



Cultural Heritage Commission Report

Meeting Date: April 12, 2017

Subject: **8554 Wilshire Boulevard**
Initiation of Nomination Proceedings for inclusion onto the Beverly Hills Register of Historic Properties for the Property Located at 8554 Wilshire Boulevard

Recommendation: Review the Initiation of the Historic Resource in conjunction with the Preliminary Evaluation Report and Recommendation from the Director

Regina - Fine Arts Theater



REPORT SUMMARY

The City's historic consultant, Jan Ostashay, had previously (January, 2014) completed a review of the available documentation for the "Regina - Fine Arts Theatre" at 8554 Wilshire Boulevard and confirmed its eligibility for designation as a local landmark and had provided the background and findings to justify that conclusion under Article 32, Historic Preservation Ordinance (Ord. 12-O-2617, eff. 2-24-2012), Section 10-3-3212: Landmark Designation Criteria. A resolution is attached recommending the Cultural Heritage Commission designate the "Regina - Fine Arts Theatre" at 8554 Wilshire Boulevard as a Local Landmark on the Beverly

Attachments:

1. City Landmark Assessment and Evaluation Report (2014)
2. Landmark Report Update Memorandum (2017)

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Cultural Heritage Commission Report

8554 Wilshire Boulevard – Landmark Initiation

April 12, 2017

Hills Register of Historic Properties. The Cultural Heritage Commission had previously begun initiation proceedings for this property on January 8, 2014 and nomination proceeding were commenced by the Commission on October 8, 2014 and the project was continued at the request of the applicant. The new property owner is bringing forth this application before the Commission at this time.

PRELIMINARY ASSESSMENT OF LANDMARK CRITERIA

The Regina - Fine Art Theater located at 8554 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 (Beverly Hills Municipal Code Title 10, Chapter 3, Article 32). The theater was designed in 1936 by Master Architect B. Marcus Priteca in the Art Deco architectural style. This property appears to satisfy all of the mandates of subsection A and one of the mandates under subsection B. An eligible historic resource within the City may be nominated and designated as a landmark if it satisfies all of the requirements set forth in Criterion A and two of the requirements set forth in Criterion B, as set forth in the Beverly Hills Municipal Code. Preliminarily, it appears that the subject property meets all of the necessary criteria as follows:

- Criteria A1: It is at least forty five (45) years of age, or is a property of extraordinary significance;
- Criteria A2: It possesses high artistic value or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period;
- Criteria A3: It retains substantial integrity from its period of significance; and
- Criteria A4: 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 (BHMC Title 10, Chapter 3, Article 32).
- Criteria B5: It is an iconic property. (An "iconic property" is defined 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." (BHMC §10-3-3202);
- Criteria B6: The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.

Report Reviewed By:

Mark Odell
Urban Designer



Cultural Heritage Commission Report

8554 Wilshire Boulevard – Landmark Initiation

April 12, 2017

Attachment 1

City Landmark Assessment and Evaluation Report (2014)

CITY LANDMARK ASSESSMENT & EVALUATION REPORT



JANUARY 2014

REGINA-FINE ARTS THEATRE

8554 – 8558 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

CITY LANDMARK ASSESSMENT AND EVALUATION

Regina-Fine Arts Theatre (1937)

8554 - 8558 Wilshire Boulevard

Beverly Hills, CA 90211

APN: 4333-018-030

INTRODUCTION

This landmark assessment and evaluation report, completed by Ostashay & Associates Consulting for the City of Beverly Hills, documents and evaluates the local significance and landmark eligibility of the property referred to as the Regina-Fine Arts Theatre located at 8554 - 8558 Wilshire Boulevard in the City of Beverly Hills, California. This assessment report includes a discussion of the survey methodology used; a summarized description of the property; a brief historic context and history of the property; the landmark criteria considered in the assessment; evaluation of historical significance; photographs; and applicable supporting materials.

METHODOLOGY

The landmark assessment was conducted by Jan Ostashay, Principal with Ostashay & Associates Consulting. In order to identify and evaluate the subject property as a potential local landmark an intensive-level survey 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 (HRI) list maintained by the State Office of Historic Preservation (OHP) in order to determine if any previous evaluations or survey assessments of the property had been performed.

For this current historical analysis a site inspection was also conducted and a review of building permits and tax assessor records were performed to assess the property's existing condition and assist in evaluating the structure for historical significance. The City of Beverly Hills landmark criteria were employed to evaluate the local significance of the property and its eligibility for landmark designation. In addition, the following tasks were performed for the study:

- Searched records of the National Register, California Register, and OHP Historic Resources Inventory.
- Conducted a field inspection of the subject property.
- Conducted site-specific research on the subject property utilizing Sanborn fire insurance maps, city directories, newspaper articles, historical photographs, and building permits.

- 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 criteria established by the City of Beverly Hills and utilized the OHP survey methodology for conducting survey assessments.

FINDINGS

The Regina-Fine Arts Theatre building appears to meet the City's criteria for designation as a local landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance (BHMC 10-3-3212(A)(B)(C)). The subject property satisfies the requirement of subsection A., which requires that at least two of the six BHMC 10-3-3212 "significance" criteria be met. Upon conclusion of the assessment and evaluation the property appears to satisfy three of the "significance" criteria: criterion A.1, A.3, and A.4. It also meets the requirements of subsection 10-3-3212(B), which requires that: "The property retains integrity from its period of significance," and subsection 10-3-3212(C), which requires that: "The property has historic value."

BACKGROUND INFORMATION

The Regina-Fine Arts Theatre building is situated along the south side of the busy Wilshire Boulevard corridor just east of South Stanley Drive and west of South Le Doux Road. Charleville Boulevard is immediately to the south (rear) of the theatre site and La Cienega Boulevard is a few blocks to the east. Located on Tract No. 4988, the subject property occupies lot 655 and the eastern half of lot 656.

The subject property was previously identified and evaluated for historical significance as part of the City's on-going historic resources survey efforts. The property was first evaluated and recorded under the 1986 city-wide survey and at that time was found to be historically significant and eligible for local designation as part of a small thematic grouping of Art Deco style neighborhood theatres along Wilshire Boulevard (the State Office of Historic Preservation upgraded this finding to individually eligible for National Register listing). It was re-assessed; however, incorrectly as part of an update survey conducted in 2004, which identified and recorded the property as demolished. An additional survey of the property conducted in 2006 also erroneously identified the property as demolished. As such these two previous survey evaluations are neither relevant nor applicable.

PROPERTY DESCRIPTION AND CONSTRUCTION HISTORY

Description. Building permits were pulled in 1936 and the building was completed a year later. The voluminous one-story movie theatre designed by the noted architect B. Marcus Priteca exhibits many key features of the Art Deco style, including its asymmetrical marquee and stepped tower. With approximately 6,862 square feet of space the building has a rectangular shape footprint that fronts Wilshire Boulevard. Architecturally, shallow setbacks, reeding, and a strongly geometric pattern articulate the tower and the parapet on either side of it. Below the

parapet, the north (primary) elevation of the stucco structure contains two storefronts and the centered theatre entrance. This floor plan configuration with central theatre space and adjacent flanking storefronts typify the kind of local movie theatre design that was prevalent in Southern California in the 1930s.

Architectural details include reeded piers that anchor the corners of the building while a horizontally grooved ban tops the openings. The storefronts have been re-glazed and the once recessed storefront openings have been pulled to the northern property line. The once open foyer has been enclosed with aluminum framed glazing, double doors and a faux partially reconstructed non-original ticket booth. The marquee, with the exception of its name, is original as are its accented miniature "pilasters" and neon lighting.

In terms of the historic interior spatial relationships of the theatre the foyer, lobby and auditorium with narrow stage are still evident. Despite previous interior modifications made to the foyer, lobby, and flanking shop units, the auditorium space still retains some early elements of its original use and design, including the metal theatre seats, narrow stage, racking floor, quilted wall coverings and plaster ornamentation on the side walls, decorative sunburst feature on the ceiling, reeded curved entrance walls into the auditorium from the lobby area, reeded plaster columns at the rear doorways adjacent the stage, and floor to ceiling expressionistic painted murals of palm trees on both side walls of the stage (murals are severely deteriorated and compromised). The highly ornate metal light fixtures on the ceiling in the auditorium replaced original fixtures as part of the building's remodel in 1993.

The Cecchi Gori film company took over the property and renovated it in 1993. Theatre designer Joseph Musil, who also assisted in the re-model of the El Capitan Theatre in Hollywood and the Crest Theatre in Westwood, brought his colorful, but historically unsympathetic theatrical flair to the re-christened Cecchi Gori Fine Arts Theatre. The entire lobby area was remodeled and enclosed at the sidewalk frontage with aluminum double glazed doors. The front of a faux stand-alone ticket booth was built and sandwiched between the flanking glazed double doors. In addition, the lobby was enlarged by encroaching into the flanking storefronts and extending the rear wall of the lobby slightly into the auditorium space. A new, larger screen was installed several feet in front of the old proscenium to accommodate wider film aspect ratios. This re-configuring and the use of somewhat wider seats reduced the theatre's seating capacity to 410. The storefront space (8558 Wilshire Blvd.) to the west of the lobby was converted into a full concession stand while the other storefront space (8554 Wilshire Blvd.) was re-modeled to allow for the expansion of the women's restroom (for more stalls and sinks). The original "theaterette" (crying room) window from the auditorium to the women's restroom area was also covered over as part of this work. The theatre's original Art Deco neon marquee and façade; however, were not touched by the 1993 remodel and remain essentially unaltered today.

Building Permit History. A review of building permits indicate that the property has undergone some exterior and interior changes since it was built in the late 1930s. The exterior storefront units have been altered by the replacement of entry doors and fenestration. The interior foyer,

lobby and restroom spaces have been modified and some interior wall planes within the foyer area and storefront units have been relocated or removed. Some changes have also occurred to the theatre's interior auditorium space, most of which were in-kind. Relevant permit history that has been recorded with the City of Beverly Hills includes the following:

MO/YEAR	DESCRIPTION OF WORK
May 1936	Office building (illegible)
Aug 1936	Steel sign tower (\$1000); (stores and garage under construction)
Nov 1936	Motion picture theatre (\$4000); building alterations "convert office building to theatre"
Dec 1948	Remove existing ceiling/replace with new ceiling in marquee, change name on marquee (\$900)
Dec 1948	Addition of new stairs (second egress) from projector room (\$500)
Dec 1948	Install temporary ticket office in store (\$500)
Dec 1948	Install small awning over window on west end of building (\$40)
Dec 1948	Install double face vertical neon sign at center front of building (\$2000)
Oct 1954	Install temporary bleacher seats on sidewalk for motion picture premier on 11-4-1954 (\$75)
Aug 1957	Remove auditorium doors and build new light locks to aisles of auditorium (\$3500)
Sept 1957	Enclose toilet and wash bowl (\$150)
Sept 1961	New box office, new showcases, three new pairs of entry doors (\$5500)
Nov 1961	Install temporary bleachers for premiere on Nov 21, 1961 only (\$200)
Oct 1968	Install temporary bleachers for premiere on Oct 24, 1968 only (\$200)
Nov 1991	Re-roof (\$8800)
Apr 1993	Theatre remodel (lobby, auditorium, restrooms, concessions, selective demo, etc. (\$100,000+)
Feb 2008	Install fire sprinkler system and evacuation system (\$6000)

The building is currently in fair condition. The interior spaces of the flanking commercial units with their small mezzanine floors have been extensively altered and incorporated into the larger theatre space and converted to use as restrooms and a concession stand that serves the theatre facility. However, the interior spatial relationships that define the design and function of a neighborhood theatre (distinct foyer, lobby, auditorium spaces, etc.) are still visually evident. Many of the property's key exterior features such as the configuration of the façade

with central foyer and flanking storefronts; prominent Art Deco inspired vertical signage and tower; projecting neon lit marquee; and its general massing, scale, design, function, location, roof form, and siding material are intact. In consideration that it is the last remaining neighborhood theatre in the City, the evident changes have not so significantly compromised the property's original architectural design, historical integrity, or notable 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.¹

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.² 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.³

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. Throughout the late 1920s and 1930s sophisticated period revival

¹ *Beverly Hills Historic Resources Survey 1985-1986*, pg. 5.

² *Ibid*, pg. 8-9.

³ *Ibid*, pg. 11.

styles dominated the domestic 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 of early nineteenth century architectural forms, it used simple, primary forms and blank wall surfaces to project exclusivity and sophistication.⁴ Beverly Hills' domestic architecture in the post-World War II era saw the incorporation of Revival references in its new housing stock, and also the introduction of contemporary, luxury designs reflective of the Mid-century Modern idiom.

Commercial building design witnessed a similar evolution. Early buildings in the downtown triangle tended to be influenced by revival styles, including Spanish, Renaissance, and other Mediterranean references. The Art Deco and Streamline Moderne styles were also embraced in the 1920s and 1930s, paving the way for a more modern sensibility that was partially realized in several Art Moderne/Streamline Moderne and Hollywood Regency business establishments. While a taste for the Colonial Revival persisted in commercial buildings in Beverly Hills, in the years following World War II modernism was fully accepted, with numerous examples of the Corporate International Style and New Formalism peppering the business triangle and spreading east and west on Wilshire Boulevard.

American Movie Theatres. In the year following the turn of the 20th century, moving picture theatres enjoyed a remarkable rise in popularity. Almost unknown in 1903, there were between 5,000 and 10,000 moving picture theatres in the United States by 1910. A strong national economy and a rapidly growing population supported the popular entertainment business. The earliest movie theatres, often known as nickelodeons, occupied storefronts in the main streets of commercial districts across the country between 1900 and 1915. By 1915, enterprising business people began constructing buildings specifically to house movie theatres.

Following the first quarter of the 20th century, movie-going became an established practice across the country, and patrons witnessed the birth of a distinctly modern and quintessentially American architectural creation, the neighborhood motion picture house. While theatres in the downtown areas became known as movies palaces, the neighborhoods boasted having their own movies houses. The unique development and functional necessities of the film business demanded more than imitation. The architects of this new building type were faced with complex needs requiring a vast collection of rooms under one roof. Often times, neighborhood theatres were designed with flanking storefronts, a typical scheme of the 1920s and 1930s property type, to attract both shoppers and theatre-goers.

The exterior of these theatres helped to fill this role, using forms and styles that made them stand out from their surroundings. As with earlier generations of live theatres and opera houses, the primary facades of movie theatres expressed the popular architecture of their day. Creative owners took advantage of stock terra cotta ornament to embellish the fronts of their theatres while others adopted the stylized features of the Jazz era into their facades. By the 1930s and 1940s geometric Art Deco and Streamlined Moderne motifs were popular for movie

⁴ *Ibid.* pg. 17.

theatre design. A broad canopy marquee, often accompanied by a towering vertical sign, announced the building's name and purpose. To make sure that nobody missed the message or the latest film, tracer lights and/or neon were used to trim the often elaborate signs. To help sell tickets, ornately decorated box offices, typically stand alone, were often added to the foyer area of theatres. Inside, the architects sought to impress theatre goers with an abundance of lobby space. Chair stands were typically tailored to match the overall décor of the theatre. The auditorium lighting had to be sufficiently bright for patrons to find their seats, but otherwise subdued for proper atmosphere and film viewing. Cove lighting was one solution; concealed by ornamental surfaces and features, cove lights bathed the auditorium in a soft multi-color glow. Backstage equipment included the usual rigging and lighting for stage performers, if the theatre was so designed for live productions. Asbestos curtains were included to shield the audience in case of fire on stage. Architects developed circulation patterns to ensure safety and convenience. Aiding their efforts were the theatre's own ushers, many of them uniformed and trained, who provided additional assistance in entering and exiting the auditorium. Together, it provided and defined the unique building type of the local neighborhood movie theatre.

Beverly Hills Neighborhood Theatres. The Regina-Fine Arts Theatre is located along Wilshire Boulevard, one of the main east-west thoroughfares in the city that runs from downtown Los Angeles through Beverly Hills and ending at the beach in Santa Monica. An important component of the Wilshire Boulevard economy was its entertainment facilities. By the late 1930s Beverly Hills had five motion picture theatres of varying size and capacity in operation. Four of the five theatre houses were designed in the Art Deco style and all were sited on or adjacent to Wilshire Boulevard. The earliest of these theatres was the monumental Beverly Theatre that was built as a vaudeville playhouse and movie theatre in 1925. Designed by architect L.A. Smith in the Moorish style it was located near the northeast corner of Beverly Drive and Wilshire Boulevard. The Fox Wilshire Theatre (now referred to as the Saban Theatre) was designed by prominent theatre architect S. Charles Lee and was built in 1930 as a grand Art Deco style movie palace at the southeast corner of Hamilton and Wilshire Boulevard. A year later the notable Art Deco inspired Warner Brothers Theatre designed by the prominent theatre architect B. Marcus Priteca was built at the southwest corner of Wilshire Boulevard and Canon Drive.

Automobiles profoundly affected many aspects of twentieth century life, including movie going habits. Theatre designs were responding to the needs of the automobile by the mid-1930s. Owing to changes in aesthetic ideas as well as budgetary considerations, theatre design became increasingly restrained and simpler, drawing closer to commercial Art Deco and the strand of Modernism that challenged historical principles. Streamlined design reached its peak during the mid to late 1930s, by which time the movie palace had been replaced by the next phase of movie theatre design, the neighborhood theatre house.

As a result of this nationwide trend, two small neighborhood movie houses were built in Beverly Hills also along Wilshire Boulevard in the late 1930s. Both buildings were built in 1936 and completed in 1937; however, the Regina Theatre (later changed to the Fine Arts Theatre)

was designed by B. Marcus Priteca while the Elite Theatre (later changed to the Music Hall Theatre) was designed by Wilfred Verity. These buildings were large volume one-story Art Deco houses with adjacent storefronts and typified the kind of local movie theatre that was so prevalent in southern California prior to World War II.

Unfortunately, the establishment of a number of small shopping-center movie houses beginning in the late 1960s and 1970s and later the construction of multi-screen cinema complexes helped hasten the demise of many small neighborhood theatres. The change in movie-going trends, the skyrocketing cost of land and potential development opportunities also affected viability of the neighborhood theatres. In Beverly Hills, three of the five early movie theatre venues have been demolished. The only remaining physical representations of this unique property type in the city are the palatial Saban Theatre (formerly the Fox Wilshire Theater) and the neighborhood Regina-Fine Arts Theatre. The Saban Theatre operates today primarily as a live theatre facility while the Regina-Fine Arts Theatre has been closed since 2010, though it had continued to show motion pictures prior to its closing.

Regina-Fine Arts Theatre. The subject property (currently vacant) is situated on an irregular shape parcel measuring approximate 132 feet (west) by 63 feet (north) by 119 feet (east) by 60 feet (south). The theatre was built along the commercial business thoroughfare of Wilshire Boulevard within the City of Beverly Hills and adjacent to the City of Los Angeles to the east. The backside of the property (south side) abuts some of the City's residential housing stock dating from the 1920s and 1930s. Because of its geographic location along Wilshire Boulevard and near La Cienega Boulevard the theatre offered similar program features as the movie palaces in downtown Los Angeles or Hollywood.

With building permits pulled in 1936, the theatre was built for businessman Joseph De Bell at a cost of roughly \$75,000. Architect B. Marcus Priteca was responsible for the design and S.E. Sonnichsen, an associate of Priteca's firm, supervised the construction of the property. At the same time, De Bell also financed and built the adjacent commercial building to the west (8560 – 8586 Wilshire Boulevard), which incorporated similar architectural ornamentation and stylistic characteristics as the theatre.

Typical of the period, the theatre was built with a central auditorium space with small stage, an entry foyer, and lobby, along with flanking commercial storefronts. Constructed with approximately 800 seats the Wilshire Regina Theatre, as it was initially called, officially opened on April 21, 1937. The first program included a double featuring the films "That Girl from Paris" and "Black Legion." According to the newspaper advertisements of the time, the admission fee was 25 cents for adults and 10 cents for children. When it was built the theatre featured a stand-alone ticket box in the foyer, a fountain in the lobby, and a "theaterette" or crying room in the ladies lounge. The theatre changed hands and name (Fine Arts) in 1948 when Fox West Coast Theatres took it over and remodeled portions of the exterior and interior to reflect the Post-World War II taste and trends of the time. It operated as a Fox theatre for several years with a seating capacity of roughly 700. Re-launching as the Fox Fine Arts, the opening feature on December 28 was the film "The Red Shoes." The anchoring storefront units continued to

operate over the years as various commercial ventures, including a shoe shop, barbershop, ladies clothing store, etc.

The property continued to operate as a Fox West Coast theatre house for several years eventually changing ownership to the National General Theatres and then Mann Theatres. Laemmle Theatres purchased the building in 1984 and operated it until 1993 when it was taken over by Cecchi Gori Films. It was at this time that the theatre underwent major renovation to its interior features. The remodeling work included the conversion of the flanking retail shops into additional spaces of the theatre. In addition, Art Deco inspired decorative features and furniture were added to the lobby and auditorium areas as part of the renovation work. And a larger movie screen was installed in front of the original elevated stage area. Almost ten years after re-opening the Cecchi Gori Fine Arts Theatre closed in 2004. A year later the theatre was leased to the Screening Services Group and re-opened in 2005 with the U.S. premiere of the film "Mrs. Henderson Presents." During this time it was utilized primarily as a rental venue and the theatre was then equipped to handle multiple film and video formats, including 2K Digital Cinema and Dolby Digital EX. In 2009, Cecchi Gori Films took over ownership of the theatre once again and operated it for a short time. The venue ultimately closed in the fall of 2010 and has remained vacant since that time.

Art Deco. The Regina-Fine Arts Theatre is a local representative example of the Art Deco style as used in structures of modest size and of the type of building (an auditorium combined with small storefronts) that housed neighborhood movie theatres during the period. The Art Deco style was introduced at the 1925 Exposition des Arts Decoratifs in Paris, France. Although the United States did not participate, the Exposition's influence impacted building design across the country through the end of the Great Depression of the 1930s. The Art Deco style advocated the extensive use of applied decoration, in contrast to the Modernist Movement, which used abstraction instead of decoration. Art Deco designers believed that the applied decoration should be new in form, reflecting the character of the 20th century, instead of heralding the past based on classical precedent. Stylized elements of Eastern, Egyptian, and Mayan influence were commonly incorporated into the decorative treatments of the design. Also commonplace was ornamentation mirroring machine and automobile patterns and shapes, such as stylized wheels and gears, as well as natural elements such as sunbursts and flowers.

Simple geographic forms with a strong vertical emphasis characterize most Art Deco buildings. This verticality is accomplished through the use of pyramidal or stepped roof lines, parapets, towers, tall pylons, façade stepbacks, pilasters, fluted piers, and elongated windows. The style often features zigzag or chevron geometric patterns and exterior surfaces clad in tile or glazed in terra cotta. A characteristic feature of the style found in the subject property is the stylized stepped parapet and tower element. Art Deco properties sometimes incorporate newer materials in their construction and design such as aluminum and plate glass.

Benjamin Marcus Priteca, architect. Theatre architect B. Marcus Priteca, as he was referred to, was born in Glasgow, Scotland in 1881. He attended George Watson College and continued his studies at Edinburgh University graduating in 1907 and later from The Royal College of Fine Arts

in 1909. Priteca completed his architectural apprenticeship under Robert MacFarlane Cameron in Edinburgh before coming to the United States.

In July 1909, Priteca settled in Seattle where he immediately went to work as an architect. A year later he met Alexander Pantages, a Seattle resident and theatre owner, for whom he subsequently designed theatres throughout the United States and Canada. Prior to moving to Los Angeles in 1922, Priteca had designed theatres in Memphis, Tennessee; Kansas City, Missouri; Fort Worth, Texas; and Salt Lake City, Utah. He remained in Los Angeles until 1929, when he returned to Seattle where he continued to design theatres nationwide for various clients. At one time or another Priteca had branch offices in Oakland, San Francisco, and Los Angeles. B. Marcus Priteca designed over 150 theaters for four different theater chain clients. In southern California his portfolio of work included the Pantages Theatre in downtown Los Angeles (1920), the Warner Grand Theatre in San Pedro (1931), the Warner Theatre in Huntington Park (1930), the Warner Theatre in Beverly Hills (1931), the Pantages Theatre in Hollywood (1929), and the Regina (Fine Arts) Theatre in Beverly Hills (1938). His architectural work went beyond theatre design as he also provided architectural services to a number of projects in and around the Seattle area, including the Congregation Bikur Cholim Synagogue, the Jewish House Educational Center, and the Longacres Racetrack, among other projects. He was named a fellow by the American Institute of Architects in 1951, and continued his design practice in Seattle almost right up to his death in 1971.

EVALUATION OF HISTORICAL SIGNIFICANCE

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. Under the City's criteria a property must be more than 45 years old, unless it possesses exceptional significance; retain sufficient historical integrity to physically illustrate its significance; and satisfy significance criteria.

To be eligible for local designation as a historic landmark, properties must satisfy the following criteria:

A. The property meets at least two of the following (significance) criteria:

1. Is identified with important events in the main currents of national, state, or

local history, or directly exemplifies or manifests significant contributions to the broad social, political, cultural, economic, recreational, or architectural history of the Nation, State, City, or community;

2. Is directly associated with the lives of Significant Persons important to national, state, City or local history;
3. Embodies the distinctive characteristics of a style, type, period, or method of construction;
4. Represents a notable work of a person included on the City's List of Master Architects or possesses high artistic or aesthetic value;
5. Has yielded or has the potential to yield, information important in the prehistory or history of the Nation, State, City or community;
6. Is listed or has been formally determined eligible by the National Park Service for listing on the National Register of Historic Places, or is listed or has been formally determined eligible by the State Historical Resources Commission for listing on the California Register of Historical Resources.

B. The property retains integrity from its period of significance. The proposed landmark retains integrity of location, design, setting, materials, workmanship, and association. Integrity shall be judged with reference to the particular significance criteria specified above.

C. The property has historic value. The proposed landmark is of significant architectural value to the community, beyond its simple market value and its designation as a landmark is reasonable, appropriate, and necessary to promote protect, and further the goals and purposes of the City's historic preservation ordinance.

California Office of Historic Preservation Survey Methodology. The evaluation instructions and classification system prescribed by the California Office of Historic Preservation (OHP) in its publication Instructions for Recording Historical Resources provide a three-digit evaluation rating code for use in classifying potential historic resources. The first digit indicates one of the following general evaluation categories for use in conducting cultural resources surveys:

1. Property listed in the National Register or the California Register;
2. Property determined eligible for listing in the National Register or the California Register;
3. Property appears eligible for the National Register or the California Register through a survey evaluation;
4. Property appears eligible for the National Register or the California Register through other evaluation;

5. Property recognized as historically significant by local government;
6. Property not eligible for any listing or designation; and
7. Property not evaluated for the National Register or California Register or needs re-evaluation.

The second digit of the evaluation status code is a letter code indicating whether the resource is separately eligible (S), eligible as part of a district (D), or both (B). The third digit is a number that is used to further specify significance and refine the relationship of the property to the National Register and/or California Register. Under this evaluation system, categories 1 through 4 pertain to various levels of National Register and/or California Register eligibility. The California Register, however, may also include surveyed resources with evaluation rating codes through level 5. In addition, properties found ineligible for listing in the National Register, California Register, or for designation under a local ordinance are given an evaluation status code of 6.

Historical Integrity. “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.

Application of City Landmark (Significance) Criteria. In summary, based on current research and the above assessment, the Fine Arts Theatre located at 8554 - 8558 Wilshire Boulevard appears to meet the necessary City of Beverly Hills Landmark criteria (BHMC 10-3-3212).

The property was evaluated according to statutory criteria, as follows:

A. The property meets at least two of the following criteria (BHMC 10-3-3212(A)).

BHMC 10-3-3212(A)(1) The property is identified with important events in the main currents of national, state, or local history, or directly exemplifies or manifests significant contributions to the broad social, political, cultural, economic, recreational, or architectural history of the Nation, State, City, or community.

The subject property is directly associated with the early recreational, entertainment, social, and architectural history of the community. Within the City of Beverly Hills the Regina-Fine Arts Theatre is the last remaining neighborhood theatre venue still intact. It was one of five motion picture theatres constructed prior to World War II in the City that reflected the varied "hay day" of early theatre design philosophy. Designed by noted theatre architect B. Marcus Priteca, the Regina-Fine Arts Theatre is a local extant representative example of the Art Deco style as used in a small housed neighborhood movie theatre built prior to World War II. When the theatre became the Fine Arts Theatre in 1948 (new owners) the venue was the site of a number of motion picture premieres. It was also considered a very popular venue in Beverly Hills for younger theatergoers, particularly when they showed classic horror films such as Dracula or Frankenstein. Since the subject property visually and physically manifests significant contributions to the early social, entertainment, recreational, and architectural history of the community in the form of a neighborhood motion picture theater it appears to satisfy this criterion.

BHMC 10-3-3212(A)(2) The property is directly associated with the lives of Significant Persons important to national, state, City or local history.

Current research did not reveal that the property located at 8554-8558 Wilshire Boulevard is associated with any historic personages important in our past. In particular, no evidence was uncovered to indicate that the property's initial owner and developer Joseph J. De Bell or any of the shop tenants were important to the City's history. Therefore, the property does not appear to satisfy this criterion.

BHMC 10-3-3212(A)(3) The property embodies the distinctive characteristics of a style, type, period, or method of construction.

Within the City of Beverly Hills the theatre building, despite its alterations, is a rare extant example of a modest size Art Deco inspired neighborhood theatre. It retains sufficient historical integrity to convey its distinctive characteristics of a particular style, property type, and historical period. The structure with its small scale, Art Deco designs, and neighborhood orientation further establishes its historical use and function. Sited along Wilshire Boulevard its ornate, cantilever marquee with period neon lite font lettering and decorative parapets culminating in a tower were designed to be the focal point for the venue and render it highly visible along the busy street. Stylistically, the property also embodies a number of distinguishing architectural characteristics of the Art Deco idiom, including its vertical emphasis utilizing stepped parapets and reeded pilasters, as well as the stepped neon wrapped central tower. Hence, it can be concluded that the property appears to satisfy this criterion.

BHMC 10-3-3212(A)(4) The property represents a notable work of a person included on the City's List of Master Architects or possesses high artistic or aesthetic value.

This property was designed by noted architect B. Marcus Priteca. The City's list of Master Architects includes architect B. Marcus Priteca. Priteca is considered one of America's most prominent and prolific theatre designers in the country because of his work during the first half of the twentieth century. He established a trend with his use of the Moderne and Art Deco styles in theatre architecture. Priteca's portfolio of theatre design included venues for both live productions and motion pictures. His commissions varied from large elaborate movie palace-like structures to small-scale aptly designed neighborhood theatres. His work spanned across the country and Beverly Hills was fortunate enough to have two theatres designed by this prominent and well-established architect (though only the subject property remains extant today). The Regina-Fine Arts Theatre, therefore, satisfies this criterion.

BHMC 10-3-3212(A)(5) The property has yielded or has the potential to yield, information important in the prehistory or history of the Nation, State, City or community.

The property does not appear to satisfy this criterion.

BHMC 10-3-3212(A)(6) The property is listed or has been formally determined eligible by the National Park Service for listing on the National Register of Historic Places, or is listed or has been formally determined eligible by the State Historical Resources Commission for listing on the California Register of Historical Resources.

The property is not currently listed on the National Register of Historic Places or the California Register of Historical Resources, nor has it been formally determined eligible for listing on the National Register or the California Register. Though the property was previously evaluated as potentially eligible for listing on the National Register as part of a locally funded citywide survey it does not satisfy this criterion.

B. The property retains integrity from its Period of Significance (BHMC 10-3-3212(B)).

The period of significance for the subject property is the period of time from 1936 to 1949. This period of roughly fourteen years spans from when building permits were acquired and construction began to the year following when the theatre changed ownership and name (from the Regina Theatre to the Fine Arts Theatre). Given the rarity of Art Deco buildings in the City, particular those associated with the neighborhood movie theatre property type, the alterations to the building's storefronts and entry area do not materially detract or adversely impact the overall integrity of the subject property. Those important features of design, materials, location, setting, workmanship, feeling, and association from the period of significance are still evident in the subject property and help to render it historically significant.

C. The property has Historic Value (BHMC 10-3-3212(C)).

Because of its distinct property type, architectural styling and character, association with a master architect and its contribution to the City's historical and architectural heritage the property is considered to have historic value. It can be concluded that the property is valuable to a study of the local architectural history of the 1930s in Beverly Hills and of the Art Deco style as applied to a neighborhood movie house. 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. In addition to the overall height,

massing, footprint, and spatial relationships of the subject property that defines it as a neighborhood motion picture theatre from the 1930s, there are a number of architectural characteristics evident on the building. Distinctive and important character-defining features associated with the subject property include its symmetrical arrangement along its façade, stepped tower, shallow setbacks, reeded piers, large overhanging marquee with neon signage scrolled in a period font, and strong geometric patterns articulated in the tower and parapets on either side of it. Additional characteristics of the property type include the flanking storefronts; central entry foyer area into the theatre; the movie bill display cases; and the distinct separation and formal procession of the foyer area and lobby to the voluminous auditorium.

CONCLUSION

As discussed herein, the Regina-Fine Arts Theatre satisfies the City of Beverly Hill's criteria for designation as a local Landmark, as required in the City's Historic Preservation Ordinance (BHMC Section 10-3-3212).

The property satisfies the requirement of subsection 10-3-3212(A)(1), in that it "is identified with important events in the main currents of national, state, or local history, or directly exemplifies or manifests significant contributions to the broad social, political, cultural, economic, recreational, or architectural history of the Nation, State, City, or community." Designed and used as a neighborhood motion picture theatre house the subject property was an integral part of the early social, entertainment, recreational, and architectural history of the community. In addition, the subject property satisfies the requirements of subsection 10-3-3212(A)(3), in that it "embodies the distinctive characteristics of a style, type, period, or method of construction." The subject property is a rare local representative example of the Art Deco style as used in a structure of modest size and of a particular property type (movie theatre with an auditorium combined with small storefronts) that housed a movie theatre of the period. And under the requirements of subsection 10-3-3212(A)(4), the Regina-Fine Arts Theatre satisfies this criterion in that it "represents the notable work of a person included on the City's List of Master Architects." The property also satisfies the requirements of subsection 10-3-3212(B) in that it retains sufficient integrity to visually and physically convey its historical significance, and subsection 10-3-3212(C) since its unique architecture and historical past are considered tangible evidence that help to give it historic value.

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APPENDIX

Tax Assessor Map

Location Map

Sanborn Maps

Sketch Plans

Photographs

Ephemeral Material

Relevant Building Permits

TAX ASSESSOR MAP

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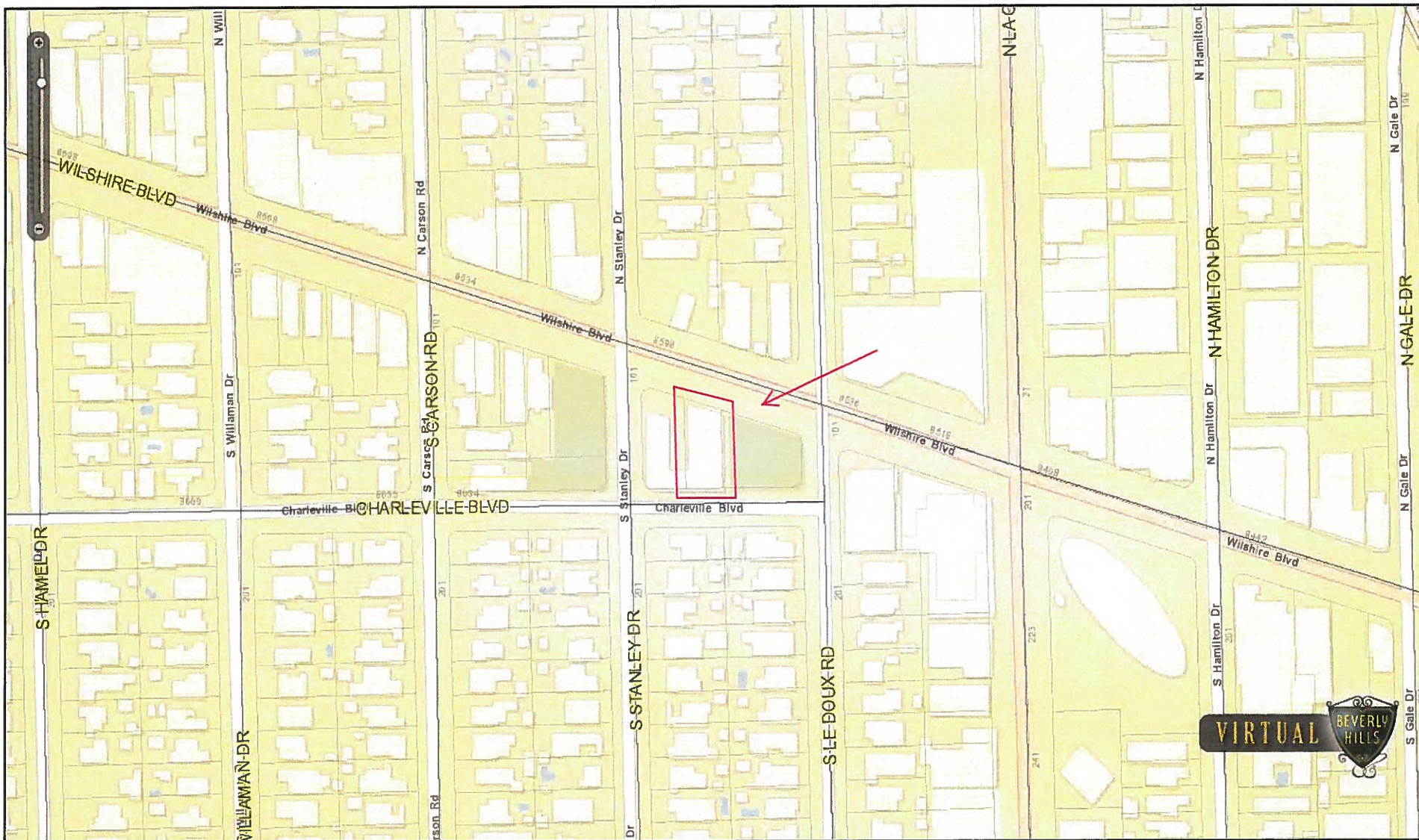
SEARCH NO

OFFICE OF THE ASSESSOR
COUNTY OF LOS ANGELES
COPYRIGHT © 2002

2010

MAPPING AND GIS
SERVICES
SCALE 1" = 100'

LOCATION MAP



© Copyright 2010 City of Beverly Hills. All rights reserved. Although we make every effort to provide accurate data herein, this map is only representational and no warranties expressed or implied.



Author: OAC

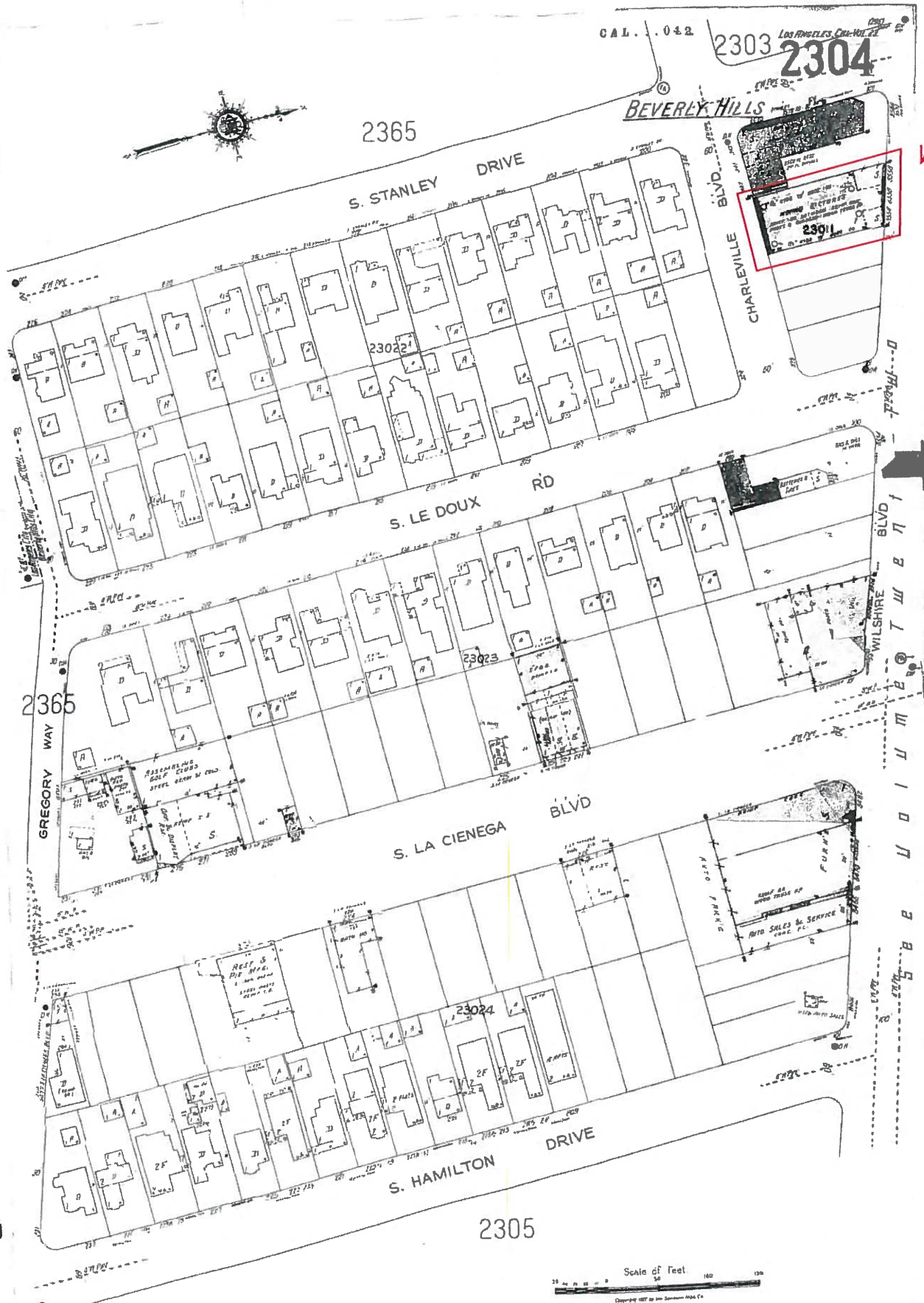
Date: 4 December 2013

8554-8558 Wilshire Blvd.

Location Map

SANBORN FIRE INSURANCE MAP

SANBORN FIRE INSURANCE MAP, Beverly Hills



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LOS ANGELES, CAL. VOL. 23

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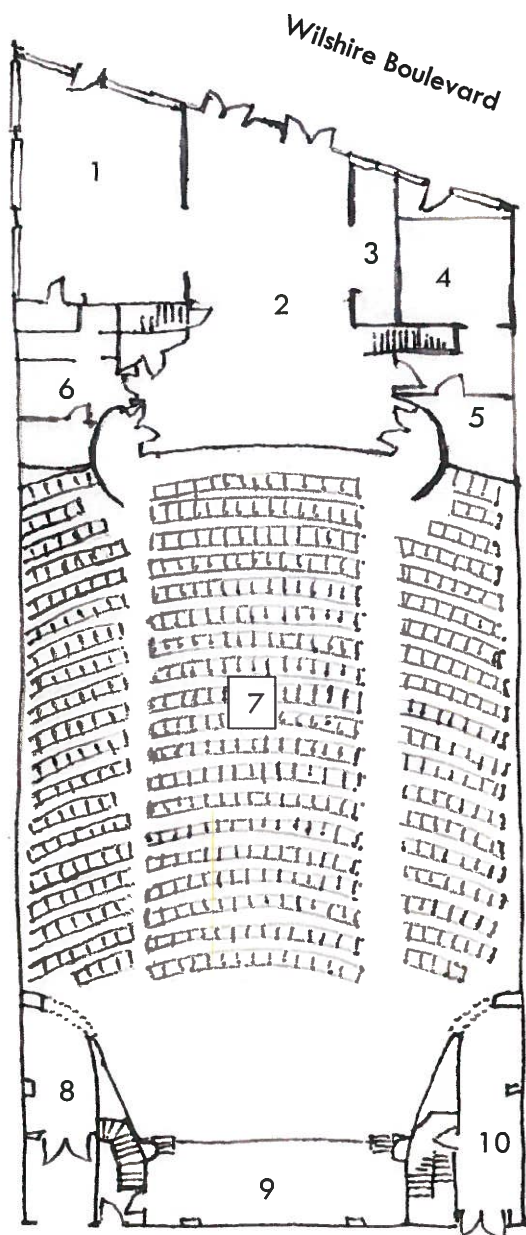
FINE ARTS/
REGINA WILSHIRE THEATRE

Sanborn Map paste-up 1951

SKETCH PLANS

SKETCH PLAN

Main (First) Floor, Existing Conditions



KEY:

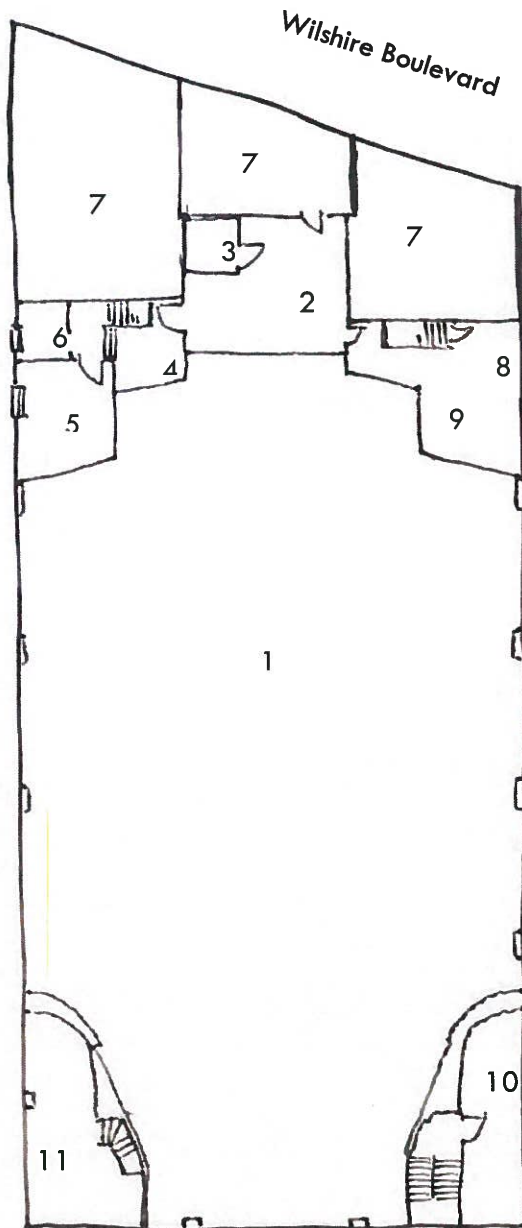
1. Concession area
2. Lobby area with stairwells
3. Lounge
4. Expanded women's restroom
5. Women's restroom
6. Men's restroom
7. Auditorium
8. Rear exit and stairwell (west)
9. Stage area
10. Rear exit and stairwell (east)



N

SKETCH PLAN

Upper Floor, Existing Conditions



KEY:

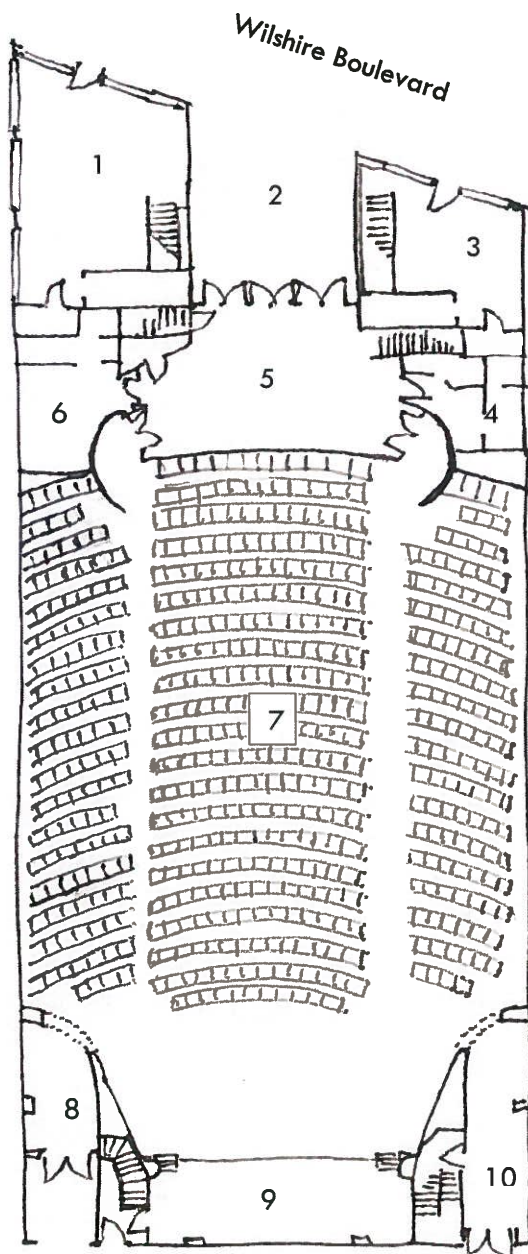
1. Auditorium space below
2. Projection room
3. Film storage room
4. Stairwell to lobby
5. Office
6. Restroom
7. Crawl space/ceiling rafters
8. Stairwell to lobby
9. Storage
10. Rear office and stairwell (east)
11. Rear office and stairwell (west)



N

SKETCH PLAN

Main (First) Floor, Original Configuration



KEY:

1. Shop unit w/mezzanine (west)
2. Foyer
3. Shop unit w/mezzanine (east)
4. Men's restroom
5. Lobby with stairwells
6. Women's restroom
7. Auditorium
8. Rear exit with stairwell (west)
9. Stage area
10. Rear exit with stairwell (east)



PHOTOGRAPHS



FINE ARTS THEATRE, LOOKING SOUTH



FINE ARTS THEATRE AT DUSK, LOOKING SOUTH



FINE ARTS THEATRE, WEST ELEVATION, LOOKING EAST



FINE ARTS THEATRE, OBLIQUE VIEW, LOOKING SOUTHEAST



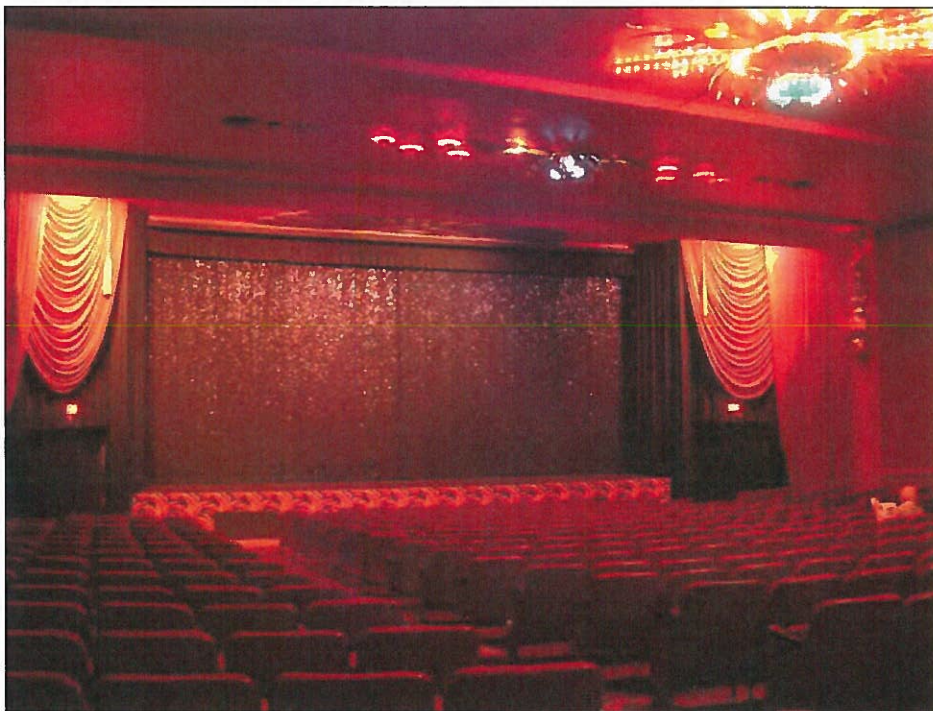
LOBBY AREA, LOOKING NORTH



LOBBY AREA, LOOKING SOUTH



AUDITORIUM, LOOKING SOUTHEAST



AUDITORIUM, LOOKING SOUTHWEST

EPHEMERAL MATERIAL



REGINA THEATRE (FINE ARTS THEATRE), C 1938



FINE ARTS THEATRE, C 1948



FINE ARTS THEATRE, C 1950

APARTMENT-HOUSE SALES REPRESENT HUGE VALUATION

Los Angeles Times (1923-Current File); Nov 29, 1936;

ProQuest Historical Newspapers: Los Angeles Times (1881-1987)

pg. E4

APARTMENT-HOUSE SALES REPRESENT HUGE VALUATION

The greatly reinvigorated investment demand for apartment-houses in Los Angeles area, apparent soon after the first of this year, has intensified to the extent that an estimate of this sit-

uation places the number of such sales thus far in 1936 at \$50 with a combined valuation of \$35,000,000.

This activity and volume of transactions are disclosed in a study just completed by the Apartment Association of Los Angeles County, Inc., and are seen reflecting investment stimulated by occupancy increase and higher rental returns.

In the final quarter of the year, such transactions have transferred ownership of various of the largest apartment buildings in the city.

Considering all classifications of housing, which, of course, includes apartment-houses, the association's survey estimates that the average rent increase here this year has been between 12 and 15 per cent.

San Fernando Valley Properties Purchased

Purchase of an estate on Sherman Way, San Fernando Valley, by Mr. and Mrs. Jack Doyle from Bob Whitworth and John D. Bac-So, for \$7500, was one of the San Fernando area sales announced during the week. Mrs. Doyle is Judith Allen, motion-picture player.

A five-acre tract on Encino avenue was bought by Gordon Warren of Hollywood from Mary Bond of Fort Wayne for \$12,500, according to the report from the Whitworth organization. Immediate improvements planned by Mr. Warren include construction of a nine-room home, swimming pool, tennis courts and stables.

Large Revenue

Tulare-Tipton dairymen received \$297,981.35 for their October production, the largest such October revenue in six years.

ACREAGE ON PALISADES BOUGHT FOR \$150,000

The last undeveloped parcel of acreage in Pacific Palisades fronting on Roosevelt Highway between Santa Monica Canyon and Bel-Air Bay Club was bought during the week for \$150,000 by Thomas M. Miller from the Santa Monica Land and Water Company, it was reported by the latter. The purchase price established a new record for sales in that territory, it was stated.

The new owner is to invest \$50,000 in the immediate construction of a unique automobile inn to occupy the lower ten acres, according to L. A. Hardie, sales manager of the land and water company. The heights are to be developed as exclusive residential sites.

Mr. Miller is a well-known subdivider, having been associated with H. J. Whitley, one of the developers of Hollywood and San Fernando Valley.

Theater and Store Building Planned

Construction is scheduled to be started on a theater and store building at the corner of Wilshire Boulevard and Stanley Drive, Beverly Hills, for J. De Bell of Beverly Hills. B. Marcus Priteca and S. E. Sonnichsen are the architects.

The proposed structure will contain a theater auditorium with a seating capacity of 750 persons, and two storerooms. It will be of reinforced concrete and brick construction and will have ground dimensions 60 by 120 feet.

Work Started on School Addition

Work has been started on a one-story and basement addition to the classroom building at the Holly-avenue school site, Holly avenue and Duarte Road, Arcadia. Contract at \$21,530 was awarded to John W. Thiesen of Pasadena. Paul Kingsbury is the architect.

Residence Scheduled

A \$16,000 residence is to be erected at 288 North Saltair avenue for Fred MacMurray. It will contain nine rooms and is to have ground dimensions forty-five by fifty-four feet.

Permit Issued for \$14,000 Dwelling

Permission has been granted by the building department for construction of a \$14,000 residence at 5051 Havenhurst avenue for Merritt B. Gerstad. P. P. Lewis is the architect and Henry Coley is the builder.



FORMER WISCONSIN RESIDENTS OWN IT

The above-shown Georgian-type, nine-room residence at 781 Malcolm avenue, Westwood Hills, has been purchased by Mr. and Mrs. Arthur W. Greenwood, former residents of Lakemills, Wis., from Sam J. Katz. Land and structure represent an investment of approximately \$16,500. The dwelling's site is east of the University of California at Los Angeles, in residential area developed by Janss Investment Corporation.

Classified Ad 1 -- No Title

Los Angeles Times (1923-Current File); Apr 21, 1937;
ProQuest Historical Newspapers: Los Angeles Times (1881-1987)
pg. 15

DAILY THEATER GUIDE

LOS ANGELES — NEIGHBORHOOD

ADAMS 1888 W. ADAMS Parkway 3464 AMERICAN 4727 S. BOWY. ADAMS 6586 ARLINGTON 2517 W. WASH. Parkway 5031 BALBOA 8713 S. VERMONT Thornwall 4104 JEANETTE MACDONALD-NELSON EDDY "MAYTIME" BARD'S Crenshaw-Adams Parkway 3103 JEANETTE MACDONALD-NELSON EDDY "MAYTIME" CENTURY 6043 S. BOWY. Thornwall 3133 DRIVE-IN Pico & Westwood Flurray 2111 JOE E. BROWN-MARIAN MARSH "When's Your Birthday?" Florence Mills 3511 S. CENTRAL HOLLYWAY 1835 SUNSET Mutual 8768 LA TOSCA 2030 S. VERMONT Manchester Manchester & Bwy. Twin Oaks 8171 MAYNARD 2488 W. WASH. Parkway 7197 MERALTA 2035 E. 1ST. AN. 7914	MacMurray-Oakie "Champagne Waltz" "WHITE HUNTER" "STATE FAIR." Will Rogers. "With Love and Kisses." Tomlin "God's Country & Woman" "CAMILLE" Special Attraction "PARK AVENUE LOGGER" Michael Whalen "Time Out for Romance" Merle Oberon "BELOVED ENEMY" "SEA DEVILS" Joseph Calleia "Man of the People" Fredric March. "Anthony Adverse" "Come Closer Folks" MacMurray-Oakie "Champagne Waltz" "SEA DEVILS" "A SMART GIRLS" "Here Comes Carter" (All Seats 15c) Errol Flynn "PAROLE RACKET" "GREEN LIGHT" "Legion of Terror" "Week End Millionaire" Special Attraction Edmund Lowe. "Under Cover of Night" "Man who Worked Miracles"	METRO 4720 W. WASH. Whitney 4913 PARK 5325 N. FIGUEROA AL. 9834 PLAYHOUSE 1284 W. 7th. Vandike 5579 PRINCESS 6103 S. MAIN REGENT 4012 S. VERMONT ADAMS 7825 RIVIERA 5002 W. ADAMS Oregon 1301 ROYAL 1718 S. MAIN STRAND 4411 S. BOWY. ADAMS 8144 MIRIAM HOPKINS SUN 1408 W. PICO PR. 3735 TIVOLI 4219 S. CENTRAL ADAMS 7367 TROJAN 931 W. Jeffn. Blvd. PR. 9981 VICTORIA PICO at VERMONT YORK 4948 York Blvd. AL. 5015	"CLARENCE" "I Promise to Pay" Special Attraction "Luckiest Girl in World" "HIDEOUT" Special Attraction Deanna Durbin. "3 SMART GIRLS" "WINTERSET" Errol Flynn "CHARGE OF LIGHT BRIGADE" "More Than Secretary" Merle Oberon "BELOVED ENEMY" "GENERAL SPANKY" Melvyn Douglas "Women of Glamour" "CLARENCE" "OUR RELATIONS" "ROSE BOWL" Special Attraction (Cont. from 1 P.M.) "HOLY TERROR" "Mad Holiday" Edmund Low "In a Crowd" with Joel McCrea Dick Powell "ON THE AVENUE" "SEA DEVILS" "LET'S MAKE A MILLION" Gary Cooper-Jean Arthur "THE PLAINSMAN" "Devil's Playground" Bruce - Douglas "WOMEN OF GLAMOUR" SPECIAL ATTRACTION "CRAIG'S WIFE" John Boles "EVERYTHING IS THUNDER" "DANIEL BOONE" "PAROLE RACKET" Special Attraction
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LOS ANGELES — WILSHIRE DISTRICT

Ambassador 3400 WILSHIRE Drexel 7000 EL REY Wilshire & Burnside YORK 0888 REGINA Wilshire Near La Omega	"STOLEN HOLIDAY" Kay Francis- Claude Rains "SOLDIER AND THE LADY" Charles Ruggles-Alice Brady "Mind Your Own Business" GRAND OPENING Tonight—6 P.M.	RAMPART Temple at Rampart FE. 0820 WILTERN Wilshire at Western R. 2114 CLARK GABLE - JOAN CRAWFORD "LOVE ON THE RUN"
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HOLLYWOOD

HUNLEY'S 5115 Hollywood Blvd. OLYMPIA 4818 LOS FELIZ Verment at Franklin OLYMPIA 2188 MARCEL 8025 Hollywood Blvd. HEMPSTEAD 7300 VISTA 4473 SUNSET OLYMPIA 5208	Deanna Durbin. "Three Smart Girls." "Haploids Cassidy Returns" George Brent "God's Country & Woman" "You Only Live Once" U. A. Gort Film "THE FLOW THAT BROKE THE PLAINS" Errol Flynn "CHARGE OF LIGHT BRIGADE" (All Seats 25c Inc. Loges—Free Parking) William Powell "Last of Mrs. Cheyney" "BREEDING HOME"	ORIENTAL 7423 SUNSET Hillside 1145 CALL HILLSIDE 1148 FOR SPECIAL ATTRACTION VOGUE 6875 Hollywood Blvd. FREE PARKING Clark Gable-Carole Lombard "NO MAN OF HER OWN" CONSULT THE DAILY GUIDE FOR BEST IN THEATER ENTERTAINMENT
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PASADENA — ARCADIA

BARD'S Colorado 3181 BLANCKEN 7244 FAIR OAKS 85 N. FAIR OAKS Colorado 2339 PARK 1375 N. FAIR OAKS Nigara 3115 PASADENA PASADENA TERRA 3224	"BRITISH AGENT" "Larceny on the Air" Special Attraction "WINTERSET." Burgess Meredithe. also "FLYING HOSTERS" Dick Powell "Gold Diggers of '33" "Slinner Take All" Humphrey Bogart "BLACK LEGION" "Sing Me a Love Song"	STATE PASADENA Colorado 4942 WASHINGTON 643 E. WASH. Sterling 0140 ARCADIA ARCADIA, CALIF. CONSULT THE DAILY GUIDE FOR BEST IN THEATER ENTERTAINMENT	Gary Cooper "THE PLAINSMAN" "An Old Spanish Custom" Fredric March "ANTHONY ADVERSE" "The Plot Thickens" Last Time Tonight "ON THE AVENUE" "BLACK LEGION"
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SELECTED SHORTS — LATEST NEWS ON ALL PROGRAMS

LOS ANGELES — DOWNTOWN

ARCADE 534 S. BOWY. Mutual 2829 CAMEO 528 S. BOWY. Mutual 1974 COZY 320 S. BOWY. GRAND 730 S. Grand MU. 5121	"Girl From 10th Ave." "THE GLASS KEY" (All Seats 15c) "Times Square Lady" "OUR RELATIONS" (All Seats 15c) Astaire-Rogers. "ROBERTA" "CIMARRON" All Swedish Program "GODERKAR" Add Swedish Short Film	MILLION \$ BROADWAY at 3rd. Michigan 0781 ROXIE 518 S. BOWY. Mutual 7633 George Brent-Beverly Roberts "God's Country & Woman" TOWN 444 S. HILL Tulser 4937 "Dr. Jekyll & Mr. Hyde" Fredric March. "Mary Burns. Fuelfire. Sidney
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DOWNTOWN BROADWAY THEATRES, INC.

BROADWAY 428 S. BOWY. Michigan 6272 OLYMPIC 8th & BOWY. Michigan 6272 ORPHEUM 8th & BOWY. Michigan 6272 PALACE 630 S. BOWY. Michigan 6272 "Ready, Willing and Able" Carole Lombard-Fred MacMurray "Swing High, Swing Low"	Garbo-Taylor ! "CAMILLE" "Plough & the Stars" Will Rogers "STATE FAIR" "FRONT PAGE" Gus Van-on Stage "Her Husband Lies" "NAVY SPY" Lee Dixon Ruby Keeler "Carole Lombard-Fred MacMurray"	PRESIDENT 5th & BOWY. Michigan 6272 "HOLY TERROR" Jennette MacDonald Nelson Eddy "MAYTIME" RIALTO 8th & BOWY. Michigan 6272 TOWER 8th & BOWY. Michigan 6272 Miriam Hopkins "Men Are Not Gods" Fat O'Brien "THE GREAT O'MALLEY" For Additional Downtown Broadway Thea- tres, Inc., Information Call Michigan 6272
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SANTA MONICA — BRENTWOOD — SAWTELLE

ELMIRO SANTA MONICA S. M. 23344 MAJESTIC SANTA MONICA S. M. 22469 WILSHIRE SANTA MONICA S. M. 26965 Brentwood 11611 WILSHIRE W. L. A. 34177	MacMurray-Oakie. "Champagne Waltz." "You Only Live Once" Errol Flynn "GREEN LIGHT" "4 DAYS WONDER" John Barrymore "Bill of Divorcement" "Love Before Breakfast" "Buildes Drummond Es- sape" "General Spanky" Special Attraction	NUART SAWTELLE WLA 33704 Jane Darwell - Louis Wilson "Laughing at Trouble" TIVOLI SAWTELLE WLA 31898 Joe E. Brown - Marian Marsh "When's Your Birthday"
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WHITTIER

ROXY Formerly Seals WHITTIER WHITTIER 423261	"Man Who Reclaimed His Head" "Adventure in Manhattan" Starts Friday! "OUTCAST" "Top of the Town"	WARDMAN WHITTIER 43422 FERNAND GRAYET "King and Chorus Girl"
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LONG BEACH — WILMINGTON

BELMONT 4018 E. 2ND. 81001 EBELL 3rd & CERRITOS 83008	William Powell "One Way Passage" "2 Men on a Horse" Patricia Ellis "Love Begins at 20" "BENGAL TIGER"	LEE 2095 E. 4TH. 62352 AVALON WILMINGTON "UNDERCOVER MAN" Johnny Mack Brown "No Man of Her Own"
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SUBURBAN and COMMUNITY

STRAND BELVEDERE GDB. Angeles 3667 GARDEN 4483 Telegraph Rd. AN. 14444 MADRID CANOGA PARK COVINA COVINA 11091 MERALTA DOWNEY 4100 YOSEMITE EAGLE ROCK AL. 3181 El Centro BROADWAY FILLMORE FILLMORE HUNTINGTON HUNTINGTON PK. JE. 0109 SEVILLE INGLEWOOD LA JOLLA GRANADA LYNWOOD LYNWOOD Lynwood 555	"BLACK LEGION" "SEA DEVILS" Big Acts Vaudeville "Larceny on the Air" "Lady From Nowhere" Free China to Ladies Starts Thursday "BELOVED ENEMY" Selected Shorts Jessie Matthews "Head Over Heels in Love" "Laughing at Trouble" Edmund Lowe "Under Cover of Night" "SECRET VALLEY" "God's Country & Woman" "SEA DEVILS" "Country Cousins" Wallace Berry "OLD HUTCH" "PADREE COREEDA" "Don't Tell the Wife" Guy Kibbee "RHODES" "RED LIGHTS AHEAD" Alice Faye. "SING BABY SING" "Craig's Wife." Boles "ADVENTURE IN MANHATTAN" Edmund Lowe "Under Cover of Night" "Don't Tell the Wife"	EGYPTIAN MAYWOOD LA. 8434 MONTROSE MONTROSE ORANGE ORANGE OXNARD OXNARD OXNARD 81 PALM SPRINGS PALM SPRINGS RENNIE SAN FERNANDO MISSION PLAYHOUSE SAN GABRIEL GEM SOUTH GATE SOUTH GATE SOUTH GATE 8281 UPLAND UPLAND MISSION VENTURA CONSULT THE DAILY GUIDE FOR BEST IN THEATER ENTERTAINMENT	GARBO-TAYLOR "CAMILLE" "WHITE HUNTER" GARBO-TAYLOR "CAMILLE" "We're On the Jury" Simone Simon. "SEVENTH HEAVEN" "HAPPY GO LUCKY" "COME EARLY" "Last of Mrs. Cheyney" "RENNERDANT" MAJOR FEATURE Selected Short Subjects Claire Trevor. "Time Out for Romance" Special Attraction "EARTHQUAKE" "Soldier and the Lady" "Murder Goes to College" Boris Karloff "Man Who Lived Again" "Sins of Children" William Powell. "After the Thin Man" "WOMAN WISE" Pat O'Brien "The Great O'Malley" "They Wanted to Marry" "YELLOW CARGO" Conrad Nagel
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LOS ANGELES — NEIGHBORHOOD

MERALTA 2035 S. 1ST. AD. 7914	Edmund Lowe. "Under Cover of Night" "Man who Worked Miracles"
METRO 300 W. WASH. WHITNEY 4212	Richard Dix "Devil's Playground" "Women of Glasse"
PARK 5623 N. FIGUEROA 657	"More than a Secretary" "SMART BLONDE" 1st 1st 3 P.M. Eve.
PLAQUE 1284 W. 10th Vandike 3579	Deanna Durbin. "SWAYD GIG" "WINTERNE"
PRINCESS 6105 S. MAIN	Barbara Stanwyck "The Sign of the Cross" "SMART BLONDE"
REGENT 4012 S. VERMONT ADAMS 7854	Merle Oberon "BELOVED ENEMY" "The Sign of the Cross"
REVERA 300 W. WASH. OREGON 1361	"Devil's Playground" Richard Dix—"White Honey"—Warner Baxter
ROYAL 1718 S. MAIN	"OUR RELATIONS" "OUR HONEY" (All Seats 13c)
STRAND 4411 S. BDWY. ADAMS 7854	(Cont. from 1 p.m.) "GIRL OVERBOARD"
"WHEN YOU'RE IN LOVE"	
SUN 1000 W. PICO PR. 0813	"Mad Hotlanta" Edmund Lowe with Jack McGee
TIVOLI 4210 S. CENTRAL PR. 0813	Dick Powell "ON THE AVENUE"
TRAFFIC 831 W. 13th, Bldg. PR. 0811	Phil Runk "HAPPY GO LUCKY" "West Point of the Air"
VICTORIA PICO at VERMONT	"WHEN'S YOUR BIRTHDAY?"
Humphrey Bogart-E. O'Brien Moore "BLACK LEGION"	
Washington 747 W. WASH.	"CRAIG'S WIFE" John Belen—"EVERYTHING IS PAID FOR"
YORK 4608 York Blvd. AD. 3013	William Powell "Last of Mrs. Chaynes" "When's Your Birthday?"
CONSULT THE DAILY GUIDE FOR BEST IN THEATER ENTERTAINMENT	

KAKEACE 314 S. BOWW. Nithilan 2819	with "From 1900 to 1920: "THE GLASS KEY" (All Seats 15c)	MILLION \$ "RELOVED KENESTY" "BROADWAY IN NOSE" Nithilan 0781 30 STAGE ARTISTS
CAMEO 314 S. BOWW. Nithilan 1874	"Times Square Lady" "OUR LADY OF THE NIGHT" (All Seats 15c)	ROXIE "SEA DEVILS" 318 S. BOWW. Nithilan 2323 George Brent-Barrely Roberts
COZY 320 S. BOWW.	"Analyze-Niggers," "ROBERTA" "CINDY BEBON"	'God's Company & Woman'
GRAND 730 S. Grand Mo. 3121	All Sunday Perform "SODEROKANAT" Added Sunday Short Films	TOWN 444 S. HILL Tulcar 4937 Dr. Jehkyl & Mr. Hyde Freddie March Burns, Facilitie, Sidney
DOWNTOWN BROADWAY THEATRES, INC.		
BROADWAY 428 S. BOWW. Nithilan 2819	Garbo-Taylor "CANTILE" "Pleasure in Paris"	PRESIDENT "HOLY TERROR" 8th & BOWW. Nithilan 2372 Jeannette MacDonald Nelson Eddy
OLYMPIC 8th & BOWW. Nithilan 6272	Will Rogers "STATE FAIR" "FRONT PAGE"	"MAYTIME"
ORPHEUM 8th & BOWW. Nithilan 8772	Gus Van-son Stage "The Husband Liar" "NAVY SE"	RIALTO "DAMAGED GOODS" 8th & BOWW. Nithilan 6272
PALACE 8th & BOWW. Nithilan 4272	Les Dixon Ruby Keeler	TOWER "Miriam Hopkins Men Are Not Gods" Nithilan 6272 Pat O'Brien
"Ready, Willing and Able"		
Carole Lombard-Fred MacMurray "Swing High, Swing Low"		
"THE GREAT O'MALLEY"		

ELAIRO BATTLE MONICA N. 23464		Garbo-Taylor "CANILIZ" "More Than Secretary"		NUART SAWELLE WLA 3709		"Borderland" Jane Darwell - Louis Wilson	
MAJESTIC BATTLE MONICA N. 23465		Pat O'Brien "The Great O'Malley" "Mr. Hathaway, Secretary"		"Laughing at Trouble" J. E. Brown-M. Marsh		"Daniel Boone" SAWELLE WLA 3708	
WILSHIRE BATTLE MONICA N. 23466		John Barrymore "Bill of Divorcement" "Love Before Breakfast"		"When's Your Birthday" SPECIAL ATTRACTION		TIVOLI SAWELLE WLA 3708	
Brentwood 1161 WILSHIRE W. L. 34777		Tom Mix "Montana" - Oakie "Champion" - Oakie "Devil's Playground"					
WHITTIER							
ROXY Firmly Seated WHITTIER 423221		"Man Who Reclaimed His Head" - Adventure in Man-hunting "The Great Train Robbery"		WARDMAN WHITTIER 43222		"MEN ARE NOT GODS" Fernand Gravel-Jean Blondet "King and Chorus Girl"	
WHITTIER 423221		Marie Wilson "OUTCAST" "Top of the Town"					

Ambassador Southern - Montgomery 5400 WILSHIRE "Dangerous Number" "The Way to Suez" EL REY Fox Wiltshire & Purting YORK OWN "Soldier and the Lady" "Charles Ruggles-Allies Ready" "Mind Your Own Business" ELITE Wiltshire & Purting GRAND OPENING Saturday - 3 P.M. REGINA Wiltshire Near Le "Fena-Oakio" "That's the Way Part" "BLACK REGINA"	RAMPART Example at Rampart "Warner Baxter - June Lane" "WHITE HUNTER" WILTON Wiltshire at Wiltshire DR. 1816 Clark Gable - Joan Crawford "LOVE ON THE RUN" CONSULT THE DAILY GUIDE FOR BEST IN THEATER ENTERTAINMENT	Victor McGladia "SEA DEVILS" "Warner Baxter - June Lane" "WHITE HUNTER" WILTON Wiltshire at Wiltshire DR. 1816 Clark Gable - Joan Crawford "LOVE ON THE RUN" CONSULT THE DAILY GUIDE FOR BEST IN THEATER ENTERTAINMENT
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HUNLEY'S 5114 Hollywood Blvd. "Glad To Be Here" LOS FELIZ Verment at Franklin 5114 Hollywood Blvd. MARCEL 5023 Hollywood Blvd. "Glad To Be Here"	Frédéric March "Anthony Adverse" "Glad To Be Here" George Brent "God's Country & Woman" "Glad To Be Here" MARCH OF TIME Glenda Farrell "Glad To Be Here" THE PLAINSMAN* (All Seats 50c One Loge-Front Parkin)	VISTA 4178 SUNSET "Glad To Be Here" ORIENTAL 7435 SUNSET "Glad To Be Here" VOGUE 84 5073 Hollywood Blvd. "FREE PAID" Clark Gable-Carole Lombard "NO MAN OF HER OWN"	William Powell "William Frawk" "Glad To Be Here" Victor McLacien "SEA DEVILS" "Glad To Be Here" Boris Karloff "BLACK ROOM" "Glad To Be Here"
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SARD'S Colored 314 Elmwood 7344	"CAMEL" "WHITE HUNTER" Elmwood 7344	STATE PADERNA "The Plainsman" "A Man Called Horse"
FAIR OAKS 105 N. FAIR OAK Elmwood 2329	"WINTER'S" Returns Mercedil, also "Felix the Cat"	WASHINGTON 845 E. WASH. "The Sign of the Cross"
PARK 1973 N. FAIR OAK Charges of Light Brigade	Zerol Film "The Sign of the Cross"	ARCADIA MacMurray Colbert "SAVING PRIVATE RYAN"
PASADENA PADERNA "ON THE AVENUE"	Dick Powell "ON THE AVENUE"	

**CONSULT THE DAILY GUIDE FOR
BEST IN THEATRE ENTERTAINMENT**

BELMONT 4518 E. 2ND, 81001	William Powell "One Way Passage" "3 Men on a Horse"	LEE 2025 E. 4TH, 62552	William Powell "After the Thin Man" "Under Your Spell"
EBELL 3rd & CERRITOS 81308	Patricia Ellis "Love Begins at 20" "BENGAL TIGER"	AVALON WILMINGTON	"UNDERCOVER MAN" Johnny Mack Brown "No Man of Her Own"

BELVEDERE QDB. Angulus 3507 GARDEN 4483 Telegraph Rd. AN. 14444	"SEA DEVILS" Big Acts Vanderbille Mary Astor "Lady From Nowhere" "Larceny on the Air"	COVINGTON HAYWOOD LA. 8434	KIRKARA Allen "SECRET VALLEY" "Danceorg Number"
MADRID CANCRA. PARK	Merle Oberon "BELOVED KNIGHT"	MONTROSE MONTROSE	GARDG-TAYLOR "CAMILLE" "We're On the Jury"
		ORANGE ORANGE	Simone Simon, "THE SECRET OF THE IRISH CASTLE"

[illegible]

WASHINGTON PK. E. 8094	KHODES "RED LIGHTS AHEAD"	SOUTH GATE LA 8888	"After The Thin Man" "WOMAN WISE"
SEVILLE SINGLEWOOD	ALICE FAYE "CRAZY BABY" "CRAZY WIFE," Roles	PLAND UPLAND	Loretta Young "MYSTERY IS MY BUSINESS" "Mind Your Own Business"
LA JOLLA GRANADA	"ADVENTURE IN MANHATTAN"	MISSION VENTURA	"YELLOW CAROL" Cenrod Nargo
LYNWOOD LYNWOOD	Richard Dix "Devil's Playground"	CONSULT THE DAILY GUIDE FOR	

REGINA WILL BE RENAMED

Los Angeles Times (1923-Current File); Dec 14, 1948;

ProQuest Historical Newspapers: Los Angeles Times (1881-1987)

pg. A7

REGINA WILL BE RENAMED

Southern California's newest 'de luxe showcase, the Fine Arts Theater, in which first-run films from studios throughout the world will be presented, will open Dec. 28, it was announced yesterday by Fox West Coast Theaters.

Plans are being drafted to launch the first attraction with a typical gala Hollywood premiere. The film is J. Arthur Rank's dramatic musical, "The Red Shoes," photographed in Technicolor.

Located on Wilshire Blvd. near La Cienega and now known as the Regina, the house is in the process of being remodeled and redecorated. It will have a seating capacity of 700.

LORETTA YOUNG DOES 87 FILMS IN 21 YEARS

In 21 years on the screen Loretta Young has appeared in 87 films, the latest being "The Accused"—suspense drama current at the Paramount Hollywood and Downtown.

Loretta began her acting career in 1927 with a small part in "Naughty But Nice." "The Accused" reunited the star and Director William Dieterle, who were

together on "Grand Slam" in 1933.

The performance of a psychology professor in "The Accused" lengthens Miss Young's string of varied roles, which have recently included a farmer's daughter and a bishop's wife.

Robert Cummings costars and Wendell Corey is featured in "The Accused."

Dual Western Show Nearing

All-western and all-Technicolor, Universal - International's re-release bill, "Canyon Passage" and "Frontier Gal," will take over tomorrow at Fox Ritz, United Artists, Iris, Guild and Studio City theaters.

Described as a pretentious drama of Oregon and the Northwest, Walter Wanger's "Canyon Passage" stars Dana Andrews, Brian Donlevy and Susan Hayward.

"Frontier Gal," action melodrama in a setting of Western-mountain wilderness, presents Yvonne De Carlo and Rod Cameron.

Antheil Preludes Adapted for Dance Drama at Coronet

Twelve preludes by George Antheil, originally written in 1933 for his "Woman With a Hundred Heads" and never performed, have been adapted by the composer for the Minsa Craig psychological dance drama, "The Cave Within," coming to the Coronet Theater for two performances, Friday and Saturday nights.

"The Cave Within" "articulates the disturbances and emotional drives evident in every-day living." It features Fay Wray, the Georgia Phillips Verse Choir and a chamber-music ensemble.

Gala Event Due Dec. 28

*Los Angeles Times (1923-Current File); Dec 20, 1948;
ProQuest Historical Newspapers: Los Angeles Times (1881-1987)
pg. B7*

Gala Event Due Dec. 28

Typical Hollywood premiere fanfare will open the Fine Arts Theater, formerly the Regina, the night of Dec. 28.

Located on Wilshire Boulevard near La Cienega, the Fine Arts is embarking on a policy of screening distinguished motion pictures from studios throughout the world. First of these will be "The Red Shoes," Technicolor production which was a year in the making in London and Monte

Stuart Loyal to 'Drunkard'

George Stuart joined "The Drunkard" at the Theatre Mart shortly after it opened in 1933, appearing as a "walk-on" in the wedding scene. Soon thereafter an actor playing Bill Downton became ill and George replaced him. Next the stage manager left and George took over those duties. One night the master of ceremonies was taken sick, so they all said "let George do it," which he did and has been doing for 15 years with time out for duty in the Navy.

Romance to Keynote Film

Appealing romance keynotes "Enchantment," Samuel Goldwyn's film drama which ushers in the holiday season at RKO Hillstreet and Pantages Hollywood theaters with a world premiere next Thursday.

David Niven, Teresa Wright, Evelyn Keyes and Farley Granger enact stellar roles in this story of two love affairs that take place half a century apart, but both in the same setting, an old London home.

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'Heiress' Will Star Rathbone

Basil Rathbone, who comes to Los Angeles tomorrow evening in the Jed Harris play "The Heiress," is back in the theater after 10 years of film work. The lean, precise actor admits he is "stage-struck and proud of it."

"The Heiress," based on Henry James' "Washington Square," has provided Rathbone with the longest run of his career. When it begins its two-and-one-half-week engagement at the Biltmore tomorrow evening, it will have amassed over 500 performances, including a full year in New York City.

Rathbone, now making his first personal appearance on the stage in a decade, has appeared in scores of movies, most notable of which were "Anna Karenina" with Garbo, "Romeo and Juliet" with Norma Shearer and "Robin Hood." While on the West Coast, he became a popular radio performer, playing Sherlock Holmes for four years.

Hope's Wardrobe Now Enlarged by Desperado Outfit

Bob Hope's all rigged up in chaps and spurs, complete with matching six-guns, for his role in the Technicolor laugh film, "The Paleface," opening New Year's Eve at the Paramount Hollywood and Downtown theaters.

Perhaps the most diversified wardrobe in Hollywood belongs to Funnyman Hope. He has appeared as a French barber, a mythical king—and his adventures on the "Roads" to Rio, the frozen North, Singapore, Zanzibar and Morocco have revealed him accoutered to fit each clime.

OLIVIER GOES AGIN' NATURE

Laurence Olivier's "Henry V," currently revived at the Studio Theater, is deliberately "antinaturalistic."

Olivier, with British Cameraman Robert Krasker, took great care to make it so, believing that extensive use of two-dimensional backdrops produces a shallow photographic perspective well suited to Shakespeare's medieval pageantry.

Fine Arts Will Present Ballet Film Tonight

Tonight at 8 o'clock the pageantry that is a special part of the Hollywood premiere will be on display at the Fine Arts Theater, Wilshire Blvd. near La Cienega, for the benefit showing of J. Arthur Rank's Technicolor ballet film, "The Red Shoes."

A turnout of stars is expected, among them Susan Hayward, Joan Crawford, Linda Darnell, Edward G. Robinson, Virginia Mayo, Eleanor Powell, Shirley Temple, Glenn Ford, Clifton Webb, Ava Gardner, Cornel Wilde, Jean Hersholt, Pat Knight, Ann Blyth and June Haver.

The Fine Arts was formerly the Regina Theater.

Italian Cinema Due at Studio

The spectacular style developed by postwar Italian film makers is documented once again in "Monte Cassino," opening tonight at the Sunset Theater.

SHOW BEGINS AT:
1:30 3:30 5:30 7:30 9:30
CARTHAY CIRCLE
NEAR WISSEMEYER & FAIRFAX - WE, ILL.
RATES: 85¢ PER PERSON \$1.00 MEMBERS

SHOW BEGINS AT:
1:30 3:30 5:30 7:30 9:30
CARTHAY CIRCLE
NEAR WISSEMEYER & FAIRFAX - WE, ILL.
RATES: 85¢ PER PERSON \$1.00 MEMBERS

Danny Kato in **SOIL** S. 10-1902
 Larry Pank, **GALLANT BLADE**, color
WAYWARD - Jeff L. Sluems. LA-8254
 S. Davis, **Memoriam**, JUNE BRIDE,
 color; D. Katz, **SONG IN GREEN**, color
ALFARAB - G. Cast-DO 3-50. LA-3508
 Lund-Mendils, **MRS. TAYLOR**
LION; A. Ruimer, **VELVET TOUCH**
 FOX - Anacim. Phone 361
 Jim Hays-Jane Russell, **PALEFACE**, color
 Rudy Handgswell in **KIDNAPED**
ANAHIM - Anacim, Phone 421
 Johnny Weissmuller in **ULANS 41M**
 Cameron-Groffels in **STRIKE IT RICH**
FOX - Polaris
THE LAST OF THE RED RIVER
 Annet & Oystelle, **KIM HAYRID**

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 Mon. thru Sat. 11:50 - 12:25 Mat. and
 Eve., Sat. Sun. Holidays 11:50 - 12:10 P.M.
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 Save Cal. Mgmt. Co., 777 S. Hill - Melrose, other rep.

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Dancing

Opera House

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Lupine-Wilde-Wildmark, ROAD
WALK A SPOOKED MILE
QUAHADA—Ontario, Oreg. 6-25
Ford-Nelson, MAN FROM COLO-
color; MEXICAN HAYRIDE

HUNTINGTON PARK

CALIFORNIA—Mal. prices 12-
when MY BABY SMILES
color; **QUAND CANYON TR**
LYRIC—7203 L. Br. Bl. Or. 5-30
Danny Kaye in **SDHS IS BO**
Larry Parks, **GALLANT BL**
HAYWOOD—4-13

STUDIO CITY—O. S. 2377, ST-795
HAPPY—K. Miller, J. Gotta Stay
CL PORTAL—N. Howard, 12 ST
Lund-Hendrix, MISS TALOCKE'S MI
Lions—G. Rait-M. Mstwin, RACE S
YOUNG—11-13, 4-6, 8-3, 10-22
ALL BADA 40-45, 45-50
N. Elder, PHANTOM OF OPERA
LA REINA—7, 12-15, ST-72042, ST-6711
Lund-Hendrix, MISS TALOCKE'S MI

VAN HUYT-Ordn. No. 10296, HAYDEN, HASEL
 Pencil-Turn, HQUES' RECORDS
 Coasting Wide-Widemark in ROAD HBT
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 Matheson-Gil. Bldg. BLOOD ON THE
 HQOI: SUATT GIL. DON'T
 WEST COAST-34th Ave. KI-360
 Olivia de Havilland, THE SHAKY PIST
 Kristine Miller in JUNOLE PATROL
 Fox-Amesim. Phone 360
 Rudy Mesner Nussli, PALEFACE, sol
 Yvonne Maxwell in KIDNAPER

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RELEVANT BUILDING PERMITS

All Applications must be
filled out by Applicant

PLANS AND SPECIFICATIONS
and other data must also be filed

DEPARTMENT OF BUILDINGS

Application for the Erection of Buildings

MAR 10 1936

CLASS "C"

TO THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS:

Application is hereby made to the Council of the City of Beverly Hills, through the office of the Chief Inspector of Buildings for a permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which shall be deemed conditions entering into the exercise of the permit:

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THIRD: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

Lot No. 655-6-7 Block (Description of Job) Tract 4988

No. 8554-66 Wildfire Blvd Street
(Location of Property)

(USE INK OR INDELIBLE PENCIL)

1. Purpose of Building Business No. of Rooms _____ No. of Families _____
2. Owner's Name J. De Bell Phone _____
3. Owner's Address Sunset Blvd
4. Architect's Name J. J. Rees Structural Eng. #1108 Phone _____
5. Contractor's Name Owner Phone _____
6. Contractor's Address _____
7. VALUATION OF PROPOSED BUILDING (Including Plumbing, Gas Fitting, Sewers, Compoists, Elevators, Painting, Finishing, all Labor, etc.) \$ 5000
8. Is there any existing building on lot? no How used? _____
9. Clear Height of Ceiling: Bath. Toilet _____ Living Rooms _____ Halls _____ Cellars _____ (State Law)
10. Number of Stories 2 Height to Highest Point 50'
11. Size of Lot x Area of Lot _____ Per Cent of Area Covered by All Buildings _____ (Fill out Item 3 on No. 11 in case of Courts, Apartments, Hotels only.)
12. Set Back from Property Line (Including balconies, bays, porches, chimneys, steps, etc.) Front 0 Rear 0 Side 0
13. Foundation Material _____ Footing Width _____ Depth Below Natural Ground _____
14. Height of Foundation Above Finished Grade _____ Wall Width _____ Mud Sills x
15. Joist Clearance from Ground _____ Girders x Posts Under Girders x
16. Chimney Material _____ No. of Inlets to Flue _____ Sizes, Flues x Thickness of Chimney Wall _____
17. Materials of Exterior Walls Brick & Concrete Material of Interior Construction Frame
18. Will all Provisions of State Dwelling House Act be complied with? _____
19. EXTERIOR Studs x Interior BEARING Studs x Interior Non-Bearing Studs x
x Ceiling Joists x Roof Rafters x FIRST FLOOR JOISTS x
Second Floor Joists x Roof Material Compo
20. Location of Plumbing Cleanouts _____ Depth of Sewer "Y" _____ Sewer Length _____ Fall per ft. _____

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

(Sign Here)

J. De Bell
(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

PERMIT NO.

Plans & Specifications checked Application checked and found
and found to conform to Ord.
Nurses, State Laws, Etc. O.K.

Stamp here when permit is
issued

Plan Examiner

Clerk

Samuel
Superintendent of Building

#14227

5/11/36

All Applications must be
filled out by Applicant

PLANS AND SPECIFICATIONS
and other data must also be filed

DEPARTMENT OF BUILDINGS

Application for the Erection of Buildings

CLASS.....

TO THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS:

Application is hereby made to the Council of the City of Beverly Hills, through the office of the Chief Inspector of Buildings for a permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which shall be deemed conditions entering into the exercise of the permit:

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THIRD: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

Lot No.

657

Block

(Description of Job)

Tract

4988

No. 3

8566 Wilshire

(Location of Property)

Street

(USE INK OR INDELIBLE PENCIL)

1. Purpose of Building *Steel Sign* No. of Rooms No. of Families
2. Owner's Name *J. De Bell* Phone
3. Owner's Address *5 E. 1st, Wilshire & Stanley*
4. ~~Applicant's~~ Name *J. J. Rep* Phone *TL 2469*
5. Contractor's Name *Q.R.S. Neon Corporation* Phone
6. Contractor's Address

7. VALUATION OF PROPOSED BLDG. (Including Plumbing, Gas Fitting, Sewer, etc., Pools, Elevators, Painting, etc.) \$ *1000.00*

8. Is there any existing building on lot? *max construction* How used? *Stores & Garage*

9. Clear Height of Ceiling: Bath. Toilet Living Rooms Halls Cellars

10. Number of Stories Height to Highest Point

11. Size of Lot ☒ Area of Lot Per Cent of Area Covered by All Buildings

(Fill out Item 1 on No. 11 in case of Courts, Apartments, Hotels only.)

12. Set Back from Property Line (Including balconies, bays, porches, etc.) Front Rear Side

13. Foundation Material Footing Width Depth Below Natural Ground

14. Height of Foundation Above Finished Grade Wall Width Mud Sills ☒

15. Joist Clearance from Ground Girders ☒ Posts Under Girders ☒

16. Chimney Material No. of Inlets to Flue Sizes: Flues ☒ Thickness of Chimney Wall

17. Materials of Exterior Walls Material of Interior Construction

18. Will all Provisions of State Dwelling House Act be complied with?

19. EXTERIOR Studs ☒ INTERIOR BEARING Studs ☒ Interior Non-Bearing Studs

☒ Ceiling Joists ☒ Roof Rafters ☒ FIRST FLOOR JOISTS ☒

Second Floor Joists ☒ Roof Material

20. Location of Plumbing Cleanouts Depth of Sewer: Y' Sewer Length: Feet per ft.

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Law governing Building Construction will be complied with, whether herein specified or not.

(Sign Here)

J. J. Rep
(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

PERMIT NO.

14462

Plans & Specifications checked Application checked and found to conform to Ordinances, State Laws, Etc.

O.K.

Stamp here when permit is issued

8/21/36

Plan Examiner

Clerk

21

Parnwell
Superintendent of Building.

All Applications must be
filled out by Applicant

PLANS AND SPECIFICATIONS
and other data must also be filed

DEPARTMENT OF BUILDINGS
Application for the Erection of Buildings
CLASS - C - - - -

alt
to
fine

TO THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS:

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THIRD: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

Lot No. 617-47 Block _____ Tract 49
(Description of Job)

No. 8554 Wilshire Blvd Street
(Location of Property)

(USE INK OR INDELIBILE PENCIL)

1. Purpose of Building Moving Picture Theatre No. of Rooms _____ No. of Families _____
2. Owner's Name Joseph A. De Bell Phone _____
3. Owner's Address Wilshire & Stanley
4. Architect's Name Marcus Priteca Phone _____
5. Contractor's Name Joseph A. De Bell Phone ox 9586
6. Contractor's Address _____
7. VALUATION OF PROPOSED BLDG. {Including Plumbing, Gas Fitting, Sew- Alterations
ern, Cesspools, Elevators, Painting, } \$ 4000
Finishing, all Labor, etc. } under (10)
8. Is there any existing building on lot? yes How used? Office Bldg (Construction)
9. Clear Height of Ceiling: Bath, Toilet _____ Living Rooms _____ Halls _____ Cellars _____
(State Law)
10. Number of Stories one Height to Highest Point see plans
11. Size of Lot x Area of Lot _____ Per Cent of Area Covered by All Buildings _____
(Fill out Item 3 on No. 11 in case of Courts, Apartments, Hotels only.)
12. Set Back from Property Line {Including balconies, bays, porches, } Front P.L. Rear P.L. Side P.L.
chimneys, steps, etc. }
13. Foundation Material Rein. F. Con. Footing Width _____ Depth Below Natural Ground _____
14. Height of Foundation Above Finished Grade _____ Wall Width _____ Mud Sills x
15. Joist Clearance from Ground _____ Girders x Posts Under Girders x
16. Chimney Material _____ No. of Inlets to Flue _____ Sizes, Flues x Thickness of Chimney Wall _____
17. Materials of Exterior Walls Masonry Material of Interior Construction Metal Lath & Plaster
18. Will all Provisions of State Dwelling House Act be complied with? Yes
19. EXTERIOR Studs x INTERIOR BEARING Studs x Interior Non-Bearing Studs _____
Ceiling Joists x Roof Rafters x FIRST FLOOR JOISTS x
Second Floor Joists x Roof Material Composition Roof
20. Location of Plumbing Cleanouts _____ Depth of Sewer "Y" _____ Sewer Length _____ Fall per ft. _____

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

(Sign Here)

Peter White

(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

PERMIT NO. <u>14683</u>	Plans & Specifications checked and found to conform to Ord- nances, State Laws, Etc.	Application checked and found O.K.	Stamp here when permit is issued
	Plan Examiner <u>Barnwell</u>	Clerk	NOV -5 1936

Barnwell

Superintendent of Building.

All Applications must be
filled out by Applicant

PLANS AND SPECIFICATIONS
and other data must also be filed

DEPARTMENT OF BUILDINGS

Application for the Erection of Buildings

ZONE _____ FIRE DISTRICT _____ TYPE _____ GROUP _____ DIVISION _____

TO THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS:

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THIRD: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

FOURTH: Applicant agrees to hold the City of Beverly Hills, and all officers and employees harmless from all costs and damages, per Sec. 11-206(f), Beverly Hills Municipal Code.

Lot No. 65, 656, 657 Block _____ Tract A988
Description of Work REMOVE EXISTING CEILING AND REPLACE
WITH NEW CEILING IN MARQUEE - CHANGE
NAME ON MARQUEE
Street and No. 8556 WILSHIRE BLVD.

(Location of Property)
(USE INK OR INDELIBLE PENCIL)

- Purpose of Building THEATRE No. of Rooms _____ No. of Families _____
- Owner's Name FOX THEATRE Phone RE. 4111
- Owner's Address 1609 W. WASHINGTON
- Architect's Name NONE Phone _____
- Contractor's Name LUMINART NEON CO. City License No. _____ State License No. 47026
- Contractor's Address 4031 WHITTIER BL. Phone AN-4366
- VALUATION OF PROPOSED BLDG. \$900 PP
(Including Plumbing, Gas Fitting, Sowers, Electric Wiring and Lighting, Elevators, Heating and Ventilating, Painting, Finishing, all Labor, etc.)
- State how many buildings NOW on lot _____ How used? _____
- Clear Height of Ceiling: Bath, Toilet _____ Living Rooms _____ Halls _____ Cellars _____
(State Law)
- Areas: 1st flr. _____ 2nd flr. _____ 3rd flr. _____ 4th flr. _____ 5th flr. _____
- Total floor area _____ No. of Stories _____ Height to Highest Point _____
- Size of Lot x Area of Lot _____ Per Cent of Area Covered by All Buildings _____
(Fill out Item 3 on No. 12 in case of Courts, Apartments, Hotels only.)
- Set Back from Property Line {Including balconies, bays, porches, } chimneys, steps, etc. { Front _____ Rear _____ Side _____
- Foundation Material _____ Footing With _____ Depth Below Natural Ground _____
- Height of Foundation Above Finished Grade _____ Wall Width _____ Mud Sills x
- Joist Clearance from Ground _____ Girders x Posts Under Girders x
- Chimney Material _____ No. of Inlets to Flue _____ Sizes, Flues x Thickness of Chimney Wall _____
- Materials of Exterior Walls _____ Material of Interior Wall Surfaces _____
- Will Provisions of State Housing Act be complied with? (If Groups H. & I.) _____
- EXTERIOR Studs x INTERIOR BEARING Studs x Interior Non-Bearing Studs _____
Ceiling Joists x Roof Rafters x FIRST FLOOR JOISTS x
Second Floor Joists x Roof Material _____

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

NOTE: If work is not started within ninety days this permit expires. Application for refund of permit fee must be made before expiration date.

(Sign Here) LUMINART NEON CO.
(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

PERMIT NO. <u>99612</u>	Plans & Specifications checked and found to conform to Ordinances, State Laws, Etc.	Plans and Application rechecked and approved.	Stamp here when permit is issued.
	Plan Examiner	By <u>DSG</u>	DEC - 7 1948

D. D. [Signature]
Chief Building Inspector

DEC 1 1948

All Applications must be
filled out by ApplicantPLANS AND SPECIFICATIONS
and other data must also be filed**DEPARTMENT OF BUILDINGS****Application for the Erection of Buildings**

ZONE _____ FIRE DISTRICT _____ TYPE _____ GROUP _____ DIVISION _____

TO THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS:

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THIRD: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

FOURTH: Applicant agrees to hold the City of Beverly Hills, and all officers and employees harmless from all costs and damages, per Sec. 11-206(f), Beverly Hills Municipal Code.

Lot No. 655 Block _____ Trace 4988
 Description of Work Addition of new stair for
and removal of egress from
projection room
 Street and No. 8556 - Catalina Blvd.
 (Location of Property)

(USE INK OR INDELEBIL PENCIL)

- Purpose of Building Theatre No. of Rooms _____ No. of Families _____
- Owner's Name F. West Coast Theatre Phone 4111
- Owner's Address 1609 W. Washington Blvd.
- Architect's Name W. D. Coffey - Street Eng. Phone TR 0669
- Contractor's Name A. V. Parkinson City License No. _____ State License No. 10933-A1
- Contractor's Address 1149 N. Lee Palmer - L. A. Phone 11 0630
- VALUATION OF PROPOSED BLDG. \$ 500.00 S. D.
(Including Plumbing, Gas Fitting, Sewers, Electric Wiring and Lighting, Elevators, Heating and Ventilating, Painting, Finishing, all Labor, etc.)
- State how many buildings NOW on lot 1 How used? Theatre
- Clear Height of Ceiling: Bath, Toilet _____ Living Rooms _____ Halls _____ Cellars _____
(State Law)
- Areas: 1st flr. _____ 2nd flr. _____ 3rd flr. _____ 4th flr. 2 5th flr. _____
- Total floor area _____ No. of Stories _____ Height to Highest Point _____
- Size of Lot x Area of Lot _____ Per Cent of Area Covered by All Buildings _____
(Fill out Item 3 on No. 12 in case of Courts, Apartments, Hotels only.)
- Set Back from Property Line 10 ft. (Including balconies, bays, porches, etc.) Front _____ Rear _____ Side _____
- Foundation Material _____ Footing With _____ Depth Below Natural Ground _____
- Height of Foundation Above Finished Grade _____ Wall Width _____ Mud Sills x
- Joist Clearance from Ground _____ Girders x Posts Under Girders x
- Chimney Material _____ No. of Inlets to Flue _____ Sizes, Flues x Thickness of Chimney Wall _____
- Materials of Exterior Walls _____ Material of Interior Wall Surfaces _____
- Will Provisions of State Housing Act be complied with? (If Groups H. & I.) _____
- EXTERIOR Studs x INTERIOR BEARING Studs x Interior Non-Bearing Studs _____
x Ceiling Joists x Roof Rafters x FIRST FLOOR JOISTS x
x Second Floor Joists x Roof Material _____

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

NOTE: If work is not started within ninety days this permit expires. Application for refund of permit fee must be made before expiration date.

(Sign Here) W. D. Coffey

(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

PERMIT NO. <u>13647</u>	Plans & Specifications checked and found to conform to Ordinances, State Laws, Etc. <u>W. J. W.</u>	Plans and Application rechecked and approved. <u>S. D.</u>	Stamp here when permit is issued. <u>DEC 15 1948</u>
	Plan Examiner	By	

S. D. Cleaveland
 Chief Building Inspector

All Applications must be
filled out by Applicant

PLANS AND SPECIFICATIONS
and other data must also be filed

DEPARTMENT OF BUILDINGS

Application for the Erection of Buildings

ZONE _____ FIRE DISTRICT _____ TYPE _____ GROUP _____ DIVISION _____

TO THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS:

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THIRD: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

FOURTH: Applicant agrees to hold the City of Beverly Hills, and all officers and employees harmless from all costs and damages, per Sec. 11-206(f), Beverly Hills Municipal Code.

Lot No. 655 Block _____ Tract 4988
Description of Work Installing Temporary Ticket Office in Store
Street and No. 2556 Wilshire Blvd.
(Location of Property)

(USE INK OR INDELEBIL PENCIL)

- Purpose of Building Theatre No. of Rooms _____ No. of Families _____
- Owner's Name For West Coast Theatres Phone RE 4111
- Owner's Address 4009 W. Washington Blvd. L. A.
- Architect's Name Am. D. Coffey - Street Engineers Phone TR 0669
- Contractor's Name _____ City License No. _____ State License No. _____
- Contractor's Address Owens Phone 500 40
- VALUATION OF PROPOSED BLDG. Including Plumbing, Gas Fitting, Sewers, Electric Wiring and Lighting, Elevators, Hoisting and Ventilating, Painting, Finishing, all Labor, etc. \$ 2500.00 556
- State how many buildings NOW on lot One How used? Theatre
- Clear Height of Ceiling: Bath, Toilet _____ Living Rooms _____ Halls _____ Cellars _____
(State Law)
- Areas: 1st flr. _____ 2nd flr. _____ 3rd flr. _____ 4th flr. _____ 5th flr. _____
- Total floor area _____ No. of Stories _____ Height to Highest Point _____
- Size of Lot _____ Area of Lot _____ Per Cent of Area Covered by All Buildings _____
(Fill out Item 3 on No. 12 in case of Courts, Apartments, Hotels only.)
- Set Back from Property Line Including balconies, bays, porches, chimneys, steps, etc. Front _____ Rear _____ Side _____
- Foundation Material _____ Footing With _____ Depth Below Natural Ground _____
- Hight of Foundation Above Finished Grade _____ Wall Width _____ Mud Sills _____
- Joist Clearance from Ground _____ Girders _____ Posts Under Girders _____
- Chimney Material _____ No. of Inlets to Flue _____ Sides _____ Thickness of Chimney Wall _____
- Materials of Exterior Walls _____ Material of Interior Wall Surfaces _____
- Will Provisions of State Housing Act be complied with? (H Groups H. & I.) _____
- EXTERIOR Studs _____ INTERIOR BEARING Studs _____ Interior Non-Bearing Studs _____
_____ Ceiling Joists _____ Roof Rafters _____ FIRST FLOOR JOISTS _____
Second Floor Joists _____ Roof Material _____

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

NOTE: If work is not started within ninety days this permit expires. Application for refund of permit fee must be made before expiration date.

(Sign Here) Am. D. Coffey

(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

PERMIT NO. <u>13698</u>	Plans & Specifications checked and found to conform to Ordinances, State Laws, Etc. <u>556</u>	Plans and Application rechecked and approved. <u>S. D. T.</u>	Stamp here when permit is issued. <u>DEC 15 1948</u>
	Plan Examiner	By	

D. D. League
Chief Building Inspector



Cultural Heritage Commission Report

8554 Wilshire Boulevard – Landmark Initiation
April 12, 2017

Attachment 2

Landmark Report Update Memorandum (2017)



Landmark Report Update Memorandum

Date: March 24, 2017

Re: Landmark Designation of the Ahrya Fine Arts Theatre, located at 8554-8558 Wilshire Blvd

To: Beverly Hills Cultural Heritage Commission

From: Laura O'Neill, Sr. Architectural Historian, on behalf of the Property Owner

Introduction

The purpose of this memo is to provide an update to the *City Landmark Assessment And Evaluation Report for the Regina-Fine Arts Theatre* prepared by Jan Oshtashay for the City of Beverly Hills in January 2014 (see Attachment A). The theater, now known as the Ahrya Fine Arts Theatre, is located at 8554-8558 Wilshire Boulevard. The current property owner wishes to have the property listed as a Beverly Hills Landmark.

Background

At the October 9, 2013 meeting of the Cultural Heritage Commission, the Commission initiated nomination proceedings for the theater. The City commissioned the Oshtashay report accordingly to determine if the property met the criteria for Landmark designation. The report concluded that the property met criteria A.1, A.3, and A.4, that it retained integrity from its period of significance, and that it has historic value. Thus, the report concluded that the property was eligible for Beverly Hills Landmark designation.

The Commission heard the Landmark nomination at its January 8, 2014 meeting. The Commission voted to continue the item till the April 9, 2014 meeting. At the April 9, 2014 meeting, the item was continued again due to a pending change of ownership. Since 2014, the potential designation of the theater has not been brought back to the Commission for consideration, and the property has not been designated to date. The current property owner is in favor of Landmark designation and is requesting that the Commission consider designation at its April 2017 meeting.

Instead of completing a new assessment and evaluation report, City Staff requested that the property owner prepare a brief memo identifying any changes to the property since the completion of the 2014 Oshtashay report. This memo has been prepared to respond to that request.



Methodology

To prepare this memo GPA Consulting (GPA) performed the following tasks:

1. Reviewed existing information on the property
 - a. *City Landmark Assessment And Evaluation Report for the Regina-Fine Arts Theatre* prepared by Jan Oshtashay for the City of Beverly Hills in January 2014
 - b. *Fine Arts Theatre Photo-Recordation Document* prepared by Jan Oshtashay for the City of Beverly Hills in January 2013
 - c. Building permits on file with the City
2. Reviewed applicable City ordinances
 - a. Historic Preservation Ordinance codified in the Beverly Hills Municipal Code, Title 10, Chapter 3, Articles 32 and 32.5
3. Reviewed videos of past Commission hearings related to the property's Landmark designation
 - a. October 9, 2013
 - b. January 8, 2014
 - c. April 9, 2014
4. Conducted a site visit to the property to determine alterations since 2014
5. Compiled the results of the above tasks into this memo for the Commission's consideration

Summary of the Oshtashay Report

The 2014 *City Landmark Assessment And Evaluation Report for the Regina-Fine Arts Theatre* was very thorough and logical in its conclusions. The report found the property to be eligible as a Beverly Hills Landmark for the following reasons:

Criterion A.1 (page 13):

The subject property is directly associated with the early recreational, entertainment, social, and architectural history of the community. Within the City of Beverly Hills the Regina-Fine Arts Theatre is the last remaining neighborhood theatre venue still intact. It was one of five motion picture theatres constructed prior to World War II in the City that reflected the varied "hay day" of early theatre design philosophy. Designed by noted theatre architect B. Marcus Priteca, the Regina-Fine Arts Theatre is a local extant representative example of the Art Deco style as used in a small housed neighborhood movie theatre built prior to World War II. When the theatre became the Fine Arts Theatre in 1948 (new owners) the venue was the site of a number of motion picture premieres. It was also considered a very popular venue in Beverly Hills for younger theatergoers, particularly when they showed classic horror films such as Dracula or Frankenstein. Since the subject property visually and physically manifests significant contributions to the early social, entertainment, recreational, and architectural history of the community in the form of a neighborhood motion picture theater it appears to satisfy this criterion.

Criterion A.3 (page 14):

Within the City of Beverly Hills the theatre building, despite its alterations, is a rare extant example of a modest size Art Deco inspired neighborhood theatre. It retains sufficient historical integrity to convey its distinctive characteristics of a particular style, property type, and

historical period. The structure with its small scale, Art Deco designs, and neighborhood orientation further establishes its historical use and function. Sited along Wilshire Boulevard its ornate, cantilever marquee with period neon life font lettering and decorative parapets culminating in a tower were designed to be the focal point for the venue and render it highly visible along the busy street. Stylistically, the property also embodies a number of distinguishing architectural characteristics of the Art Deco idiom, including its vertical emphasis utilizing stepped parapets and reeded pilasters, as well as the stepped neon wrapped central tower. Hence, it can be concluded that the property appears to satisfy this criterion.

Criterion A.4 (page 14):

This property was designed by noted architect B. Marcus Priteca. The City's list of Master Architects includes architect B. Marcus Priteca. Priteca is considered one of America's most prominent and prolific theatre designers in the country because of his work during the first half of the twentieth century. He established a trend with his use of the Moderne and Art Deco styles in theatre architecture. Priteca's portfolio of theatre design included venues for both live productions and motion pictures. His commissions varied from large elaborate movie palacelike structures to small-scale aptly designed neighborhood theatres. His work spanned across the country and Beverly Hills was fortunate enough to have two theatres designed by this prominent and well-established architect (though only the subject property remains extant today). The Regina-Fine Arts Theatre, therefore, satisfies this criterion.

Furthermore, the report found that the property retained integrity from its period of significance of 1936 to 1949 (page 15):

Those important features of design, materials, location, setting, workmanship, feeling, and association from the period of significance are still evident in the subject property and help to render it historically significant.

And that it has historic value (page 15):

Because of its distinct property type, architectural styling and character, association with a master architect and its contribution to the City's historical and architectural heritage the property is considered to have historic value.

The report did not find the property to have any significance under Criteria A.2, A. 5, or A.6.

Alterations to the Property since 2014

Only one building permit has been filed with the City since the Oshtashay report was completed in January 2014:

- Permit #BS1405436 – Reinstall/maintain existing fire alarm system.

The site visit conducted by GPA staff on March 21, 2017 revealed the following alterations since January 2014 based on visual inspection and comparison with photos in the Oshtashay report:

- Exterior paint – The exterior has been repainted. The new paint scheme highlights the building's Art Deco horizontal and vertical elements.
- Interior paint – The lobby and concession areas have been repainted. The auditorium space appears to retain the same color palette as in 2014.



- Patterned film applied to storefront glazing – Glazing film with a pattern of gold squares has been applied to the storefront doors, windows, and transoms.

These alterations are all minor and have not impacted the property's integrity in anyway. It continues to retain sufficient integrity of design, materials, location, setting, workmanship, feeling, and association from the period of significance to convey its significance under Landmark Criteria A.1, A.3, and A.4.

Findings

In our review of the Oshtashay report and its supporting materials, GPA agrees with all of the findings. The property is eligible for designation under Landmark Criteria A.1, A.3, and A.4. GPA further finds that alterations to the property since 2014 have not impacted its historic integrity, that the property retains historic value, and that the property remains eligible for listing as a Beverly Hills City Landmark.

Because the City's Landmark definition allows for the inclusion of publicly assessable interiors, such as theaters, GPA recommends considering the addition of the following character-defining features to the character-defining features list in the Oshtashay report on pages 15-16. These were each identified as original in the report:

- Reeded, curved walls from lobby to auditorium
- Sunburst on auditorium ceiling at the stage
- Plaster walls and ceiling in the auditorium
- Reeded columns behind the screen at the original proscenium
- Original red stage curtains
- Palm tree murals flanking the original proscenium

Thank you for your consideration of this memo. I'm available to answer any questions you might have at laura@gpaconsulting-us.com or (310) 383-5205.

Sincerely,

A handwritten signature in black ink that reads "Laura O'Neill".

Laura O'Neill
Senior Architectural Historian

Attachments:

- A. *City Landmark Assessment And Evaluation Report for the Regina-Fine Arts Theatre* prepared by Jan Oshtashay for the City of Beverly Hills in January 2014
- B. Current Photographs

CC: Sally Fujimoto (property owner's representative)