loans a year.

Designed by Sidney Eisenstat & Associates, Larwin's 64,000 - square - foot building includes six levels of parking space to accommodate 200 cars. Atop the structure is a 2,700-square-foot penthouse.

The Larwin organization will occupy two floors of the new building, with the remainder available for lease. Larwin was headquartered at 8670 Wilshire Blvd., Beverly Hills.



Historic Aerial Photograph, looking west, 1957
(The Benjamin and Gladys Thomas Air Photo Archives, Spence Air Photos)

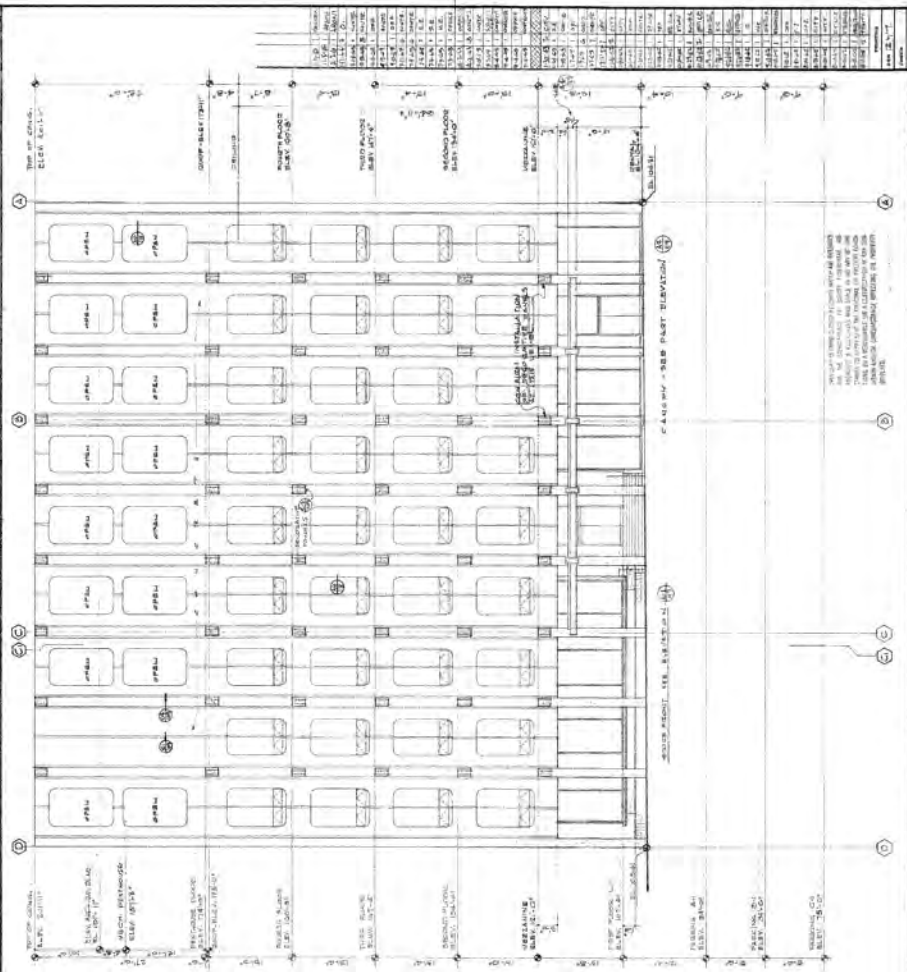
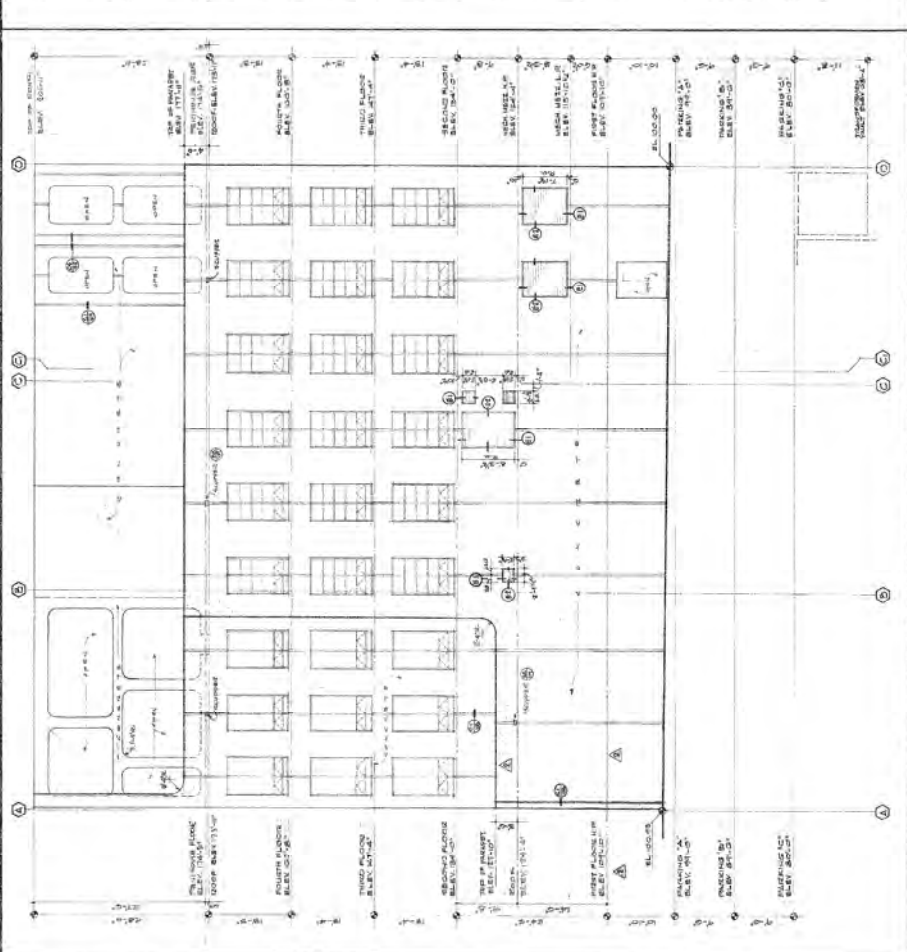


PARTIAL EAST INTERIOR ELEVATION - FIRST FLOOR DETAIL

JAMB & SILL

SECTION THRU LOUVER

SECTION THRU STILES



SOUTH (ALLEY) ELEVATION

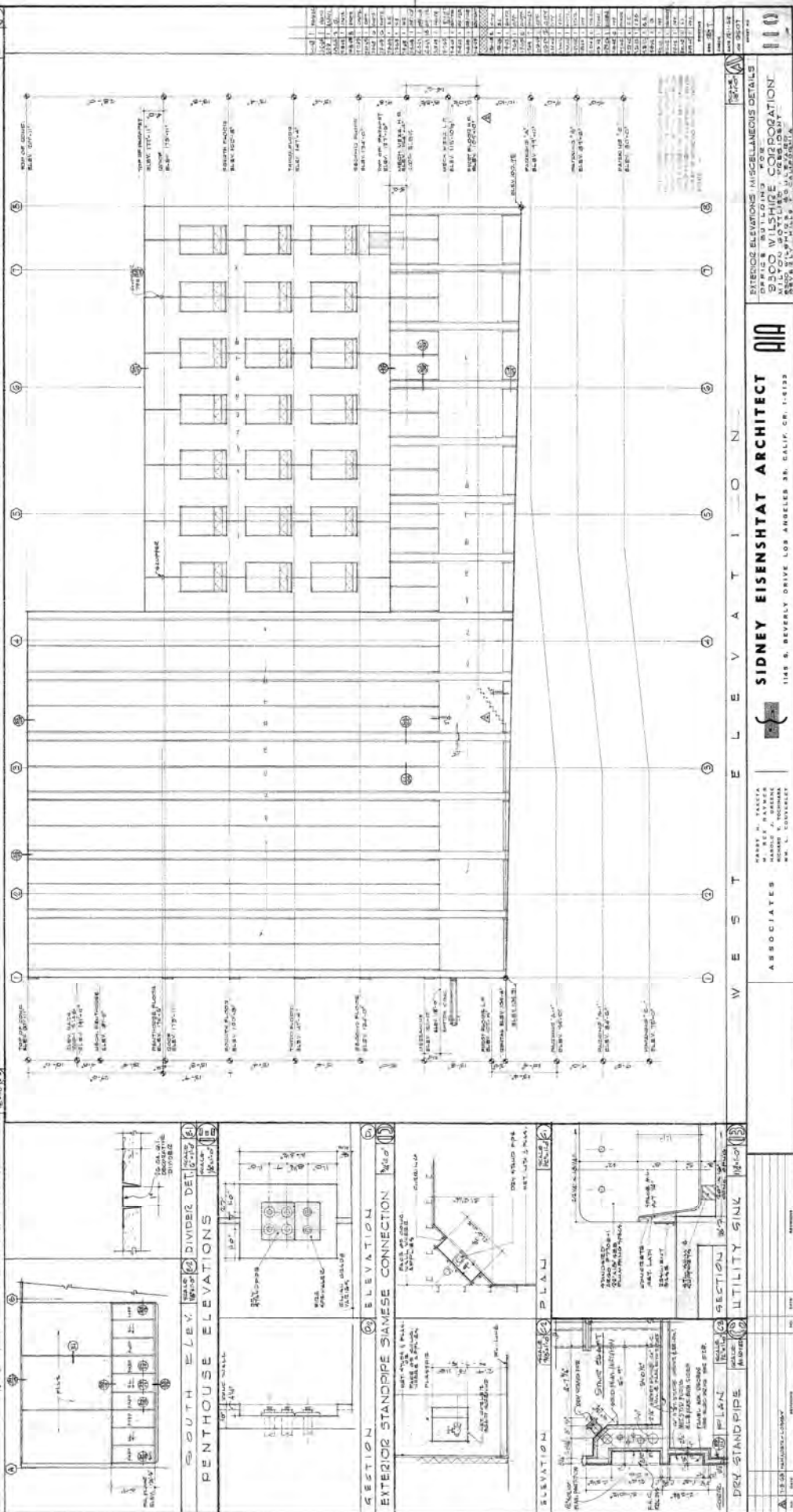
NORTH (WILSHIRE) ELEVATION

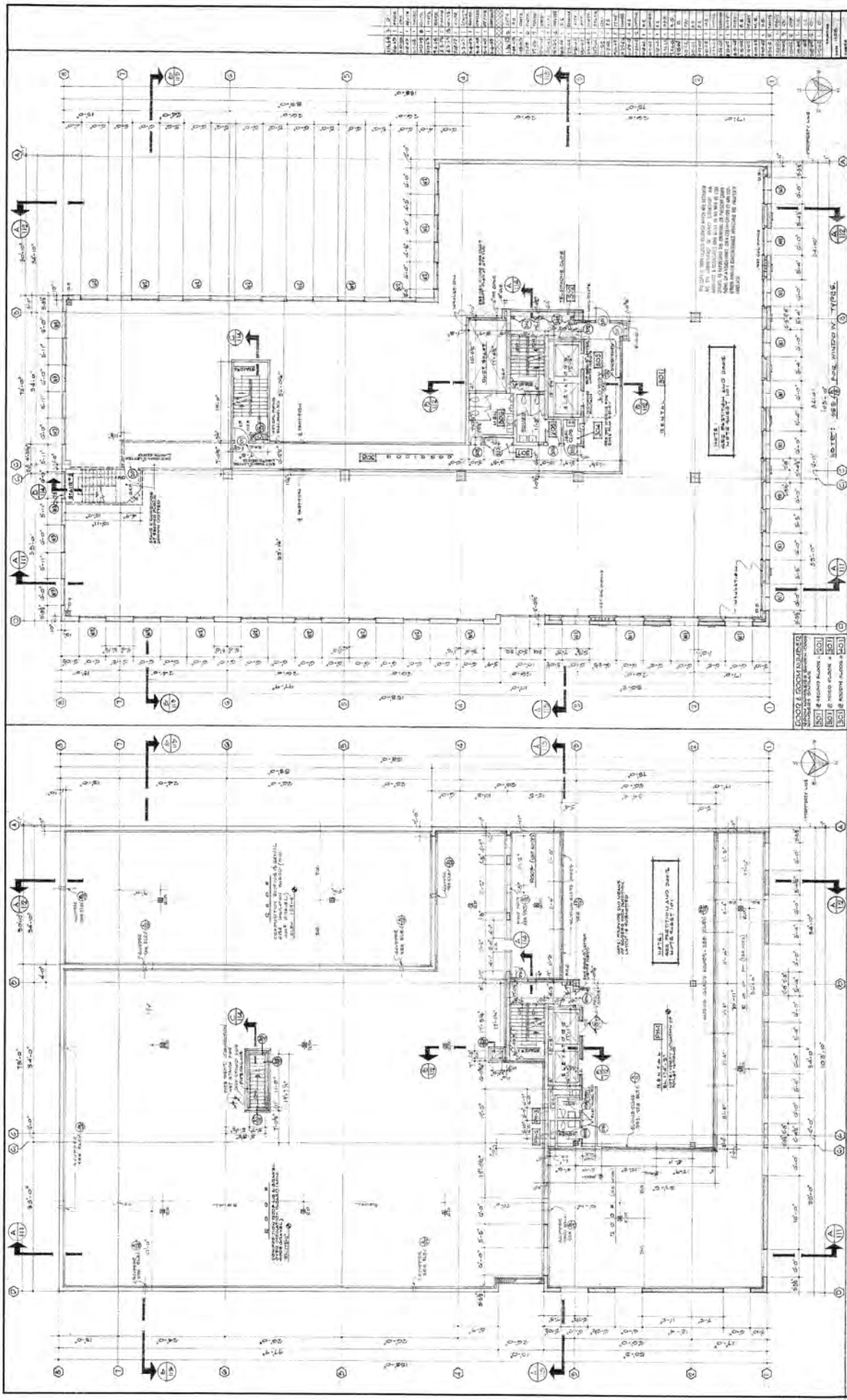
SOUTH (ALLEY) ELEVATION

NORTH (WILSHIRE) ELEVATION

ASSOCIATES
 1160 B. BEVERLY DRIVE LOS ANGELES 25, CALIF. CR. 1-6155
 SIDNEY EISENSTAT ARCHITECT
 1160 B. BEVERLY DRIVE LOS ANGELES 25, CALIF. CR. 1-6155
 WILSHIRE CORPORATION
 1160 B. BEVERLY DRIVE LOS ANGELES 25, CALIF. CR. 1-6155

EXTERIOR ELEVATIONS, MISC DETAILS
 100





200F PENTHOUSE & 200F PLAN

ASSOCIATES

W. K. F. FAY
W. K. F. FAY
W. K. F. FAY
W. K. F. FAY
W. K. F. FAY

SIDNEY EISENSTAT ARCHITECT
1140 S. BEVERLY DRIVE LOS ANGELES 26, CALIF. CH. 1-1132

9300 WILSHIRE CORPORATION
9300 WILSHIRE AVENUE
BEVERLY HILLS 20, CALIF.

PHOTOGRAPHS: 9300 Wilshire Boulevard



PHOTO - 1: Oblique view, looking southwest



PHOTO - 2: Oblique view, looking northwest



PHOTO - 3: East elevation, looking west

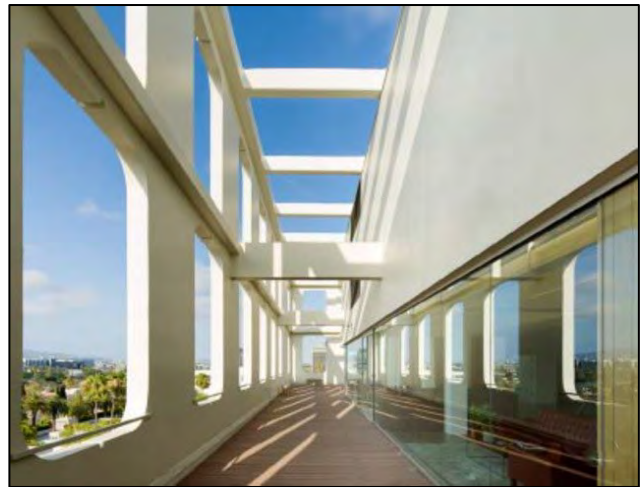


PHOTO - 4: Penthouse level (42floors.com)



PHOTO - 5: Northeast corner at ground level



PHOTO - 6: Garage access off Rexford Drive

PHOTOGRAPHS: 9300 Wilshire Boulevard



PHOTO - 7: Front façade along Wilshire Boulevard



PHOTO - 8: Fenestration detail



PHOTO - 9: Front lobby area, interior (42floors.com)



PHOTO - 10: Front lobby entrance (42floors.com)



PHOTO - 11: Front lobby entrance detail



PHOTO - 12: Front lobby entrance ADA access

OSTASHAY & ASSOCIATES CONSULTING

PO BOX 542

LONG BEACH, CA 90801

562.500.9451