

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary# 19-189267 Update \_\_\_\_\_

HRI# \_\_\_\_\_

Trinomial \_\_\_\_\_

NRHP Status Code 3S, 3CS

Other Listings  
Review Code \_\_\_\_\_

Reviewer \_\_\_\_\_

Date \_\_\_\_\_

Page 1 of 2 \*Resource Name or #: Ace Gallery (WSE 15)

P1. Other Identifier: 9430 Wilshire Blvd

\*P2. Location:  Not for Publication  Unrestricted

\*a. County: Los Angeles

\*b. USGS 7.5' Quad Beverly Hills Date 1999 T 1S; R 15W; 1/4 of 1/4 of Sec 24; S. B. B.M.

c. Address 9430 Wilshire Boulevard City Beverly Hills Zip 90212

d. UTM: (Give more than one for large and/or linear resources) Zone 11, 370972 mE/ 3770433 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) Elevation: 209 feet AMSL

APN 4331001045; The Ace Gallery Building is located at the southwest corner of the intersection of Wilshire Boulevard and Reeves Drive.

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The Ace Gallery is located at 9430 Wilshire Boulevard in a heavily developed urban commercial setting. The core building of the current Ace Gallery building was a commercial restaurant building constructed in the 1930s, which was rehabilitated in 1948/1949 to create a larger building designed in the Brutalism style of architecture. The building occupies the majority of the lot and has a north-facing orientation. The main mass is rectangular and is situated at the front of the lot. It is three stories. The balance of the building is only two stories and extends towards the rear (south). It is the front massing that has been designed to portray a Brutalist style of architecture. The front massing has a wide flat roof supported by T-shaped rafters and a wide eave overhang. The body of the front massing has an articulated concrete frame formed by large concrete pillars that extend the height of the three stories. On the upper two floors, glass curtain walls fill in-between the concrete pillars, emphasizing the vertical dimension of the building. On the front (north) elevation, a recessed pedestrian entrance is located to the east of a pass-through driveway under the upper floors to the parking lot courtyard. The rest of the building that extends to the south is designed in a

strictly utilitarian manner, with metal hopper windows used sparingly, and walls made of concrete or brick. Since being rehabilitated in 1948/49 in a Brutalist style, the building appears to have not been altered and is in excellent condition.

\*P3b. Resource Attributes: (List attributes and codes);  
HP7 - 3+ Story Commercial Building

\*P4. Resources Present:  Building  Structure  
 Object  Site  District  Element of District  
 Other (Isolates, etc.)

\*P5b. Description of Photo: (view, date, accession #)

View to the southwest, April 2011

\*P6. Date Constructed/Age and Source:  Historic  
 Prehistoric  Both

1930/1950 per Los Angeles County Assessor

\*P7. Owner and Address:

Ace Gallery  
9430 Wilshire Boulevard  
Beverly Hills, CA 90212

\*P8. Recorded by: (Name, affiliation, and address)

Cogstone Resource Management  
1518 West Taft Avenue  
Orange, CA 92685

\*P9. Date Recorded:

July 2011

\*P10. Survey Type: (Describe) Pedestrian Survey

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



\*P11. Report Citation: Parsons Brinckerhoff. 2011. Westside Subway Extension Historic Properties Supplemental Survey Report

\*Attachments:  NONE  Location Map  Continuation Sheet  Building, Structure, and Object Record  Archaeological Record  
 District Record  Linear Feature Record  Milling Station Record  Rock Art Record  Artifact Record  Photograph Record  
 Other (List):

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 2 \*NRHP Status Code 3S, 3CS

\*Resource Name or # (Assigned by recorder) Ace Gallery WSE 15

B1. Historic Name: Bank of America

B2. Common Name: Ace Gallery

B3. Original Use: Commercial Building

B4. Present Use: Commercial Building

\*B5. Architectural Style: Brutalism

\*B6. Construction History: (Construction date, alterations, and date of alterations)

The original core of the building (a cafeteria restaurant) was constructed by Harley and Myrtle Hoyt in 1931. In 1948, Bank of America hired Raymond R. Shaw to construct a new building around the existing core structure. The bank vault is still located in the art gallery building.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Raymond R. Shaw (Fresno, CA)

b. Builder: Pozzo Construction Company, Los Angeles.

\*B10. Significance: Theme Architecture, Commercial

Area Beverly Hills, Los Angeles County

Period of Significance 1948-50

Property Type Commercial Building

Applicable Criteria NRHP Criterion C/CRHR Criterion 3 (Architecture)

The historical significance of the Ace Gallery Building within the APE was determined by applying the procedure and criteria for the National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), and the definition of a historical resource used for CEQA.

Based on site investigations and historic research, the Ace Gallery Building appears to possess the requisite significance to be eligible for listing on the NRHP, CRHR, as well as considered a historical resource for purposes of CEQA under Criterion C of the NRHP and Criterion 3 of the CRHR, as a building that significantly embodies the distinctive characteristics of the Brutalist architectural style. The Brutalist style is distinguished by its weighty, textured surfaces and massiveness. A somewhat unpopular Modern-era style, the design was expressed in large scale forms that emphasized opposing forces. The original restaurant on the site was rehabilitated and altered to become a branch of Bank of America in 1950. The Brutalist style may have been chosen by Bank of America to present a strong, forceful visual impression, with its strong, exterior articulated concrete frame, roof support beams, and rectangular shapes.

For a property to qualify for listing in the NRHP and CRHR, besides meeting one of the criteria, it must also retain a significant amount of its historic integrity. The Ace Gallery Building appears to retain sufficient historic integrity of location, design, setting, materials, workmanship, and feeling.

B11. Additional Resource Attributes: (List attributes and codes)

\*B12. References:

City of Beverly Hills, Department of Buildings, Building Permit 10/24/1931.

City of Beverly Hills, Department of Buildings, Building Permit 1/28/1948.

B13. Remarks:

\*B14. Evaluator: Cogstone Resource Management.

\*Date of Evaluation: July 2011.

(This space reserved for official comments.)

