McConnell's Economic Surveys collection



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Prepared by Ryan Moore

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Collection Summary

Title: McConnell's Economic Surveys collection Span Dates: 1920-1970 Call No.: G4364.L8 coll .M3 Creator: McConnell's Economic Surveys (Los Angeles, Calif.) Extent: chiefly maps, manuscript maps Extent: 164 folders Language: Collection material in English Location: Geography and Map Division, Library of Congress, Washington, D.C. LC Catalog record: https://lccn.loc.gov/2013586192

Summary: The McConnell's Economic Surveys collection is a set of manuscript maps and plans that primarily concerns economic development projects in the City of Los Angeles and southern California from 1920s to 1970s. The surveys were conducted by Cormac McConnell on behalf of various businesses and other entities in order to anticipate construction costs and the likely profitability of business situated in a said geographic space.

Selected Search Terms

The following terms have been used to index the description of this collection in the LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

Organizations

McConnell's Economic Surveys (Los Angeles, Calif.)

Subjects

Central business districts--California--Los Angeles--Maps. Real property--California--Los Angeles--Maps

Places

Los Angeles Metropolitan Area (Calif.)--Maps.

Form/Genre Maps.

Provenance

The collection was purchased in 2010.

Processing History

The collection was arranged and described by Junior Fellows in 2010; additional description and arrangement in 2014 by Ryan Moore.

Copyright Status

The status of copyright of the collection is governed by the Copyright Law of the United States (Title 17, U.S.C.).

Access and Restrictions

The collection is open to research. Researchers are advised to contact the Geography and Map Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, McConnell's Economic Surveys collection, Geography and Map Division, Library of Congress, Washington, D.C.

Biographical Note

Date	Event
1894-1925	Born, the son of Joseph McConnell of Holyhead, North Wales. Educated in Europe and finished his engineering degree at the University of Washington.
1925	Married Eleanor Griffin. Resided on North Crescent Heights Boulevard in Los Angeles, CA. Worked as a private mapmaker who specialized in economic surveys. Established McConnell's Economic Surveys.
1935	Death of wife, Eleanor.
1950	Conducted survey for a South Los Angeles shopping center to serve the Watts neighborhood. The project cost was \$1.5 million.
1979	Died in Orange County, CA.

Scope and Content Note

McConnell's Economic Survey Collection spans the years 1929-1970. It consists primarily of maps and economic surveys of Los Angeles and southern California.

Arrangement of the Collection

There are 15 series organized by geographic location. The folders are numbered in accordance with a list created by the previous owner. Some projects are absent from the collection (as they were sold individually by the previous owner) but are indicated in McConnell's project list, which can be found in Series XV.

- <u>Series I</u>, Nogales, AZ;
- Series II, Humboldt County, CA
- <u>Series III</u>, Kern County, CA
- <u>Series IV</u>, Los Angeles (City of), CA
- Series V, Los Angeles County, CA
- Series VI, Monterey, CA
- Series VII, Orange County, CA
- <u>Series VIII</u>, Riverside County, CA
- Series IX, Santa Barbara County, CA
- Series X, San Joaquin County, CA
- Series XI, San Luis Obispo County, CA
- Series XII, San Mateo County, CA
- Series XIII, Ventura County, CA
- <u>Series XIV</u>, Reno, NV
- Series XV, Various

Description of Series

Container

Series **Arizona Nogales** Humboldt County, CA **Eureka** Kern County, CA **Willow Springs** Los Angeles (City of), CA **Canoga Park** Downtown and general **Eagle Rock Granada Hills Highland Park Hollywood** San Pedro <u>Tujunga</u> **Westwood** Los Angeles County, CA Alhambra **Artesia Bellflower**

Beverly Hills

<u>Burbank</u>

Charter Oak

Glendale

<u>La Canada</u>

Long Beach

Lynwood

Manhattan Beach

<u>Norwalk</u>

Santa Monica

Southgate

Monterey County, CA

Monterey

Orange County, CA

Corona Del Mar

<u>Costa Mesa</u>

Dana Point

Garden Grove

Huntington Beach

Newport Beach

Orange County (General)

<u>Placentia</u>

San Clemente

<u>Santa Ana</u>

Riverside County, CA

Palm Springs

Santa Barbara County, CA

<u>Santa Maria</u>

San Joaquin County, CA

<u>Lodi</u>

Stockton

San Luis Obispo County, CA

Morro Bay

San Luis Obispo County (General)

San Mateo County, CA

Menlo Park

Ventura County, CA

Oxnard

Ventura County (General)

<u>Nevada</u>

<u>Reno</u>

<u>Various</u>

California as a Whole

California, Southern

McConnell Work List

Container List

Container	Contents
	Arizona
	Nogales
FOLDER CEM-001	Retail Business - Nogales, AZ - 1 of 2 1968 McConnell Job Number: 458 Economic Study
FOLDER CEM-002	Data Tables - Nogales, AZ 1968 McConnell Job Number: 458 Economic Study
	Humboldt County, CA
	Eureka
FOLDER CEM-050	Major Department Store Study - Eureka 1966 McConnell Job Number: 438 Shopping Center
	Kern County, CA
	Willow Springs
FOLDER CEM-259	Willow Springs - Kern Co 1950 McConnell Job Number: 217 Commercial Property
	Los Angeles (City of), CA
	Canoga Park
FOLDER CEM-027	De Soto & Van Owen - Canoga Park 1958 McConnell Job Number: 335 Commercial Property
FOLDER CEM-029	Note: 3 pg summary attached (stapled) Victory & Topanga Analysis Chart 1 of 3 1965 McConnell Job Number: 418 Economic Study
FOLDER CEM-030	Victory & Topanga - Canoga Park 2 of 3 1965 McConnell Job Number: 418 Economic Study
FOLDER CEM-031	Victory & Topanga 3 of 3 1965 McConnell Job Number: 418 Economic Study

Los Angeles (City of), CA

Container	Contents
	Downtown and general
FOLDER CEM-085	Wilshire Blvd. Miracle Mile - Highland to Fairfax 1929
	Year Revised: 1950
	McConnell Job Number: 4
FOLDER CEM-086	Economic Study Assessed Valuation Westlake & La Brea 1919-1929
	Property and Tenant Owners
FOLDER CEM-090	Broadway - Downtown Los Angeles - 1 of 2 1930
	Year Revised: 1934
	Economic Survey
FOLDER CEM-091	Broadway Downtown Los Angeles 2 of 2 Attachment 1930
FOLDER CEM-097	Economic Survey 2 of 2 Downtown Los Angeles - SW 1933
FOLDER CEIVI-097	Economic Survey
FOLDER CEM-099	Wilshire Blvd - San Vicente & Elm Dr 1935
	Economic Survey
FOLDER CEM-100	Wilshire and La Brea Area Economic Survey Exhibit "D" 1935
	Property Tenant Owners
FOLDER CEM-101	Utility Survey of Downtown Los Angeles 1936
	McConnell Job Number: 7
FOLDER CEM-106	Note: rectangular cutout, top right Miracle Mile MASTER MAP 6 sq miles Hancock Park 1937
TOLDER CENT 100	Economic Survey
FOLDER CEM-118	Fairfax & Santa Monica blvds Retail Sales Study 1965
	McConnell Job Number: 421
	Economic Survey
FOLDER CEM-119	Monterey Rd & Ave. 60 - Shopping Center 1966
FOI DED CEM 122	McConnell Job Number: 431
FOLDER CEM-123	Vermont & Sepulveda 3 of 3 Banks 1967 McConnell Job Number: 449
	Commercial Property
FOLDER CEM-130	Auto Dealer Row - Figueroa St Venice to 10th 1930
	Los Angeles, CA
FOLDER CEM-136	Manchester & Vermont - Retail Area 1937
(F) (127	Retail Sales
FOLDER CEM-137	Wilshire Blvd From Hoover to Western 1930
	McConnell Job Number: 6 Note: Long "Strip" Map
	Property Tenant Owners
FOLDER CEM-275	Miracle Mile Assessed Valuations 1929
	Eagle Rock
FOLDER CEM-047	Eagle Rock - Prep Map 1930
· SEPER CENT 07/	Economic Study
FOLDER CEM-048	Eagle Rock - Prep Map - Population Study 1940
	Economic Study

Los Angeles (City of), CA

Container	Contents
	Granada Hills
FOLDER CEM-056	Granada Hill Area- study for a department store 1968
	McConnell Job Number: 455
	Highland Park
FOLDER CEM-057	Highland Park 1938
	McConnell Job Number: 81 Economic Study
	Hollywood
FOLDER CEM-060	Hollywood Boulevard - Frontage Map of Owners 1930
	McConnell Job Number: 2
FOLDER CEM-063	Appraisal of 1077 Carmen - Hollywood CA 1933
FOLDER CEM-064	Revaluation of Lease - 655 Hollywood Blvd 1934
FOLDER CEM-065	Hollywood Blvd Vine to Western 1930
	Property Tenant Owners
FOLDER CEM-066	Note: holes
FOLDER CEIVI-000	Vine to Western - Hollywood Blvd - Reverse
FOLDER CEM-068	Property Tenant Owners Hollywood Blvd La Brea to Sycamore 1930
FOLDER CEIVI-008	Property Tenant Owners
	San Pedro
FOLDER CEM-278	Ports of Call - A Tourist Attraction - San Pedro
	Tujunga
FOLDER CEM-246	Tujunga - Foothill & Lowell 1961
	McConnell Job Number: 378
FOLDER CEM-247	Tujunga - Foothill & Lowell Ave 1961
	McConnell Job Number: 378
FOLDER CEM-248	Foothill & Sunland blvds - 1 of 2 Economic Survey 1964
	McConnell Job Number: 398
	Westwood
FOLDER CEM-254	South Westwood Blvd w Owners 1936
	Year Revised: 1943
FOLDER CEM-255	Volume of Retail Sales - Westwood 1936
FOLDER CEM-257	Leading Merchants of Westwood
	Los Angeles County, CA
	Alhambra

Los Angeles County, CA

Main St Alhambra (Reverse Lithograph) 1932
Year Revised: 1943 Note: Long "Strip" Map
Artesia
Artesia - Proposed Shopping Center 1950 McConnell Job Number: 339
Artesia & Cerritos CA - Supermarket Study 1961 McConnell Job Number: 481
Bellflower
Bellflower - Market Location 1968
McConnell Job Number: 457
Beverly Hills
Beverly Hills (17th Revision) 1930 Year Revised: 1954 Note: fragile
Beverly Hills Retail Area - Lithograph Neg 1930 Year Revised: 1950 Note: 16th revision
Beverly Hills Comparison Sheet 3 1930-1940 Year Revised: 1944
Beverly Hills - Small Rev. Lithograph 1930 Year Revised: 1954 Note: 17th revision
1963 Beverly Hills Master 19th Rev 1930 Year Revised: 1963
18th Rev - Beverly Hills 1930 Year Revised: 1959
Beverly Hills - 18th Rev w/ edits 1930 Year Revised: 1959
Beverly Hills Retail Business Area 1930 Note: w/ interior map taped in Year Revised: 1966
Beverly Hills, Small Version 1930 Year Revised:1959 Note: center torn
Appraisal of 610 N. Beverly Dr Beverly Hills CA 1934
Beverly Hills - Preliminary Economic Analysis 1959
Burbank
Sheet 1 - Burbank, CA & SFV Portion 1941 McConnell Job Number: 118 Note: edges torn

Los Angeles County, CA

Container	Contents
	Charter Oak
FOLDER CEM-033	Charter Oak - Bonnie & Arrow Highway 1968
	McConnell Job Number: 459
	Glendale
FOLDER CEM-052	Brand Blvd - Glendale 1932
	Year Revised: 1935
FOLDER CEM-053 Folder CEM-054	Brand Blvd- Glendale 1932
FOLDER CEM-034 FOLDER CEM-055	N. Brand Blvd - Glendale CA 1932 Brand Blvd. Glendale 1935
FOLDER CLM-055	Year Revised: 1937
	La Canada
FOLDER CEM-078	La Canada & Montrose - Verdugo & Valihi Way 1968
	McConnell Job Number: 454
	Long Beach
FOLDER CEM-083	Pine Ave 3 Sections - Lithograph Neg 1933
	Note: 3 sections - taped
FOLDER CEM-084	Long Beach - Retail Area Utility Survey 1940
	Lynwood
FOLDER CEM-138	Lynwood Post War Analysis - Negative Lithograph 1944
	Manhattan Beach
FOLDER CEM-139	Manhattan Beach 1950
	Year Revised: 1951
	McConnell Job Number: 211
	Norwalk
FOLDER CEM-153	South Norwalk, CA - Shopping Center Study 1958
	McConnell Job Number: 334
	San Dimas
FOLDER CEM-216	San Dimas & Glendora 1968
	McConnell Job Number: 460
	Santa Monica
FOLDER CEM-107	Wilshire & Third St. Survey Santa Monica 1937
FOLDER CEM-224	Retail Business Area Santa Monica 1931
	Year Revised: 1943

Los Angeles County, CA

Container	Contents
FOLDER CEM-225	The Santa Monica Shore Line - (New Yacht Frontage) 1932
	McConnell Job Number: 29
FOLDER CEM-226	Ocean Ave. Santa Monica 1933
FOLDER CEM-227	Santa Monica - Ocean Blvd 1930
	Note: Sepia Neg. Master
FOLDER CEM-228	Ocean Bl. Santa Monica to Grand
	Year Revised: 1943
	Southgate
FOLDER CEM-229	South Gate - Economic Survey - Portion of City 1942
	McConnell Job Number: 132
FOLDER CEM-231	South Gate Post War Economic Survey 1944
	McConnell Job Number: 139
FOLDER CEM-232	A Post War Economic Survey - So. East Portion 1944
	McConnell Job Number: 139
FOLDER CEM-233	South Gate - CA - Retail Business Development 1947
	McConnell Job Number: 188
FOLDER CEM-234	South Gate & Portion of Lynwood CA 1960
FOX PER CEM 225	McConnell Job Number: 188
FOLDER CEM-235	South Gate Insert Map 1960
FOLDED CEM 226	McConnell Job Number: 188
FOLDER CEM-236	South Gate - Food Market Analysis INSERT 1960
FOLDED CEM 220	McConnell Job Number: 476
FOLDER CEM-239	South Gate Center - Tweedy Blvd 1947 McConnell Job Number: 139
	Monterey County, CA
	Monterey
FOLDER CEM-144	Monterey Peninsula - Quality Trading Area 1948
	Orange County, CA
	Corona Del Mar
FOLDER CEM-034	Corona - feasibility of Property 1967
	McConnell Job Number: 447
FOLDER CEM-035	Corona Del Mar - Ray Realty
	Costa Mesa
FOLDER CEM-036	Costa Mesa - New Shopping Center Study 1950
	McConnell Job Number: 215
	Note: map enclosed in folder (stapled)
FOLDER CEM-038	Orange Ave Costa Mesa 1955
FOLDER CEM-039	Mesa Square - Costa Mesa 1967
	McConnell Job Number: 446

Orange County, CA

Container	Contents
FOLDER CEM-040	17th St. & Santa Ana Ave - Costa Mesa 1968
	McConnell Job Number: 46
FOLDER CEM-041	Major Drug Store Locations - Costa Mesa 1969
	McConnell Job Number: 470
FOLDER CEM-044	Costa Mesa Aerial Map Photo with NB Freeway
FOLDER CEM-045	Costa Mesa Aerial Map Photo
	Dana Point
FOLDER CEM-046	Dana Point - San Juan Capistrano 1963
	McConnell Job Number: 397
	Garden Grove
FOLDER CEM-051	Katella & Brookhurst - Garden Grove 1955
	McConnell Job Number: 296
	Note: cem-204 was attached to back
	Huntington Beach
FOLDER CEM-069	Brookhurst & Garfield - Proposed Comm. Development 1963
	McConnell Job Number: 400
FOLDER CEM-071	Warner & Golden West Proposed Shopping Center 1965
	McConnell Job Number: 417
FOLDER CEM-072	Harbor & Edinger - Orange County - 1 of 2 1966
	McConnell Job Number: 439
FOLDER CEM-073	Harbor & Edinger - 2 of 2 1966
	McConnell Job Number: 439
	Newport Beach
FOLDER CEM-146	Newport Beach - Folded - Post War Analysis 1939
	Year Revised: 1944
	McConnell Job Number: 146
FOLDER CEM-147	Retail Center - Lido Isle 1950
	McConnell Job Number: 210
FOLDER CEM-148	Lido Isle, Newport Beach - With Edits 1955
	McConnell Job Number: 210
FOLDER CEM-149	Trading Area to "X" - Corona Del Mar 1957
FOLDER CEM-152	Corona Del Mar - Hazel & Coast Hwy Comm. Development 1966
	McConnell Job Number: 432
	Orange County (General)
FOLDER CEM-154	Palisades Dr 1967
	McConnell Job Number: 445
FOLDER CEM-158	27-4-10 Working Prep Map - Info on Housing 1965
	McConnell Job Number: 420

Orange County, CA

Container	Contents
FOLDER CEM-159	16-4-10 - Working Prep Map 1965
	McConnell Job Number: 420
FOLDER CEM-160	23-4-10 - Working Prep Map 1965
	McConnell Job Number: 420
FOLDER CEM-161	14-4-10 - Working Prep Map 1965
FOLDER CEMI 101	McConnell Job Number: 420
FOLDER CEM-162	22-4-10 Working Prep Map 1965
FOLDER CEMI-102	McConnell Job Number: 420
FOLDER CEM-163	28-4-10 Working Prep Map 1965
FOLDER CEMI-105	
FOLDER CEM-164	McConnell Job Number: 420
FOLDER CEM-104	15-4-10 - Working Prep Map 1965
	McConnell Job Number: 420
FOLDER CEM-165	South Coast 1966
(F) (1((McConnell Job Number: 428
FOLDER CEM-166	Theatre Location Analysis
	McConnell Job Number: 420
FOLDER CEM-167	Theatre Location Analysis
	McConnell Job Number: 420
FOLDER CEM-168	Theatre Location Study
	McConnell Job Number: 420
FOLDER CEM-169	26-4-10 Working Prep Map 1965
	McConnell Job Number: 420
FOLDER CEM-170	21-4-10 Working Prep Map 1965
	McConnell Job Number: 420
	Placentia
FOLDER CEM-197	Placentia - Property Develop 1956
FOLDER CEMI-197	McConnell Job Number: 311
	McConnen Job Number. 311
	San Clemente
FOLDER CEM-208	Vista Baya - Layout #1 - Design by McConnell 1963
TOLDER CEM 200	McConnell Job Number: 390
FOLDER CEM-209	San Clemente - Vista Baya 1963
TOLDER CEM 20)	McConnell Job Number: 390
FOLDER CEM-210	Vista Baya - San Clemente - Design 1963
FOLDER CEMI-210	McConnell Job Number: 390
FOLDER CEM-211	San Clemente - Population Distribution Map Insert 1963
FOLDER CEMI-211	McConnell Job Number: 390
FOLDED CEM 212	
FOLDER CEM-212	Rancho Margarita - Insert Map 1963
FOLDED CEM 212	McConnell Job Number: 420 Son Clamanta - Analysis for Davalanment - 1965
FOLDER CEM-213	San Clemente - Analysis for Development 1965
FOLDER CEM-214	Prep Map w Black Ink Edits - US Dept. of Interior
DOLDER OF 1 A17	McConnell Job Number: 390
FOLDER CEM-215	Prep Map - Laguna Beach - US Dept. of Interior
	McConnell Job Number: 390

Orange County, CA

Container	Contents
	Santa Ana
FOLDER CEM-221	Santa Ana Business Area - Broadway & 4th 1938
	Tenants
FOLDER CEM-222	South Santa Ana, CA - Future Shopping Center 1967
	McConnell Job Number: 450
FOLDER CEM-223	South Santa Ana - "Rush Checked Final Job" 1967
	McConnell Job Number: 450
	Riverside County, CA
	Palm Springs
FOLDER CEM-174	Desert Ramblers Map - Vellum Master 1936
	Note: Palm Springs Tourist Map
FOLDER CEM-177	Palm Springs - Page 5 1936
	Note: Las Palmas Estate Area
FOLDER CEM-178	Palm Springs - Blue Print of Page 5 1936
FOLDER CEM-179	Palm Springs - Sheet 6 Master 1936
FOLDER CEM-180	Palm Springs - Sheet 5 - Page 2 - Rev Neg Lithograph 1936
FOLDER CEM-181	Palm Springs - Blueprint of Sheet 5 - Page 2 1936
FOLDER CEM-182	Palm Springs - Sheet 3 1936
TOTATA CENT 102	SP Negative
FOLDER CEM-183	Palm Springs - Blueprint Sheet #3 1936
FOLDER CEM-187	Note: El Mirador Hotel Feature The Desert Ramblers Map - Original Blueprint 1936
FOLDER CEIVI-107	Note: Palm Springs Tourist Map
FOLDER CEM-190	Desert Inn & Fashion Center - Palm Springs 1970
	McConnell Job Number: 441
FOLDER CEM-193	South Palm Springs & Cathedral City
	McConnell Job Number: 467
FOLDER CEM-194	Condo Project - Insert Sheet
	McConnell Job Number: 472
	Santa Barbara County, CA
	Santa Maria
FOLDER CEM-281	Santa Maria, CA & Orcutt Area - Economic Survey 1959
FOLDER CLIVI 201	McConnell Job Number: 342
	Son Jacquin County CA
	San Joaquin County, CA
	Lodi
FOLDER CEM-080	Lodi, CA (1 of 3) 1962
	McConnell Job Number: 383
	Note: enclosed in folder w/ cem-081

San Joaquin County, CA

Container	Contents
FOLDER CEM-081	Lodi, CA - (2 or 3) 1962
	McConnell Job Number: 383
	Note: enclosed in folder w/ cem-080
	Stockton
FOLDER CEM-240	Stockton - Apartment Development Analysis 1964
	McConnell Job Number: 415
FOLDER CEM-241	Stockton - Pershing & Rosemarie 1966
	McConnell Job Number: 440
	San Luis Obispo County, CA
	Morro Bay
FOLDER CEM-145	Morro Bay - Land Development 1965
	McConnell Job Number: 421
	San Luis Obispo County (General)
FOLDER CEM-219	Feasibility Study Housing Sub-Divide (1 of 2) 1960
	McConnell Job Number: 407
FOLDER CEM-220	Rancho Laguna - housing development (2 of 2) 1960
	McConnell Job Number: 407
	San Mateo County, CA
	Menlo Park
FOLDER CEM-140	Linfield Oaks - Menlo Park - Photo 1952
	McConnell Job Number: 213
	Ventura County, CA
	Oxnard
FOLDER CEM-172	5th St Retail District w/ Owners - Oxnard 1938
FOLDER CEM-172	Oxnard & Heueme Area - Banking Institution Study 1962
	McConnell Job Number: 385
	Ventura County (General)
FOLDER CEM-250	East Ventura & Saticoy 1965
	McConnell Job Number: 424
FOLDER CEM-251	Ventura Ave Economic Survey - Ventura CA 1 of 2 1965
	McConnell Job Number: 427
	Note: Sepia Master

Ventura County, CA

Container	Contents
Folder CEM-252	Ventura Ave Ventura CA - Supplement to #427 1965 McConnell Job Number: 427
	Nevada
	Reno
FOLDER CEM-267	Reno - Folded Flat - 1 of 2 1949 McConnell Job Number: 208
FOLDER CEM-202	Reno - 2 of 2 - Westfield Village 1949 McConnell Job Number: 208
	Various
	California as a Whole
FOLDER CEM-171	(Empty - No Map)
FOLDER CEM-262	California Food Marketing by County 1968 Retail Volume
	California, Southern
FOLDER CEM-263	Analysis Chart - Southerly Portion 1960
	McConnell Work List
FOLDER CEM-271	List of Jobs (Partial)