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Last Updated: 01/31/2023

(2)

July 28, 1988

Dear Jerry:

Thank you for the nice comments, and it is good to know you enjoyed your visit in Washington.

The next vacancies on the Holocaust Commission are coming up in January. I have notified our Associate Director handling Boards and Commissions, Pam ~~Elmeta~~, of your interest in serving on this Commission and please be assured that you will be given every consideration.

I appreciate your writing and bringing to my personal attention your interest to serve in the Reagan Administration.

Sincerely,

Robert H. Tuttle
Director of Presidential Personnel

Gerald L. ~~Katell~~
President
Katell Properties, Inc.
1411 West 190th Street
Suite 450
Los Angeles, California 90248-4307



Katell Properties Inc.

Jan. Vacancies

R: 107146

Fs: 1

July 1, 1988

Mr. Robert H. Tuttle
Director of Presidential Personnel
THE WHITE HOUSE
Washington, D.C. 20500

Dear Bob:

Your efforts in putting together the Washington tour were tremendous and made it one of the most memorable experiences of our lives for all of us. You have certainly grown a great deal since I knew you in Los Angeles and I was very impressed with your capabilities and style. Obviously, Donna has succeeded admirably as well.

With regard to the Holocaust Council, I thought I'd give you a few items to consider:

- 1) I have been a registered Republican all my voting life. I have played an active role in Pete Wilson's campaigns for 10 years and last year played a major role in Ed Zschau's campaign, as a member of his statewide board of directors, his Los Angeles steering committee and his Los Angeles Jewish liaison committee. I accompanied him to Israel where we visited Yitzhak Rabin, Shamir, Sharon and other leaders, as well as a visit to Yad Vashem, the Holocaust Museum. This was my second trip to Israel, having toured the country several years before that.
- 2) I was chairman of my Temple Sinai building committee in Bellevue, Washington and oversaw the architectural selection, design, financing and construction of our Temple. I was chairman of my Temple Beth El building committee in San Pedro and oversaw the design, financing and construction of a new school and administration building.
- 3) I graduated with a degree in Civil Engineering from M.I.T., in the top 10% of the class, and 3rd in a class of 195 with an M.B.A. from Stanford Business School.
- 4) I have been in development and construction for 24 years and last year was named the 4th largest developer in Los Angeles County by the Los Angeles Business Journal. I am a council member of the Urban Land Institute.

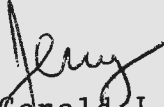
Mr. Robert H. Tuttle
June 30, 1988
Page 2

5) I have served as Membership and Education Chairman of
the YPO-LA Chapter and now Vice Chairman.

6) I have the time to serve actively as well as the desire.

Best regards,

KATELL PROPERTIES, INC.


Gerald L. Katell
President

GLK:dc

Enclosures

V A L L E Y
BUSINESS
 Daily News

The developer as futurist

Jerry Katell builds offices and industrial parks for 21st century

By **MORRIS NEWMAN**
 Daily News Staff Writer



Developer Jerry Katell said that when he met science-fiction writer Ray Bradbury at a recent social event, he realized that he and the master fantasist had something in common.

"Like Bradbury, I'm a futurist," said Katell.

But while Bradbury looks forward to future centuries, Katell has a more short-term view. His task is to predict what will happen in the West Valley and surrounding regions within the next five or 10 years.

As a forecaster, Katell has been a crack shot: He has positioned himself in two communities that are quickly emerging as outposts of the West Valley's explosive suburban growth — Agoura Hills and Valencia.

A former partner and protege of Ray Watt — president of Watt Industries in Santa Monica and for many years the largest homebuilder in California — Katell struck out on his own in 1983 and quickly established himself as the largest office developer in Agoura Hills and the leading industrial developer in Valencia.

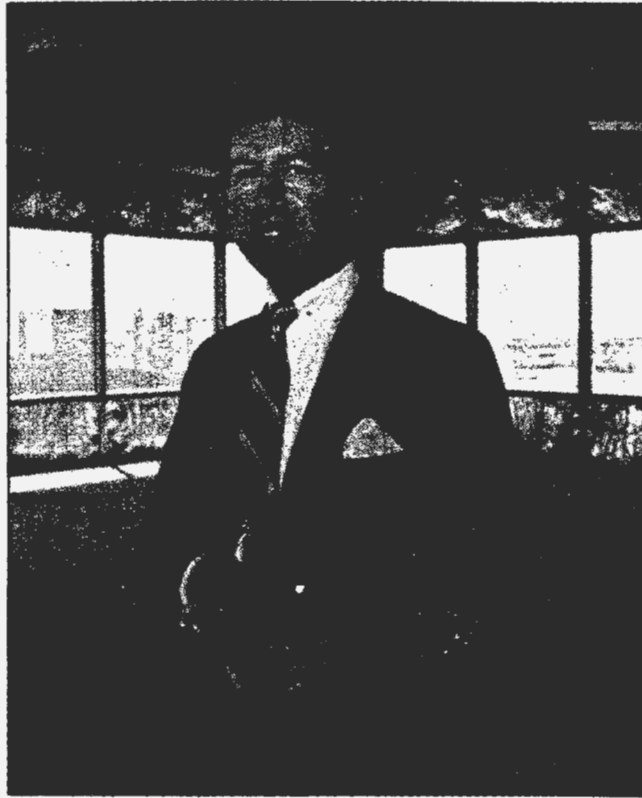
With his joint venture partners, Katell currently controls office parks in Valencia, Agoura Hills and Brea, where 1.5 million square feet of new buildings are under construction. The value of the projects built by Katell Properties is \$500 million.

Katell's activity in Agoura Hills and Valencia reflects the burgeoning development activity that has grown up in the West Valley. The cornerstone is Warner Center, the pathbreaking business park in Woodland Hills, whose success popularized the West Valley. With Warner Center almost built to capacity, development has traveled further west on the Ventura Freeway along the so-called Technology Corridor — the area between Woodland Hills and Newbury Park.

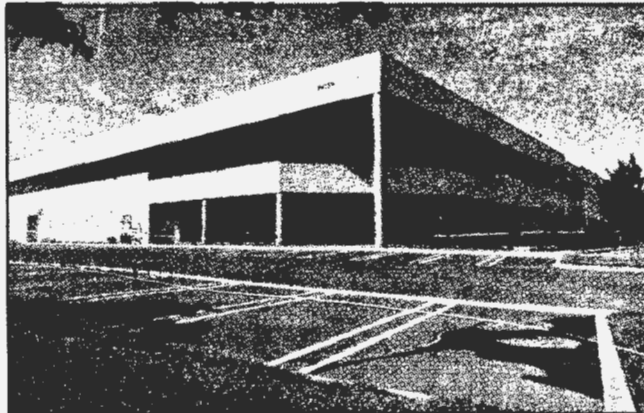
The fast growth of both population and business has also spread north to Valencia, where industrial construction predominates. The dominant local landowner, Newhall Land & Farming Co., has developed about 3,000 acres of housing, retail and industrial buildings in its 10,000-acre spread in the rapidly growing area.

Katell, 46, who bases his firm in Torrance and lives in Rancho Palos Verdes, said that his prominence is due largely to luck. That luck has not spared him from attacks by neighborhood groups in Agoura Hills, who have opposed successive phases

LORI VALESKO/DAILY NEWS



Developer Jerry Katell, holding hard hat, looks over construction of Valencia Gateway Plaza which, when completed, will resemble artist's drawing below.



of his 34-acre Agoura Hills Technology Park.

In public hearings last year, Agoura Hills residents scored Katell for removing oak trees, leveling hills and blocking mountain views with new construction. He countered that most of the oak trees uprooted by construction were transplanted elsewhere in Agoura Hills, and that the views would not be affected.

After 26 public hearings during 1985 and 1986, Katell received approval for the Agoura Hills project.

"It's frustrating," he said. "I had an artist prepare a drawing of the building done exactly to scale, showing that the building would not block their views. But people said, 'This is faked. You're a liar.' It hurts."

Nor were all observers pleased with the looks of three Katell buildings, built to the specifications of their current owner, Teradyne Inc. Not only are the buildings plain and unpretentious in design — a specific requirement of Teradyne — but some Agoura Hills residents complained of the bright pink color of the Teradyne structures, dubbing them "the Pepto-Bismol buildings."

"That's the color (the Agoura Hills Planning Commission) chose," said Katell. "Personally, I thought the color was a little pink." (City officials claim they chose a cocoa beige.)

"Of all the builders we've had to deal with, he was the most difficult," said Jack W. Koenig, Agoura Hills Mayor Pro Tem. "He forced his way into (Agoura Hills) and aggravated everybody in the process."

Koenig was particularly irked that the three Teradyne buildings were approved before the Agoura Hills General Plan was finished. "Those buildings never should have been approved."

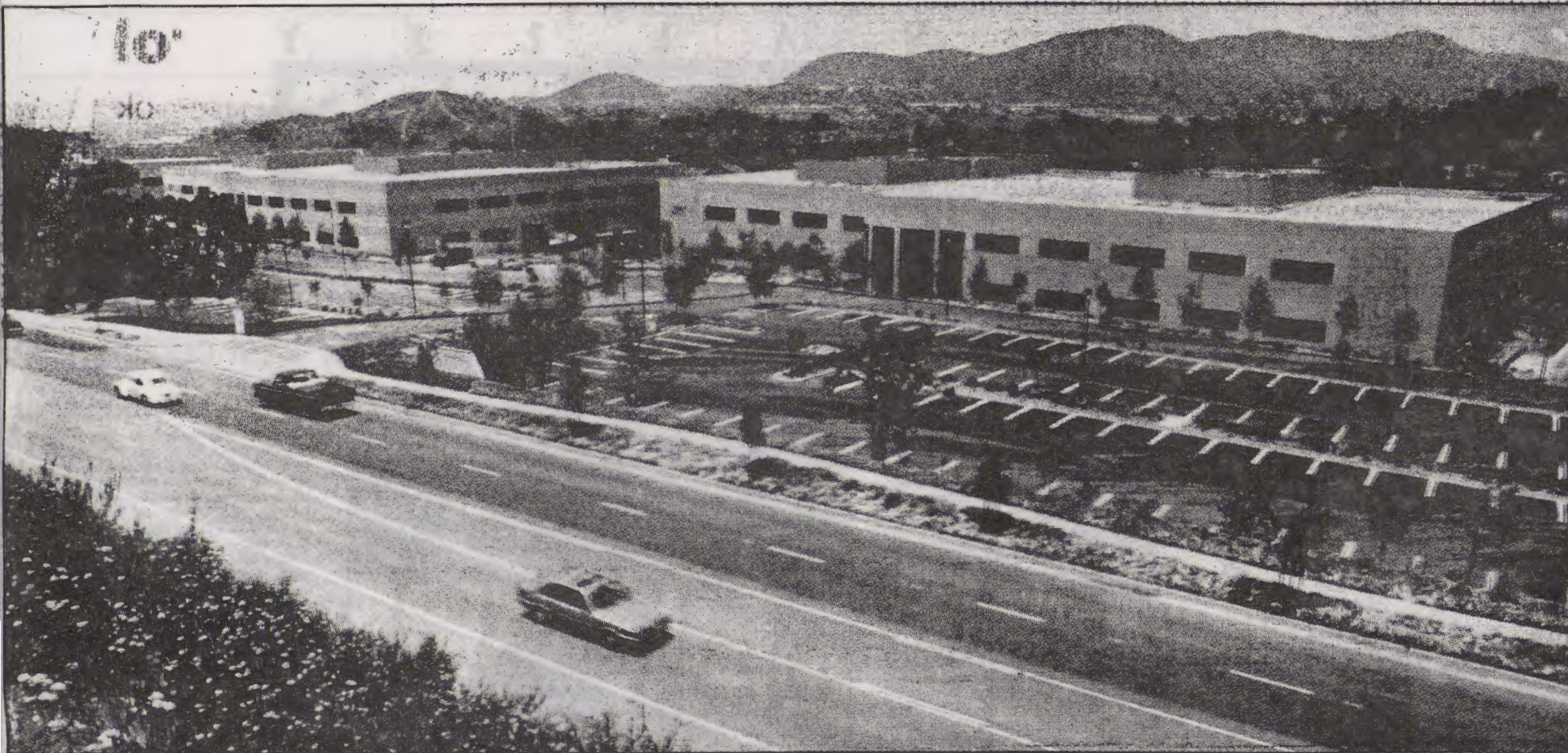
The Katell project became highly politicized and later became an issue in the 1985 mayoral and City Council elections. Koenig said. "More than anyone else, Jerry Katell put me on the City Council," Koenig said. Koenig, Mayor Fran Pavley and City Councilwoman Darlene McBane were all elected on a slow-growth platform called Agoura '85.

Katell said he found objections to new commercial development to be ironic. Agoura Hills, he said, is filled with development eyesores, such as shoddy strip-retail buildings, spa outlets and unsightly billboards, many of which were built before the incorporation of the city and the creation of the strict design controls. "There should be an attitude of cooperation (with developers) to upgrade the scenery along the Ventura Freeway corridor," he said.

Please see **KATELL** / Pg. Pg. 10

INSIDE: Marketing ploy misses mark/4 ■ Flighty super-saver rules/7

LORI VALESKO/DAILY NEWS



Office building along Agoura Road near Reyes Adobe is just one of developer Jerry Katell's many projects in the Agoura Hills and Valencia areas. Katell has specialized in the construction of offices and industrial parks.

Development under control

Agoura Hills has strict general plan to preserve rural look

By MORRIS NEWMAN
Daily News Staff Writer

Agoura Hills, the ancient dwelling-place of the Chumash Indians, has become the 1980s home of young professionals, wealthy executives and high-tech companies.

In a city that had almost no office or industrial buildings in 1980, commercial development has become a common sight in the eight-square-mile city that lies just east of the Conejo Valley.

Clean air, low crime rates and new housing developments have all ushered in the kind of fast-track growth that has become familiar throughout Southern California.

Since 1980, the population of the city has grown from 11,000 to nearly 25,000. Developers have rushed \$274 million in new construction — including 1,300 housing permits — since the city was incorporated in 1982.

The wave of development came west from the San Fernando Valley, according to Bill Chillingworth, assistant vice president in the Sherman Oaks office of Coldwell Banker Commercial Real Estate Services.

"The growth of Agoura Hills — as in Valencia and Simi Valley — is a natural outcropping of the Valley," he said.

"It's intended to preserve the rural look and enhance the physical attractiveness of the landscape, mainly the hillsides,"

Paul Williams
Agoura Hills director of planning and community development

But not all homeowners in the city have been pleased about the rapid spread of commercial projects, and a city-wide squabble over controlled growth became the primary issue of the 1985 mayoral and City Council election.

Before the 1985 mayor election, then-City Councilwoman Fran Pavley said that the vote would in fact be a referendum on the two largest and most controversial projects in Agoura Hills: the 34-acre Agoura Hills Technology Park, developed by Katell Properties Inc., and the Holiday Inn, proposed by Piedmont Development Co. in Santa Monica.

The dissident homeowners group, called "For Agoura 85," would see three

of its candidates elected, while former Mayor John Hood, who was viewed as "pro-development," was defeated.

But despite the slow-growth bias at City Hall, Agoura Hills has not followed the example of other rapidly growing cities — such as Simi Valley, Moorpark and other Ventura County cities — in placing a cap on homebuilding.

Instead, the city has a strict general plan. "It's intended to preserve the rural look and enhance the physical attractiveness of the landscape, mainly the hillsides," said Paul Williams, Agoura Hills director of planning and community development. The city will remain suburban and low-density in character, with homebuilding taking up 80 percent to 90 percent of all new construction, according to Williams.

The plan also limits commercial construction to Kanan Road and the Ventura Freeway corridor. Building heights are limited to a maximum 35 feet, and no construction will be permitted on Ladyface Mountain — the city's most prominent landform — above 1,100 feet in elevation.

Does the plan discourage developers? "If they follow the guidelines now in place, they should have no problems with the city review (process)," Williams said.

FILE PHOTO



Agoura Hills has become the 1980s home of young professionals and high-tech companies.

KATELL AT A GLANCE

Developer Jerry Katell has positioned himself in two communities that are quickly emerging as outposts of the West Valley's explosive suburban growth — Agoura Hills and Valencia. Here is a brief look at Katell Properties.

Katell Properties Inc.
Headquarters: Torrance
Founded: 1983
Assets: \$500 million

Major projects

Continental Grand Plaza, El Segundo. A 240,000 square-foot, six story office building. In partnership with JZK Associates and CalFed Income Properties. Value: \$4.6 million

Brea Tech Center, Brea. Two buildings, combined 190,000 square feet. In partnership with JZK Associates and CalFed Income Properties. Value: \$54 million.

Agoura Hills Technology Park, Agoura Hills. Five buildings with a combined 475,000 square feet. In partnership with Ahmanson Commercial Development Co. Value: \$78 million.

Valencia Technology Park, Valencia. Four buildings with a combined 180,000 square feet. Value: \$44 million.

Valencia Gateway Plaza, Valencia. An 80,000 square foot office building built on seven acres. Value: \$18.5 million.

Valencia Distribution Center, Valencia. A 131,000 square foot warehouse and distribution facility built on 12 acres. Value: \$13 million.

Katell's eye on future

KATELL / From Page Pg. 1

Born in New York, Katell took a white-collar route to real estate, receiving a bachelor's degree in civil engineering from the Massachusetts Institute of Technology in 1962 and an MBA from Stanford University in 1964. (He would later play an active role in the senate campaign of his friend and fellow Stanford classmate, Ed Zschau.) While still a student, Katell decided on real estate. "Construction, financing, making leasing deals — I like all of it."

Newly graduated from Stanford, Katell went to Honolulu to work as a financial analyst with Oceanic Properties Inc. The Castle & Cooke Inc. development unit was involved in the creation of new residential communities in suburban areas near San Jose and Honolulu. In 1966, Katell, then 26, moved to San Francisco to become Oceanic's director of West Coast Operations.

Although he admired the ambitious designs of the firm, he came to believe they were poorly conceived as business deals. "I learned that good architecture had to go hand-in-hand with good financial planning," he said.

Disillusioned with new towns, Katell spent several years as an industrial developer in Seattle. In 1971, he was invited to become president of a new firm — Portable Parking Structures International — a firm that built temporary parking structures in both steel and concrete.

The job required Katell to travel widely and to acquire a first-hand knowledge of construction — a missing ingredient in his development background. Travelling constantly, he acquired contractor licenses in California and Florida.

Business school connections provided the next opening for Katell. The former dean of the Stanford business school, Ernest Arbuckle, had since become the chairman of the board for Wells Fargo Bank. In 1976, Arbuckle introduced Katell to Ray Watt, a trustee of Wells Fargo Realty Trust and a well-known homebuilder who wanted to break into office and industrial construction.

After a few conversations, Watt and Katell became partners, setting up the W & K Co. The new company specialized in condo conversions and office parks, financing the construction of the 25-acre Nordhoff Industrial Complex in Chatsworth and the 34-acre Northridge Business Park. "At one time, we had 60 buildings under construction," Katell recalled.

From Watt, he learned the value of taking risks. "We bought an apartment building in San Francisco with the intention of converting the units into condos," Katell said. "We paid more than the building was worth, even though we hadn't yet obtained approvals (for the conversion) from the city."

"I conceived a program where we went to each of the tenants and offered them to buy their apartment units for below-market-rate prices. Most of those people never owned

anything in their life. When it came time for the public hearing (to get approval for the condo conversions), we had a huge number of tenants speaking out in our favor. We got the approval by one vote."

But a lack of recognition would later chafe Katell. "After the first six months (of the partnership), I would see Ray only once a month. But people would point to the projects, saying, 'Those are Ray Watt's projects.' It took some ego to set out on my own."

Such ego problems have subsided. Harold Josephson, a Los Angeles developer who is joint-venturing with Katell on several projects, described Katell as a low-key personality who subdues his egotism. "We've been partners for nearly five years, and during that time we've had extensive exposure to each other over a whole range of emotional states. I've never seen him lose his temper."

He added, "He's a good partner and a good adversary."

What drives him? "He's not in the business for the money alone. He's wealthy enough to retire, I guess, but no one in this business wants to retire. There's a certain stimulation from the development process that you don't want to leave," said Josephson.

Today, both Katell's projects — and his name — have made a mark on the Southern California landscape. And despite the controversy surrounding the appearance of the Teradyne project, he insists that his projects are forward looking.



Top 25 commercial real estate developers

Ranked by square footage developed in L.A. County 1984-1986

Rank	Company/Name/Address	Property developed 1984-1986			Property under development			Employees L.A.C./total	Types of projects	Top local executive/ Title/phone
		Sq. ft. L.A.C./total ('000)	No. of projects L.A.C./total	Market value L.A.C./total (\$ millions)	Sq. ft. L.A.C./total ('000)	No. of projects L.A.C./total	Market value L.A.C./total (\$ millions)			
1	Majestic Realty Co. 13200 Crossroads Pkwy., Ste. 400 Industry 91746	3,600/3,600	15/15	90/90	2,000/3,000	11/12	35/55	75/75	mixed use business parks	Edward P. Roski Sr. president (213) 948-4300
2	Maguire Thomas Partners 1299 Ocean Ave., Ste. 1000 Santa Monica 90401	3,550/3,550	3/3	WND/WND	7/10	4/6	860/1,400	103/125	mixed-use	Nelson C. Rising partner (213) 680-1782
3	Overton, Moore & Associates 1299 E. Artesia Blvd. Carson 90749	3,500/4,000	8/10	240/300	2,500/3,000	10/12	200/250	50/50	retail, industrial, offices	Stan Moore president (213) 321-5100
4	Katell Properties 1411 West 190th St., Ste. 450 Los Angeles 90248-4307	2,200/2,200	12/12	70/117	1,200/1,500	6/8	120/150	150/150	office, industrial, hotel	Gerald L. Katell president (213) 538-2400
5	Prudential Property Co. 2049 Century Park E., Ste. 2550 Los Angeles 90067	2,000/140,000	5/200	400/2,600	1,700/NA	1/NA	600/NA	50/100	office, retail, industrial, residential, resort and hotel	Richard Hall vice president (213) 277-1400
6	Wilson Land Co. 3433 Wilshire Blvd., Ste. 1500 Los Angeles 90010	1,600/1,600	6/6	WND/WND	380/380	4/4	WND/WND	34/34	industrial, office, multi-tenant business centers	William T. Huston chairman (213) 386-9930
7	Birchler Development Corp. 1601 E. Olympic Blvd., Ste. 114 Los Angeles 90029	1,500/WND	5/WND	WND/WND	WND/WND	5/WND	WND/1,300	15/375	office, industrial, retail, malls	Ronald E. Birchler general partner (714) 831-8031
8	Southmark Pacific Corp. 2 North Lake Ave., Ste. 800 Pasadena 91101	395/1,330	3/9	100/250	1,800/2,200	3/6	173/219	73/73	offices, retail, hotels, industrial, condos, R&D, warehouses	Paul J. Giannini president (818) 577-1130
9	Tooley & Co. 3303 Wilshire Blvd. Los Angeles 90010	1,200/1,200	6/6	WND/WND	WND/WND	WND/WND	WND/WND	90/100	office, industrial	Craig Ruth president (213) 382-8211
10	J.B. Snyder Co. 5757 Wilshire Blvd. Los Angeles 90036	1,000/1,000	1/1	300/300	2,400/2,400	3/3	840/840	20/20	office, retail	Jerome H. Snyder partner (213) 857-5346
11	Goldrich & Kest Industries 5150 Overland Ave. Culver City 90230	1,000/1,000	4/4	50/50	2,750/2,750	4/4	274/274	1,000/1,300	office, retail, industrial	Jon M. Rosenthal exec. vice president (213) 204-2050
12	The Voit Cos. 21600 Oxnard St. Woodland Hills 91367	970/1,314	3/6	WND/WND	660/860	2/4	WND/WND	30/30	office, industrial, retail	Bob Voit president (818) 883-9100
13	The Newhall Land & Farming Co. 23823 W. Valencia Blvd. Valencia 91355	833/833	7/7	51/51	250/250	4/4	37/37	235/600	neighborhood shopping centers, apartments, industrial, restaurants	Thomas L. Lee president, ceo (805) 255-4000
14	Homart Development Co. 11755 Wilshire Blvd., Ste. 1300 Los Angeles 90025	801/5,478	3/24	180/1,147	598/12,109	3/34	103/1,678	24/700	offices, multi-use centers, shopping centers	Christopher T. Stirling senior dev. dir. (213) 479-4938
15	Fishman West Management Corp. 10960 Wilshire Blvd., Ste. 700 Los Angeles 90024	765/2,900	2/10	59/344	315/1,200	1/2	33/99	150/250	offices, retail	Perry S. Herst Jr. president, ceo (213) 477-1919
16	Pharos Group 523 W. Sixth St., Ste. 315 Los Angeles 90014	700/5,300	4/41	105/700	900/2,000	4/18	80/300	16/1,600	office, industrial, R&D, business parks	Jeffrey B. Allen managing partner (213) 488-1396
17	Ellis Sloan Barnett Properties 1849 Centinela Ave. Santa Monica 90404	552/931	3/5	68/85	125/533	1/3	6/20	10/10	offices, industrial	Sloan/Barnett partners (213) 207-6001
18	La Case Development Co. 2601 Airport Drive, Ste. 300 Torrance 90505	500/1,050	2/3	50/100	0/351	0/1	0/30	20/40	mixed-use, retail	Norman R. La Case owner (213) 534-0411
19	Chimneyco 101 S. First St., Ste. 400 Burbank 91502	500/500	20/20	50/50	350/350	10/10	40/40	25/25	offices, residential rental, restaurants	Charles P. Cusumano principal (818) 845-7477
20	Treppier Development Co. 301 S. Grand Ave., Ste. 1900 Los Angeles 90017	450/750	1/2	130/150	850/1,400	2/4	196/284	7/15	offices, industrial, retail, hotels, parking garages	Ron L. Kratka development dir. (213) 627-2220
21	RCI, D.M.R. 201 N. Figueroa St., Ste. 1400 Los Angeles 90012	400/400	2/2	110/110	2,000/2,000	3/3	70/70	20/20	offices	Raffi Cohen chairman (213) 975-0234
22	Surf Management 357 Van Ness Way, Ste. 100 Torrance 90501	380/380	3/3	30/30	100/100	2/2	10/10	15/15	industrial	Karl D. Fechner president, owner (213) 533-5900
23	The Howard-Platz Group 400 N. Brand Blvd. Glendale 91203	395/447	6/7	69/78	655/715	5/6	131/143	12/14	offices, retail	Gregory R. Hillgren ceo (818) 240-0400
24	Search Builders 12400 Wilshire Blvd., Ste. 850 Los Angeles 90025	370/1,200	2/13	95/280	0/138	0/1	0/30	18/30	offices, R&D	William W. Hammerstein president (213) 820-5455
25	George Boone Associates 11841 E. Telegraph Road Santa Fe Springs 90670	356/356	4/4	32/32	140/140	2/2	17/17	8/8	offices, industrial	Blaine P. Fetter president (213) 949-7966

Note: The information in the above list was obtained from the companies listed. To the best of our knowledge, the information supplied was accurate as of press time. Cadillac Fairview of California is not included in the above list because it was in the midst of merger negotiations at press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letter-

head to Cyndia Zwahlen, Los Angeles Business Journal, 3345 Wilshire Blvd., Ste. 207, Los Angeles 90010.
LAC — Los Angeles County
NA — Not available
WND — Would not disclose

— Researched by Michael Stremfel

(1)

THE WHITE HOUSE
WASHINGTON

November 14, 1981

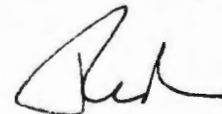
Dear Sue:

Thank you so much for your thoughtfulness in providing me with materials from the International Liberators Conference.

I wish Elie, Monroe, and the others the very best.

Warmest regards,

Sincerely,



Red Cavaney
Deputy Assistant to the President
for Public Liaison

Ms. Susan Medalie
Acting Deputy Director
for Special Projects
United States Holocaust
Memorial Council
Suite 832
425 13th Street, N.W.
Washington, D.C. 20004

United States Holocaust Memorial Council

Elie Wiesel
Chairman

Mark Talisman
Vice Chairman

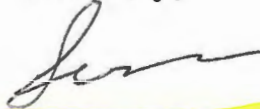
Monroe H. Freedman
Director

November 5, 1981

Dear Red:

Just thought you would be interested to see some of the proceedings of the International Liberators Conference.

Sincerely,



Susan Medalie
Acting Deputy Director for
Special Projects

Enclosures