Los Angeles Department of City Planning RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION CASE NO.: CHC-2011-2496- HCM

ENV-2011-2497-CE

HEARING DATE: October 6, 2011 Location: 11401 Moorpark Street

TIME: 10:00 AM Council District: 2

PLACE: City Hall, Room 1010 Community Plan Area: Sherman Oaks - Studio

200 N. Spring Street City – Toluca Lake – Cahuenga Pass Los Angeles, CA Area Planning Commission: South Valley

90012 Neighborhood Council: Studio City

Legal Description: Tract No. 9502, Lot 105

PROJECT: Historic-Cultural Monument Application for

HENRY'S TACOS

REQUEST: Declare the property a Historic-Cultural Monument

APPLICANT: Janice Hood

11401 Moorpark Street North Hollywood, CA 91602

APPLICANT'S Charles J. Fisher REPRESENTATIVE: 140 S. Ave. 57

Los Angeles, CA 90042

OWNER: Mehran and Elizabeth Ebrahimpour Co. Trust

609 N. Hillcrest Rd. Beverly Hills, CA 90210

261 S. Almont Dr. Beverly Hills, CA 90211

RECOMMENDATION That the Cultural Heritage Commission:

- 1. **Take the property under consideration** as a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.10(c)4 because the application and accompanying photo documentation suggest the submittal may warrant further investigation.
- 2. Adopt the report findings.

MICHAEL J. LOGRANDE Director of Planning

[SIGNED ORIGINAL IN FILE] [SIGNED ORIGINAL IN FILE]

Ken Bernstein, AICP, Manager

Lambert M. Giessinger, Preservation Architect

Office of Historic Resources

Office of Historic Resources

Prepared by:

[SIGNED ORIGINAL IN FILE]

Edgar Garcia, Preservation Planner

Office of Historic Resources

Attachments: Historic-Cultural Monument Application

SUMMARY

Built in 1961, this one-story commercial walk-up food stand exhibits character-defining features of mid-20th century roadside eateries with some elements of the Googie style. The subject building is located at the northwest corner of Moorpark Street and Tujunga Avenue in the North Hollywood community of Los Angeles. Rectangular in plan, it is sited at an angle with the front facade facing the opposing southeast corner. The roof and its extended canopy are slightly upswept at an angle. A large canopy extends over the serving and eating area at the front façade. The canopy is also an extension of the flat enclosed eaves and barge board that surround the building. It is supported by three thin round steel posts under a stucco-coated cross beam set back from the front edge of the canopy. Attached to the front of the canopy are seven rectangular light boxes that spell out "TACOS" (each light box contains one letter). The light boxes are made of metal, with a yellow plexiglass front, and alternating red and green lettering (the "T" is red in the first light box; the "A" is green in the subsequent box, and so forth). The light boxes are flanked by two metal and plexiglass signs with the name "Henry's" in black handwritten font, within a white geometric shape, which are both situated in front of a green Socorro cactus. Additional lighting is supplied by fluorescent tubing located above the eating area, under the eaves and within the kitchen. The building has a tripartite serving window at the center of the front façade, with two sliding openings flanked by fixed pane. In front of the serving window is the outdoor eating area, consisting of wooden tables and benches. The exterior has a smooth stucco finish and wood trim. On top of the roof sits equipment, including a swamp cooler. A low slump-stone wall planter sits at the front of the eating area along the sidewalk, which include six manicured bushes. The side entry features a simple single doorway on the rear façade of the building with a plain wooden door. Behind the subject building is a parking lot, with a few additional parking spaces at either side of the building.

The proposed Henry's Tacos historic monument was designed by John B. Ferguson, with Hal Sylvester as contractor. The signage on the canopy was constructed and installed in November 1961 by C.O. Electric.

No alterations appear to have been made to subject building since its construction in 1961. A disaster inspection was done on the building following the 1994 Northridge earthquake and found the structure had not sustained significant damage.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

FINDINGS

Based on the facts set forth in the summary and application, the Commission determines that the application is complete and that the property is significant enough to warrant further investigation as a potential Historic-Cultural Monument.

HISTORIC-CULTURAL MONUMENT APPLICATION

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

IDENTIFICATION

1.	AME OF PROPOSED MONUMENT HENRY'S TACOS					
2.	STREET ADDRESS					
	CITY NORTH HOLLYWOOD ZIP CODE 91602 COUNCIL DISTRICT 2					
	ASSESSOR'S PARCEL NO. <u>5525-031-003</u>					
3.	COMPLETE LEGAL DESCRIPTION: TRACT TRACT No. 9502, HOLLYWOODVALE UNIT No. 3, AS PER MAP IN BOOM					
	134, Page 1 Through 3 of Maps, filed, in the Office of the County Recorder of Los Angeles County.					
	BLOCK N/A LOT(S) 105 ARB. NO. N/A					
	RANGE OF ADDRESSES 11401-11411 W. MOORPARK STREET AND 4401-4405 N. TUJUNGA AVENUE					
4.	PRESENT OWNER MEHRAN AND ELIZABETH EBRAHIMPOUR CO-TRUSTEES, EBRAHIMPOUR FAMILY TRUST					
Business Owner: Janis Hood, Phone: (818) 400-3366 Email: rzrbkr1994@aol.com						
	STREET ADDRESS 609 N. HILLCREST ROAD					
CITY BEVERLY HILLS STATE CA ZIP CODE 91210 PHONE (310) 877-6988 EMAIL: JEBRAHIM266						
	OWNER IS: PRIVATE XPUBLIC_					
5	PRESENT USE					
٥.	- TRESERVICE USE					
Dı	ESCRIPTION					
6.	ARCHITECTURAL STYLE GOOGIE VERNACULAR					
7.	STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORKSHEET)					
	(SEE DESCRIPTION WORKSHEET)					

HISTORIC-CULTURAL MONUMENT APPLICATION

	Name of Proposed Monument	HENRY'S TACOS				
10.	CONSTRUCTION DATE: FACTUAL	1961ESTIMATED				
11.	ARCHITECT , DESIGNER, OR ENGINEER:	JOHN B. FERGUSON (ENGINEER)				
12.	CONTRACTOR OR OTHER BUILDER:	HAL SYLVESTER				
13.	DATES OF ENCLOSED PHOTOGRAPHS	March 8, 2011				
14.	CONDITION: X EXCELLENT GOOD FA	AIR 🗆 DETERIORATED 🗆 NO LONGER IN EXISTENCE				
15.	ALTERATIONS:					
16.	THREATS TO SITE⊠ NONE KNOWN ☐ PRIVAT	TE DEVELOPMENT □ VANDALISM □ PUBLIC WORKS PROJECT				
17.	IS THE STRUCTURE $oxtimes$ ON ITS ORIGINAL SITE	□ MOVED □ UNKNOWN				
18.		ITECTURAL IMPORTANCE; INCLUDE DATES, EVENTS, AND PERSONS ASSOCIATED				
	WITH SITE (SEE OPTIONAL SIGNIFICANCE WO	orksheet) <u>Henry's Tacos was built in 1961 and is an intact example of</u>				
	THE TYPE OF ROADSIDE FAST FOOD STA	ND THAT PUNCTUATED THE AMERICAN LANDSCAPE DURING THE MID 20^{TH}				
	CENTURY. WHILE THE DESIGN ITSELF, AC	CCORDING TO ARCHITECTURAL HISTORIAN, ALAN HESS IS REFERRED TO AS				
	GOOGIE DUE TO ITS USE OF THE KEY ELEM	MENTS OF THE STYLE, SUCH AS THE UPSWEPT ROOF, INTEGRAL SIGNAGE THE				
	LARGE GLASS AND OUTDOOR AREAS, SCALE	ED TO THE PUBLIC STREET, IT IS DEFINITELY ON THE LOWER, SIMPLER END OF				
	THE SCALE. DUE TO ITS AGE, THIS PARTIC	CULAR STAND MAY HAVE BEEN A PROTOTYPE FOR SIMILAR STRUCTURES THAT				
	DOTTED THE LOS ANGELES AREA DURING	THE 1960s AND 1970s. HOWEVER, MOST OF THOSE STANDS HAVE BEEN				
	REPLACED BY LARGER DEVELOPMENTS AND ONLY A HANDFUL OF THOSE REMAINING HAVE THE ORIGINAL INTEGRITY AS					
	INTACT AS HENRYS TACOS, WHICH RETAINS	S NOT ONLY ITS ORIGINAL MASSING, BUT ITS ORIGINAL SIGNAGE AS WELL, AS IT				
	HAS OPERATED FOR ALMOST A HALF A CENT	TURY UNDER THREE GENERATIONS OF THE SAME FAMILY. $$ $$ $$ $$ $$ $$ $$ $$ $$ $$				
	AN IMPORTANT BUSINESS ICON FOR THE NO	ORTH HOLLYWOOD NEIGHBORHOOD ONCE KNOWN AS "HOLLYWOODVALE" AND				
	SITS ON THE SITE OF THE ORIGINAL REAL EST	TATE OFFICE FOR THAT DEVELOPMENT.				
19.	SOURCES (LIST BOOKS, DOCUMENTS, SURVEY)	s, personal interviews with dates) <u>Los Angeles City Building permits per</u>				
	ATTACHED, LA COUNTY ASSESSORS RE	CORDS, RECORDED DEEDS, LOS ANGELES CITY DIRECTORIES, CENSUS				
	RECORDS, LOS ANGELES COUNTY SUBDIVISION MAPS, LOS ANGELES TIMES ARTICLES. VARIOUS INTERNET SITES.					
	DATE FORM PREPARED AUGUST 19, 2011	PREPARER'S NAME CHARLES J. FISHER				
	ORGANIZATION BUSINESS OWNER'S REPRE	SENTATIVE STREET ADDRESS 140 S. AVENUE 57				
	CITY <u>Highland Park</u> state <u>CA</u> zip c	CODE <u>90042</u> PHONE <u>(323) 256-3593</u>				
	E-MAIL ADDRESS:	_ARROYOSECO@HOTMAIL.COM				

DESCRIPTION WORK SHEET

TYPE OR PRINT IN ALL CAPITAL BLOCK LETTERS

THE	HENRY'S TACC)S	IS A		1	STORY,
	NAME OF PROPOSED MONUMENT		ı	NUMBER OF STORIES		
GO	ogie Vernacular _,	RECTANGULA	AR F	PLAN	FOOD STAND	
ARCHITECTUR	RAL STYLE (SEE LIINE 8 ABOVE)	PLAN SHAPE (SEE CHART)	1	STRUCTU	JRE USE (RESIDENCE, ETC)	
MUTILA	CMOOTH CTHO	CO EINICH A	ND	WOOD		TOIM
WITH A	SMOOTH STUC RIAL (WOOD SIDING, WOOD SHINGLES, BRICK, STUCCO,		ND	WOOD MATERIAL (WOOD,		TRIM.
	<u> </u>	OVERED WITH ROLLE MATERIAL (CLAY TILE, ASPHALT OR WOO			S AND ALUMINUM	1
ROOF SHA	GEE CHARTIII	MATERIAL (CLAT TILE, ASPHALT OR WOO	D SHINGLES	WINDO	WINAILINAL	
	E SERVING WINDOW WITH T HUNG (SLIDES UP & DOWN), CASEMENT (OPENS OUT),		SS FLANKED BY F	IXED PANE	ARE PART OF TH	E DESIGN.
THE ENTOV	' FEATURES A	CIMPLE CINCLE DOOF	WAY ON THE DEA	AD EACADE O	AE THE BUILDING	
INE ENIKI		SIMPLE SINGLE DOOF ION (RECESSED, CENTERED, OFF-CENTER,		AR FAÇADE C	F THE BUILDING	
WITH A _	PLAIN WC	ODEN	DOOR	ADDITIONAL C	HADACTED DEFINING	ELEMENTS
	RY DOOR STYLE (SEE CHART)	ODEN	DOOR. /	ADDITIONAL C	HARACTER DEFINING	ELEMENIS
OF THE CTD	LICTUDE ADE. A LADGE CEN	TO ALL LID CVATURIO ED A	ME AND CTUCCO	CANODY CT		IE CEDVINIC
OF THE STR	UCTURE ARE <u>A LARGE CEN</u>	TIFY ORIGINAL FEATURES SUCH AS PORCH				IE SERVING
AND EATING	S AREA, WHICH IS FURNISHED N OF CHIMNEYS; SHUTTERS; SECONDARY FINISH MATERI	<u>) WITH WOODEN PICT</u> ALS; PARAPETS; METAL TRIM; DECORATIVE	TILE OR CAST STONE; ARCHES;	E CANOPY IS	SAN EXTENSION OF	THE FLAT
	EAVES AND BARGE BOARD DRK; SYMMETRY OR ASYMMETRY; CORNICES; FRIEZES; TO			<u>IT IS SUPPO</u>	RTED BY THREE TH	<u>IIN ROUND</u>
ORNAMENTAL WOODWO	ORR, SYMMETRY OR ASYMMETRY, CORNICES, FRIEZES, II	JWERS OR TURRETS, BAY WINDOWS, HALF	TIMBERING, HORIZONTALITY,			
	SUNDER A STUCCO COAT	ED CROSS BEAM SE	BACK FROM THE	E FRONT EDG	SE OF THE CANOPY	, WHICH IS
VERTICALITY; FORMALIT	Y OR INFORMALITY; GARDEN WALLS, ETC.					
ADORNED W	VITH SEVEN LIGHT BOXES CO	NSISTING OF THE WO	ORD "TACOS" I	FLANKED BY	TWO SMALL SIGNS	WITH THE
ADDITIONAL DEFINING E	ELEMENTS					
NAME "HEN	RYS" OVER A SOCORRO CA	CTUS. THE SYMMETRI	CAL SIGNAGE IS A	MAJOR ARCI	HITECTURAL FEATL	IRE OF THE
ADDITIONAL DEFINING E	ELEMENTS					
DESIGN IN TH	IE MANNER THAT IT HIGHLIGHTS	STHE CANOPY AS IT III	TS OUT TOWARD TH	HE STREET T	HE SIGNAGE ALSO	WORKS TO
ADDITIONAL DEFINING E		<u> </u>		0	0.0 101. 1.00	
				0.50		
PARTIALLY HI ADDITIONAL DEFINING E	DE THE ROOFTOP EQUIPMENT TELEMENTS	THAT INCLUDES A VIN	TAGE SWAMP CO	OLER, ADDIT	IONAL LIGHTING IS SI	JPPLIED BY
FLUORESCE	ENT TUBING LOCATED ABOV	<u>E THE EATING AREA, l</u>	INDER THE EAVES	S AND WITHI	N THE KITCHEN. A	LOW SLUMP
ADDITIONAL DEFINING	ELEMENTS					
STONE WAL	L IS AT THE FRONT OF THE	EATING AREA. ALOI	IG THE SIDEWAL	.k. The bui	LDING IS SITED AT	AN ANGLE.
ADDITIONAL DEFINING E						,
		wo experts. Civil	AUGUPED CUPUE			
FACING 1HE	E INTERSECTION OF THE TY	WOSTREETS. SIX MA	ANICURED SHRUE	SS ARE PLAN	IED BEHIND THE W.	ALL, GIVING
	SHIELDING FOR THE DINER	S.				
ADDITIONAL DEFINING E	ELEMENTS					
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SECONDAI	TI BUILDINGS CONSIST OF	A RECTANGULAR SH	AFED FRAME AND	<u> </u>	KTAIL LOUNGE IS SIT	ED AT THE
OTHER END C	OF THE LOT. THIS BUILDING IS I	NOT INCLUDED IN THE N	IOMINATION, ALTHO	OUGH IT DOES	HAVE A HISTORIC NE	ON SIGN
			AGE; GARDEN SHELTER, ETC.			
SIGNIEICAN	NT INTERIOR SPACES INCL	LIDE THE INTERIOR	IC VIDTIIALI V ALI	LICED ACT	IE KITCHEN ADEA N	
SIGINIFICAL	VI INTERIOR SPACES INCL		S SUCH AS WOOD PANELING; MOL			инсп паз
DEMAINIES :	DACIOALLY THE CAME ACTIO	IENI ITAAA C EIDOT DI W	T WITH A DECT :			
	BASICALLY THE SAME AS WH STER MOLDINGS; LIGHT FIXTURES; PAINTED DECORATIO			KOOM AT THE	KEAK.	

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

Complete One or Both of the Upper and Lower Portions of This Page

ARCHITECTURAL SIGNIFICANCE

I П Е	HENRY STACOS		IS AN IMPORTANT EXAMPLE OF
NAME OF PE	ROPOSED MONUMENT		
_	GOOGIE VERNACUL	_AR	ARCHITECTURE
AND MEETS T	HE CULTURAL HERITAGE ORDINANCE BE	ECAUSE OF THE HIGH QUALIT	Y OF ITS DESIGN AND THE RETENTION
OF ITS ORIGIN	NAL FORM, DETAILING AND INTEGRITY.		
		A n d / o r	
	Ніѕтоя	RICAL SIGNIFICANCE	
Тне	HENRY'S TACOS NAME OF PROPOSED MONUMENT	WAS BUILT IN YEAR BUI	1961
	ROADSIDE DINING ESTABLISHMENTS		WAS IMPORTANT TO THE

DEVELOPMENT OF LOS ANGELES BECAUSE THEY FREQUENTLY WENT HAND IN HAND WITH THE DEVELOPMENT OF COMMUNITIES, BEING SOME OF THE EARLIEST BUSINESSES TO BE ESTABLISHED IN BUDDING COMMERCIAL districts. Henry's Tacos was built in an area of North Hollywood originally dubbed "HOLLYWOODVALE" BY ITS DEVELOPER, HARRY E. JONES, IN THE MID 1920S. THE DEVELOPMENT CONSISTED OF FOUR SUBDIVISIONS, TRACT NUMBERS 9216, 9482, 9502 AND 9803, WHICH FILLED THE AREA RADIATING FROM THE CORNER OF MOORPARK STREET AND TUJUNGA AVENUE WHERE JONES BUILT HIS REAL ESTATE OFFICE FOR SELLING THE LOTS, HIRING E. R. EVANS AS GENERAL MANAGER FOR THE SALES FOR SALES OF THE LOTS. THE TRACTS WERE BASICALLY SOLD OUT BY 1927 AND THE JONES COMPANY THEN DID SEVERAL SUBDIVISIONS IN NEARBY TOLUCA LAKE. THE REAL ESTATE OFFICE WAS STILL SERVING AS SUCH IN THE EARLY 1950S, AFTER WHICH IT WAS CONVERTED TO A FLOWER SHOP. PERMIT RECORDS INDICATE THAT THE OLD REALTY OFFICE REQUIRED REPAIRS IN 1960 AND A PERMIT WAS ISSUED FOR THEM, HOWEVER, THE FOLLOWING YEAR, THE BUILDING WAS DEMOLISHED BY HENRY COMSTOCK WHO HAD LEASED THE CORNER AND HIRED THE ENGINEER JOHN B. FERGUSON AND CONTRACTOR HAL SYLVESTER TO DESIGN AND CONSTRUCT THE NEW ROADSIDE FOOD STAND. THE ALSO CONTRACTED WITH C. O. ELECTRIC TO CREATE AND INSTALL THE SIGNAGE THAT IS ATTACHED TO THE CANOPY. THE PERMIT SPECIFIED THAT THERE WOULD BE NO FLASHING OR ANIMATION ON THE SIGNAGE. THE BUSINESS HAS REMAINED FOR THREE GENERATIONS IN THE SAME LOCATION WITH VIRTUALLY NO ALTERATIONS TO THE ORIGINAL DESIGN OF THE BUILDING. HENRY

CONTINUED

Comstock had arrived in Los Angeles from Nebraska in the late 1950s. He had work as a clothing STORE MANAGER, HOSPITAL ADMINISTRATOR AND HAD PREVIOUSLY OWNED A CAFÉ. HE HAD EVEN WORKED FOR A TIME AS A PREACHER WITH THE ASSEMBLY OF GOD DENOMINATION. HIS SON, JAMES, HAD PRECEDED HIM TO CALIFORNIA TO SCOUT LOCATIONS FOR THE SOON-TO-BE-LAUNCHED TACO BELL CHAIN. HIS OTHER SON, HENRY JR., HAD ALSO COME TO CALIFORNIA AND STARTED A SMALL CHAIN OF STANDS IN THE SAN GABRIEL VALLEY. NAMED "SNAP-E TACOS". HENRY OPTED TO BUILD TWO STANDS FOR HIS BUSINESS, ONE IN NORTH HOLLYWOOD AND THE OTHER IN SOUTH LOS ANGELES, WHICH WAS RUN BY HIS YOUNGER DAUGHTER AND SON-IN-LAW UNTIL SOLD IN THE 1980s. He ran the stand in North Hollywood, which opened for business on December 13, 1961, PREDATING THE FIRST TACO BELL BY SEVERAL MONTHS. A MORE DETAILED HISTORY WRITTEN BY HENRY COMSTOCK'S GRANDDAUGHTER, JANIS HOOD, IS AN ATTACHMENT TO THIS NOMINATION. THE BEEF FLAVORING WAS HENRY'S CREATION, BUT THE FLAVOR IS SIMILAR TO THE ORIGINAL TACO BELL FORMULA. HENRYS' TACOS ARE FREQUENTLY CALL "GRINGO TACOS" AS THEY ARE DIFFERENT THEN THE AUTHENTIC MEXICAN DISH. AT THE TIME OF ITS OPENING, HENRY'S SERVED A COMMUNITY THAT WAS LARGELY ANGLO WITH STRONG MID-WESTERN ROOTS MUCH LIKE HIS OWN. THE BUSINESS HAS CHANGED LITTLE OVER THE YEARS, BUT APPEALS TO THE MULTI-ETHNIC COMMUNITY THAT SURROUNDS IT JUST AS MUCH AS IT DID A HALF CENTURY AGO. IN ADDITION, MANY, ESPECIALLY FORMER RESIDENTS OR THEIR CHILDREN AND GRANDCHILDREN COME FROM OTHER PARTS OF SOUTHERN CALIFORNIA TO ENJOY THE OLD TIME FEELING AND GOOD FOOD OF HENRY'S. AT THE TIME OF ITS CONSTRUCTION. THE ROADSIDE STANDS WERE A STANDARD FEATURE THROUGHOUT THE UNITED STATES, SELLING MANY DIFFERENT TYPES OF CUISINE. MOST CONCENTRATED ON HAMBURGERS AND/OR HOTDOGS. SOME SOLD VARIOUS SANDWICHES. ROADSIDE STANDS SELLING MEXICAN FOOD WERE UNIQUE TO THE SOUTHWEST, WHICH HAD A READY MARKET FOR THAT TYPE OF FOOD. GENERATIONS HAD ALREADY COME TO CALIFORNIA AND HAD EMBRACED THE LOCAL CALIFORNIA FOOD FROM THE SPANISH-MEXICAN PERIOD. THE FOOD OF CALIFORNIA WAS DIFFERENT THEN THAT OF OTHER PARTS OF THE SOUTHWEST AND MEXICO. CALIFORNIANS WERE ALSO INNOVATIVE AND DEVELOPED VARIATIONS ON THE FOOD, SUCH AS THE HARD TACO SHELL, WHICH WAS INVENTED IN MID 20TH CENTURY LOS ANGELES, JUST AS THE ORIGINAL TACO HAD BEEN INVENTED IN LOS ANGELES DURING THE MEXICAN PERIOD. IT IS A TRULY LOS ANGELES DISH THAT QUICKLY SPREAD TO THE REST OF MEXICO. HENRY COMSTOCK MERELY HELPED TO PIONEER THE LATEST VERSION OF THE WELL LOVED STAPLE. THE STAND ITSELF IS A SIMPLE STRUCTURE, WITHOUT THE FLAMBOYANT DESIGN THAT WAS FOND IN MANY OF THE EARLIER "PROGRAMMATIC" FAST FOOD BUILDINGS THAT HAD PROLIFERATED DURING THE 1920S AND 1930S. ON THE OTHER HAND, IT WAS NOT A PLAIN BOX EITHER. THE

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BUILDING USES A SIMPLIFIED VERSION OF THE GOOGIE STYLE RESTAURANT DESIGN THAT HAD BEEN PIONEERED BY JOHN LAUTNER IN THE LATE 1940S. THE STYLE WAS PICKED UP BY OTHER MODERNIST, SUCH AS WAYNE MCALLISTER AND THE FIRMS OF HONNOLD AND REX AND ARMET AND DAVIS DURING THE 1950S BESIDES GOOGIES, RESTAURANT CHAINS, SUCH AS BOBS BIG BOY, DENNY'S, NORMS, PREBBLES, SAMBOS AND SHIPS USED WHAT BECAME KNOWN AS THE GOOGIE STYLE AS AN IDENTITY FOR THEIR OUTLETS. IT WAS ONLY NATURAL THAT THE POPULAR DESIGN WOULD FIND ITS WAY INTO THE FAST FOOD AREA OF THE ROADSIDE DINING STAND. GOOGIE DESIGN NORMALLY INCORPORATES A SWEEPING ROOFLINE, AN OPEN PLAN FOR THE DINING AREA AND SIGNAGE THAT IS A PART OF THE DESIGN. HENRY'S TACOS INCORPORATES ALL THREE OF THESE ELEMENTS. THE DINING AREA IS OPEN UNDER THE ROOFLINE, WHICH IS DIFFERENT AS MOST OF THE LARGER COFFEE SHOPS USE EXPANSIVE GLASS ENCLOSURES. THE URBAN ROADSIDE STANDS, THEMSELVES, HAVE BECOME A VANISHING BREED, NOT DUE TO A LOSS OF BUSINESS BUT DUE TO THE INCREASED VALUE OF THE LAND THEY SIT ON. A GOOD EXAMPLE TO CITE IS THE RECENT DEMISE OF "MOLLY CHARBROILER" ON VINE STREET, IN HOLLYWOOD. MOLLY'S HAD BEEN CONSTRUCTED IN 1953 AND WAS DESIGN BY THE ARCHITECT JOHN C. LINDSAY, WHO WAS ONE OF THE CADRE OF MODERNISTS THAT WORKED IN POST WWII LOS ANGELES. LINDSAY WAS PROBABLY BETTER KNOWN FOR HIS MARRIAGES TO ACTRESSES DIANA LYNN AND JUNE LOCKHART THAN HIS SOLID DESIGN. MOLLY'S DID NOT CLOSE DUE TO LACK OF BUSINESS, AS IT HAD PLENTY, RATHER, IT WAS DUE TO THE PLAN TO BUILD A LARGE OFFICE BUILDING ON MOLLY'S LEASED LAND. MOLLY'S HAD BEEN SURVEYED IN 2009 BY CHATTEL ARCHITECTURE AND GIVEN A 5S3 RATING AS BEING ELIGIBLE FOR INDIVIDUAL LOCAL MONUMENT LISTING. IT WAS EVEN CALLED OUT IN THE CONTEXT STATEMENT AS THE BEST EXAMPLE OF THE THREE REMAINING ROADSIDE EATERIES IN HOLLYWOOD. THE CHATTEL STATEMENTS GIVES SOME GENERAL HISTORY OF THE GENRE AS FOLLOWS: "EARLY ROADSIDE EATERIES WERE GENERALLY CONSTRUCTED AS SIMPLE BUILDINGS CONTAINING LARGE SIGNS BOASTING THE NAME OF THE ESTABLISHMENT, AND THEY RELIED ON VISIBILITY TO GENERATE CUSTOMERS. AS NOTED IN THE NATIONAL PARK SERVICE'S ROUTE 66 CORREDOR NATIONAL HISTORIC CONTEXT STUDY, 'THESE LUNCHROOMS DID NOT FOLLOW A STANDARD ARCHITECTURAL TYPOLOGY EXCEPT THAT THEY OFTEN BEGAN AS LUNCHROOMS, COMMONLY HELD A COUNTER AND STOOLS AS WELL AS TABLE AND CHAIRS (AND LATER BOOTHS), AND WERE SEPARATED FROM THE COOKING AREA BY A SERVICE WINDOW. ALTHOUGH THIS SEPARATION WAS SOMETIMES DISPENSED WITH IN SMALLER OPERATIONS.

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While some owners constructed simple, inexpensive structures, others sought to gain maximum VISIBILITY AND TRAVELER INTEREST BY CONSTRUCTING EATERIES THAT SERVED AS LARGE-SCALE REPRESENTATIONS OF THE GOODS SOLD WITHIN. FOR EXAMPLE, AN ORANGE STAND MIGHT HAVE BEEN DESIGNED AS A COLOSSAL ORANGE AND A HOT DOG STAND MIGHT HAVE TAKEN THE SHAPE OF A GIGANTIC DOG. SIMPLER, MORE TRADITIONAL BUILDINGS WERE OFTEN CROWNED WITH EYE-CATCHING OBJECTS, SUCH AS LARGE-SCALE DONUTS, STATUES OF PEOPLE OR OSTENTATIOUS SCULPTURAL SIGNAGE." BY THE MID 1950s these stands had begun to take on smaller versions of the various architectural STYLES, SUCH AS TACO BELL'S EARLY USE OF THE MISSION REVIVAL DESIGN. THE PROLIFERATION OF LARGER POST WAR COFFEE SHOPS USING THE GOOGIE STYLE WAS AN OBVIOUS CATALYST FOR THE DESIGN TO BE SIMPLIFIED AND USED IN THESE SMALLER STRUCTURES. HENRYS TACOS INCORPORATES THE GOOGIES ELEMENTS IN A MANNER THAT CREATES A CLEAN PLEASING LOOK SITED IN A MANNER THAT MAKES THE MOST OF THE VALUE OF THE SIGNAGE BY BEING POSITIONED FACING THE CORNER OF THE INTERSECTION RATHER THAN ONE OR THE OTHER STREETS. IT IS NOT FANCY AND IT IS NOT OSTENTATIOUS, BUT IT IS A VERY GOOD EXAMPLE OF THE TYPE OF BUILDING THAT WAS PRODUCED FOR THE MASSES IN MID-CENTURY LOS ANGELES. ALAN HESS DESCRIBES IT TO US AS THUS: "GOOGIE IN A BROAD SENSE: IT IS A MODERN EXPRESSION USING MODERN STRUCTURAL ELEMENTS (THE SIMPLE UPSWEPT ROOF, INTEGRAL SIGNAGE WHICH IS MOST OF THE "ARCHITECTURE", THE LARGE GLASS, THE OUTDOOR AREAS, SCALED TO THE PUBLIC STREET.) BUT IT IS DEFINITELY ON THE LOWER, SIMPLER END OF THE SCALE. MY GUESS IS THAT IT WAS A PROTOTYPE OF SOME SORT - I'M SURE I'VE SEEN SIMILAR STRUCTURES AROUND LA, SO THERE WAS PROBABLY A CATALOG R CONTRACTOR THAT SOLD THESE AS UNITS, OR AS PLANS. AS SUCH IT IS A CONTRACTOR VERNACULAR OF VERSION OF GOOGIE. CLEARLY IT IS A CONSCIOUS EVOCATION OF MODERNISM, NOT JUST A UTILITARIAN SHED, AND IT IS DEFINITELY NOT TUDOR, SPANISH, OR PROGRAMMATIVE AS OTHER SMALL FOOD STANDS WERE IN PREVIOUS DECADES...JAMES BLACK HAS COINED THE TERM "LOWER MODERNISMS" OR "LOMO". HE CONSIDERS PANNS, NORMS, SHIPS ETC AS HIGH GOOGIE - AS REAL ARCHITECTURE. BUT HE IS ALSO INTERESTED IN THESE SIMPLER VERSIONS, OFTEN FOR COMMERCIAL USES, WHERE THE FIRST 5 FEET OF A LIQUOR STORE HAS GOOGIE ELEMENTS, BUT THE REST IS A PLAIN UTILITARIAN BOX. DINGBATS ARE AN EXAMPLE, FOR HIM. I THINK THIS DISTINCTION, OR SUBSET, MAY BE A USEFUL DISTINCTION TO MAKE. IT SPEAKS TO THE WAY BUILDINGS COME TO BE - NOT NECESSARILY FROM AN ARCHITECT, BUT FROM THE IMPORTANT COMMERCIAL/MASS PRODUCTION PROCESSES THAT DO CREATE A LOT OF IMPORTANT URBAN

CONTINUED

HENRY'S TACOS

11401 MOORPARK STREET

NORTH HOLLYWOOD, CA 91602

My late grandfather, Henry Comstock, came to California from Nebraska in the late 1950's. Before his move west Henry, a native of Nebraska, had also lived in Texas and Colorado. His previous work experience included hospital administrator, café owner, men's clothing store operator and Assembly of God minister! He followed his two sons, Henry Jr. and James to the Los Angeles area. James was scouting locations for a new fast food concept proposed by a man named Glen Bell-yes, he was looking for places to build Taco Bell restaurants! My grandfather also became acquainted with Glen Bell and with a man named Baker, who would go on to own a mini-chain of restaurants called Baker's Tacos. At some point my grandfather decided he wanted to strike out on his own and open his own "taco stand" with recipes he would develop himself. Henry Sr. opened two "Henry's Tacos" locations: one in South Los Angeles which was operated by his younger daughter and son-in-law until selling in the 1980's, and the Henry's in North Hollywood which remains open in its original location on the corner of Moorpark and Tujunga. This location opened on December 13, 1961, a few months before the first Taco Bell opened. Henry's son Henry Jr. opened his own mini-chain in the San Gabriel Valley, Snap-E Tacos.

On June 15, 1962, Henry's older daughter, my late mother, LeVonne, began work as the manager of Henry's Tacos. Working long hours and often seven days a week, LeVonne's hard work and friendly, open personality, breathed life into the new "taco stand". Over the next 47 years, LeVonne built warm, lasting relationships with her customers and later with their children and grandchildren. Her insistence upon consistent quality and friendly service was rewarded by her father when he passed the reins to her and she became the owner on January 1,1968. She remained so until her death on April 20, 2009. LeVonne married the late John Eloff (my step-father) in 1970. Together they devoted the remainder of their lives to the business and their customers and employees. They never took a vacation together-one of them was always home to look after "the stand".

I began working at Henry's Tacos at the age of ten- my duties were capping the little plastic cups of hot sauce (just mixed up in a big bucket!) and drawing soft drinks. Later I progressed to full-fledged counter girl and worked at Henry's throughout high school and college. When my step-father passed away in 2007 and my mother's health began to fail, I became co-owner of Henry's to assist her.

When Henry's Tacos opened in 1961, it was unique in the area. It was many residents' introduction to the taco and to "Mexican" food, long before the advent of taco trucks and grills such as "Baja Fresh". In the beginning Henry's served a ham sandwich and a "double dog" (two wieners on a hamburger bun) for those customers not interested in trying the "new" tacos or burritos. Those items are no longer on the menu, but little else has changed. Our meat is still cooked on the premises with our own recipe, as is our "Spanish Rice" and green chile sauce, and our chili with beans. Our hot sauce is still mixed up daily on the premises. We shred the lettuce, slice the tomatoes and grate the cheese. In the beginning we chopped onions, but have used dehydrated onions for decades now. We have always used canned refried beans, but there is a secret addition to make them more flavorful! In the beginning we did not fry our own taco and tostada shells, but we have been doing so now for at least 25 years.

The first job for many local youths was at Henry's and many of these employees remained friends with my mother and step-father for many years. Several came to my mom's funeral; one woman who first worked at Henry's in 1967 spoke at the funeral. Many of the young men and women who worked at Henry's thought of LeVonne as a friend, confidante and second mother. They were welcomed back during summer breaks and holiday periods. Many referred to her as "the best boss ever". Employees tended to stay longer than the average for fast food employees-five, fifteen, twenty years. Several did more than one "tour of duty" at Henry's. There was a special feeling of being a part of a family. There were Christmas and birthday parties. It was a special place to work and more than "just a job".

As the years passed, Henry's became a popular gathering place for families and students, including those at North Hollywood High School, Campbell Hall,

Oakwood School, Notre Dame High School and the now-gone Argyll and Corvallis High Schools. As a child, I had my after school Coke with L.A.P.D. motorcycle officers who would sit and chat with me while they had their own soft drink or meal. When Henry's was open on Sundays, many families came by after church or on their way out of town for the day. Several customers were also at my mother's funeral, as she had formed life-long friendships.

Henry's was also a good neighbor, supporting our local schools, churches and police with their fundraisers. In the 1960's, Henry's became a popular site for filming and appeared in many episodes of such television shows as Adam 12, Scarecrow and Mrs. King, and Police Story. Cheech and Chong fans remember Henry's from the film "Up in Smoke"! When Honda debuted its Element, the photos for the brochures were taken at Henry's. A Henry's Tacos t-shirt belonging to actress Jennifer Jason Leigh is worn by actress Greta Gerwig throughout the Ben Stiller film "Greenberg"; Henry's will appear in the upcoming movie "Welcome to People", starring long-time customer Chris Pine.

As local residents relocated, Henry's became a first stop after landing at Burbank or LAX. Some people took burritos on airplanes with them (pre- 9/11) or sent them to children away at college, packed in dry ice. It became very gratifying to hear such comments as "I just flew in and this is the first place I came" or, "I moved away five years ago and I still miss Henry's the most". Mini- high school reunions have been held at Henry's.

Henry's Tacos has been featured in Los Angeles Magazine, LA Weekly and USA Today. Oscar-nominated director Paul Thomas Anderson was photographed at Henry's for a profile of his career in the Los Angeles Times. An article in the Los Angeles Daily News profiling performers and recording artists She Wants Revenge, featured band members detailing how San Fernando Valley hang-outs including Henry's have shaped their music. Local band The Gluey Brothers included Henry's in the lyrics of one of their songs. Oscar-nominated director Jason Reitman ("Up In The Air") has mentioned his fondness for Henry's in a published interview, as has former U.S. Ambassador to China, Utah governor and current presidential candidate Jon Hunstman! Henry's was profiled on The Oprah

Winfrey Show in an episode about celebrities' favorite restaurants. Henry's was suggested by long-time fans Mary-Kate and Ashley Olsen. We were also on the Fox 11 News with Lisa Joiner and were featured in the KNBC Golden Local Debates, Best Taco edition. Our celebrity customers are too numerous to mention (or remember over the course of 50 years!), but include Larry King and wife Shawn, David Sheehan, George Lopez, Jennifer Love Hewitt, Molly Ringwald, The Stray Cats (Brian Setzer), Andy Griffith, Cuba Gooding, Jr., Tom Hanks, Brian Austin Green, Rachel Bilson, Chris Pine and Jon Heder. Other notables include musicians David Sanborn, Al Jarreau, Michelle Branch, Toto, Michael McDonald and Wilson Phillips. It's supposed to be a secret, but Brad Pitt is also a customer!

Additionally, Henry's is mentioned in books! In the Elvis Cole mystery series by Robert Crais, main character Elvis eats at Henry's in at least two of these popular novels. Henry's also appears in Gregg Andrew Hurwitz's novel The Crime Writer. In non-fiction, Henry's is part of Somewhere Inside: One Sister's Captivity in North Korea and the Other's Fight to Bring Her Home by Laura Ling and Lisa Ling; My Footprint Carrying the Weight of the World by Jeff Garlin; and Sweet Demotion: How an Almost Famous Rock Journalist Lost Everything and Found Himself (Almost) by Lonn Friend.

With the addition of the Henry's Tacos t-shirt in the 1980's, Henry's has gone global! People wearing the shirt have been spotted and greeted by fellow Henry's aficionados all over the country and the world, including Europe, Mexico and Asia! One couple from Vienna, Austria, come to the Valley to visit their son and have promised to send me a photo of themselves in their Henry's shirts somewhere famous in Vienna!

On the wall at Henry's Tacos is a 1993 photo of a wedding party standing out front in full bridal regalia. The photo is signed "Thanks for the memories". The bride, Susie Dickey Jacobs, now a mom in Moorpark, recently contacted me on Facebook to inquire about the photo. I was pleased to inform her that it's still there.

Several married couples met at Henry's, including my mom and step-dad, married for 36 years when he died. Below I'm including some quotes about what Henry's

has meant to people through the years; these comments were shared with me via email and Facebook:

"the place we call home"; "it was a place where so many memories were made." (Carole Woodward Stiegler)

"My parents met there when they were 14 years old." (Chris Stiegler)

"This is an American icon." (Sunnie Rhoads Alber)

"So glad this has survived.: (Miranda Levin)

"It is the most memorable spot of my childhood. Just seeing it last week made my day." (Griffin Sandefur)

"The temple of my teenage years." (Bill Greenspan)

"I am sure that God would eat at Henry's if he had the chance." (Thomas C. Gawron)

"This taco changed my life!" (Sean Adam Brandt)

"I moved from North Hollywood (Valley Village) to Phoenix 16 years ago, and I STILL crave Henry's Tacos!" (Julie Hovis-Diaz)

"I filmed some of my video at Henry's that is how much I love this place!!" (Sierra Swan, music video)

"...it's THE thing-Church, social center, heritage museum, etc." (Duke Sandefur)

"Another reason to fly across the country to attend my 30th year high school reunion." (Peter K. Ackerman)

"best of the best." (Jennifer Runyon Corman)

"good ole Henry's...yep, solved many a world problem sitting on those picnic tables, gulping down burritos like they were goin' out of style..." (Barry Messina)

"They used to give us free taco shells when we walked home from Rio Vista." (Nancy Marquet)

"I eat at Henry's often when visiting my dad and mom. It always brings back fond memories of childhood and childhood friends." (Tom Kohl)

"The best part was the home made hot sauce in the tiny round plastic containers..." (Daniel Allen0

"...been goin' since 1963...how many items has everyone had-I think I might be around 3500..." (Ken Smith)

Well, not bad for a humble little stand on the corner that has seen so many changes-and survived two major earthquakes!- in the past 50 years. No delivery, no drive-through, no indoor seating. Sooo much more competition than in 1961, yet we have maintained a loyal customer base and get new ones every day. One of the most gratifying things for me is that kids still love Henry's, even without playgrounds, toy give-aways or cartoon mascots. It really is so much more than a "fast food" place. It's a bit of history that has struggled into the 21st century and gives many people the only experience from their youth that remains unchanged. The ghosts of some wonderful people live on there: my mother, step-father and grandfather, our long-time friends and customers who have passed on. The little kids, now grown, who bring their grandchildren and show them the tables where they used to carve their names...it really is a legacy and a labor of love.

Janis Hood

Owner

Fw: henry's history?

7/17/11 Reply ?

Janis Hood Add to contacts To arroyoseco@hotmail.com

---- Forwarded Message -----

From: Cynthia Beebe <cbbcyn@hotmail.com>

To: janishood88@yahoo.com

Sent: Sunday, July 17, 2011 6:35 AM

Subject: henry's history

We've been going to Henry's Tacos since the day they opened. As kids, we often didn't have any money but we would ask Yvonne for cups of ice. She never refused us. As we grew, we took our friends, then husbands, and finally our kids to Henry's. Our kids are now taking their kids! We are now scattered about the country but return to the San Fernando Valley for visits and Henry's is always a first stop. Usually a last stop, too, so we can take the taste of home with us on our trip! Thanks for the wonderful memories and great food.







City of Los Angeles Department of City Planning

7/21/2011 PARCEL PROFILE REPORT

PROPERTY ADDRESSES

4401 N TUJUNGA AVE 11401 W MOORPARK ST

ZIP CODES

91602

RECENT ACTIVITY

None

CASE NUMBERS

CPC-29761-GPC CPC-2007-3036-CA CPC-1995-356-CPU CPC-1989-384-GPC ORD-172446-SA34

ORD-168206-SA40

ENV-2007-3037-MND

Address/Legal Information

PIN Number 165B173 333 Lot/Parcel Area (Calculated) 6.047.4 (sq ft)

Thomas Brothers Grid PAGE 562 - GRID J4

 Assessor Parcel No. (APN)
 2365014022

 Tract
 TR 9502

Map Reference M B 134-1/3

 Lot
 105

 Arb (Lot Cut Reference)
 None

 Map Sheet
 165B169

 165B173
 165B173

Jurisdictional Information

Block

Community Plan Area Sherman Oaks - Studio City - Toluca Lake - Cahuenga Pass

None

Area Planning Commission South Valley
Neighborhood Council Studio City

Council District CD 2 - Paul Krekorian

Census Tract # 1433.00

LADBS District Office Van Nuys

Planning and Zoning Information

Special Notes None
Zoning [Q]C2-1XL
Zoning Information (ZI) None

General Plan Land Use Neighborhood Office Commercial

General Plan Footnote(s) Yes Hillside Area (Zoning Code) No Baseline Hillside Ordinance No **Baseline Mansionization Ordinance** No Specific Plan Area None Special Land Use / Zoning None Design Review Board No Historic Preservation Review No Historic Preservation Overlay Zone None Other Historic Designations None Other Historic Survey Information None None None

Mills Act Contract POD - Pedestrian Oriented Districts CDO - Community Design Overlay None NSO - Neighborhood Stabilization Overlay No Streetscape No Sign District No Adaptive Reuse Incentive Area None CRA - Community Redevelopment Agency None Central City Parking No Downtown Parking No **Building Line** None 500 Ft School Zone No

500 Ft Park Zone No **Assessor Information** Assessor Parcel No. (APN) 2365014022 APN Area (Co. Public Works)* 0.139 (ac) Use Code 2100 - Restaurant Lounge Tavern Assessed Land Val. \$317.455 Assessed Improvement Val. \$160,105 Last Owner Change 12/13/02 Last Sale Amount \$0 Tax Rate Area 13 Deed Ref No. (City Clerk) 372696 3058716 199651 Building 1 Year Built 1955 **Building Class** D5A Number of Units Number of Bedrooms 0 Number of Bathrooms n **Building Square Footage** 1,175.0 (sq ft) **Building 2** Year Built 1961 **Building Class** DX Number of Units 1 Number of Bedrooms n Number of Bathrooms **Building Square Footage** 280.0 (sq ft) **Building 3** No data for building 3 Building 4 No data for building 4 Building 5 No data for building 5 **Additional Information** Airport Hazard None Coastal Zone None Farmland Area Not Mapped Very High Fire Hazard Severity Zone No Fire District No. 1 No Flood Zone None Hazardous Waste / Border Zone Properties No Methane Hazard Site None High Wind Velocity Areas No Special Grading Area (BOE Basic Grid Map A-13372) Oil Wells None Alquist-Priolo Fault Zone No Distance to Nearest Fault 2.04667 (km) Landslide No Liquefaction Yes **Economic Development Areas Business Improvement District** None Federal Empowerment Zone None Renewal Community No Revitalization Zone None State Enterprise Zone None Targeted Neighborhood Initiative None **Public Safety**

Police Information

Bureau Valley

Division / Station North Hollywood

Reporting District 1563

Fire Information

District / Fire Station 86
Batallion 14
Division 3
Red Flag Restricted Parking No

CASE SUMMARIES

Note: Information for case summaries is retrieved from the Planning Department's Plan Case Tracking System (PCTS) database.

Case Number: CPC-29761-GPC

Required Action(s): GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)

Project Descriptions(s): Data Not Available

Case Number: CPC-2007-3036-CA

Required Action(s): CA-CODE AMENDMENT

Project Descriptions(s): THE ESTABLISHMENT OF AN ORDINANCE THAT FACILITATES DEVELOPMENT WITHIN THE LA-RIO BOUNDARIES TO

ENHANCE THE WATERSHED, URBAN DESIGN AND MOBILITY OF THE AREA. THESE BOUNDARIES ARE ADJACENT TO, NOT

INSIDE, THE LOS ANGELES RIVER ON LAND ALREADY ZONED FOR DEVELOPMENT.

Case Number: CPC-1995-356-CPU

Required Action(s): CPU-COMMUNITY PLAN UPDATE

Project Descriptions(s): SHERMAN OAKS/STUDIO CITY/TOLUCA LAKE COMMUNITY PLAN UPDATE PROGRAM (CPU) - THE SHERMAN OAKS/STUDIO

CITY/TOLUCA LAKE COMMUNITYPLAN IS ONE OF TEN COMMUNITY PLANS THAT ARE PART OF THE COMMUNITY PLAN

UPDATE PROGRAM PHASE II (7-1-95 TO 12-31-96)

Case Number: CPC-1989-384-GPC

Required Action(s): GPC-GENERAL PLAN/ZONING CONSISTENCY (AB283)

Project Descriptions(s):

Case Number: ENV-2007-3037-MND

Required Action(s): MND-MITIGATED NEGATIVE DECLARATION

Project Descriptions(s): THE ESTABLISHMENT OF AN ORDINANCE THAT FACILITATES DEVELOPMENT WITHIN THE LA-RIO BOUNDARIES TO

ENHANCE THE WATERSHED, URBAN DESIGN AND MOBILITY OF THE AREA. THESE BOUNDARIES ARE ADJACENT TO, NOT

INSIDE, THE LOS ANGELES RIVER ON LAND ALREADY ZONED FOR DEVELOPMENT.

DATA NOT AVAILABLE

ORD-172446-SA34 ORD-168206-SA40

Fast Food

Coinciding with the emergence of the family restaurant after WWI was the fast food stand. These eateries began, literally, as small stands along the roadside at which motorists could stop for a quick bite. Designs for food stands ranged from quaint cottages to bizarre shapes that were meant to either reflect the product sold within or just to lure motorists off the road. For example, an ice cream stand might take on the shape of an ice cream cone. The burger stand in the image below was built in the shape of a lunch pail, and its small size is indicative of the modest nature of these early food stands.



Lunch Pail Designed Burger Stand: Image courtesy of Chester H. Liebs, Main Street to Miracle Mile, 1995

In 1921, the first major fast food chain was established. White Castle, which still exists today, combined inexpensive, quality food with a memorable architectural motif. Food was prepared to high standards that were met at all their franchises. And their architecture, a white castle, reflected their name. Tourists could easily recognize the name and know that they would receive a good, quality meal. With the emergence of McDonald's in the late 1940s and early 1950s, the fast food industry was truly borne. The two McDonald brothers perfected the lightening fast service, low cost, and standardized product that define the fast food industry. The four images below illustrate the evolution of the White Castle design.





Evolution of White Castle: Image courtesy of Chester H. Liebs

The drive-in restaurant also had its beginnings in the 1920, and it played a major role in the development of the fast food industry. The drive-in closely resembles the walk-up food stand, consisting of a rectangular, box-like stand with food service windows.

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Drive-In Restaurants: Image courtesy of Chester H. Liebs

Eventually, a distinctive design for the architecture of drive-in food stands was developed. The new stands featured rectangular or circular buildings topped by giant signs around which cars customers parked their cars.



Circular Drive-In Restaurant: Image courtesy of Chester H. Liebs

Rationing during WWII caused many food stands to shut down, but the post-war prosperity of the late 1940s and 1950s brought a major boom to the roadside eatery industry. Improvements to drive-in food stands after the war included car shelters that were either cantilevered roofs extending out from the main building or freestanding structures. Modern and Exaggerated Modern were the architectural styles of choice for the post-war roadside eatery, as seen in the 1950s McDonald's design seen below.



Exaggerated Modern McDonald's Design: Image courtesy of Chester H. Liebs

By the early 1960s, litter, noise, drinking, and violence had tarnished the reputation of the drive-in food industry, and many closed during the 1970s.

Landscape Change Menu New Breed Marketing New Breed Marketing University of Vermont University of Vermont The National Endowment for the Humanities National Science Foundation Linthilac Foundation

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CRHR -To be eligible for the CRHR under Criterion 1, the property meets the Eligibility Standards and:

- Demonstrates highest quality of design
- Retains all aspects of integrity, unless they are not essential in conveying the significance
- Warrants a CHR status code of 3CS

LA – To be eligible under a local designation, the property meets the Eligibility Standards and:

- Demonstrates highest quality of design
- Retains all aspects of integrity, unless they are not essential in conveying the significance
- Warrants a CHR status code of 5S3.

Four (4) properties appear to meet state and local eligibility criteria. They are:

- Hollywood Center Motel, 6722 West Sunset Boulevard, original building constructed in 1901, motel addition construction date unknown. As the oldest extant property in Hollywood, this property appears eligible for listing in the National Register. It also appears significant as an early motel.
- 2. Hollywood Downtowner Inn, 5601 Hollywood Boulevard, constructed in 1956. This property appears eligible for listing in the California Register for its association with this property type.
- 3. Hollywood Towne House, 6055 West Sunset Boulevard, constructed in 1958. This property appears eligible for listing in the California Register for its association with this property type.
- 4. Hollywood Premiere Motel, 5333 Hollywood Boulevard, constructed in 1960. This property appears eligible for listing in the California Register for its association with this property type.







5601 Hollywood Blvd, 2009 (CA) 6055 W Sunset Blvd, 2009 (CA) 5333 Hollywood Blvd, 2009 (CA)

Property Type: Roadside eateries

By the mid-1920s, the Hollywood district had become very commercial in character. Most commercial buildings, however, were no longer styled primarily in the dignified Beaux-Arts Classicism characteristic of many earlier commercial buildings. The automobile had vastly widened the range of available venues for shopping and entertainment from which people could easily choose. "Roadside architecture," buildings fancifully designed as large-scale representations of common objects, such as food items or animals, became commonly employed as a means of attracting passing motorists and their dollars. The buildings essentially functioned as signs, although the object represented on the outside did not always correspond to the goods sold within.

While roadside eateries grew popular in the years immediately preceding the 1920s, and were characterized by fast service, close proximity to roadways, and ease of automobile parking, the need for fast fare was not a novel concept when roadside eateries gained popularity in the early part of the 20th Century. Quick-service food establishments were built in the United States as early as the mid-19th Century. Settlement of the west, expansion of the railroad system, and industrialization and rapid growth of urban areas initially created the demand for quick meals for travelers, workers, and busy families. Cafeterias, sandwich shops, and lunch counters were developed in response. ²⁹⁵ The number of restaurants in the United States grew by 40% from 1910-1927. ²⁹⁶ The rapid growth in number of roadside dining establishments can be attributed not only to the increase in car travel but also the nation-wide prohibition of alcohol in the 1920s, which temporarily eliminated competition from bars, and the rising number of women entering the workplace, which decreased the amount of time families had to prepare food at home. ²⁹⁷ The market for speedy, convenient dining options targeted at automobile travelers grew substantially during this time, spawning the proliferation of roadside eateries, which appeared in a variety of architectural forms.

Roadside eateries built from the 1920s through the 1940s tended to be individual or family-owned operations often constructed quickly using low-cost materials gathered from local sources. Despite the economic problems affecting the nation during the Great Depression, roadside eateries continued to open throughout the 1930s. Barriers to entry for roadside restaurateurs were low and any individual capable of creating a frame-and-stucco building, cooking, and cleaning could open a roadside eatery. It has been particularly noted that cafes located along Route 66 have a history distinguished by "independent ownership, unregimented appearance, and frequently casual approach to business." Because many of the early roadside eateries were makeshift structures not meant to last through the years, few remain. Despite the ephemeral nature of the vernacular roadside architecture of the first half of the 20th Century, these buildings have been defined as an architectural type, termed "programmatic," by architectural historian David Gebhard, who writes, "the vocabulary employed in these buildings hinged on a program organized to convey meaning not directly but by indirection."

Early roadside eateries were generally constructed as simple buildings containing large signs boasting the name of the establishment, and they relied on visibility to generate customers. As noted in the National Park Service's *Route 66 Corridor National Historic Context Study*, "these businesses did not follow a standard architectural typology except that they often began as lunchrooms, commonly held a counter and stools as well as tables and chairs (and later, booths), and were separated from the cooking area by a service window, although this separation was sometimes dispensed with in smaller operations." While some owners constructed simple, inexpensive structures, others sought to gain maximum visibility and traveler interest by constructing buildings with dramatic, unconventional forms that both housed and acted as advertisement for the business. During the 1920s and 1930s, property owners often constructed eateries that served as large-scale representations of the goods sold within. For example, an orange juice stand might have been designed as a colossal orange and a hot dog stand might have taken the shape of a gigantic dog. Simpler, more traditional buildings

²⁹⁵ Chester Liebs, *Main Street to Miracle Mile*, (Baltimore: Johns Hopkins University Press), 193-194.

²⁹⁶ Liebs, 196.

²⁹⁷ Liebs, 196.

²⁹⁸ Scott, 22.

²⁹⁹ Cassity 305

³⁰⁰ Jim Heimann, *California Crazy & Beyond*, (San Francisco: Chronicle Books, 2001), 8.

were often crowned with eye-catching objects, such as large-scale doughnuts, statues of people, or ostentatious sculptural signage.

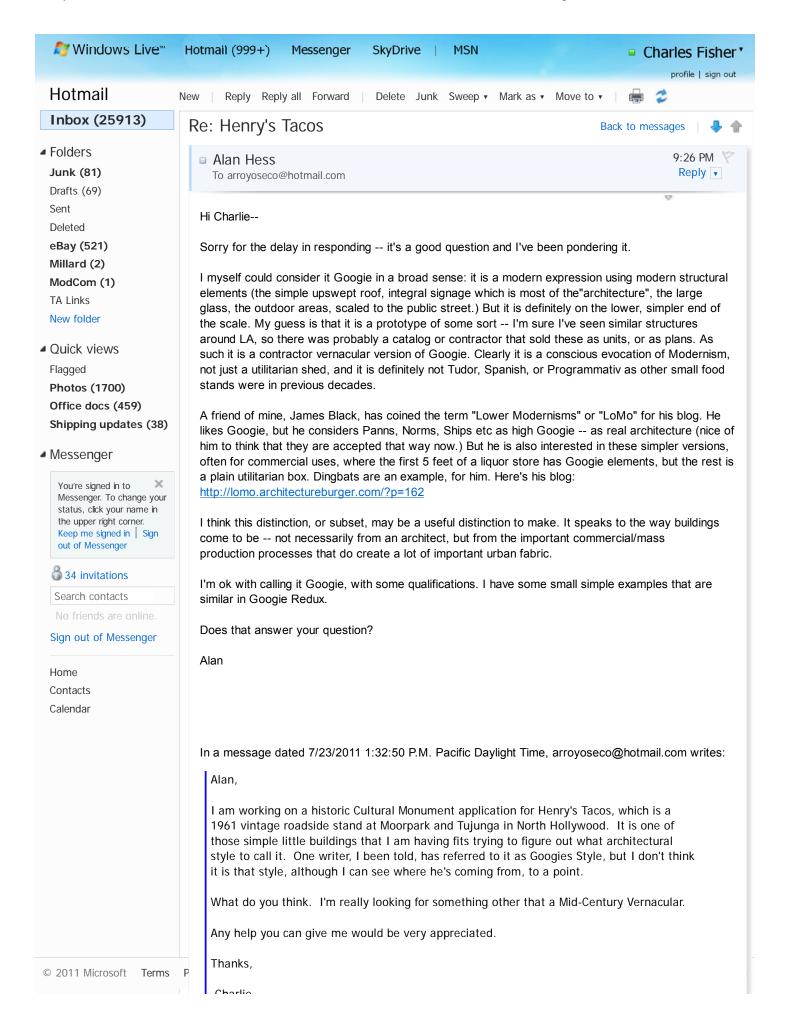
By the 1940s, inexpensive roadside dining became commonplace and small family-owned eateries were replaced by more substantial buildings and operations. Although chain restaurants like Howard Johnson's and McDonald's initially developed whimsical architectural forms, the tendency to design flamboyant, distinct buildings fell away in favor of standardized building designs that better blended with the modern urban context.

Three roadside eateries are extant in Hollywood. One appears eligible for local listing. Located at 1601 Vine Street, Molly's Charbroiler was constructed in 1953.



Molly's Charbroiler, 1601 Vine Street, 2009 (CA)

³⁰² Cassity, 206.



1 of 1 8/14/2011 3:14 PM

orthwest corner of Chandler Boulevard and Lankershim Boulevard...

Southern Pacific and Pacific Electric Co. Red Car Railroad North Hollywood Station (c. 1880s - closed 1952)

t on Tujunga Avenue (next light).

At northwest corner of Tujunga Avenue and Magnolia Boulevard...

Amelia Earhart statue, Ernie Shelton (1968-1971) Gold leaf statue of local hero, Amelia Earhart.

> Earhart lived in nearby Toluca Lake and flew regularly out of the Lockheed Burbank airport. Sculptor Ernie Shelton also worked on Disneyland's Jungle Cruise and the stunning Queen of Angels sculptures for the Mid-Wilshire St. Basil's Church.

5122 Tujunga Avenue

Masonic Temple, J.A. Murray (1947) Robert Stacy-Judd (1951) Deco-inspired Masonic Temple.

This was one of two main "Hollywood" lodges in Los Angeles. Its members have included notables such as Clark Gable, the Warner Brothers, Laurel and Hardy and John Wayne.

nder freeway and continue south on Tujunga Avenue. oss under second freeway overpass.



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Sponsor of How Modern Was My Valley

8 A Village in the Valley

A NEIGHBORHOOD HARD AT **WORK SHOWING AMERICA** HOW TO LIVE

When the studios run out of buildings on their backlots, they reach out to the surrounding neighborhoods to film on location. The well manicured landscaping and the quaint but affluent surrounding environs offer a perfect setting for fictional American TV families to work and live. This area still ma nondescript small postwar town atmosphere.



Continue on Tujunga Avenue.

At northwest corner of Moorpark Street and Tujunga Avenue (1st light after freeway)...

On right

11401 Moorpark Street

Henry's Tacos (1961)

Classic 1960s roadside stand in original condition. Also note the Starlight Lounge neon sign just beyond.

Continue on Tujunga.

Or take the next optional side trip!

OPTIONAL

Side Trup

AN ARCHITECT'S OWN HOME

This is a three minute 1/2 mile detour for Nick at Night fans.

Turn left on Aqua Vista Street (third street past Moorpark Street).

Turn right on Klump Avenue (third street).

At southeast corner of Klump Avenue and Dilling Street ('T' intersection)...

Look straight and a little left 11222 Dilling Street

- Please do not disturb occupants.

47. Private Home Harry Londelius, Engineer: Richard W. Hall (1959) Private Modern Residence



BRADY BUNCH © ABC ENTERTAINMENT

A huge cultural icon for an entire generation, the fictional Brady family lived here from 1969 to 1974. Because there were no 'Modern' houses on the local backlots, and the character Mike Brady was a Modern corporate architect, this suitable home close to the studios was selected to serve as the Brady's onscreen home. Other fictional 'Brady' architecture includes a high rise in Oahu, Hawaii and Sam the butcher's store

Turn right on Dilling.

Turn left on Tujunga Avenue (2nd stop sign).

Continue with directions.

On right

20001 Ventura Rouleward

Building Permit History 11401 Moorpark Street North Hollywood

November 20, 1952: Building Permit No. VN40376 to construct a 4'7" high X 110'

long concrete retaining wall along the North line of Lot 105, Tract No. 9502, Hollywoodvale Unit No. 3 at 11401 Moorpark

Street.

Owner: Hago Papazian

Architect: None

Engineer: Harold P. King Contractor: Not Selected

Cost: \$500.00

May 10, 1955: Building Permit No. VN00436 to construct a 1-story 25'X 48'

frame and stucco cocktail lounge and neon sign at 11407

Moorpark Street.

Owner: James Malcolm

Architect: None Engineer: None

Contractor: Hansen Construction Co.

Cost: \$6,000.00

December 8, 1958: Building Permit No. LA17734 to erect a 7' X 26' X 38'

collapsible steel awning on flower shop at 11401 Moorpark

Street.

Owner: Mr. Munshine

Architect: None

Engineer: George Fosdyke

Contractor: Air Vent & Ever-Shade Awning Co.

Cost: \$370.00

June 28, 1960: Building Permit No. VN61367 to repair as per file X57869.

Owner: James C. Malcolm

Architect: None Engineer: None Contractor: Owner Cost: \$200.00 September 5, 1961: Building Permit No. VN87132 to demolish all buildings on lot.

Sewer cap Permit # 50753. Starlite Room, built in 1955 at the

far West end of the lot was not demolished.

Owner: Mr. Henry Comstock

Architect: None Engineer: None

Contractor: Hel Sylvester

Cost: \$210.00

September 29, 1961: Building Permit No. VN88802 to construct a 1-story 20' X 14'

frame and stucco sandwich stand on Lot 105 of Tract No. 9502.

Owner: Mr. Henry Comstock

Architect: None

Engineer: John B. Ferguson Contractor: Hal Sylvester

Cost: \$4,000.00

August 9, 1978: Signage Permit No. VN68245 to erect a 19' pole sign—L/A

STD #115. Billboard to the North of taco stand, not a part of

the resource.

Owner: James C. Malcolm

Architect: None

Engineer: C. A. Van Dam

Contractor: Independent Outdoor

Cost: \$1,000.00

Certificate of Occupancy

Form B-1 CITY OF LOS ANGELES DEPARTMENT

BUILDING AND SAFETY **BUILDING DIVISION**

Families - - , Rooms - -

Phone

Phone

Phone

Width of Wall

Investigation Fee \$ Bldg Permit Fee \$ 5

Clerk

Phone

257

P. O. North Hollywood, Calif.

Type of Roofing

Material of Floor

Approved by City Engineer

Deputy.

ST. 4-1986

10 & m.

Lot No.

105

Tract		9502
TIMEL		The state of the s

11401 Moorpark Street, North Hollywood, Celif Location of Building

Between what cross streets?

Tujunga and Kraft

USE INK OR INDELIBLE PENCIL

Retaining Wall
(Store, Dwelling, Apartment House, Hotel or other purpose) 1. Purpose of Building

Hago Papazian 2. Owner Print Name

3. Owner's Address 11401 Moorpark Street

4. Certificated Architect

5. Licensed E. ---- Harold P. King

not selected € Contractor.

7. Contractor's Address

VALUATION OF PROPOSED WORK

including all labor and material and all permanent lighting, heating, ventilating, water supply plumbing, fire sprinkler, electrical wiring and elevator equipment therein or thereon.

No. Stories ...

State how many buildings NC" One 110' LONG (Store, Dwelling, Apartment House, Hotel or other purpose)

on lot and give use of each. Size of new building

For

DISTRICT

Filed with

Accessory
12. Buildings
and similar

structures

SEE PLAN 11. Material Exterior Walls

(a) Footing: Width

(b) Size of Studs

(c) Size of Floor Jeists...

... X

Depth in Ground

Size of Rafters

Height to highest point 7. Size lot

I hereby certify that to the best of my knowledge and belief the above application is correct and that this building or construction work will comply with all laws, and that in the doing of the work authorized thereby I will not employ any person in violation of the Labor Code of the State of California relating to Workmen's Compensation Insurance.

Sign here

State

State

State

License No.

License No.

License No.

accid

FOR DEPARTMENT USE ONLY

PLAN CHECKING 500-Valuation \$ \$ 100

TYPE Maximum No

LETAWING CROTTE WALL

For Plans Sec

orner Lot Keyed Street Widening

Lot Size

SPRINKLER Specified Required Valuation Included 105-

Total

Wt. rear alley

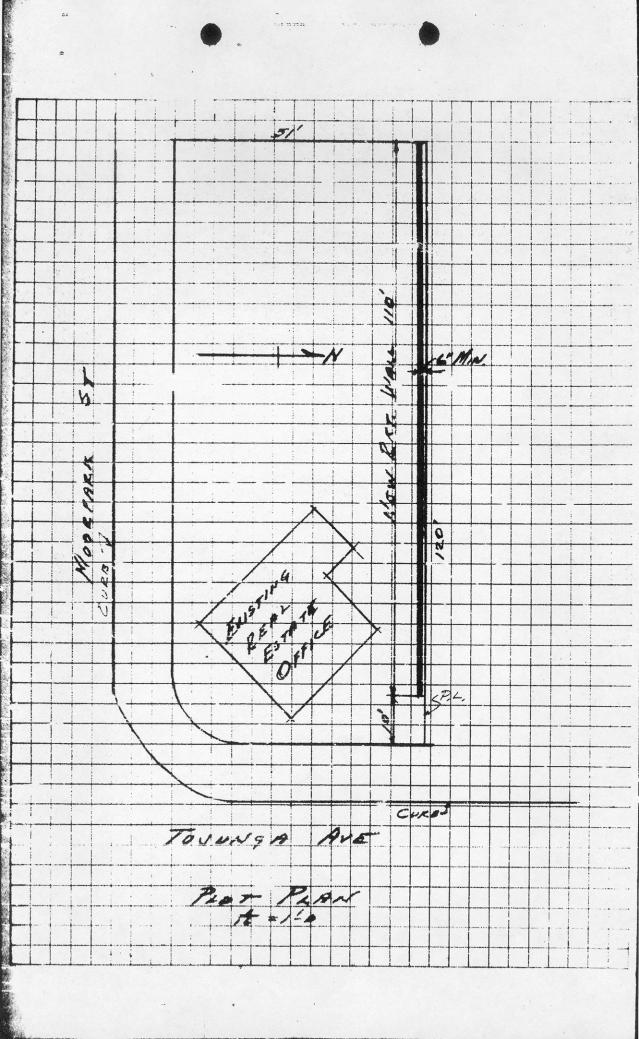
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DO NOT WRITE BELOW THIS LINE

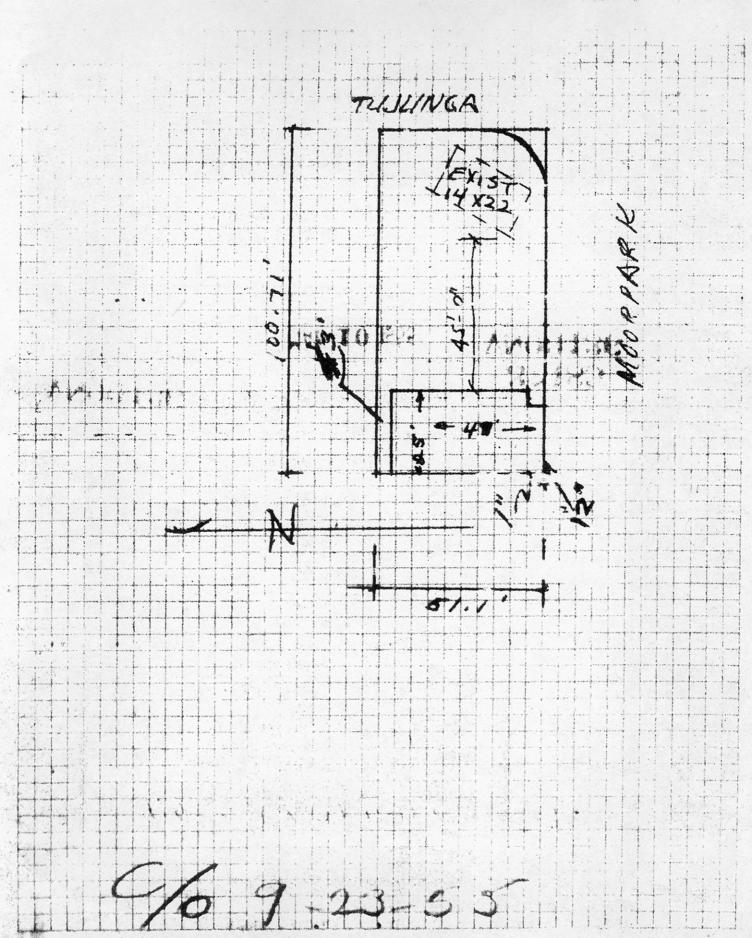
C - 7

Bldg, Line

TYPE OF RECEIPT DATE ISSUED TRACER NO. (M) RECEIPT NO. CODE FEE PAID E 250 Plan Checking-NOY THE nini Plan Checking 40376 NOV 20 52 iding Permit



APPLICATION TO CONSTRUCT NEW BUILDING AND FOR CERTIFICATE OF OCCUPANCY PY. OF BUILDING AND SAFETY CITY OF LOS ANGELES 014 | 東京人人は | 日本の 105 95C. 900 corner Tujunga LLECT. LI AND Moorpark 3. PURPOSE OF BLDG. Pins, not req" Cocktail Lounge Appr. not reo'r. before hidn, p James Maloolm Pins, filed S. OWNER'S ACDRESS 4338 Tujunga No. Hollywood, Su 26488 51 LL 2001 71 TANK TANK 6. CERT. ARCH. none SIDE ALLEY 100 7. LIC. EN. non APPIDAVITS 8. CONTRACTOR STATE Hamsen Const, Co. 113966 BLDG. AREA P. SIZE OF NEW BLDG. HEIGHT 11' 6" 25 STORIES SP GEFFIX ENS TO. MATERIAL OF EXTERIOR WALLS: COOK C METAL 7 CONC. BLOCK STUCCO CONCRETE BRICK 11407 Meorpark Street MAX. OCC. 50 DIST. CFFICE V.N. C. OF O. 50 ISSUED DWGLL. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE AND USE PROPOSED BUILDING. MATION APPROYED ZTINU PARKING SPACES ICATION CHECKED I certify that in doing the work authorized hereby I will not employ any person in vigilation of the Labor Code of the State of California glating to workmen's GUEST ROOMS compensation insurance. FILE WITH Gerkander SIGNED CONT. INSP. This Form When Pry APPLICATION APPROVED orly Validated is a Permit to Do the Work Describe Applicant to Complete Numbered Items Only. Plot Plan in guired on Back of Original. INSTRUCTIONS: Form B-1

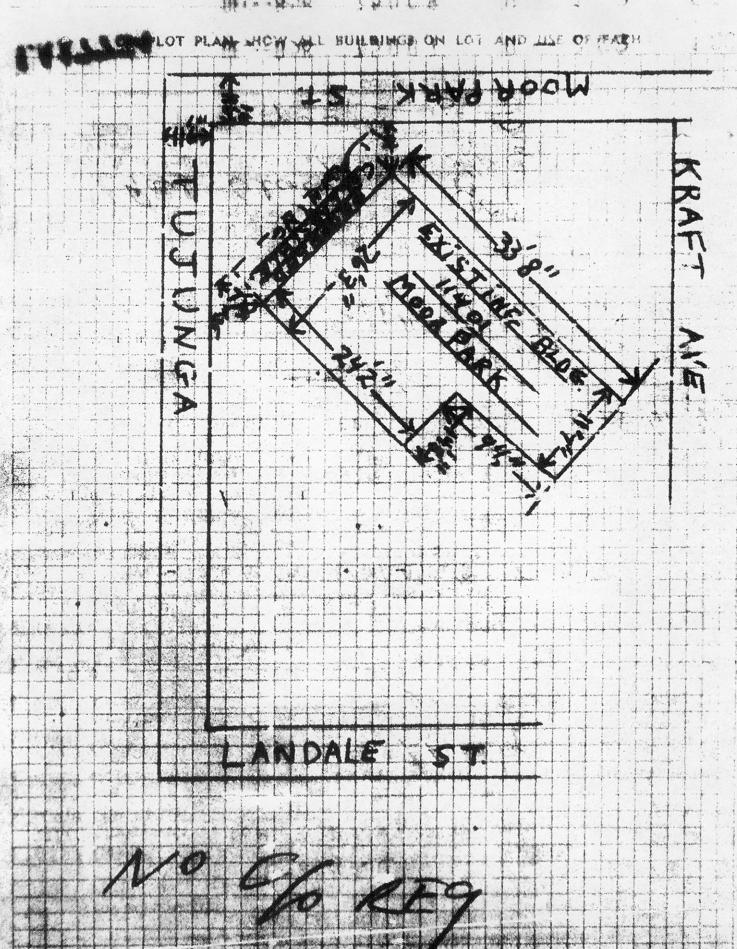


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APPLICATION TO ALTER - REPAIR - DEMOLISH AND FOR CERTIFICATE OF OCCUPANCY

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ITY OF LOS ANGELES AND FOR CERTIFICATE OF O

DEPT. OF BUILDING AND SAFETY

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P.C. No. GRADII & CRIT. SOIL CONS.

NORTH AND SHOULD ALL DESIGNATIONS ON LOT AND SHEEL COCH

- flower shop.

APPLICATION AND POST		Protes 3-4
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ADDA NOA THE Mr. Att. DEST. OF BUILDING AND EASETY CITY OF LOS ANGELES named The matter agreement on matter a sound species of a consistent to INSTRUCTIONS: 77. BLK. 9502 . . 105 JOB ADORESS

ADMINISTRAÇÃO A PROMISSÃO 015 **2**000 11401 Moorpark St. N.A. 7353025 Kraft TUJUBE AND ALTO AUTORS sandwich Stand Gumstock 17576 KEY 621 30. Los Angeles Orange REV. COR. 7. CERT. ARCH. STATE LICENSE NO. STATE OF 107 516 None 51.0x120. STATE LICENSE NO. B. UC. ENGR. SE 690 ST5-886/ BRIGHTON CONTRACTOR STATE LICENSE NO. REAR ALLEY 154396 Hal Sylvester DI. SIDE ALLEY TO. CONTRACTOR'S /.DDRESS P. O. BOX ZONE BLOG, LINE 19826 Inll St. Reseda SOFT AND BUSH NO. OF EXISTING BUILDINGS ON LOT AND USE BLOG AREA STORIES 080 Hone DISTRICT OFFICE VN 11401 Moorpark St., METAL CONC. BLOCK SPRINKLES [] WOOD WOOD STEEL ROOFING ROOF REQ'D. SPECIFIED CONC. OTHER EXT. WALLSON STUCCO THE BRICK CONCESSE CONST. 13. VALUATION: TO INCLUDE ALL FIXED EQUIPMENT REQUIRED TO OPERATE APO USE PROPOSED BUILDING. VALUATION APPROVED AFFIDAVITS SESSO VE Remusat APPLICATION CHECKED Approval of driveway location must be obtained from the Department of Public Works before securing Building Permit. PLANS CHECKED DWELL. UNITS RESTREET VERIFIED SPACES I certify that in doing the work authorized hereby I will not PARKING employ any person in violation of the Labor Code of the State of California relating to workmen's compensation insurance. FLANS APP GUEST ROOMS APPLICATE APPROVED FILE WITH This Form When Properly it to Do the PREPECTOR CONT. INSP. Work Described. devil TYPE GROUP MAX. OCC. B.P. 0.5. **C/0** I.F. 41847 OK VN \$5.40 K--2

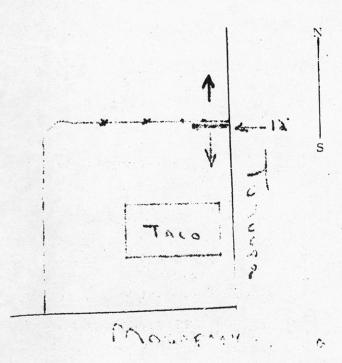
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11401 more ask St. no Hallywood C -- 1 C8 MB-744 15654 ELECTRIC SIEN APPLICATION Bottom of SIGN TO GPADE 9'9" METAL + PLEXIGLAS SIGNS SECURBO TO BLOG By 12"x6" LAG Botts INTO BUSTING 2"X8" FOOF JOISTS EACH SIGN CABINET IS 24" x.36" NO PROJECTION OVER 236 VIEW F23.6" ROOF WIPTH

Board of Building and Safety Commissioners File #

from the main traveled readway of and existing or route adopted free way that to whom 2,000 feet of this sign here as I will be sign required to be a superior of the specific of the specific

Sign Not to Disturb Required Parking



Henry's Tacos Photographs



Henry's Tacos, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos at night, 11401 Moorpark Street, March 8, 2011 (Photograph by Steven U.)



Henry's Tacos on its lot, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos signage, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos signage, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos canopy, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos serving window, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos kitchen, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos, Southwestern facade, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos, Northeastern facade, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)



Henry's Tacos, 11401 Moorpark Street, March 8, 2011 (Photograph by Charles J. Fisher)