

New life for Elks Lodge 1539 in San Fernando

By **Gregory J. Wilcox**, *Los Angeles Daily News*

POSTED: 07/24/14, 2:26 PM PDT |

The venerable Elks Lodge in San Fernando, around for nearly eight decades, has a new owner that's pledging to stand by tradition.

Even though it's now owned by Mayfair Investment Co. LLC — in a \$2.05 million deal that closed this week — 804 Pico St. will still be a home away from home for members. There's just a different name on the title.

“It's a beautiful building, and it's got some great history,” said Ash Joshi, CEO and president of Encino-based Capital Realty Solutions, which put the sale together. “It's in a great part of San Fernando, and it has a great future upside.” Joshi is also a partner in Mayfair Investments.

The building has earned landmark status over the decades, with distinctive features including a golden Elk head on the façade, large dining room, a banquet area that can accommodate up to 230 guests for dinner and dancing and a “Colonial Room,” with a lounge and two bars.

Once swelling with about 2,000 members, Elks Lodge 1539 now counts some 200 as loyal participants. Activities will now occupy 9,375 square feet of the two-story building — a large meeting room, one of the bars and space for offices and pool tables.

The property is also considered unique because it consists of nine contiguous parcels totaling approximately 1.5 acres.

“We're going to continue to use the remainder of the building much like the Elks did before,” Joshi said. “For the community it's a win-win and a win-win for the Elks and a win-win for us. We don't have immediate (improvement) plans. We want to keep the status quo and keep everything the way it is.”

Realtor and Elk Robert Paul represented the lodge in the sale. The deal is a good fit for both parties, he said.

“It's going to work out really well because our membership is not as large as it used to be, so we really didn't need that large of a building,” he added. “The ... lodge is very happy with the new ownership and the terms and arrangements they have outlined. This gives us an injection of capital that enables us to continue our operations in the same location, so it's really business as usual for us.”

Asked about being a tenant rather than a building owner, Paul said, “It will free up our time to do more things like we did when we had more members. One of the things we want to do is sponsor a Little League baseball team or a soccer team — or both. That's what we've done in the past.”