



TECHNICAL REPORT

**Academy Square**  
**Historic Resources Analysis**  
*March 2015*

HISTORIC RESOURCES GROUP

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## 1.0 INTRODUCTION

The purpose of this technical report is to determine if historic resources as defined by the California Environmental Quality Act (CEQA)<sup>1</sup> are present at the 1341 Vine Street Project Site and, if so, to identify potential impacts to historic resources caused by the Proposed Project. This report is intended to inform environmental review of the Proposed Project.

Under CEQA the potential impacts of a project on historic resources must be considered. The purpose of CEQA is to evaluate whether a Proposed Project may have a significant adverse effect on the environment and, if so, if that effect can be reduced or eliminated by pursuing an alternative course of action or through mitigation measures.

The impacts of a project on an historic resource may be considered an environmental impact. Specifically, CEQA states that:

*A project that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment.<sup>2</sup>*

Thus, an evaluation of project impacts under CEQA requires a two-part inquiry: (1) a determination of whether the project site contains or is adjacent to

a historically significant resource or resources, and if so, (2) a determination of whether the Proposed Project will result in a “substantial adverse change” in the significance of such resource or resources. This report investigates the 1341 Vine Street property to determine if historic resources exist within its boundaries and analyzes project impacts for any adverse change in the significance of such resources. More specifically, the analysis contained in this report assesses the entire 1341 Vine Street property, including those portions of the site that are outside of the identified construction areas associated with the Proposed Project.

In doing so, this report provides a comprehensive review of the historic resources that could be directly impacted by development activities within the Proposed Project footprint, as well as a contextual assessment of the potential historic resources that are located adjacent to the Project Site, but outside the Proposed Project footprint.

This report contains:

- A review of the existing properties located within the 1341 Vine Street site.
- A review of previous evaluations of the site through historic survey, evaluation, or other official actions.

<sup>1</sup> California PRC, Section 21084.1.

<sup>2</sup> Ibid.

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- Analysis and evaluation of any potential historic resources.
- Review of the required consideration of historic resources under the California Environmental Quality Act (CEQA).

This report was prepared using primary and secondary sources related to the history of the site's development. The following documents were consulted:

- Historic permits for properties on the site
- Sanborn Fire Insurance maps
- Historic photographs, aerial photos and site plans

- Local histories
- Previous environmental evaluations of the site
- California State Historic Resources Inventory (HRI) for Los Angeles County
- 1989 Department of Parks and Recreation Historic Resources Inventory Forms

Research, field inspection, and analysis were performed by Paul Travis, Principal of Historic Resources Group. Mr. Travis is a qualified professional who meets the Secretary of the Interior's Professional Qualification Standards.

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## 2.0 PROJECT DESCRIPTION<sup>3</sup>

The Proposed Project would involve the demolition of the existing buildings and construction of an approximately 498,599-square-foot, mixed-use project containing offices, residences, retail/restaurant space, a grocery store, and possible hotel with associated parking. The Project would include approximately 282,800 square feet of office, ground-floor retail/restaurant, and grocery store land uses in three, four-story buildings. The Project would also include an approximately 215,799 square-foot, 23-story residential tower containing up to 250 apartments, and possibly up to 100 hotel rooms. If the optional 100 hotel rooms were included in the Project, then there would be 50 fewer apartments (i.e., two hotel units would replace one apartment). The residential portion of the Project would also include a gym, a pool, and public and private open space.

The Project Site is zoned C4-2D-SN. The “D” limitation restricts the maximum FAR permitted on the Western Lots to 2:1. The “D” limitation does not restrict the Eastern Lots any FAR limitation, therefore a 4.5:1 FAR is proposed, as is allowed in areas designated for Regional Center Commercial development in the Hollywood Community Plan.

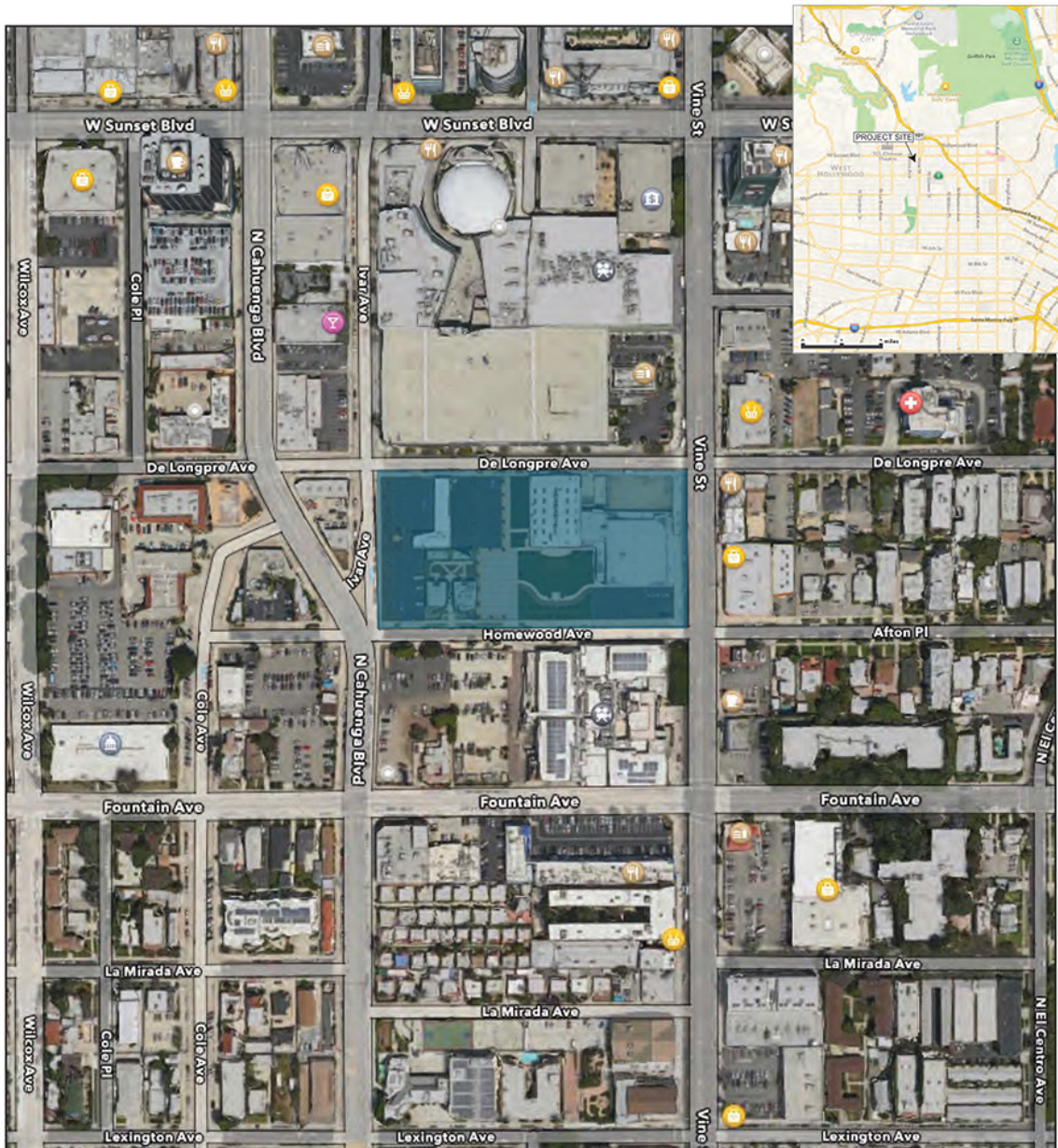
Key corners, on Vine Street on the east and Ivar/Cahuenga on the west, would be gateway entrances into the Project. All street frontages would be activated by residential, office, and retail/restaurant land uses. The four-story office buildings would be connected by landscaped pocket parks and wide-terraced walkways. The residential tower would be located at the end of a meandering pathway at the corner of De Longpre Avenue and Ivar Avenue.

<sup>3</sup> Description of the proposed project as provided by the Applicant.

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■ Project Site  
Source: Mac Maps, September 2014.



Regional Vicinity and Project Location

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### 3.0 EXISTING CONDITIONS

#### Site Description

The Project Site is located in central Hollywood at the intersection of Vine Street and De Longpre Avenue. It is generally bounded by De Longpre Avenue to the north, Homewood Avenue to the south, Vine Street to the east and Cahuenga Boulevard/Ivar Avenue to the west. The surrounding area is characterized by a mix of retail, professional/commercial, and residential uses.

#### Site Development History

Incorporated in 1903, Hollywood was a small city of approximately 700 people, characterized by small wooden bungalows, open fields and orchards. The Project Site and immediately surrounding area remained open fields with a small number of scattered residential properties through 1915.

According to historic Sanborn maps, a small tract of residential properties east of Cahuenga Boulevard had appeared by 1919. By the late 1920s, the Project Site and surrounding area was largely residential and characterized by a mix of single-family homes, small apartment buildings and bungalow courts. Commercial development also appears at this time, primarily automobile-oriented businesses such as auto repair and automobile sales lots. During the 1930s, multi-unit residential buildings replaced many single-family homes.

In 1947, the Mutual-Don Lee Studios at 1313 Vine Street was constructed, (just south of the Project Site) joining the nearby CBS and NBC facilities to create an important center of radio and television production in Hollywood.

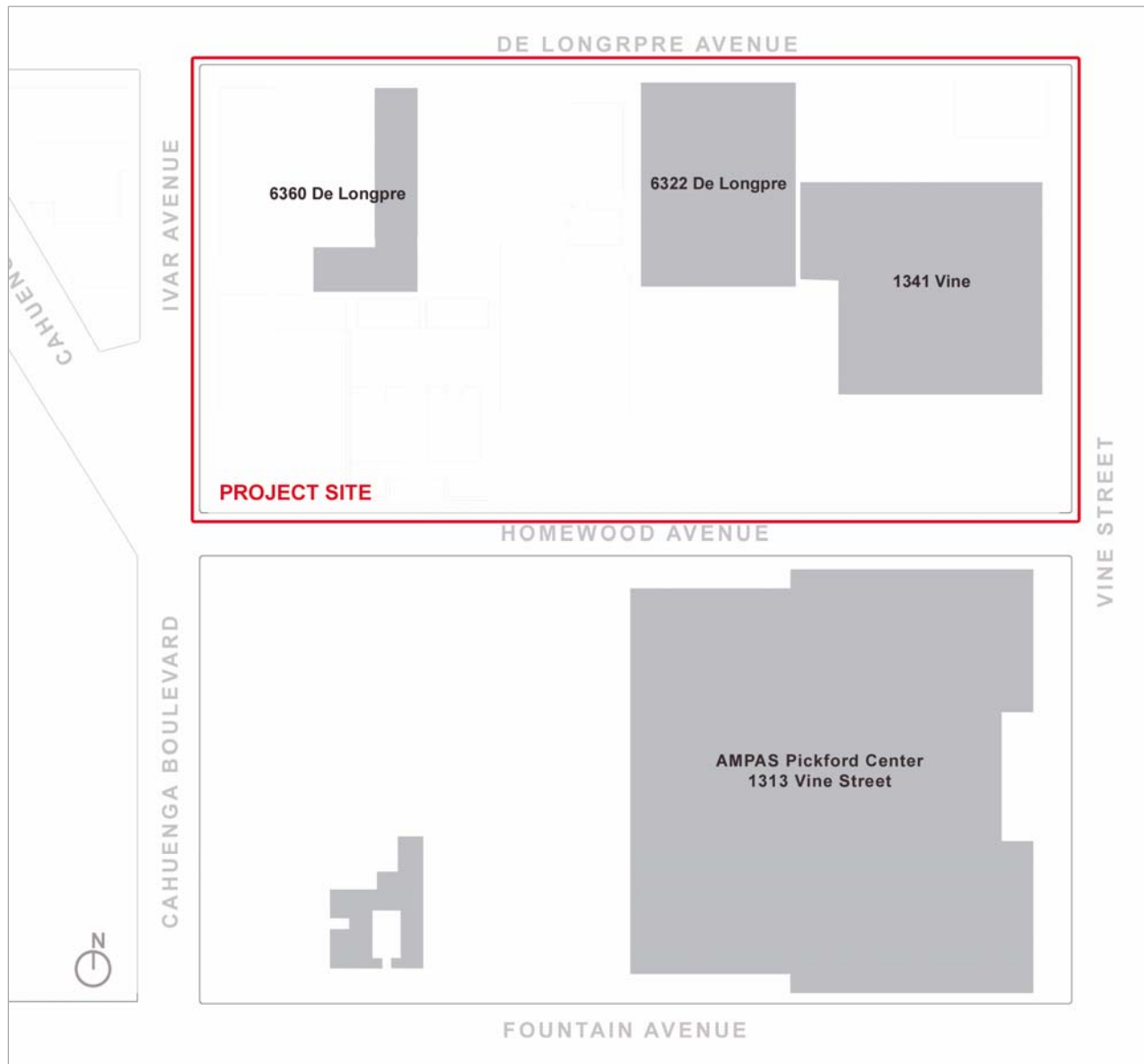
The project area would continue to lose its residential character for the next five decades. During this time, residential buildings were either replaced by commercial buildings or were converted for commercial use.

By 2002 the American Academy of Motion Picture Arts and Sciences (AMPAS) had acquired the old Mutual-Don Lee Studios Building and converted it for office and research purposes. It was re-named the Pickford Center in honor of pioneering motion picture actress and producer Mary Pickford. AMPAS then began acquiring the block north of the Pickford Center (the Project Site) as a site for a planned museum. By 2011, AMPAS had cleared the majority of the existing buildings from the site, which was redeveloped with landscape areas and surface parking. AMPAS abandoned plans for a museum in Hollywood soon after.

Since the redevelopment by AMPAS, only three buildings remain on the Project Site. These include a single story L-shaped building at 6360 De Longpre; a former auto repair shop converted for commercial/office use at 6322 De Longpre; and a former supermarket building at 1341 Vine Street.

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**Historic Resources under CEQA**

CEQA requires that environmental resources be analyzed in the decision making process, including historic resources. Thus, any project or action which constitutes a substantial adverse change on a historic resource also has a significant effect on the environment and shall comply with the State CEQA Guidelines.

When the California Register of Historical Resources was established in 1992, the Legislature amended CEQA to clarify which cultural resources are significant, as well as which project impacts are considered to be significantly adverse. A “substantial adverse change” means “demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired.”

CEQA defines a historic resource as a resource listed in, or determined eligible for listing, in the California Register of Historical Resources. Thus, all properties listed in the California Register are to be considered under CEQA. However, because a property does not appear on the California Register does not mean it is not significant and therefore exempt from CEQA consideration. All resources determined eligible for the

California Register are also to be considered under CEQA.

The courts have interpreted CEQA to create three categories of historic resources:

- *Mandatory historical resources* are resources “listed in, or determined to be eligible for listing in, the California Register of Historical Resources.”
- *Presumptive historical resources* are resources “included in a local register of historical resources, as defined in subdivision (k) of Section 5020.1, or deemed significant pursuant to criteria set forth in subdivision (g) of Section 5024.1” of the Public Resources Code, unless the preponderance of the evidence demonstrates that the resource is not historically or culturally significant.
- *Discretionary historical resources* are those resources that are not listed but determined to be eligible under the criteria for the California Register of Historical Resources.<sup>4</sup>

To simplify the first three definitions provided in the CEQA statute, an historic resource is a resource that is:

<sup>4</sup> *League for the Protection of Oakland's Architectural and Historic Resources vs. City of Oakland*, 52 Cal. App. 4<sup>th</sup> 896, 906-7 (1997)

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- Listed in the California Register of Historical Resources (California Register);
- Determined eligible for the California Register by the State Historical Resources Commission; or
- Included in a local register of historic resources.

Section 15064.5 of the CEQA Guidelines (California Code of Regulations, Title 14, Chapter 3) supplements the statute by providing two additional definitions of historical resources, which may be simplified in the following manner. An historic resource is a resource that is:

- Identified as significant in an historical resource survey meeting the requirements of Public Resources Code Section 5024.1 (g);
- Determined by a Lead Agency to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California. Generally, this category includes resources that meet the criteria for listing on the California Register (Pub. Res. Code Section 5024.1, Title 14 CCR, Section 4852).

The fact that a resource is not listed in, or determined eligible for listing in, the

California Register, not included in a local register of historic resources, or not deemed significant pursuant to criteria set forth in subdivision (g) of Section 5024.1, does not preclude a lead agency from determining that the resource may be an “historic resource” for purposes of CEQA.

Properties formally determined eligible for listing in the National Register of Historic Places are automatically listed in the California Register. Properties designated by local municipalities can also be considered historic resources. A review of properties that are potentially affected by a project for historic eligibility is also required under CEQA.

#### **Historic Designations**

A property may be designated as historic by National, State, and local authorities. In order for a building to qualify for listing in the National Register or the California Register, it must meet one or more identified criteria of significance. The property must also retain sufficient architectural integrity to continue to evoke the sense of place and time with which it is historically associated.

#### National Register of Historic Places

The National Register of Historic Places is an authoritative guide to be used by Federal, State, and local governments, private groups and citizens to identify the Nation's cultural resources and to indicate what properties should be considered for protection from

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destruction or impairment.<sup>5</sup> The National Park Service administers the National Register program. Listing in the National Register assists in preservation of historic properties in several ways including: recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally assisted projects; eligibility for federal tax benefits; and qualification for Federal assistance for historic preservation, when funds are available.

To be eligible for listing and/or listed in the National Register, a resource must possess significance in American history and culture, architecture, or archaeology. Listing in the National Register is primarily honorary and does not in and of itself provide protection of an historic resource. The primary effect of listing in the National Register on private owners of historic buildings is the availability of financial and tax incentives. In addition, for projects that receive Federal funding, a clearance process must be completed in accordance with Section 106 of the National Historic Preservation Act. Furthermore, state and local regulations may apply to properties listed in the National Register.

The criteria for listing in the National Register follow established guidelines for determining the significance of

properties. The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. That are associated with the lives of persons significant in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. That have yielded, or may be likely to yield, information important in prehistory or history.<sup>6</sup>

In addition to meeting any or all of the criteria listed above, properties nominated must also possess integrity of *location, design, setting, materials, workmanship, feeling, and association.*

<sup>5</sup> 36CFR60, Section 60.2.

<sup>6</sup> 36CFR60, Section 60.3.

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## California Register of Historical Resources

The California Register is an authoritative guide in California used by State and local agencies, private groups, and citizens to identify the State's historic resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.<sup>7</sup>

The criteria for eligibility for listing in the California Register are based upon National Register criteria. These criteria are:

1. Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
2. Associated with the lives of persons important to local, California or national history.
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the

local area, California or the nation.

The California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register includes the following:

- California properties formally determined eligible for (Category 2 in the State Inventory of Historical Resources), or listed in (Category 1 in the State Inventory), the National Register of Historic Places.
- State Historical Landmarks No. 770 and all consecutively numbered state historical landmarks following No. 770. For state historical landmarks preceding No. 770, the Office of Historic Preservation (OHP) shall review their eligibility for the California Register in accordance with procedures to be adopted by the State Historical Resources Commission (commission).
- Points of historical interest which have been reviewed by the OHP and recommended for listing by the commission for inclusion in the California Register in

<sup>7</sup> California PRC, Section 5023.1(a).

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accordance with criteria adopted by the commission.<sup>8</sup>

Other resources which may be nominated for listing in the California Register include:

- Individual historic resources.
- Historic resources contributing to the significance of an historic district.
- Historic resources identified as significant in historic resources surveys, if the survey meets the criteria listed in subdivision (g).
- Historic resources and historic districts designated or listed as city or county landmarks or historic properties or districts pursuant to any city or county ordinance, if the criteria for designation or listing under the ordinance have been determined by the office to be consistent with California Register criteria.
- Local landmarks or historic properties designated under any municipal or county ordinance.<sup>9</sup>

#### Local Designation Programs

The Los Angeles City Council designates Historic-Cultural Monuments on recommendation of the City's Cultural Heritage Commission.

Chapter 9, Section 22.171.7 of the City of Los Angeles Administrative Code defines an historical or cultural monument as:

*"... a Historic-Cultural Monument (Monument) is any site (including significant trees or other plant life located on the site), building or structure of particular historic or cultural significance to the City of Los Angeles, including 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 is identified with historic personages or with important events in the main currents of national, State or local history; or which embodies 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 or her age."*

Designation recognizes the unique architectural value of certain structures and helps to protect their distinctive qualities. Any interested individual or group may submit nominations for Historic-Cultural Monument status. Buildings may be eligible for historical cultural monument status if they retain their historic design and materials. Those that are intact examples of past

<sup>8</sup> California PRC, Section 5023.1(d).

<sup>9</sup> California PRC, Section 5023.1(e).

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architectural styles or that have historical associations may meet the criteria in the Cultural Heritage ordinance.

#### **Hollywood Community Plan**

The Project Site is located within the planning boundary of the *Hollywood Community Plan* (Community Plan), adopted in December 1988. The Hollywood Community Plan is one of thirty-five Community Plans that comprise the Land Use Element of the City of Los Angeles' General Plan. The General Plan is the City's fundamental policy document, directing the City's future growth and development.

The 1988 Community Plan did not specifically address historic resources.

#### **Hollywood Redevelopment Project**

The Project Site was previously subject to the Hollywood Redevelopment Plan, which established a Hollywood Redevelopment Project Area that was generally bounded by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south, and La Brea Avenue on the west. The Hollywood Redevelopment Plan was administered by the Community Redevelopment Agency (CRA).

However, the CRA was dissolved on February 6, 2012 by State law. Certain CRA authority concerning land use regulation has been transferred to the Designated Local Authority (DLA) and may be transferred to the City Planning Department.

As part of its responsibilities in implementing the Hollywood Redevelopment Plan, the CRA compiled historic survey data on properties within the Hollywood Redevelopment Project Area. Property evaluations from historic surveys in 1986, 1997, and 2003 were compiled in a data table that was made available on the CRA website. A more recent intensive-level survey of the Hollywood Redevelopment Project Area was conducted in 2010.<sup>10</sup> It provides relevant information regarding the status of properties within the redevelopment area and is used by agencies and the community to identify potential historic resources. The results of this survey have been compiled in a data table that includes information previously listed in the CRA data table.<sup>11</sup>

<sup>10</sup> *Historic Resources Survey Hollywood Redevelopment Area*, prepared by Chattel Architecture, Planning & Preservation, February 2010.

<sup>11</sup> The 2010 Hollywood Redevelopment Project Area Survey results are available on the SurveyLA website: <http://preservation.lacity.org/surveyla-field-survey-findings-and-reports>

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## Historic Significance and Integrity

### Significance

The definition of historic significance used by the California Office of Historic Preservation (OHP) in its administration of the California Register is based upon the definition used by the National Park Service for the National Register:

*Historic significance is defined as the importance of a property to the history, architecture, archaeology, engineering, or culture of a community, state, or the nation.<sup>12</sup> It is achieved in several ways:*

- *Association with important events, activities or patterns*
- *Association with important persons*
- *Distinctive physical characteristics of design, construction, or form*
- *Potential to yield important information*

A property may be significant individually or as part of a grouping of properties.

### Historic Integrity

*Historic integrity* is the ability of a property to convey its significance and is defined as the “authenticity of a

property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s historic period.”<sup>13</sup> The National Park Service defines seven aspects of integrity: *location, design, setting, materials, workmanship, feeling, and association*. These qualities are defined as follows:

- *Location* is the place where the historic property was constructed or the place where the historic event took place.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property.
- *Setting* is the physical environment of a historic property.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.

<sup>12</sup> *National Register Bulletin 16A. How to Complete the National Register Registration Form*. Washington D.C.: National Park Service, U.S. Department of the Interior, 1997. (3)

<sup>13</sup> *Ibid*, p. 3.

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- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time.
- *Association* is the direct link between an important historic event or person and a historic property.<sup>14</sup>

### **Period of Significance**

The National Park Service defines the period of significance as “the length of time when a property was associated with important events, activities or persons, or attained the characteristics which qualify it for... listing” in National, State or local registers. A period of significance can be “as brief as a single year... [or] span many years.” It is based on “specific events directly related to the significance of the property,” for example the date of construction, years of ownership, or length of operation as a particular entity.<sup>15</sup>

<sup>14</sup> *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. Washington D.C.: National Park Service, U.S. Department of Interior, 1995.

<sup>15</sup> *National Register Bulletin 16A. How to Complete the National Register Registration Form*. Washington D.C.: National Park Service, U. S. Department of the Interior, 1997. (42)

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## 5.0 IDENTIFICATION OF POTENTIAL HISTORIC RESOURCES ON THE PROJECT SITE

Individual properties located on the Project Site are examined in the following analysis for the purposes of identifying potential historic resources. Properties that were previously evaluated as an historic resource, meet the fifty-year age threshold, or exhibit characteristics or associations known to be significant are reviewed. The context of their previous evaluations, criteria for significance and integrity issues are explored. Site photos can be found in Appendix A.

### 6360 De Longpre

The single-story building at 6360 De Longpre is L-shaped in plan with masonry exterior walls and a flat roof. It features rectangular bays on its north- and west-facing facades. The majority of the bays have been filled in and fitted with single doors.

No building permits were found but the Tax Assessor indicates a construction date of 1950. The building appears on the 1906-1955 Sanborn Map which shows "auto sales and services" uses in the leg of the "L" running north-south. The leg running east-west at the south end of the parcel is identified as "offices."<sup>16</sup>

6360-6366 De Longpre appears to have been constructed primarily for auto sales and service uses and

converted more recently for office use. No prior evaluation has identified this building as historically significant..

The building does not appear to be a distinctive example of a type, period, region or method of construction, or the work of a recognized master architect or possessing of high artistic values. The building is not known to have any association with significant historic events or persons.

For these reasons, 6360 De Longpre does not appear to be eligible for listing as a historic resource in the National Register, California Register or as a Los Angeles Historic Cultural Monument and is therefore not considered a historical resource for the purposes of CEQA.

### 6322 De Longpre Avenue

6322 De Longpre is a single-story brick building with a bow truss roof. The building is rectangular in plan with smooth stucco cladding on the north façade. The front façade features a shaped parapet and a recessed entrance with metal frame glass doors, sidelights and transom. The entrance is distinguished by a surround of steel beams. The entrance is flanked by recessed bays with steel beam surrounds. Each bay contains a metal frame, multi-light window.

<sup>16</sup> Los Angeles Sanborn Map 903A, 1906-1955

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Constructed in 1927 as an auto repair shop, the interior of the building was partitioned in 1938 and 1955 for use as a property shop and photography studio. More recently, it has sustained substantial alteration of the front façade facing De Longpre Avenue. Recent uses include a yoga studio and café. It is currently being used as creative office and production space.

6322 De Longpre was evaluated as ineligible for designation in the 2010 CRA Historic Survey.<sup>17</sup> The building has poor integrity due to substantial alternation of the north façade. It does not appear to be a distinct example of type, period or style and has no known important historic associations.

Because the building has been substantially altered on its primary facade, 6322 De Longpre does not appear to be eligible for listing as a historic resource in the National Register, California Register or as a Los Angeles Historic Cultural Monument and is therefore not considered a historic resource for the purposes of CEQA.

### **1341 Vine Street**

#### Description and Previous Evaluations

1341 Vine Street is a single-story reinforced concrete building designed in a New Formalist architectural style. The

building is rectangular in plan with stucco cladding. Decorative glazed ceramic tile cladding is featured along the south and east facades. The building contains a glass-walled entrance façade facing south, fronted by a colonnade of tapered piers that extrude from a flat, overhanging roof. A folded plate roof along Vine Street originally shaded an unenclosed area parallel to Vine Street, which has been altered and is now enclosed.

The building was constructed for the Food Giant supermarket chain. The store opened on November 28, 1962 and was the 58<sup>th</sup> store in the Food Giant chain.<sup>18</sup>

1341 Vine Street was evaluated for the first time in the 2010 Hollywood Redevelopment Survey. In an early draft of the Hollywood Redevelopment Survey information available on the CRA website, 1341 Vine Street was evaluated as eligible for local listing, and given a status code of 5S3 or “appears eligible for local listing or designation through survey evaluation.” The Department of Parks and Recreation 523L form prepared in fulfillment of the survey project states that 1341 Vine Street is significant within the context of Los Angeles Modernism and the theme of Mid-Century Modern architecture from 1946 – 1964. According to the information currently available, the

<sup>17</sup> Evaluated as ineligible for local, state or national listing or designation (Status Code 6Z).

<sup>18</sup> *Los Angeles Times*, “2 Marts Opened by Food Giant,” 2 Dec. 1962, 16.

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evaluation was changed to a status code of 7R or “Identified in Reconnaissance Level Survey: Not Evaluated.” The reasons for the 7R status code are not stated on the survey form.

Constructed in 1962, 1341 Vine Street is just over 52 years old at the time of this report. Because no official evaluation of the property has been made previously, the building’s historic context and potential historic significance are examined below.

#### Development of the Supermarket Property Type

1341 Vine Street is an example of a purpose-built supermarket building characteristic of grocery retailing during the mid-20<sup>th</sup> century. Early twentieth century grocery retailing innovations, the widespread ownership of automobiles, and the consolidating economic forces of the Great Depression were all factors in the development of the “supermarket” as a characteristic American property type of the 20<sup>th</sup> century. Although the origins of the supermarket are shared by several cities throughout the United States, it was in Los Angeles where the property type was refined and fully developed. According to architectural historian Richard Longstreth, “the industry’s highest standard for supermarket design and operation... was to a substantial degree set by Los Angeles precedents.”

At the turn of the 20<sup>th</sup> century, household shopping typically required visits to or delivery from multiple stores. Meat, dairy goods, bread, fresh produce, and dry goods were all handled separately by specialized vendors. Innovative food retailers in the early 20<sup>th</sup> century experimented with bringing the separate specialties together both for the convenience of the customer and to gain more control over the overall food market. Early prototypes of the modern supermarket included urban markets where individual tenant vendors were housed within a single large building in a variation of the traditional public marketplace. Larger grocery stores soon followed the department store model, dispensing with tenants and controlling several food “departments” within a single store. Locally, Ralphs Grocery Company (est. in 1873) built a lavish food emporium in downtown Los Angeles in 1913. Its success spawned multiple Ralphs stores throughout the region.

One important innovation was the concept of customer “self-service.” Traditionally, grocery stores maintained inventories in bulk with customers placing their orders at a counter. Store clerks would retrieve and package the requested items as needed. The self-service grocery store is largely credited to Clarence Saunders and the opening of his “Piggly-Wiggly” store in Memphis in 1916. Shoppers were handed baskets

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and selected their items from open shelves separated by isles. This allowed Saunders to service more customers quickly and staff his store with fewer clerks, passing on the savings to his customers. The store was an immediate success and Piggly-Wiggly quickly expanded into a powerful regional grocery chain.<sup>19</sup> Other grocery retailers, including Ralph's, quickly adopted the practice and redesigned their stores for self-service.

Widespread automobile ownership – particularly prevalent in southern California -- also accelerated the development of the supermarket. Cars allowed shoppers to carry more products and the need for parking favored single-trip destinations. During the 1920s, Los Angeles saw the proliferation of “drive-in markets” which combined several food vendors in an L- or U-shaped, multi-tenant retail building configured around a central auto courtyard.<sup>20</sup> The larger, multi-department grocery stores constructed stand-alone buildings with adjacent parking lots. In this manner, grocery vendors were able to “uncouple” from the central business districts of the streetcar era and become a destination in themselves.

The Great Depression of the 1930s had a devastating effect on consumer spending forcing grocery retailers into

fierce competition for the shrinking pool of consumer dollars. Low prices became the all-important differentiator, favoring grocery retailers who could successfully sustain low prices by selling at high volume.<sup>21</sup> In Los Angeles, the industry rapidly consolidated as the successful players built large-scaled stores offering a wide variety of goods to service more expansive trade areas made accessible by the automobile. Ample parking became a necessity.

The “supermarket” as it is understood today had become commonplace in southern California by the mid-1930s.<sup>22</sup> Led by the Ralphs supermarket chain, a distinctive supermarket property type emerged in Los Angeles that was repeated throughout the region and would soon spread beyond California. The supermarket was typically a single-story rectangular building occupying a portion of a large lot. The building's primary façade was oriented to the street with large openings facing the sidewalk. This street-facing façade was often highly articulated with architectural detailing in popular period styles. The remainder of the parcel was relegated to surface parking. By the mid-1930s, the portion of land given over to parking increased and the secondary façade facing the parking lot also received enhanced design articulation.

<sup>19</sup> <http://www.pigglywiggly.com/about-us>

<sup>20</sup> Longstreth (33-64)

<sup>21</sup> Ibid. (165)

<sup>22</sup> Ibid (111)

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The proliferation of supermarkets reached its zenith during the 1950s and 1960s, spurred by the post-World War II population boom and suburban expansion. While the standard formula of a stand-alone building, integrated surface parking lot and expansive interior space remained constant, the building was now set back from the street to allow surface parking in front of the building. Building designs became more expressive to attract motorists and differentiate individual supermarket chains in a highly competitive market. Building features such as folded plate, parabolic, and butterfly roof shapes, projecting canopies and fully-glazed storefronts proliferated during the mid-20<sup>th</sup> century. Grocery chains often hired architects to design iconic “signature” prototypes that could be repeated in multiple locations, creating an important branding element for the store.

#### The “New Formalist” Architectural Style

1341 Vine Street can be accurately described as an example of the New Formalist architectural style applied to a supermarket building. Commonly found in large-scale commercial and civic designs from the late 1950s through the 1970s, New Formalism was widely seen as a rejection of the severe aesthetic of rectangular volumes and unadorned facades that characterized much of commercial architecture during the post-WWII period. In contrast to the minimalist approach of the International Style and mid-20<sup>th</sup> century Corporate

Modernism, the New Formalists eagerly referenced and abstracted the classical forms and applied ornamentation of historical styles.

In Southern California, the style was widely used in the design of public agency buildings, cultural institutions, office buildings, banks, auditoriums, auto dealerships, and even churches. Architects who worked locally in the style include Philip Johnson, William Pereira, Skidmore Owings & Merrill, and Edward Durell Stone.

Character-defining features of New Formalism include symmetrical arranged facades, projecting flat roofs, smooth wall surfaces, stylized colonnades and repeating arches, and perforated cast stone screens or metal grilles.

#### Architect Maxwell Starkman

1341 Vine Street was designed by the office of Los Angeles-based architect Maxwell Starkman (1917–2004). Born in Toronto, Starkman studied art at Toronto’s Central Technical School and took a job with the Toronto architectural firm Kaplan and Sprachman while still in high school.

With the outbreak of World War II, Mr. Starkman joined the Canadian forces during World War II and was posted to headquarters in London as a member of the Royal Canadian Engineers. He went on to complete an architecture degree at the University of Manitoba,

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earning the school's Gold Medal in Architecture.

Starkman moved to Los Angeles in 1950 and worked for the noted modernist architect Richard Neutra. In 1953, Starkman joined architect Fritz Reichl to form Reichl and Starkman Architects. After Reichl's death a few years later, the firm became Maxwell Starkman Associates.

Starkman was considered a “developer’s architect”, widely appreciated by investors for his ability to complete projects quickly and return speedy profits.<sup>23</sup> Largely adhering to commercial modernist architectural formulas, Starkman’s office capitalized on Southern California’s post-World War II development boom and designed numerous apartment projects, shopping centers, office buildings, hotels and mixed-use projects for various clientele. High profile projects include the Fallbrook Mall in West Hills (1960), the Melodyland Theater in Anaheim (1963), the Sunset Media Tower in Hollywood (1971), and Cedars Sinai Medical Offices (1978-1980). By 1983, Starkman's firm was ranked 98<sup>th</sup> in size among Engineering News Record magazine's top 400 firms.

Mr. Starkman retired in 1987, shortly after his firm designed the Simon Wiesenthal Center Museum of Tolerance in Los Angeles. He died of natural causes in 2004.

#### Historic Significance

1341 Vine Street appears to be historically significant as a largely intact example of a mid-20<sup>th</sup> century supermarket building and an example of New Formalist architecture as applied to a supermarket in Los Angeles. The building’s window wall storefront, colonnade of stylized concrete piers, projecting slab roof and decorative glazed tile cladding are signature elements of the New Formalist style that clearly announce the building’s 1962 provenance.

The building has sustained several alterations since its construction, including additional openings cut into a masonry wall in 1982, the addition of new fascia in 1984, and 1994 Northridge earthquake repairs. A folded plate roof along Vine Street originally shaded an unenclosed area parallel to Vine Street. This portion of the building is now enclosed.<sup>24</sup> Despite these alterations, many of the buildings’ character-defining features remain intact

<sup>23</sup> Oliver, Myrna, “Maxwell Starkman, 82; Architect for Sony Plaza, Museum of Tolerance”, *Los Angeles Times* January 05, 2004

<sup>24</sup> Permit numbers 1982LA37912, 1987LA75760, 1994LA14829.

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and it continues to convey its historic significance.

building is considered a historical resource for the purposes of CEQA.

Once ubiquitous throughout Los Angeles, intact examples of mid-20<sup>th</sup> century supermarket buildings are increasingly rare with only a handful remaining today.<sup>25</sup>

#### Evaluation for the California Register

1341 Vine Street appears to be significant under California Register Criterion 3 as an intact example of a mid-20<sup>th</sup> century supermarket building and an example of New Formalist architecture as applied to a supermarket in Los Angeles.

1341 Vine Street has retained integrity of *location, design, setting, feeling, and association*. While integrity of *materials* and *workmanship* have been compromised by alterations, the building retains sufficient integrity to convey its significance.

For these reasons, 1341 Vine Street appears to meet the criteria for listing in the California Register of Historical Resources.

#### **Conclusions**

Because 1341 Vine Street meets criteria for listing in the California Register, the

<sup>25</sup> SurveyLA, the City of Los Angeles' city-wide historic resources survey effort currently ongoing, has to date identified only four mid-20<sup>th</sup> century supermarket buildings eligible for listing as historic resources. For a discussion of survey results and mid-20<sup>th</sup> century supermarkets, see p. 35 of this report.

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### 1313 Vine Street

The AMPAS Pickford Center, immediately adjacent to the Project Site, has been previously evaluated as an *individually* significant historic resource. It is listed in the Historic Resources Inventory under status code 7N or “needs to be re-evaluated.” According to the former CRA’s Historic Survey Matrix, 1313 Vine Street had been previously evaluated through survey and received a code evaluation of 4S or “may become eligible for listing on the National Register as a separate property.”<sup>26</sup> A 1983 survey determined that the building “appeared eligible for the National Register.” The 2010 Hollywood Redevelopment Area Historic Resources Survey building found 1313 Vine Street eligible for listing in the National Register.<sup>27</sup>

#### Radio and Television Associations

1313 Vine Street was built in 1947 as a radio and television studio facility for Mutual Don Lee Broadcasting<sup>28</sup>. It was part of a group of similar facilities in the immediate area that included the NBC Radio City West complex at Sunset and Vine streets (now demolished), the former ABC/TAV studios located on Vine Street just north of Sunset (façade

only remaining), the CBS Columbia Square complex at Sunset and Gower streets, and the former Columbia Studios complex (later used for television production) on the south side of Sunset at Gower. 1313 Vine Street originally contained sound stages and supporting functions for radio and television production and continued to be used as a television studio until the early 1990s.

The Don Lee Broadcasting Network was founded by Donald Musgrave Lee (1880 -1934), who amassed great wealth as the exclusive west coast distributor of Cadillac automobiles during the early twentieth century. Interested in attracting more customers, Lee purchased radio station KFRC in San Francisco. In 1927 he purchased KHJ in Los Angeles. By 1930, Lee had acquired 12 radio stations along the west coast. Don Lee died in Los Angeles in 1934, leaving control of his auto and broadcasting empire to his son, Thomas S. "Tommy" Lee (1906 – 1950).

From 1929 to 1936, the 12-station Don Lee Network was affiliated with Columbia Broadcasting System (CBS). This venture was known as the Don Lee-Columbia Network. In 1936, the Don Lee Network ended its affiliation

<sup>26</sup> Status codes of 4 would become 7 when a new code system was implemented in 2003.

<sup>27</sup> The building was assigned a Status Code 3S or “Appears eligible for the NR as an individual property through survey evaluation.”

<sup>28</sup> Department of Parks and Recreation Historic Resources Inventory form, 1980.

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with CBS and became an affiliate of the Mutual Network, becoming the Mutual-Don Lee Network.

The Don Lee Network was an early pioneer of television broadcasting on the west coast, having been granted a license in 1931 to begin experimental television broadcasts with station W6XAO in Los Angeles. These early broadcasts (up to one hour per day) were only available to a limited audience largely made up of technology enthusiasts willing to build their own receiving equipment. In May 1947, a simulcast version of the popular Mutual radio program, "Queen for a Day", began airing on the station. It was a smash hit, and by the turn of the decade TV stations all along the coast were broadcasting it to high ratings. The station later became KTSL, then KNXT and is currently KCBS-TV.

In 1950, The Don Lee Broadcasting System, with its major station groups KHJ in Los Angeles and KFRC in San Francisco and its shares in the Mutual Broadcasting System, was sold to General Tire Co. The sale ultimately resulted in the acquisition of television station KTSL by the Columbia Broadcasting System.<sup>29</sup>

1313 Vine Street was the original home of Los Angeles Channel 2, (now

KCBS-TV), and was home to KHJ-TV in the 1950s. From 1964 through 1971, it was the home of California Community Television, which would become PBS station KCET. It was also ABC's headquarters for the Los Angeles 1984 Olympics and the home of many ABC television shows.

Some of the popular radio and television programs broadcast from 1313 Vine Street include "Queen for a Day", "The Don Lee Music Hall", "My Friend Irma", "The Joey Bishop Show", "Barney Miller", "The Dating Game", and "The Newlywed Game".

The building was acquired by AIDS Project Los Angeles in the early 1990s and used as a headquarters for their operations. AIDS Project sold the building to Accord Interests in 2000, and AMPAS acquired the building in 2001.<sup>30</sup>

#### Architectural Associations

1313 Vine Street was designed by noted Los Angeles architect Claud Beelman. It is a good example of the Late Moderne architectural style which incorporated the sweeping horizontal lines and machine-tooled decorative details of Streamline Moderne and the geometric rigor and smooth surfaces of the International Style. While the earliest examples appeared in the late

<sup>29</sup> "Ohioans Buy Don Lee Chain; CBS Will Get Station KTSL" *Los Angeles Times* October 21, 1950

<sup>30</sup> Keough, Christopher, *Los Angeles Business Journal*, "Motion Picture Academy Strikes Deal for Archive Site" May 21, 2001

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1930s, Late Modern achieved its greatest popularity in large-scale commercial and civic buildings of the late 1940s and 1950s. Character-defining features of the Late Moderne style include a horizontal emphasis, concrete construction, exposed concrete or stucco cladding, flat rooflines, perforated screens, and projecting window frames. Other local architects working in the style include A.C. Martin, Welton Becket, and Stiles O. Clements.

Claud Beelman (1884-1963) was born and received his early education in Bellefontaine, Ohio. In 1905 he reportedly received the Harvard Scholarship awarded by the Architectural League of America, but other details of his education are unknown. After working in various cities of the Midwest from 1914-21, he came to Los Angeles and formed a partnership with Alexander Curlett, which continued until 1932. Beelman then established his own firm and continued to practice in the Los Angeles area until shortly before his death in the early 1960s.

Early in his career, Beelman designed buildings mainly in traditional revival styles. It wasn't until he began to work on his own that he would experiment and become proficient with more

modern styles including Art Deco, Classical Moderne and Corporate Modern from the 1930s through the 1950s. Throughout his career, Beelman's works are significant for their high level of quality in design and materials. Over a thirty-five year span, his buildings show how he was able not only to learn the lessons of each period and style he worked in, but also to excel within and make a significant contribution to each.<sup>31</sup>

In 1928, although his partnership with Curlett had not yet ended, Beelman began to design major buildings on his own, including four major buildings in downtown Los Angeles between 1928 and 1930: the Garfield Building (1928-30) at 408 West Eighth Street; the Ninth and Broadway Building (1929); the Banker's Building (1930) at 629 South Hill Street; and the Eastern-Columbia Building (1930). These buildings established Beelman as a master of the Art Deco style.

After forming his own firm in 1932, Beelman's career continued to flourish. Notable buildings designed by Beelman during the 1930s include the Hollywood Wilcox Post Office (1937); the Thalberg Administration Building on the MGM Studios (now MGM/Sony) lot in Culver City (1938-39); and the redesign of the Los Angeles

<sup>31</sup> Historic Resources Group, *The Superior Oil Building: Historic Preservation Certification Part 1* February 7, 2001, p. 16

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Philharmonic Hall on Pershing Square (1938); which has since been demolished. Each of these represent Beelman's shift from the more flamboyant, Art Deco style to the more restrained Moderne, which he would continue to use throughout the 1940s.

Between 1950 and his death in 1963, Beelman shifted to the more severe aesthetics of the Corporate Modern style. Major office buildings designed by Beelman include the Superior Oil Building (1953) and the United California Bank Tower (1957), both in downtown Los Angeles; and the Occidental Petroleum building in Westwood (1961). By this time all decoration had vanished although an emphasis on vertical piers and shafts echoes Beelman's 1930s forms.

Beelman was professionally active for nearly fifty years and specialized in various modern styles from Art Deco to Moderne to Corporate Modern. He was careful to employ styles that were currently fashionable while staying within the modern idiom.

#### Historic Integrity

Historic photos of 1313 Vine Street show that the Vine Street façade originally incorporated two large display windows on the projecting bays flanking the central courtyard. These

windows have since been removed. The building has also been subject to numerous alterations of the original interior spaces used for radio and television production. Many exterior features, however, particularly on the iconic Vine Street façade, remain intact. These character-defining features include<sup>32</sup> the U-shaped building plan, overall simplicity of form and details, recessed entry courtyard, porthole pierced columns, entrance canopy, rectangular-pierced decorative screens, casement ribbon windows, scoring on concrete walls, decorative concrete garden walls, terraced garden beds, exterior decorative cast iron and decorative stair railings.

#### Historic Significance

1313 Vine Street appears to be significant for its associations with the entertainment industry in Hollywood and for its distinctive design and form. Recognized as one of the oldest extant structures in Hollywood that was specifically designed for television production,<sup>33</sup> 1313 Vine Street is significant for its association with the development of radio and television broadcasting as an important component of the entertainment industry in Hollywood. It is also significant as a notable example of the Late Moderne architectural style and as

<sup>32</sup> Identified by Chattel Architecture, *Historic Resource Impacts Evaluation Studio Center, Mutual-Don Lee Broadcasting System Building*, December 15, 2000

<sup>33</sup> Academy of Motion Picture Arts and Sciences website, [www.oscars.org](http://www.oscars.org), accessed August 2007

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a representative example of the work of architect Claud Beelman, who is recognized today as one of the leading Los Angeles architects of the 1930s, 40s and 50s.

#### Evaluation for the California Register

1313 Vine Street appears to be significant under California Register Criterion 1 for its association with the development of radio and television broadcasting as an important component of the entertainment industry in Hollywood. Constructed in 1947, it is one of the oldest structures extant in Hollywood that was specifically designed for television production, and is a rare example of Hollywood's early ascendance as an important center for television production.

1313 Vine Street also appears to be significant under California Register Criterion 3 as representative of the work of leading Los Angeles architect Claud Beelman. It is a fine example of the Late Moderne style and a rare example of Beelman's mid-career work.

Integrity of *design* has been compromised due to the removal of two distinctive display windows on the Vine Street façade. The majority of character-defining features, however, remain intact. 1313 Vine Street has also retained integrity of *materials*, *workmanship*, *feeling*, *association* and *location*.

For these reasons, 1313 Vine Street appears to be eligible for listing on the California Register of Historic Places.

#### **Conclusions**

Because 1313 Vine Street meets the criteria for listing in the California Register, the building is considered a historical resource for the purposes of CEQA.

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**Significance Threshold**

The City of Los Angeles CEQA Thresholds Guide (2006, p. D.3-2) states that a project would normally have a significant impact on historic resources if it would result in a substantial adverse change in the significance of a historic resource. A substantial adverse change in significance occurs if the project involves:

- Demolition of a significant resource;
- Relocation that does not maintain the integrity and (historical/architectural) significance of a significant resource;
- Conversion, rehabilitation, or alteration of a significant resource which does not conform to the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings; or
- Construction that reduces the integrity or significance of important resources on the site or in the vicinity.

In addition to this guidance provided by the City of Los Angeles, the State Legislature, in enacting the California Register, also amended CEQA to clarify

which properties are significant, as well as which project impacts are considered to be significantly adverse.

A project with an effect that may cause a substantial adverse change in the significance of a historic resource is a project that may have a significant effect on the environment.<sup>34</sup> A substantial adverse change in the significance of a historic resource means demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of a historical resource would be materially impaired.<sup>35</sup>

The Guidelines go on to state that “[t]he significance of an historic resource is materially impaired when a project... [d]emolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources... local register of historic resources... or its identification in a historic resources survey.”<sup>36</sup>

<sup>34</sup> *CEQA Guidelines*, section 15064.5(b).

<sup>36</sup> *CEQA Guidelines*, section 15064.5(b) (2).

<sup>35</sup> *CEQA Guidelines*, section 15064.5(b) (1).

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### Impact Analysis Using Los Angeles CEQA Thresholds

The following analysis uses the thresholds provided in the City of Los Angeles CEQA Thresholds Guide.

#### 1. Would the Project involve the demolition of a significant resource?

The Project would demolish all three existing buildings located within the Project Site. Because the Project will demolish the historically significant supermarket building at 1341 Vine Street, the Project would involve the demolition of a significant historic resource.

#### 2. Would the Project involve relocation that does not maintain the integrity of a significant resource?

The Project does not include the relocation of any significant resource. All buildings located within the Project Site, including the supermarket building at 1341 Vine Street, will be demolished as part of the project.

#### 3. Would the Project involve conversion, rehabilitation or alteration of a significant resource which does not conform to the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings?

The Project will not convert, rehabilitate or alter any building. All buildings located on the Project Site, including

the historically significant supermarket building at 1341 Vine Street will be demolished.

#### 4. Would the Project involve construction that reduces the integrity or significance of important resources on the site or in the vicinity?

The Project will demolish the supermarket building at 1341 Vine Street which appears to be historically significant. The Project does not include the demolition, destruction, relocation or alteration of any other historical resource in the vicinity of the Project Site. The development of the Project has the potential, however, to alter the immediate surroundings of the AMPAS Pickford Center at 1313 Vine Street. As discussed above, the significance of an historical resource is materially impaired and constitutes a substantial adverse change in the significance of that historical resource, if the project would materially alter the immediate surroundings of the historical resource such that (a) it could no longer be listed in, or be eligible for listing in, the California Register or (b) it could no longer be included in a local register of historical resources or identified as an historical resource in an historical resource survey.<sup>37</sup>

In addition, the City of Los Angeles' CEQA Thresholds Guide, which is intended to provide guidance consistent

<sup>37</sup>CEQA Guidelines, section 15064.5(b) (1).

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with the CEQA Guidelines, states that if “new construction is proposed, give key consideration to compatibility with the massing, size, scale, and architectural features of the historical resource(s). Determine the impacts to the setting and character of the area as well as whether the new construction might indirectly reduce the viability of a district or grouping of historical resources.”<sup>38</sup>

Because the Project would add height and density in an area currently developed with single-story buildings, surface parking and landscape areas, the immediate surroundings of 1313 Vine Street would be altered. In order for this alteration to be considered a substantial adverse change, however, it must be shown that the integrity and/or significance of the historic resources would be materially impaired by the proposed alteration. A resource is not materially impaired unless it is altered in an adverse manner to the point that its physical characteristics fail to convey its historical significance.<sup>39</sup>

As noted in Section 3 of this report, the ability of a historical resource to convey its significance is referred to as historic *integrity*. Historic integrity is defined as the “authenticity of a property’s historic identity, evidenced by the survival of

physical characteristics that existed during the property’s historic period.”<sup>40</sup> The National Park Service identifies seven aspects of integrity: *location*, *design*, *setting*, *materials*, *workmanship*, *feeling*, and *association*. These qualities are defined as follows:

*Location* is the place where the historic property was constructed or the place where the historic event occurred. The relationship between the property and its location is often important to understanding why the property was created or why something happened.

*Design* is the combination of elements that create the form, plan, space, structure, and style of a property.

*Setting* is the physical environment of a historic property.

*Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

*Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.

<sup>38</sup> *Los Angeles CEQA Thresholds Guide* (D.3-5).

<sup>39</sup> CEQA Guidelines, section 15064.5(b) (1).

<sup>40</sup> *National Register Bulletin 16A. How to Complete the National Register Registration Form*. Washington

D.C.: National Park Service, U.S. Department of the Interior, 1997. (3)

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*Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time.

*Association* is the direct link between an important historic event or person and a historic property.<sup>41</sup>

Alteration of the surroundings of nearby historical resources that adversely affect the integrity of those historical resources can potentially constitute a substantial adverse change in that resource.

The Project will not affect the integrity of *location, design, materials, workmanship, or feeling* of the 1313 Vine Street property. The building, its parking lot and landscape areas will remain intact in their current locations and will not be materially altered. For these reasons, integrity of *association* will also remain unaffected by the Project because all of the existing physical elements will continue to convey the property's important historic associations will remain after implementation of the Project.

In addition, the integrity of *setting* for the 1313 Vine Street property will not be affected by the Project. 1313 Vine Street occupies a full city block that provides the majority of the property's setting and this block will not be altered

by the Project. In addition, the blocks surrounding 1313 Vine Street, including the Project site, have been substantially altered since the construction of 1313 Vine Street building so that the property's original physical context no longer exists

The 1313 Vine Street building it is located on the east end of its city block fronting Vine Street. The proposed new construction on the east end of the Project Site is compatible in scale and massing to 1313 Vine Street. The tower element portion of the Project, which will be substantially taller than 1313 Vine Street, will be located at the northwest corner of the Project Site, physically separated from the AMPAS Pickford building, which is located on the east end of the adjacent block. This separation effectively buffers the 1313 Vine Street property from any encroachment by new construction associated with the Project.

The Project will have no impact to the integrity or significance of 1313 Vine Street after implementation. The 1313 Vine Street property will remain intact and continue to convey its historic significance. Therefore, the Project will not alter the setting or surroundings of the 1313 Vine Street property in a

<sup>41</sup> *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. Washington D.C.: National Park Service, U.S. Department of Interior, 1997. (44)

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manner that will reduce its integrity or historic significance.

### **Cumulative Impacts**

Section 15355 of the CEQA Guidelines states: *"Cumulative impacts" refers to two or more individual effects which, when considered together, are considerable or which compound or increase other environmental impacts.*

- 1) *The individual effects may be changes resulting from a single project or a number of separate projects.*
- 2) *The cumulative impact from several projects is the change in the environment which results from the incremental impact of the project when added to other closely related past, present, and reasonably foreseeable probable future projects. Cumulative impacts can result from individually minor but collectively significant projects taking place over a period of time.*

For an analysis of cumulative impacts, the collection of intact mid-20th century supermarket buildings throughout Los Angeles is considered. Additional recent or proposed demolition or alteration of similar supermarket buildings in Los Angeles may result in a cumulative impact.

Commonplace throughout Los Angeles during from the mid 1950s through the 1970s, intact supermarket buildings that exhibit the design characteristics associated with the mid-20th century are relatively rare today. In general, commercial retail buildings are often renovated or redesigned to adapt to changes in population, demographics, retailing trends and technology.

The exact population of intact mid-20th century supermarket buildings in Los Angeles is not known but the results of recent historic resources surveys made available by the City of Los Angeles does give a good indication of what is extant. The Los Angeles Office of Historic Resources maintains a public website for SurveyLA, a citywide survey project to identify and document historic resources representing significant themes in the city's history. SurveyLA is ongoing but the survey results for twenty-four of the City's thirty-four Community Plan Areas are available to the public. In addition to the SurveyLA data, the Office of Historic Preservation has also provided data from other recent surveys conducted by the City or the former Community Redevelopment Agency.<sup>42</sup>

SurveyLA has identified four mid-century supermarkets that appear eligible for historic designation as

<sup>42</sup> SurveyLA website, accessed on March 6, 2015.  
<http://www.preservation.lacity.org/surveyla-field-survey-findings-and-reports>

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representative examples of property type and/or architectural style. All four were found eligible for listing in the California Register. HRG is aware of one other mid-century supermarket building located in Highland Park, which has not yet been identified through SurveyLA, but also appears to meet criteria for local listing.

SurveyLA has also identified one mid-20th century supermarket property -- the Treserras Supermarket in Pacoima - - which was found significant as a long-standing business within the community and not as a representative example of property type or architectural style. Because this property was found eligible under a separate context than that of the supermarket building at 1341 Vine Street, it is not relevant to this discussion. In addition to the mid-20th century supermarket buildings, three small neighborhood market buildings from the mid-20th century have also been identified through SurveyLA as representative examples of a property type. These smaller markets are not analogous to the supermarket property type but are included here as a point of reference. A list of the mid-20th century market buildings identified through recent survey is included in Appendix B.

In summary, only four mid-20th century supermarkets have been identified through SurveyLA. HRG is aware of one other example. Although survey results for ten additional

Community Plan Areas are forthcoming, it is unlikely that a large number of additional properties will be discovered through the survey process, and it is fair to say that the total number will ultimately be fairly small given the size of the City. Despite the small number, because there are no foreseeable demolitions or alterations of mid-20<sup>th</sup> century supermarket buildings in Los Angeles, the Project will not result in a cumulative impact.

#### **Summary of Potential Impacts to Historic Resources**

The Project would demolish the supermarket building at 1341 Vine Street which is considered an individually significant historic resource for the purposes of CEQA. Therefore, the Project will result in significant impacts to historic resources located on the property. This impact cannot be mitigated.

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The Project will result in a significant impact to 1341 Vine Street. Demolition of a historic resource cannot be mitigated to a level of insignificance.

The following is recommended:

- Prior to its demolition, 1341 Vine Street should be documented photographically according to Historic American Building Survey (HABS) standards. Copies of the documentation should be offered to Hollywood Heritage, the Los Angeles Conservancy, the Los Angeles Public Library, and the South Central Coast Information Center at California State University, Fullerton.

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California State Department of Parks and Recreation Historic Resources Inventory Forms

*California Public Resources Code* (Sections 21000-21177)

*California Code of Regulations*, (Title 14, Division 6, Chapter 3, Sections 15000-15387).

City of Los Angeles Office of Historic Resources website,  
<http://www.preservation.lacity.org/monuments>

Chattel Architecture, Planning & Preservation, Inc. *Historic Resource Impacts Evaluation, Studio Center, Mutual Don Lee Broadcasting Systems Building*, December 15, 2000

ENSR Corporation, *Phase 1 Environmental Site Assessment of The Post Group, 6335 Homewood Avenue, Los Angeles, California*, May 2005

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**1341 Vine Street**  
Looking northeast from Homewood Avenue.



**6360 DeLongpre**  
Looking southeast from DeLongpre.



**6322 DeLongpre**  
Looking southwest from DeLongpre.



**1313 Vine Street**  
Looking northwest from Vine Street.

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The following table contains a list of mid-20<sup>th</sup> century market buildings located in Los Angeles that have been previously identified as eligible for historic designation through SurveyLA, other City survey, or other action.

ADDRESS	CPA	NAME	DATE	CODE <sup>43</sup>	SIGNIFICANCE STATEMENT
<b>MID-20<sup>TH</sup> CENTURY SUPERMARKETS (IDENTIFIED IN SURVEYLA AND OTHER CITY SURVEYS)</b>					
13156 W. Van Nuys Blvd.	Arletas-Pacoima	Tresierras Supermarket	1956	5S3	Significant as a long-term location of a business important to the commercial identity of Pacoima, with longstanding ties to the area's Latino community. Tresieras Supermarket has been in continuous operation at this location since 1956. Resource appears to meet local criteria only and may not meet significance thresholds for California Register and National Register eligibility.
17380 W. Sunset Blvd.	Brentwood Pacific Palisades	Safeway; Vons	1968	3CS, 5S3	One of the few remaining examples of a Safeway supermarket following the "Marina Style" prototype developed by master architects Wurster, Bernardi & Emmons (WBE) in the 1960s. Due to alterations, including altered windows and addition of stone cladding, the property does not retain sufficient integrity to be eligible for listing in the National Register. Also, it is less than 50 years old and not of exceptional importance.
1350 N. Alvarado St.	Silver Lake; Echo Park; Elysian Valley	Safeway; Vons	1964	3CS, 5S3	Representative example of Safeway's Marina prototype of which few remain. Due to alterations, may not retain sufficient integrity for National Register eligibility.
2220 N. Hyperion Ave.	Silver Lake; Echo Park; Elysian Valley	Unknown	1961	3S; 3CS; 5S3	Excellent, rare example of a Googie style supermarket in Silver Lake. Retains the distinctive features of the style.

<sup>43</sup> California Historical Resource Status Codes

3S: Appears eligible for NR as an individual property through survey evaluation.

3CS: Appears eligible for CR as an individual property through survey evaluation.

5S3: Appears to be individually eligible for local listing or designation through survey evaluation.

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ADDRESS	CPA	NAME	DATE	CODE <sup>43</sup>	SIGNIFICANCE STATEMENT
12842 W. Ventura Blvd.	Sherman Oaks; Studio City; Toluca Lake	Hughes Market	1972	3CS; 5S3	Excellent example of Late Modern supermarket architecture in Studio City. Less than 50 years old and not of exceptional importance; therefore not eligible for listing in the National Register.
<b>MID-20<sup>TH</sup> CENTURY SUPERMARKETS (IDENTIFIED THROUGH NOMINATION OR OTHER REVIEW)</b>					
5610 York Blvd.	Highland Park	Safeway	1967	N/A	"Marina Style" Safeway building.
<b>NEIGHBORHOOD MARKETS FROM THE MID-20<sup>TH</sup> CENTURY (IDENTIFIED IN SURVEYLA AND OTHER CITY SURVEYS)</b>					
3529 W. Olympic Blvd.	Wilshire	Unknown	1961	5S3	Excellent example of a 1960s neighborhood market building in the Wilshire area, notable for its signage and Mid-Century Modern design elements that evoke the commercial ethos of the era. The property appears to meet local criteria only and may not meet significance thresholds for National Register or California Register eligibility.
2323 N. Roscomare Rd.	Bel-Air; Beverly Crest	Bell Air Foods	1950	5S3	This neighborhood market is a rare commercial property type in an area that is almost exclusively residential. It appears to meet local criteria only and may not meet significance thresholds for National Register or California Register eligibility.
12027 W. San Vicente Blvd.	Brentwood Pacific Palisades	Vicente Foods	1962	5S3	Excellent example of a mid-century neighborhood market; one of the few remaining examples from this period that retains integrity. This neighborhood market appears to meet local criteria only and may not meet significance thresholds for National Register or California Register eligibility.

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