

ATTACHMENT 4

RESOLUTION NO. 13-R-

A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS DESIGNATING THE HILTON OFFICE BUILDING AT 9990 SANTA MONICA BOULEVARD, BEVERLY HILLS AS A LOCAL LANDMARK AND PLACING THE PROPERTY ON THE LOCAL REGISTER OF HISTORIC PROPERTIES

Section 1. On January 24, 2012, the City Council adopted Ordinance No. 12-O-2617 establishing a historic preservation program and establishing a Local Register of Historic Properties in the City of Beverly Hills. The Ordinance enables the City Council to designate local landmarks and historic districts and to place those properties and geographical areas on the City's Register of Historic Properties.

Section 2. On September 4, 2012, the Cultural Heritage Commission conducted a preliminary consideration of the Hilton Office Building located at 9990 Santa Monica Boulevard, Beverly Hills pursuant to section 10-3-3215 A. of the Historic Preservation Ordinance, and concluded that the Hilton Office Building warranted formal consideration by the Commission for inclusion onto the Local Register of Historic Properties.

Section 3. On January 9, 2013 the Cultural Heritage Commission considered a *Landmark Assessment and Evaluation Report* for the Hilton Office Building incorporated herein as Exhibit A, and other evidence provided during the proceedings and observations and moved to nominate the Hilton Office Building as a Local Landmark. The Commission based its action on the findings of fact and reasons listed in the *Landmark Assessment and Evaluation Report* by Jan Ostashay of Ostashay and Associates Consulting and other evidence.

Section 4. On February 19, 2013, the City Council considered the application for landmark designation along with the recommendation of the Cultural Heritage Commission and adopted this resolution. The Council based its action on the findings of fact and reasons listed in the *Landmark Assessment and Evaluation Report* by Jan Ostashay of Ostashay and Associates Consulting and other evidence provided during the proceedings.

Section 5. BACKGROUND. Developed as an extension to Conrad Hilton's Los Angeles based world-wide hotel operation, the Hilton Corporation, the subject property was built as the company's headquarters in 1955 (completed 1957). Early city directories list the property (and business) as 9970 Santa Monica Boulevard, but by 1960 it was listed as 9990 Santa Monica Boulevard. Though consistently traveling for business, Hilton had lived nearby on Bellagio Road in Bel-Air (a community of Los Angeles) since 1938. He had the office building built as a convenience (and as a personal headquarters) to himself. The Hilton Corporation remained at this location until the mid-1980s when a larger headquarters facility was constructed near City Hall at 9336-9346 Civic Center Drive (1985). They remained at that locale until 2009 when they moved their operation to Fairfax County, Virginia.

The Hilton Office Building at 9990 Santa Monica Boulevard housed the executive staff of the Hilton Corporation. The first floor with its vast lobby space was designed essentially to bring the outdoors in with only a curtain wall of glass separating the two elements. The second floor, designed with more practicality contained offices for the corporate executives and well as space for storage and files. Besides a formal reception area, the third floor contained the private office of Conrad Hilton, and office space for his executive secretary, his secretary's secretary, and the corporate secretary. The third floor also was equipped with a large board room and outdoor

patio amenities. Conrad Hilton contributed to the modernity of the hotel industry by giving the business an elite form and refinement. Like his hotels of the day, his headquarters building reflected the current trends in architectural design. To design his office, Hilton chose architectural professionals who were well-regarded in their field. Pereira & Luckman brought forward the modernistic interpretations of style necessary to reflect Hilton's vision and corporate necessities. The outcome was an office building designed in the prevailing style of the time and typifies what has become known as Mid-century Modern, a derivative of the International Style.

Section 6. FINDINGS. Pursuant to the City of Beverly Hills Historic Preservation Ordinance (Title 10, Chapter 3, Article 32; BHMC 10-3-32), this property satisfies the necessary requirements for local landmark designation. The Hilton Office Building is eligible under "significance" criterion 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. Because of its unique historical associations with the economic and architectural histories of Beverly Hills, the subject property does satisfy this criterion. Having located its headquarters to Beverly Hills in the 1950s and remaining within the community for over fifty years, the Hilton Corporation employed hundreds of people and generated thousands of dollars for the City. As such, it is considered that their physical presence in area significantly contributed to the prosperous economic history of Beverly Hills. In addition, the Hilton Office Building also exemplifies an important stylistic phase in the architectural history of the City, the Mid-century Modern. Character-defining features of the building that are indicative of the idiom include its basic form, volume, shape, mass and composition in relationship to its corner location and immediate environment; as well as its flat

roof; glazed windows with metal framing; concrete louvered fins and wrought iron grill work; steel framing; integration of the building with the courtyard landscape/hardscape features (paving, fountains, patios, gates, walls, etc.); unadorned exterior wall surfaces; the use of concrete, marble, glass, and travertine; the tall black perimeter wall; exterior courtyard features and material; recessed external patios on the upper floors; modular design dictated by structural framing; open tandem parking spaces at rear of building; and simple concrete spandrels.

The Hilton Office Building is eligible under “significance” criterion A.2. The property is directly associated with the lives of Significant Persons important to national, state, City or local history.

The Hilton Office Building was specifically designed and built for Conrad Hilton, the hotel mogul, to oversee and run his multi-million dollar, worldwide enterprise. All design aspects, including exterior program features, spatial relationships, site location, and use was directly influenced by Conrad Hilton. For over ten years it was within this building that Hilton had his office and proceeded over the daily business of running a hotel empire. Therefore, the subject property does satisfy this criterion.

The Hilton Office Building is eligible under “significance” criterion A.3. The property embodies the distinctive characteristics of a style, type, period, or method of construction. The property’s design quality and Mid-century Modern detailing are such that it represents a type, period, and method of construction emblematic of its era. The building exhibits the distinctive qualities and subtle details associated with an architect-designed building. On the continuum of mid-century era buildings in the city, this building, though modest in size, has solid and noteworthy design values. The character-defining features of the style have been thoroughly integrated throughout the property. Therefore, the subject property is eligible for local landmark designation under this criterion.

The Hilton Office Building is eligible under “significance” criterion 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 Hilton Office Building was designed in 1955 by master architects Pereira & Luckman. Having been formed in 1950, the partnership had been established for approximately five years before being commissioned for the Hilton project. Pereira & Luckman, during the course of a brief but successful partnership, designed dozens of high-profile, multi-million dollar projects. Though some of their other commissions have received greater recognition for their magnitude, design qualities and innovation, the Hilton Office Building, nonetheless, reflects the high standards and attention to stylistic detail that is associated with this firm. In addition, Pereira & Luckman are notable individuals who are included on the City’s List of Master Architects. The building also has high aesthetic value as a classic expression of the Mid-century Modern theory of design and principals. Therefore, in conclusion, the subject property does satisfy this criterion.

The Hilton Office Building is eligible under “significance” criterion B because the property retains integrity from its period of significance, (1955 to 1985). The proposed landmark retains integrity of location, design, setting, materials, workmanship, and association.

The Hilton Office Building is eligible under “significance” criterion C because 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.

Section 7. PARTICULAR CHARACTERISTICS JUSTIFYING LANDMARK DESIGNATION THAT SHOULD BE PRESERVED. Use and development of the Hilton Office Building property shall be governed by the *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards). These standards and guidelines have been formulated to ensure that any significant adverse changes to the property do not compromise those qualities that justify its listing as a landmark. Character-defining features associated with the subject property include its location at the corner of Santa Monica Boulevard and Moreno Drive within the commercial triangular area; its basic form, volume, shape, mass and composition in relationship to its corner location and immediate environment; and those physical attributes and material that define the Mid-century Modern architectural style. Such features on the property that visually express this modernistic style include, but are not limited to, the property's flat roof; glazed windows with metal framing; concrete louvered fins and wrought iron grill work; steel framing; integration of the building with the courtyard landscape/hardscape features (paving, fountains, patios, gates, walls, etc.); unadorned exterior wall surfaces; the use of concrete, marble, glass, and travertine; the tall black perimeter wall; exterior courtyard features and material; external recessed patio spaces on the upper floors; modular design dictated by structural framing; open tandem parking spaces at rear of building; and simple concrete spandrels.

Section 8. REASONS FOR DESIGNATING THE HILTON OFFICE BUILDING A LANDMARK. The City Council finds that the property meets the criteria for designation as a landmark, and that the property warrants designation because the Hilton Office Building meets 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 "exemplifies important elements of the City's economic and architectural history." The Hilton Office Building also satisfies the requirements of subsection 10-3-3212 A. 2, in that it "is directly associated with the lives of significant persons important to national, state, City or local history." The property was built and utilized by hotel mogul Conrad Hilton for over ten years as his office and locale of the company's headquarters. 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 building exhibits the quintessential elements of the Mid-century Modern style in its materials, design, workmanship, and overall historic character. And finally, under the requirements of subsection 10-3-3212 A. 4, the Hilton Office Building satisfies this criterion in that it "represents a notable work of a person included on the City's List of Master Architects." The property was designed by the prominent architectural firm of Pereira & Luckman of Los Angeles and has high aesthetic value as a classic expression of the Mid-century Modern theory of design and principals.

Each of the foregoing reasons supports the conclusion that designating the Hilton Office Building a landmark is warranted.

Section 9. GENERAL GUIDELINES AND STANDARDS FOR FUTURE PROPOSED CHANGES PURSUANT TO THE HISTORIC PRESERVATION ORDINANCE (Section 10-3-3224). The *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards and Guidelines) are incorporated as reference. These standards and guidelines have been formulated to ensure that any

significant adverse changes to the property do not compromise those qualities that justify its listing as a landmark. The guidelines and standards are an aid to public and private property owners, and others, formulating plans for new construction, for rehabilitation or alteration of existing structures, and for site development. The guidelines pertain to buildings of all occupancy and construction types, sizes and materials, and pertain to construction on exterior of existing buildings as well as new, attached, or adjacent construction. The SOI Standards and Guidelines are also designed to be standards which City Staff and the Cultural Heritage Commission shall apply when making decisions about Certificates of Appropriateness as required by the City of Beverly Hills Historic Preservation Ordinance. The location and boundaries of the delineated resource or resources are the property boundaries.

Section 10. ENVIRONMENTAL ANALYSIS. Designation of the Hilton Office Building located at 9990 Santa Monica Boulevard, Beverly Hills, as a local historic landmark was assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. It has been determined that designation of the Hilton Office Building would not have a significant environmental impact and is exempt from CEQA pursuant to Sections 15061(b)(3), 15308, and 15331 of Title 14 of the California Code of Regulations. It can be seen with certainty that there is no possibility that the designation of the Hilton Office Building may have a significant effect on the environment, as no specific development is authorized by this resolution, and any future development proposed pursuant this resolution will require separate environmental analysis when the details of those proposals are known. Further, designating the Hilton Office Building is an action of the City to protect and preserve an historic resource.

Section 11. GENERAL PLAN CONSISTENCY. Designation of the Hilton Office Building as a local historic landmark is consistent with the objectives, principles, and standards of the General Plan. General Plan Policy “HP 1.3 – Promote National, State, and Local Designation of Historic Resources” encourages the establishment of programs encouraging the nomination of landmarks.

Section 12. The City Council hereby designates the Hilton Office Building as a local landmark in the City of Beverly Hills and places the Hilton Office Building on the City of Beverly Hills Local Register of Historic Properties as Landmark No. 10, for the reasons set forth in this resolution.

Section 13. The record of proceedings for designation of the Hilton Office Building as a local landmark included on the City’s Register of Historic Properties is maintained by the City as part of the official records of the Community Development Department at 455 North Rexford Drive, Beverly Hills, California, 90210.

Section 14. The City Clerk shall certify to the adoption of the Resolution and shall cause the Resolution and his certification to be entered in the Book of Resolutions of the Council of the City of Beverly Hills. . The City Clerk shall also cause the Resolution to be recorded in the office of the county recorder of the county of Los Angeles as authorized by Section 3215 K of Chapter 3 of Title 10 of the City of Beverly Hills Municipal Code.

Section 15. This Resolution shall go into effect on February 20, 2013 at

12:01 AM.

Adopted:

WILLIAM W. BRIEN, M.D.
Mayor of the City of Beverly Hills,
California

ATTEST:

(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM

flg CDS for

LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT

JEFFREY C. KOLIN
City Manager

[Signature]

SUSAN HEALY-KEENE
Director of Community Development

Exhibit A – Landmark Assessment Report for the Hilton Office Building at 9990
Santa Monica Boulevard, Beverly Hills, Prepared by Ostashay &
Associates Consulting.

CITY LANDMARK ASSESSMENT & EVALUATION REPORT



JANUARY 2013

HILTON OFFICE BUILDING

9990 Santa Monica 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

Hilton Office Building

9990 Santa Monica Boulevard

Beverly Hills, CA 90210

APN: 4328-002-001

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 Hilton Office Building located at 9990 Santa Monica 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 history of the property, the landmark criteria considered, evaluation of 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 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. The results of the records search indicated that the subject property had been previously surveyed and documented, and was found through those surveys to be eligible for listing in the National Register under criteria associated with historical events, important personages, and architecture. For this current assessment site inspections and a review of building permits and tax assessor records were also done to document the property's existing condition and assist in evaluating the office building 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 Hilton Office 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 property satisfies the requirement of subsection A, which requires that at least two of the six "significance" criteria be met. Upon conclusion of the assessment, the building appears to meet four of the "significance" criteria: criterion A.1, A.2, A.3, and A.4. The Hilton Office Building 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

Situated in the downtown business area of the City (the commercial triangle), the Hilton Office building is located at the southeast corner of Moreno Drive and Santa Monica Boulevard on lot 728 of tract number 7710. The lot measures approximately 67 feet along the north side (front of property), 121 feet along the west side of the lot abutting Moreno Drive, 120 feet along the east parcel line, and 86 feet along the southern property line off the alley.

Because of its date of construction (being less than 50 years old at the time of survey work) the property was not assessed as part of the 1985-1986 city-wide historic resources survey or the 2004 historic resources survey update effort. It was, however, identified and recorded as part of the 2006 (revised 2007) local survey efforts of commercial properties located within the commercial triangle and along Wilshire Boulevard. At that time the property was identified as eligible for listing in the National Register of Historic Places under Criterion C for its architecture and association with a master architect, Charles Luckman (of Pereira & Luckman); as well as under Criterion A, for its early historical association with the Hilton Corporation. The 2006 assessment also noted that the property could be found to be eligible for the National Register under Criterion B, for its association with Conrad Hilton, but additional research would be warranted to establish this finding.

PROPERTY DESCRIPTION AND CONSTRUCTION HISTORY

Description. With permits pulled on July 20, 1955, the Hilton Office Building received its certificate of occupancy in 1957. The three-story structure, situated within the downtown

triangle area, was designed by the highly prominent architectural firm of Pereira & Luckman of Los Angeles for the hotel mogul Conrad Hilton. Configured in a rectangular plan, the front (north) and rear (south) elevations measure approximately 68 wide with the sides being roughly 88 feet long. Though designed in the Mid-century Modern style, the architects designed the building to express the warmth and character of an Italian villa set in a sunken garden. The property was designed to be functional yet inviting and private. The office building is surrounded by a 10 foot tall black concrete masonry block garden wall. Pedestrian access to the grounds and building is through large decorative wrought iron gates that front off Santa Monica Boulevard. Upon entering the inner courtyard area low-rise concrete garden fountain pools flank the entrance approach. Originally designed as water features with modernistic art pieces, these pools have since been infilled with Japanese-influenced landscape elements.

The reinforced concrete structure contains approximately 10,500 square feet of space and is capped with a flat roof. The building appears to float above the first floor, which is primary set with large panes of glazing. The side (east and west) elevations of the second and third floors are basically skinned with curtain walls that feature elongated concrete fins linked by decorative wrought iron grills that screen balconies, patio spaces, and office windows, and which also provides the building with a semblance of order and additional privacy. Set above the first floor, the front (primary) elevation has a large “floating” concrete privacy wall that is completely inlaid with rows and columns of small (1” x 1”) multi-color (white, gold, silver) glazed reflective tiles and is surmounted by wrought iron grills that help screen the interior office spaces of the second and third floors from the busy street and activities outside. The rear elevation consists of two large concrete wall panels devoid of fenestration which flank a ribbon of elongated concrete fins with grill work on the second and third floors and the covered parking area below.

The garden level (first floor) of the building contains white terrazzo floors with a bank of black marble fins at the end that recall the wall encompassing the property. The building was designed with a kitchen and dining facility with an exterior patio and employee recreation area with private garden patio. Covered parking is accessed from the rear alley and consists of tandem parking sufficient for eight to ten cars. The second floor initially contained private offices for Hilton executives, in addition to a central storage area and filing room. The third floor was devoted to housing the offices of Conrad Hilton, his secretaries, and the board room. Both the board room and Hilton’s private office have outdoor patio space covered with decorative grillage. The property is still well maintained and appears very similar to as it was constructed in the 1950s.

Building Permit History. A review of building permits indicate that the property has undergone limited modifications since it was built in the 1950s. Relevant construction work and alterations that have been recorded with the City of Beverly Hills, which have occurred over the years, include the following:

YEAR	DESCRIPTION OF WORK
1955	New 3 story office structure, steel frame, concrete floors, foundation only
1955	New 3 story office structure, steel frame, concrete floors
1957	Certificate of Occupancy, final inspections record
1966	Enclose 3 rd floor terrace
1979	Interior work: partitions, drywall
1997	Interior work: install cabinets in break room
1997	Re-roof
1997	Mechanical equipment screen wall

In reviewing the building permit history and upon conducting a visual inspection of the property, the building appears to have undergone minimal changes since it was built. As such, the physical condition and historical integrity of the property appear good.

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.

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

² *Ibid*, pg. 8-9.

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. Flamboyant art directors and producers showed how delightful the art of set decoration could be applied to real life. Hence, fanciful houses such as Pickfair, Dias Dorados, and Greenacres were built. Throughout the late 1920s and 1930s sophisticated period revival styles dominated both the domestic and commercial architecture of the city. By the mid to late 1930s Beverly Hills became one of the areas in southern California most closely connected with the development of the Hollywood Regency style. Born of the meeting of Moderne sleekness with the elegance of early nineteenth century architectural forms, it used simple, primary forms and blank wall surfaces to project exclusivity and sophistication.⁴ Beverly Hills' architecture in the post-World War II era saw the incorporation of Revival references in its new building stock, and also the introduction of contemporary, luxury designs reflective of the International Style and Mid-century Modern idiom. The International Style, Corporate Modernism, and Mid-century Modernism dominated the commercial and office buildings constructed throughout much of the City in the 1950s and 1960s, particularly along Wilshire Boulevard and within the downtown commercial triangle area. During the 1960s and 1970s, the City's downtown urbanization continued until the westernmost section of the downtown area was as densely developed as any other southern California office cluster outside of downtown Los Angeles.⁵

Hilton Office Building. Developed as an extension to Conrad Hilton's Los Angeles based world-wide hotel operation, the Hilton Corporation, the subject property was built as the company's headquarters in 1955 (completed 1957). Early city directories list the property (and business) as 9970 Santa Monica Boulevard, but by 1960 it was listed as 9990 Santa Monica Boulevard. Though consistently traveling for business, Hilton had lived nearby on Bellagio Road in Bel-Air (a community of Los Angeles) since 1938. He had the office building built as a convenience (and as a personal headquarters) to himself. The Hilton Corporation remained at this location until the mid-1980s when a larger headquarters facility was constructed near City Hall at 9336-9346 Civic Center Drive (1985). They remained at that locale until 2009 when they moved their operation to Fairfax County, Virginia.

³ *Ibid*, pg. 11.

⁴ *Ibid*. pg. 17.

⁵ *Ibid*. pg. 19.

The Hilton Office Building at 9990 Santa Monica Boulevard housed the executive staff of the Hilton Corporation. The first floor with its vast lobby area was designed essentially to bring the outdoors in with only a curtain wall of glass separating the two spaces. The second floor, designed with more practicality contained offices for the corporate executives and well as space for storage and files. Besides a formal reception area, the third floor contained the private office of Conrad Hilton, and office space for his executive secretary, his secretary's secretary, and the corporate secretary. The third floor also was equipped with a large board room and outdoor patio amenities.

Conrad Hilton contributed to the modernity of the hotel industry by giving the business an elite form and refinement. Like his hotels of the day, his headquarters building reflected the current trends in architectural design. To design his office, Hilton chose architectural professionals who were well-regarded in their field. Pereira & Luckman brought forward the modernistic interpretations of style necessary to reflect Hilton's vision and corporate necessities. The outcome was an office building designed in the prevailing style of the time and typifies what has become known as Mid-century Modern, a derivative of the International Style.

Conrad Hilton, Hilton Corporation. Conrad Nicholson Hilton (1887 – 1979) was an American hotelier who founded the Hilton Hotel chain. Hilton was the one of the first persons who introduced into this business the 1-5 star hotel rating system. In addition, he managed to combine hotels with airports, restaurants, and casinos.

The son of Norwegian immigrant father and a devout Catholic mother, Hilton grew up in the small mining town of San Antonio, New Mexico. He was introduced to the hotel business early on as his father rented out rooms in their large adobe house. After his father's death in 1918, he bought several hotels in Texas, and by 1939 he was building, leasing, and buying hotels in California, New York, Illinois, and elsewhere. He relocated his corporate headquarters to southern California in 1942 since he was living in the exclusive Bel-Air neighborhood of Los Angeles. Hilton properties were operated independently until 1946 when the Hilton Hotel Corporation was organized. A year later, the company became the first hotel chain to be listed on the New York Stock Exchange. Conrad Hilton was the largest shareholder with \$9 million worth of stock. In the mid-1950s, he expanded his Los Angeles-based hotel operations with the construction of a new three-story headquarters building on Santa Monica Boulevard at Moreno Drive in Beverly Hills.

During the 1950s and 1960s, Hilton Hotels' worldwide expansion facilitated both American tourism and overseas business by American corporations (oversee by subsidiary Hilton International). It was the first international hotel chain, and at the same time promulgated a certain worldwide standard for hotel accommodations. In all, Hilton eventually owned over 188 hotels in thirty-eight cities in the United States, including the Mayflower Hotel in Washington, DC; the Palmer House in Chicago; and the Plaza Hotel and Waldorf-Astoria in New York City, along with fifty-four abroad. He later purchased the Carte Blanche Credit Company and an interest in the American Crystal Sugar Company and McDonald's, as well as other enterprises. In 1987, the Ladbroke Group, whose main business as gambling, acquired Hilton

International. In 2007, the investment group Blackstone bought out the entire Hilton family hotel business for \$26 billion dollars. For economic reasons, the Hilton company relocated its headquarters a few years later to Fairfax County, Virginia.

Conrad Hilton received honorary degrees from the University of Detroit (1953), DePaul University (1954), Barat College (1955), Adelphi College (1957), Sophia University, Tokyo (1963), and the University of Albuquerque (1975). In 1966, Hilton was succeeded as president of the Hilton Corporation by his son Barron Hilton, and was then elected chairman of the board. Conrad Hilton passed away at St. John's Hospital in Santa Monica on January 3, 1979, after a battle with pneumonia. He is interred at Calvary Hill Cemetery, a Catholic cemetery in Dallas, Texas. It was Conrad Hilton's dramatic success in building a hotel empire that made him a worldwide celebrity and recognized name around the world.

Mid-century Modern Style. The term "Modern" has been used to describe various twentieth-century stylistic movements that combine functionalism with aesthetic ideals. Heavily influenced by the tenets of the International Style, Mid-century Modernism is characterized by an expression of structure and materials and the absence of historicist ornament and detailing. Aesthetic effect is achieved through the asymmetrical but rhythmic composition of modular post-and-beam construction. This post-and-beam construction, expressed in either wood or steel framing, allows for open floor plans and large expanses of glazing to heighten indoor-outdoor integration. In-fill panels of wood or glass are common, with glazing often extending to the roofline sheets or in panels of clerestory lights. Buildings are usually no more than two or three stories high, with an emphasis on simple, geometric forms. Windows are generally flush mounted, with metal frames. Capped with low-pitched gables or flat roofs, the buildings sometimes incorporate cantilevered canopies or wide eaves. This style was seen in postwar residences and commercial buildings from roughly 1945 until circa 1975, when Title 24 restrictions on the use of glass curtailed the expansive glazing that characterizes the style.

Character-defining elements of the style that are commonly represented in commercially built improvements, include generous use of exposed steel and concrete; cladding of marble, travertine, and other contemporary materials; flat or low-pitched roofs; simple geometric forms; open interiors; unadorned exteriors; post and beam construction; abundant glazing; wood or steel framing; and the integration of the building with the landscape. Scale, set back, and massing that responded to the street or intersection of streets where the building was constructed is another identifying quality that is consistently present in Mid-century Modern commercial buildings. The subject property incorporates many of these features in its exterior design and interior configuration.

Architects responsible for many Mid-century Modern properties in the community include William Pereira, Charles Luckman, Maxwell Starkman, I.M. Pei, Victor Gruen Associates, Welton Becket and Associates, Craig Elwood, Langdon and Wilson, Edward Durrell Stone, Palmer and Krisel, Sidney Eisenshtat, and Anthony Lumsden.

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 property located at 9990 Santa Monica Boulevard, the Hilton Office Building, appears to meet the necessary City of Beverly Hills Landmark criteria.

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.*

Because of its unique historical associations with the economic and architectural histories of Beverly Hills, the subject property appears to satisfy this criterion. Having located its headquarters to Beverly Hills in the 1950s and remaining within the community for over fifty years, the Hilton Corporation employed hundreds of people and generated thousands of dollars for the City. As such, it is considered that their physical presence in area significantly contributed to the prosperous economic history of Beverly Hills. In addition, the Hilton Office Building also exemplifies an important stylistic phase in the architectural history of the City, the Mid-century Modern. Character-defining features of the building that are indicative of the idiom include its basic form, volume, shape, mass and composition in relationship to its corner location and immediate environment; as well as its flat roof; glazed windows with metal framing; concrete louvered fins and wrought iron grill work; steel framing; integration of the building with the courtyard landscape/hardscape features (paving, fountains, patios, gates, walls, etc.); open interior spaces; unadorned exterior wall surfaces; the use of concrete, marble, glass, and travertine; the tall black perimeter wall; interior courtyard features and material; recessed patio spaces on the upper floors; modular design dictated by structural framing; open tandem parking spaces at rear of building; and simple concrete spandrels.

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.*

The Hilton Office Building was specifically designed and built for Conrad Hilton, the hotel mogul, to oversee and run his multi-million dollar, worldwide enterprise. All design aspects, including interior and exterior program features, spatial relationships, site location, and use was directly influenced by Conrad Hilton. For over ten years it was within this building that Hilton had his office and proceeded over the daily business of running a hotel empire. Therefore, the subject property appears 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.*

The property's design quality and Mid-century Modern detailing are such that it represents a type, period, and method of construction emblematic of its era. The building exhibits the distinctive qualities and subtle details associated with an architect-designed building. On the continuum of mid-century era buildings in the city, this building, though modest in size, has solid and noteworthy design values. The character-defining features of the style have been thoroughly integrated into both the exterior and interior of the property. Therefore, the subject property appears eligible for local landmark designation under 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 Hilton Office Building was designed in 1955 by master architects Pereira & Luckman. Having been formed in 1950, the partnership had been established for approximately five years before being commissioned for the Hilton project. Pereira & Luckman, during the course of a brief but successful partnership, designed dozens of high-profile, multi-million dollar projects.

Though some of their other commissions have received greater recognition for their magnitude, design qualities and innovation, the Hilton Office Building, nonetheless, reflects the high standards and attention to stylistic detail that is associated with this firm. In addition, Pereira & Luckman are notable individuals who are included on the City's List of Master Architects. Therefore, in conclusion, the subject property appears to satisfy this criterion. In consideration of the property's artistic or aesthetic qualities, the office building appears to also satisfy this portion of the criterion since it does possess sufficient design qualities to render it as having high aesthetic value. The aesthetic quality of the property has been well integrated into its siting, design and function. The basic principles of Mid-century Modern architecture are evident by the structure's simplification in form, use of material, and creation of ornament from the building and site themselves. As such, the property exemplifies the stylistic expression of the design theories that define the modernist movement, particularly the variant Mid-century Modern style.

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 subject 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 eligible for listing on the National Register as part of the 2006 (revised 2007) citywide local survey update process, 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 from 1955 to 1985, when the company ultimately relocated to a new headquarters' facility at 9336-9346 Civic Center Drive, Beverly Hills. Those quintessential physical qualities of the property, as evident in its design, materials, location, setting, workmanship, feeling, and association that define its architectural style and historical significance are still clearly present. Therefore, the property satisfies this criterion.

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

Because of its design qualities, association with important historical events and personages, as well as its contribution to the overall architectural development of the City the property is considered to have historic value. 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. Distinctive and important character-defining features associated with the subject property include its overall setting, immediate environment, materials and design, and any contributive out-features that aid in defining the property's association with its respective architectural style.

Character-defining features associated with the subject property include its location at the corner of Santa Monica Boulevard and Moreno Drive within the commercial triangular area; its basic form, volume, shape, mass and composition in relationship to its corner location and immediate environment; and those physical attributes and material that define the Mid-century Modern architectural style. Such features on the property that visually express this modernistic style include, but are not limited to, the property's flat roof; glazed windows with metal framing; concrete louvered fins and decorative wrought iron grill work; steel framing; the "floating" concrete wall inlaid with small reflective glazed tiles of white, silver, and gold color on front (north) elevation; integration of the interior and exterior spaces of the building; the inner courtyard landscape/hardscape features (paving, fountain pools, patio areas, decorative wrought iron gates, concrete masonry block walls, etc.); open interior spaces; unadorned exterior concrete wall surfaces; the use of concrete, marble, glass, and travertine; the tall black perimeter concrete wall; interior courtyard features, spatial relationships, and material; recessed patio spaces on the upper floors; modular design dictated by structural framing; the open tandem parking spaces at rear of building; and simple concrete spandrels.

CONCLUSION

As discussed herein, the Hilton Office Building meets 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 "exemplifies important elements of the City's economic and architectural history." The Hilton Office Building also satisfies the requirements of subsection 10-3-3212(A)(2), in that it "is directly associated with the lives of significant persons important to national, state, City or local history." The property was built and utilized by hotel mogul Conrad Hilton for over ten years as his office and locale of the company's headquarters. 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 building exhibits the quintessential elements of the Mid-century Modern style in its materials, design, workmanship, and overall historic character. And finally, under the requirements of subsection 10-3-3212(A)(4), the Hilton Office Building satisfies this criterion in that it "represents a notable work of a person included on the City's List of Master Architects." The property was designed by the very prominent architectural firm of Pereira & Luckman of Los Angeles. It also satisfies this criterion for having "high aesthetic value" as it is a classic expression of the Mid-century Modern theory of design and principles. In addition, the property satisfies the requirements of subsection 10-3-3212(B) in that it retains sufficient integrity to undoubtedly convey its architectural and aesthetic merits and overall historical significance. Further, it satisfies BHMC 10-3-3212 subsection 10-3-3212(C) as the property clearly possesses historic value to the community for its architectural character, association with an important person, and is the representative work of a master architect (architectural firm).

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APPENDIX

Photographs

Tax Assessor Map

Sanborn Fire Insurance Map (not included, date of property not covered maps)

City Directory Research

Early Permit History

Other Historical Data

PHOTOGRAPHS



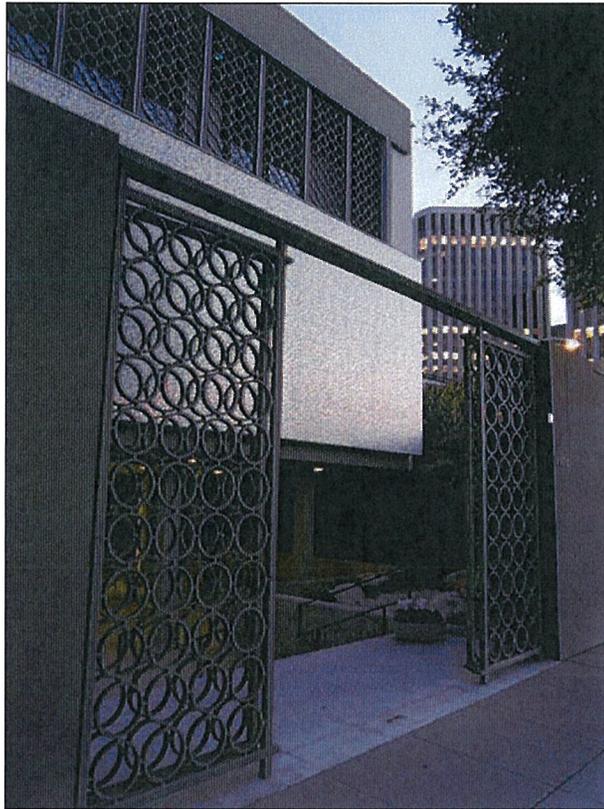
Front (north) elevation, looking southwest



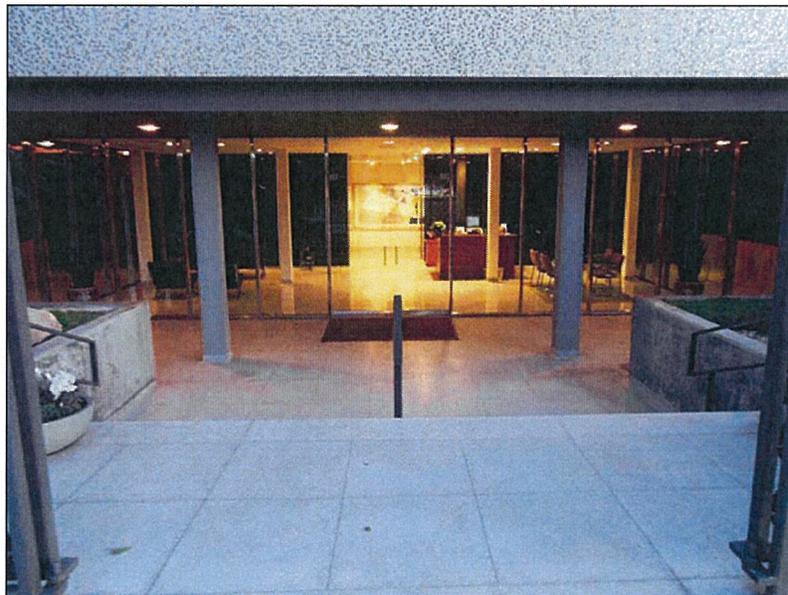
Oblique view of front (north) and side (west) elevations



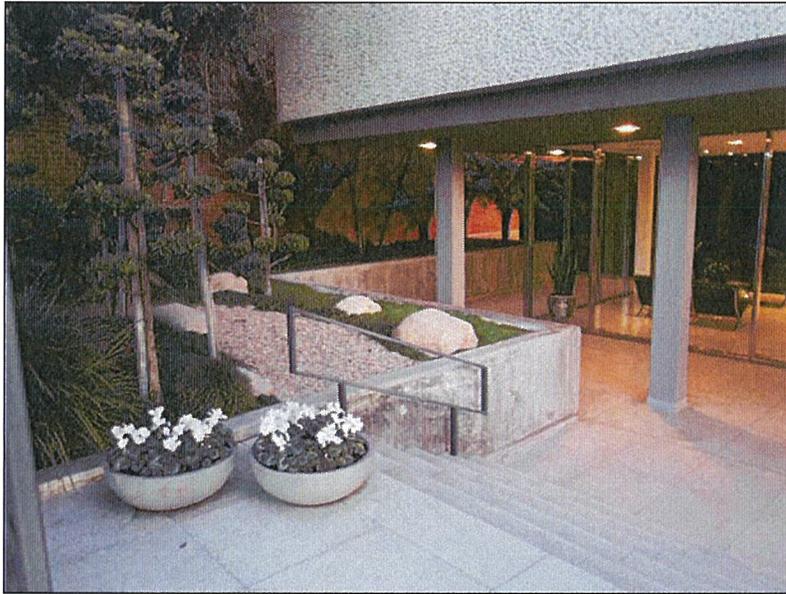
Oblique view of side (west) and rear (south) elevations



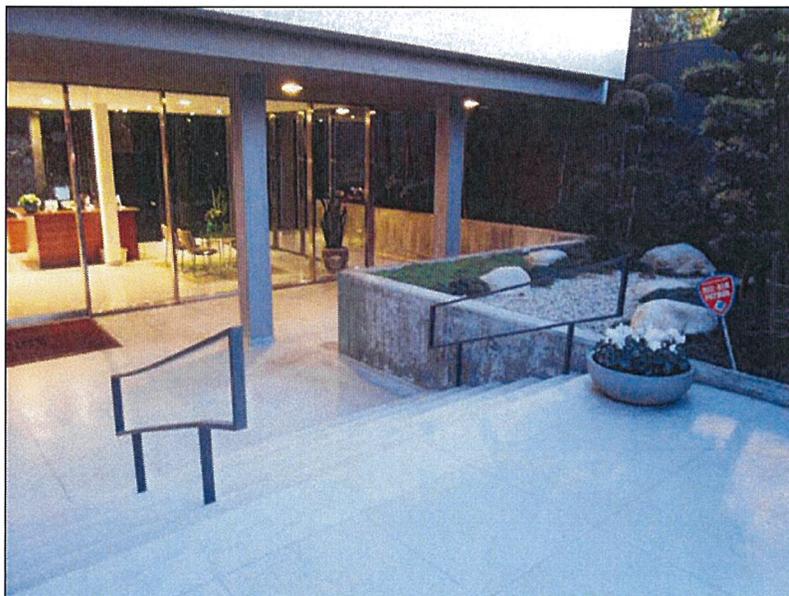
Facade, front entry (north elevation)



Front entry approach, inner courtyard area



Front inner courtyard area, east side



Front inner courtyard area, west side

TAX ASSESSOR MAP

SANBORN FIRE INSURANCE MAP
(not included, date of property not covered maps)

CITY DIRECTORY RESEARCH

CITY DIRECTORY RESEARCH

Hilton Corporate Office: 9990 Santa Monica Boulevard

Year	Entry
1950	Hilton Hotel Corporation, 9970 Santa Monica Boulevard
1951	Hilton Hotel Corporation, 9970 Santa Monica Boulevard
1956	Hilton Hotels Corporation, 9970 Santa Monica Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1957-1958	Hilton Hotel Corp Office, 9970 Santa Monica Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1960	Hilton Hotels Corp Executive Offices, 9990 Santa Monica Boulevard Hilton Hotels Corporation, 9990 Santa Monica Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1963	Hilton Hotel Corp Office, 9970 (9990) Santa Monica Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1965	Hilton Hotel Corp Office, 9990 Santa Monica Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1970	Hilton Hotels Corp Office, 9990 Santa Monica Boulevard Hilton Hotels Corporation, 9880 Wilshire Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1973	Hilton Hotels Corp Office, 9990 Santa Monica Boulevard Hilton Hotels Corporation, 9880 Wilshire Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1979	Hilton Hotels Corp Office, 9990 Santa Monica Boulevard Hilton Hotels Corporation, 9880 Wilshire Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1981	Hilton Hotels Corp Office, 9990 Santa Monica Boulevard Hilton Hotels Corporation, 9876 Wilshire Boulevard Hilton Hotels Corporation, 9880 Wilshire Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard

Year	Entry
1984	Hilton Hotels Corp Office, 9990 Santa Monica Boulevard Hilton Hotels Corporation, 9876 Wilshire Boulevard Hilton Hotels Corporation, 9880 Wilshire Boulevard Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard
1986	Hilton Hotels World Headquarters, 9336 Civic Center Drive (also referenced as 9336 Santa Monica Boulevard) Beverly Hills Hilton Hotel, 9876 Wilshire Boulevard

EARLY PERMIT HISTORY