

## **Appendix B**

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# **Historical Resource Evaluation Report**

**3443 S. Sepulveda Boulevard**  
**Los Angeles, California**



Historical Resource Evaluation Report

***Prepared by:***

CONSULTING



June 2018



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## **EXECUTIVE SUMMARY**

The purpose of this report was to determine if a proposed project (the Project) in the Palms-Mar Vista-Del Rey Community Plan Area of the City of Los Angeles would impact any historical resources subject to the California Environmental Quality Act (CEQA). The Project site is located at 3443 S. Sepulveda Boulevard and consists of a one-story commercial building constructed in 1957 and a surface parking lot. The Project would involve the removal of the building and redevelopment on the parcel.

The property is not currently listed under national, state, or local landmark or historic district programs. It was also not identified in any historic resources surveys of the area, including SurveyLA, the citywide historic resources survey of Los Angeles, and a records search prepared by the South Central Coastal Information Center did not yield any prior evaluations of the property. The records search revealed that the property was located within the study area for the Exposition Corridor Transit Project Phase 2; however, it does not appear to have been recorded or identified as historic as a result of these efforts. However, as the building is over 45 years of age, GPA Consulting evaluated it as a potential historical resource subject to CEQA.

After careful inspection, investigation, and evaluation, GPA concluded that the property is ineligible for listing in the National Register of Historic Places, California Register of Historical Resources, as well as eligible for designation as a Los Angeles Historic-Cultural Monument for lack of historical significance, architectural distinction, and physical integrity. Thus, the property is not a historical resource as defined by CEQA. As such, the Project would have no impact on historical resources and no further study is recommended or required.

## 1. INTRODUCTION

### 1.1 Purpose and Qualifications

The purpose of this report is to analyze whether or not a proposed project (Project) would impact historical resources defined by the California Environmental Quality Act (CEQA). The Project site is located at 3443 S. Sepulveda Boulevard in the Palms-Mar Vista-Del Rey Community Plan Area of the City of Los Angeles. The Project site is specifically situated in the community of Palms and comprises one parcel (Assessor's Parcel Number 4251-015-006) and is occupied by a building completed in 1957 and a surface parking lot (see **Figure 1**). The building was most recently occupied by a supermarket but is currently being used as University of California, Los Angeles (UCLA) Department of Art Graduate Studios. The Project would involve the removal of the existing building and redevelopment of the property.

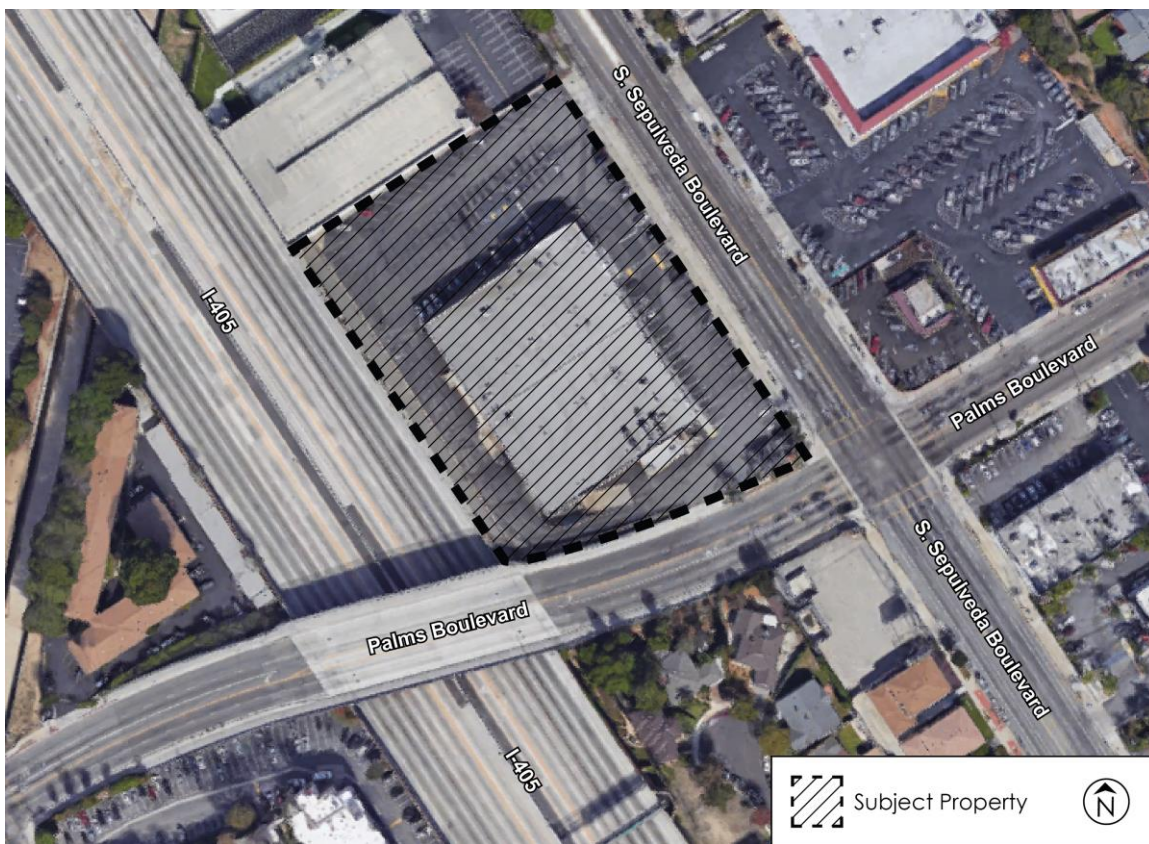


Figure 1: Location of subject property.

GPA Consulting (GPA) was retained to evaluate the property as a potential historical resource in compliance with CEQA. Amanda Yoder Duane was responsible for the preparation of this report. She fulfills the qualifications for a historic preservation professional outlined in Title 36 of the Code of Federal Regulations, Part 61. Her résumé is included as **Appendix A**.

## 1.2 Methodology

In preparing this report, GPA performed the following tasks:

1. Requested a records search from the South Central Coastal Information Center (SCCIC) to determine whether or not the subject property is currently listed under national, state, or local landmark or historic district programs and whether or not it has been previously identified or evaluated as a potential historical resource. This involved a review of the California Historic Resources Inventory System (CHRIS), which includes data on properties listed and determined eligible for listing in the National Register of Historic Places, listed and determined eligible for listing in the California Register of Historical Resources, California Registered Historical Landmarks, Points of Historical Interest, as well as properties that have been evaluated in historic resources surveys and other planning activities.

Per the records search results prepared by SCCIC June 20, 2018, there were no prior evaluations of the property. The records search revealed that the property was located within the study area for the Exposition Corridor Transit Project Phase 2; however, it does not appear to have been recorded or identified as historic as a result of these efforts.

2. Researched the property to determine whether or not it was identified as significant through SurveyLA, the citywide historic resources survey. This research revealed that it was not identified as a potential historical resource as part of SurveyLA. Conducted a field inspection of the property to ascertain the general condition and physical integrity of the building thereon. Digital photographs were taken during this field inspection, which included the interior and exterior of the building.
3. It was concluded during the field inspection and through additional research that there were not enough properties in the surrounding area from the same period of time or with the same physical qualities and historical associations to form a potential historic district. Therefore, the property was evaluated as an individual potential historical resource under national, state, and local criteria according to National Park Service, State Office of Historic Preservation, and Los Angeles Office of Historic Resources standards.
4. Conducted research into the history of the property. Sources referenced included building permit records, city directories, prior survey data, newspaper archives, and historic maps.
5. Consulted the Context/Theme/Property Type (CTP) eligibility standards formulated for the *Los Angeles Citywide Historic Context Statement* to identify the appropriate CTPs under which to evaluate the property.
6. Reviewed and analyzed ordinances, statutes, regulations, bulletins, and technical materials relating to federal, state, and local historic preservation designations, and assessment processes and programs to evaluate the significance and integrity of the property as a potential historical resource.



## **2. REGULATORY FRAMEWORK**

Generally, a lead agency must consider a property a historical resource under CEQA if it is eligible for listing in the California Register of Historical Resources (California Register). The California Register is modeled after the National Register of Historic Places (National Register). Furthermore, a property is presumed to be historically significant if it is listed in a local register of historical resources or has been identified as historically significant in a historic resources survey (provided certain criteria and requirements are satisfied) unless a preponderance of evidence demonstrates that the property is not historically or culturally significant.<sup>1</sup> The National Register, California Register, and local designation programs are discussed below.

### **2.1 National Register of Historic Places**

The National Register 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 destruction or impairment."<sup>2</sup>

#### **Criteria**

To be eligible for listing in the National Register, a property must be at least 50 years of age (unless the property is of "exceptional importance") and possess significance in American history and culture, architecture, or archaeology. A property of potential significance must meet one or more of the following four established criteria:<sup>3</sup>

- A. Associated with events that have made a significant contribution to the broad patterns of our history; or
- B. Associated with the lives of persons significant in our past; or
- C. 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. Yield, or may be likely to yield, information important in prehistory or history.

#### **Context**

To be eligible for listing in the National Register, a property must be significant within a historic context. *National Register Bulletin #15* states that the significance of a historic property can be judged only when it is evaluated within its historic context. Historic contexts are "those patterns, themes, or trends in history by which a specific...property or site is understood and its meaning...is made clear."<sup>4</sup> A property must represent an important aspect of the area's history or prehistory and possess the requisite integrity to qualify for the National Register.

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<sup>1</sup> Public Resources Code Section 5024.1 and 14 California Code of Regulations Sections 4850 & 15064.5(a)(2).

<sup>2</sup> Title 36 Code of Federal Regulations Part 60.2.

<sup>3</sup> Title 36 Code of Federal Regulations Part 60.4.

<sup>4</sup> "National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation," National Park Service, Cultural Resources, eds. Patrick Andrus and Rebecca Shrimpton, accessed June 2018, <https://www.nps.gov/nr/publications/bulletins/nrb15/>.

## Integrity

In addition to possessing significance within a historic context, to be eligible for listing in the National Register a property must have integrity. Integrity is defined in *National Register Bulletin #15* as "the ability of a property to convey its significance."<sup>5</sup> Within the concept of integrity, the National Register recognizes the following seven aspects or qualities that in various combinations define integrity: feeling, association, workmanship, location, design, setting, and materials. Integrity is based on significance: why, where, and when a property is important. Thus, the significance of the property must be fully established before the integrity is analyzed.

Within historic districts, properties are identified as contributing and noncontributing. A contributing building, site, structure, or object adds to the historic associations, historic architectural qualities, or archeological values for which a district is significant because:

- It was present during the period of significance, relates to the significance of the district, and retains its physical integrity; or
- It independently meets the criterion for listing in the National Register.<sup>6</sup>

## 2.2 California Register of Historical Resources

In 1992, Governor Wilson signed Assembly Bill 2881 into law establishing the California Register. The California Register is an authoritative guide used by state and local agencies, private groups, and citizens to identify historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse impacts.<sup>7</sup>

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

- California properties listed in the National Register and those formally Determined Eligible for the National Register;
- State Historical Landmarks from No. 0770 onward; and
- Those California Points of Historical Interest that have been evaluated by the State Office of Historic Preservation (SOHP) and have been recommended to the State Historical Resources Commission for inclusion on the California Register.<sup>8</sup>

### Criteria and Integrity

For those properties not automatically listed, the criteria for eligibility of listing in the California Register are based upon National Register criteria, but are identified as 1-4 instead of A-D. To be eligible for listing in the California Register, a property generally must be at least 50 years of age

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<sup>5</sup> National Register Bulletin #15, 44-45.

<sup>6</sup> "National Register Bulletin 16: How to Complete the National Register Registration Form." National Park Service, Cultural Resources, Linda McClelland, Carol D. Shull, James Charleton, et al., accessed June 2018, <https://www.nps.gov/nr/publications/bulletins/nrb16a/>.

<sup>7</sup> Public Resources Code Section 5024.1 (a).

<sup>8</sup> Public Resources Code Section 5024.1 (d).





and must possess significance at the local, state, or national level, under one or more of the following four criteria:

1. It is 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; or
2. It is associated with the lives of persons important to local, California, or national history; or
3. It embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values; or
4. It has yielded, or has the potential to yield, information important in the prehistory or history of the local area, California, or the nation.

Properties eligible for listing in the California Register may include buildings, sites, structures, objects, and historic districts. A property less than 50 years of age may be eligible if it can be demonstrated that sufficient time has passed to understand its historical importance. While the enabling legislation for the California Register is less rigorous with regard to the issue of integrity, there is the expectation that properties reflect their appearance during their period of significance.<sup>9</sup>

The California Register may also include properties identified during historic resource surveys. However, the survey must meet all of the following criteria:<sup>10</sup>

1. The survey has been or will be included in the State Historic Resources Inventory;
2. The survey and the survey documentation were prepared in accordance with office [SOHP] procedures and requirements;
3. The resource is evaluated and determined by the office [SOHP] to have a significance rating of Category 1 to 5 on a DPR Form 523; and
4. If the survey is five or more years old at the time of its nomination for inclusion in the California Register, the survey is updated to identify historical resources that have become eligible or ineligible due to changed circumstances or further documentation and those that have been demolished or altered in a manner that substantially diminishes the significance of the resource.

### **SOHP Survey Methodology**

The evaluation instructions and classification system prescribed by the SOHP in its *Instructions for Recording Historical Resources* provide a Status Code for use in classifying potential historical resources. In 2003, the Status Codes were revised to address the California Register. These Status Codes are used statewide in the preparation of historical resource surveys and evaluation reports. The first code is a number that indicates the general category of evaluation. The second code is a letter that indicates whether the property is separately eligible (S), eligible as part of a

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<sup>9</sup> Public Resources Code Section 4852.

<sup>10</sup> Public Resources Code Section 5024.1.



district (D), or both (B). There is sometimes a third code that describes some of the circumstances or conditions of the evaluation. The general evaluation categories are as follows:

1. Listed in the National Register or the California Register.
2. Determined eligible for listing in the National Register or the California Register.
3. Appears eligible for listing in the National Register or the California Register through survey evaluation.
4. Appears eligible for listing in the National Register or the California Register through other evaluation.
5. Recognized as historically significant by local government.
6. Not eligible for listing or designation as specified.
7. Not evaluated or needs re-evaluation.

The specific Status Codes referred to in this report are as follows:

- 6Z** Found ineligible for National Register, California Register, or local designation through survey evaluation.

## **2.3 Los Angeles Cultural Heritage Ordinance**

The Los Angeles City Council adopted the Cultural Heritage Ordinance<sup>11</sup> in 1962 and amended it in 2018 (Ordinance No. 185472). The Ordinance created a Cultural Heritage Commission and criteria for designating Historic-Cultural Monuments (HCM). The Commission comprises five citizens, appointed by the Mayor, who have exhibited knowledge of Los Angeles history, culture, and architecture. The three criteria for HCM designation are stated below:

1. The proposed HCM is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic, or social history of the nation, state or community; or
2. The proposed HCM is associated with the lives of historic personages important to national, state or local history; or
3. The proposed HCM embodies the distinctive characteristics of a style, type, period, or method of construction; or represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age.

Unlike the National and California Registers, the Ordinance makes no mention of concepts such as physical integrity or period of significance. Moreover, properties do not have to reach a minimum age requirement, such as 50 years, to be designated as HCMs.

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<sup>11</sup> Los Angeles Administrative Code Section 22.171 of Article 1, Chapter 9, Division 22.

### **3. ENVIRONMENTAL SETTING**

#### **3.1 Brief History of Palms<sup>12</sup>**

Palms is a community located west of Downtown Los Angeles, east of Santa Monica, and northwest of Culver City. Palms was a predominantly agricultural community in the late 1800s. With the arrival of the first railroad in the 1870s, Palms was conveniently located between Los Angeles and Santa Monica, and early infrastructure in the area concentrated around the new Southern Pacific depot at this halfway point, including a hotel, post office, and store. With the arrival of the Pacific Electric streetcars, further expansion was made possible, and the community continued to develop. By 1915, Palms was consolidated to the City of Los Angeles.

During the 1920s, the increase in personal automobile use made it possible to continue expanding westward—and the congestion it caused in Downtown made moving westward attractive. In the 1930s, expanses of agricultural land in the Palms, Mar Vista, and Del Rey areas were transformed into new industrial uses such as the Douglas and Hughes aircraft production plants. Coupled with the discovery of oil in Playa del Rey and Venice in 1932, a wide range of employment opportunities were becoming available in the vicinity, creating new work centers.

In the early 1940s, residential subdivisions were being constructed in the Palms, Mar Vista, and Del Rey communities at a rapid pace to house workers in the oil and aerospace industries, as well as defense workers at the onset of World War II. After the war, the postwar population boom and housing crisis prompted the development of housing on most of the area's remaining agricultural land, including single-family residences in large-scale tracts and multi-family dwellings.

The postwar period also saw significant growth for the aerospace and entertainment industries. Large employers like Douglas Aircraft and MGM Studios attracted even more residents and further development in the area, including civic, institutional and infrastructural improvements, as well as amenities, seen on the densely developed commercial corridors.

#### **3.2 Description and History of the Project Site**

##### **Location**

The Project site is located at the west-northwest corner of S. Sepulveda Boulevard and Palms Boulevard, approximately one-half mile west from the thoroughfare of Venice Boulevard. The rear of the property is adjacent to Interstate 405 (San Diego Freeway). The character of the surrounding area is predominantly commercial and multi-family residential buildings. Multi-family residential buildings generally line Sepulveda Boulevard, while commercial properties are concentrated around major intersections. Much of the existing development dates from the 1950s onward.

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<sup>12</sup> Excerpted from: Historic Resources Group, "Historic Resources Survey Report: Palms-Mar Vista-Del Rey Community Plan Area," *SurveyLA Los Angeles Historic Resources Survey* (Office of Historic Resources, July 2012), 3-7.

## Building Description



Figure 2: Northeast and northwest elevations, view looking south (GPA, 2018).



Figure 3: Northwest elevation, view looking southeast (GPA, 2018).

The building on the Project site is constructed near the center of the large parcel, and is surrounded by an asphalt surface parking lot. The building is one story in height and rectangular in plan with a bow-truss roof and raised parapet. The exterior of the building is clad in stucco and split-face concrete block. On the customer entrance elevations (northeast and northwest) the building has stucco belt courses and pilasters that break up the simple geometric volume of the building. On the rear elevations (southeast and southwest), the building is simply clad in stucco.

The building has two customer entrances. The larger of the two faces northeast towards S. Sepulveda Boulevard, and the smaller of the two faces northwest towards an adjacent property. Above these entrances is a projecting canopy with a stepped and rounded parapet with room for signage. The northeast entrance consists of a pair of metal-framed glass automatic sliding doors with transoms and sidelights. To the left (east) of the northeast entrance, there is a hollow metal door. The northwest entrance consists of a pair of metal-framed glass automatic sliding doors with a transom. To the right (south) of the northwest entrance is a pair of hollow metal doors. There are no window openings on these elevations.

The southeast elevation of the building faces Palms Boulevard. At the south end of the elevation, there is a loading dock and ramp. At the north end of the elevation, there is a rectangular projection that appears to contain utility equipment. There is a pair of hollow metal doors on its southeast elevation, and a switchgear enclosure on its northeast elevation. There are no window openings on this elevation.

The southwest elevation faces I-405. On this elevation, there is a dust collector and two concrete ramps, one of which leads to a pair of hollow metal doors, while the other leads to the loading dock on the southeast elevation. There are no window openings on this elevation.

The interior of the building consists of contemporary finishes. The floors are poured concrete and the ceilings are acoustical tile with fluorescent and track lighting. There are remnants of the building's previous supermarket use, including tiled areas for seafood, meat, and deli counters, and cold storage freezers. The majority of the space has been partitioned for the UCLA Department of Art Graduate Studios with metal stud framing and drywall.



Figure 4: Southwest (rear) elevation, view looking southwest (GPA, 2018).



Figure 5: Ramp and rear entrance on southwest elevation, view looking northeast (GPA, 2018).



Figure 6: Dust collector on southwest elevation, view looking northeast (GPA, 2018).



Figure 7: Ramp on southwest elevation to loading dock on southeast elevation (GPA, 2018).



Figure 8: Loading dock on southeast elevation, view looking north (GPA, 2018).



Figure 9: Loading dock on southeast elevation, view looking northwest (GPA, 2018).





Figure 10: Utility area on southeast elevation, view looking north (GPA, 2018).



Figure 11: Utility area and switchgear enclosure on southeast elevation, view looking northwest (GPA, 2018).



Figure 12: Northeast elevation, view looking northwest (GPA, 2018).



Figure 13: Northeast elevation entrance, view looking southwest (GPA, 2018).



Figure 14: Northwest elevation entrance, view looking southeast (GPA, 2018)



Figure 15: Interior, foyer near northwest elevation entrance (GPA, 2018).





Figure 16: Interior, representative condition.  
Repurposed deli counter area (GPA, 2018)



Figure 17: Interior, representative condition.  
Temporary graduate studio space (GPA, 2018)



Figure 18: Interior, representative condition.  
Temporary metal stud partitions (GPA, 2018)



Figure 19: Interior, representative condition.  
Temporary metal stud partitions (GPA, 2018)

## Building History

The building at 3443 S. Sepulveda Boulevard was completed in 1957 per Los Angeles County Tax Assessor data. The owner of the property listed on the original permit is California Community Homes. "California Community Homes" was not found in city directories or newspaper archives; however, the entity was found in a 1947 *Official Directory of Licensed Contractors* published by the California Contractors' State License Board.<sup>13</sup> Under the listing, F.B. Burns is listed as President and H.J. Kaiser, Jr. as the Vice President. These men, Fritz B. Burns and Henry J. Kaiser, Jr., were

the leaders of Kaiser Community Homes, a community building partnership that began in 1945.<sup>14</sup> Research did not indicate why the enterprise was listed as California Community Homes rather than Kaiser Community Homes (KCH) in these instances.

Burns, a real estate developer and subdivider, had a prior partnership with a man named Fred W. Marlow. The two formed Marlow-Burns and Company Realtors, Owners, and Developers. The company improved and sold lots in several tracts throughout the Los Angeles area, including Windsor Hills, Westchester, Toluca Wood, and Westside Village. Westside Village is located in the Palms/Mar Vista area, very near the subject property. It was bounded by Overland Avenue to the east and National Boulevard to the north (see **Figure 20**).<sup>15</sup>

Westside Village was strategically placed near Douglas Aircraft's new parent facility in Santa Monica, and offered a variety of home styles "to avoid monotony." The basic house type utilized by Marlow-Burns at Westside Village became a prototype for KCH's postwar suburban



Figure 20: Westside Village advertisement, 1940 (Hise, 139).

<sup>13</sup> California Contractors' State License Board, *Official Directory: Licensed Contractors of California* (Registrar of Contractors, Department of Professional and Vocational Standards, 1947), 198, accessed June 2018, <https://books.google.com/books?id=QGIZAQAIAAJ>.

<sup>14</sup> Greg Hise, *Magnetic Los Angeles: Planning the Twentieth Century Metropolis* (Baltimore: Johns Hopkins University Press, 1997), 248.

<sup>15</sup> *Ibid.*, 134-148.



developments.<sup>16</sup> After World War II, Burns partnered with Kaiser to form KCH, and went on to design and develop the planned community of Panorama City in the San Fernando Valley.

By 1952, taxes compelled KCH to pursue additional commercial retail and office development. The profits from their home sales exceeded their excess profits tax exemption, and additional income was being taxed at a rate of 70%. In their situation, it was more desirable to use available working capital to develop income-producing commercial properties.<sup>17</sup> It is ostensibly for this reason that KCH developed the retail store near Westside Village.

Research indicates that the first tenant was “MORE, Inc.,” a membership discount department store. By 1960, there were four locations in the greater Los Angeles area, including the subject property. There was another in Reseda (18300 Vanowen Street), one in South San Gabriel (8682 Garvey Boulevard), and a fourth in Paramount (16400 S. Garfield Avenue). Per a display ad published in the *Los Angeles Times* in 1960, store offered discount memberships to the following individuals:

1. Employees of any individual firm producing for the government
2. Employees of any branch of Municipal, County, State or Federal government, active or retired
3. Members and veterans of the military or military reserve
4. Employees of public utilities
5. Employees of non-profit, eleemosynary or religious institutions<sup>18</sup>

The building was occupied by MORE, Inc., until at least 1963.<sup>19</sup> An ad that ran in 1965<sup>20</sup> indicates that the building was briefly occupied by a business known as “Fantastic Fair,” before a department store chain known as Leonard’s arranged to lease the building at 3443 S. Sepulveda Boulevard from the owner, the Los Angeles Cemetery Association, in 1967. The Cemetery Association presumably owned the building as an investment income-producing property for upkeep of cemeteries. At the time, Leonard’s Department store announced plans to entirely remodel the interior and exterior of the building.<sup>21</sup>

Research indicates that this store is likely a later branch of the Leonard Brothers—or Leonard’s—department store that originated in downtown Fort Worth, Texas. It was founded by two brothers, John and Obadiah Leonard, in 1918. The business initially sold salvaged goods and groceries, and eventually expanded their offerings to meat, produce, drugs, dry goods, hardware, auto supplies, and seeds. The company stayed open during the Great Depression by offering check-cashing services and selling necessities, like bread, at steeply discounted prices. The store chain continued to cash checks even when all the banks were closed by offering customers “Leonard’s Script,” a cash equivalent that was redeemable at their stores.<sup>22</sup>

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<sup>16</sup> Ibid., 137-140.

<sup>17</sup> Ibid., 206.

<sup>18</sup> *Los Angeles Times*, November 13, 1960, SF6.

<sup>19</sup> *Los Angeles Times*, August 23, 1963, 22.

<sup>20</sup> *Los Angeles Times*, January 25, 1965, 17.

<sup>21</sup> “Store Leased by Leonard’s,” *Los Angeles Times*, April 2, 1967, N2.

<sup>22</sup> “Leonard Brothers,” Walter Beunger, Texas State Historical Association, accessed June 2018, <https://tshaonline.org/handbook/online/articles/dhlelf>.



By 1939, Leonard's added furniture, appliances, and farm equipment to their product lines. The store flourished during the postwar years as the brothers continued to add more products and expanded the stores with new buildings, employees, and offerings. By the 1960s, the store had grown to over 2,000 employees working in 185 different departments, and even had a proprietary subway that transported customers from a nearby parking lot.<sup>23</sup>

In 1965, John Leonard's failing health prompted him to sell his majority share in the business to his brother, Obadiah. In 1967, Obadiah Leonard sold the store to the Tandy Corporation for over \$8 million. Following the sale to the business conglomerate Tandy Corp, more Leonard's department stores opened in suburban areas. Tandy Corp. was owned by Texas-based businessman Charles David Tandy.<sup>24</sup> In the 1970s, the conglomerate also included Radio Shack, Wolfe nurseries, and Color Tile stores, most of which are now defunct.<sup>25</sup> By 1974 the store was losing profitability under a new business model. Tandy Corporation sold Leonard Brothers to Dillard's, and the Leonard's name was removed from stores.<sup>26</sup>

As such, the subject building was occupied by Leonard's department store until 1974. By 1975 until at least 1977, it was occupied by Fazio's. Fazio's was a Cleveland-based grocery store chain.<sup>27</sup> By 1981 until as late as 1987, an establishment known as "Grocery Warehouse" occupied the building.

### **Alterations**

The building was completed in 1957. Since that time, it has been extensively altered. For all intents and purposes, it appears to be a contemporary building. Because of these alterations it is impossible to discern how the building might have looked historically. A table summarizing available building permits is included in **Appendix B**. Alterations include a number of interior alterations and roof repairs as well as an extensive remodel of the entire building in 2008. Historic aerial imagery indicates that the northwest portion of the building was demolished between 1972 and 1980.

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<sup>23</sup> Ibid.

<sup>24</sup> Ibid.

<sup>25</sup> "Charles Tandy Dies; Headed Firm that Owns Radio Shack," *Los Angeles Times*, November 5, 1978, A4.

<sup>26</sup> "Leonard Brothers."

<sup>27</sup> "First National Supermarkets, Inc.," Case Western Reserve University Encyclopedia of Cleveland History, accessed June 2018, <https://case.edu/ech/articles/f/first-national-supermarkets-inc-finast>.



## 4. EVALUATION OF ELIGIBILITY

### 4.1 Historic Contexts

The significance of a property must be evaluated within its historic context(s). Historic contexts are those patterns or trends in history by which a specific property is understood. The contexts, themes, and sub-themes discussed below were drawn from the *Los Angeles Citywide Historic Context Statement* and are relevant in judging the significance of the subject property. The relevant context and theme for the property was Commercial Development, 1859-1980. Two specific sub-themes were identified under this context and theme: Variety Stores, 1920-1960 and Department Stores, 1920-1980. The property did not become a supermarket until 1975, and the established period of significance for supermarkets ends in 1975. The property was therefore not considered under the Market subtheme.

#### Variety Stores, 1920-1960<sup>28</sup>

The term "variety store" is used to describe a specific type of retail store that sold a range of household items at discounted prices, such as sewing supplies, toys, stationery, toiletries, dried food, and seasonal items. They were colloquially called dime stores or five and dime stores, in reference to the low costs. Merchandise was arranged on tables or counters so customers could interact with the goods before purchasing them. Some stores also had lunch counters or a soda fountain.

These stores were typically part of chains, and the ability to charge low prices came from purchasing merchandise in bulk for sale. The earliest examples were limited to central business districts; the first store of this kind was opened by F.W. Woolworth on the east coast in 1879, followed by stores opened by J.J. Newberry, W.T. Grand, S.G. Kress, and S.S. Kresge. By 1912, Woolworth's were open in Downtown Los Angeles, and other variety stores would follow suit.

During the 1920s, variety stores began to open stores in established neighborhood commercial districts outside the downtown area such as Hollywood, Boyle Heights, and San Pedro. These branch stores typically consisted of one or more rented storefronts. The different chains adopted the Woolworth's signage, which consisted of serif lettering on a red background.

Variety stores continued to do well during the 1930s. The low prices attracted a wider range of customers, and stores began selling additional items such as inexpensive clothing. The relative prosperity allowed variety store chain owners to open more branch stores, some of which were purpose-built. Around 1935, the stores began to increase in size and were occasionally purpose-built along commercial corridors. The number of variety stores in the Los Angeles area had more than doubled by the 1940s.

After World War II, variety stores had evolved into a large, single-story property type. By the mid-1950s, variety stores were constructed alongside supermarkets and drug stores in postwar shopping centers. This iteration of the variety store became redundant, as the supermarket and drug stores offered many of the same products, and lunch counters were unable to compete with the growing popularity of fast food restaurants.

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<sup>28</sup> The following is excerpted from Daniel Prosser, "Commercial Development, 1859-1980: Neighborhood Commercial Development, 1880-1980," *Los Angeles Citywide Historic Context Statement* (City of Los Angeles Office of Historic Resources, August 2017).



As a result, the neighborhood variety store began to evolve into the “large-scale suburban discount outlet.” In the early 1960s, the S.S. Kresge Co. introduced K-mart and Woolworth’s followed suit with Woolco. Eventually, establishments like Target and Wal-Mart would become the contemporary equivalent to the early five and dime.

The eligibility standards and integrity considerations for Variety Stores, 1920-1960 are listed in **Table 1**, below.

<b>TABLE 1: Variety Stores, 1920-1960</b>	
<b>Context: Commercial Development, 1859-1980</b>	
<b>Theme: Neighborhood Commercial Development, 1880-1980</b>	
<b>Property Type: Commercial-Retail – Variety (Chain) Store</b>	
<b>Eligibility Standards</b>	
<ul style="list-style-type: none"><li>• Was constructed during the period of significance</li></ul>	
<ul style="list-style-type: none"><li>• Was historically designed and used as a variety store for a significant regional or national chain</li></ul>	
<ul style="list-style-type: none"><li>• Of a scale and architectural character of mass merchandising chain-owned retail outlets for inexpensive items</li></ul>	
<b>Character-Defining/Associative Features</b>	
<ul style="list-style-type: none"><li>• Retains most of the essential character defining features from the period of significance</li></ul>	
<ul style="list-style-type: none"><li>• May also be significant under a theme within the Architecture and Engineering context</li></ul>	
<ul style="list-style-type: none"><li>• May be associated with noted architects/designers</li></ul>	
<ul style="list-style-type: none"><li>• Contains features that reflect trends in neighborhood commercial store design from its period of construction</li></ul>	
<ul style="list-style-type: none"><li>• May reflect corporate designs associated with particular chains, particularly with regard to signage</li></ul>	
<ul style="list-style-type: none"><li>• Associated with activities typical of neighborhood economic and social life</li></ul>	
<b>Integrity Considerations</b>	
<ul style="list-style-type: none"><li>• Should retain integrity of Design, Materials, Location, Feeling, and Association</li></ul>	
<ul style="list-style-type: none"><li>• Architectural integrity should be intact, retaining original massing, significant features, and identifying details<ul style="list-style-type: none"><li>◦ Some original materials may be altered, removed, or replaced</li><li>◦ Intact signage preferred</li></ul></li></ul>	
<ul style="list-style-type: none"><li>• Site layout should retain original relationship to the street and to adjacent structures</li></ul>	
<ul style="list-style-type: none"><li>• Use may have changed</li></ul>	
<ul style="list-style-type: none"><li>• Setting may have changed (surrounding buildings and land uses)</li></ul>	





A narrative sub-theme for department stores has not been developed for the *Los Angeles Historic Context Statement*. However, the eligibility standards and integrity considerations for department stores are listed in **Table 2** below.

TABLE 2: Department Stores, 1920-1980	
<b>Context: Commercial Development, 1859-1980</b>	
<b>Theme: Department Stores, 1920-1980</b>	
<b>Property Type: Commercial-Retail</b>	
<b>Eligibility Standards</b>	
<ul style="list-style-type: none"><li>• Has an important association with an early or major department store in Los Angeles</li><li>• Was historically designed and used as a department store</li></ul>	
<b>Character-Defining/Associative Features</b>	
<ul style="list-style-type: none"><li>• May also be significant under a theme within the Architecture context</li><li>• Retains most of the essential character-defining features from the period of significance</li><li>• Significant as a property type (C)</li><li>• Significant for events (A)</li></ul>	
<b>Integrity Considerations</b>	
<ul style="list-style-type: none"><li>• Original use may have changed</li><li>• Should retain integrity of Location, Design and Feeling</li><li>• Some original materials may have been altered, removed or replaced</li></ul>	

## 4.2 National Register of Historic Places

### Criterion A

To be eligible for listing in the National Register under Criterion A, a property must have a direct association with events that have made a significant contribution to the broad patterns of our history. The context considered under this criterion is Commercial Development, within the theme/sub-theme of Variety Stores and Department Stores. The subject property does not appear to be eligible for listing in the National Register under Criterion A for the reasons discussed below.

The building was constructed as a membership discount variety store known as MORE, Inc. in 1957. The building was occupied by MORE, Inc., until at least 1963. Research did not reveal any additional information about MORE, Inc. apart from a series of advertisements. These advertisements generally consist of a listing of MORE, Inc. as a retailer for electronic equipment such as Packard Bell color televisions (see **Attachment C**). The building was then briefly occupied by a business called Fantastic Fair before the building was leased to Leonard's department store.

The property does not meet the eligibility standards outlined in **Table 1**. While there were at least four locations by 1961, research did not reveal any evidence to suggest that MORE, Inc was a significant regional or national variety store chain, especially as compared to other variety store chains such as F.W. Woolworth or S.G. Kress. Secondly, the store was constructed in 1957. This is



near the end of the period of significance for this property type (1960), which ends as the property type became less distinctive. Furthermore, any character-defining features or architectural character that would classify the subject building as a variety store have been lost to a number of alterations throughout the years. The building presently appears contemporary as a result of these alterations. Therefore, the property is not significant under Criterion A within the context of Variety Stores.

A similar argument can be made under the context of Department Stores. The property does not meet the eligibility standards outlined in **Table 2**. Leonard's leased the building beginning in 1967 until 1974. Leonard's is not an early or major department store in Los Angeles. The store was based in Texas and had just one Fort Worth location until the business was purchased by the Tandy Corporation in 1967. The earliest department stores in Los Angeles first opened Downtown around the turn of the century before establishing grand emporiums on the busiest commercial streets in the city as it grew, including Broadway and Wilshire's Miracle Mile, which later gave way to the auto-centric postwar shopping centers and malls. The subject property was not purpose-built as a department store and does not appear to have been part of any important development trend within the context. Furthermore, as discussed above, the extensive alterations to the building have removed any character-defining features that might have remained from the period of significance. Therefore, the property is not significant under Criterion A within the context of Department Stores.

The building does not retain sufficient physical integrity to convey any historic association with Kaiser Community Homes or postwar development trends. See the integrity discussion below. During SurveyLA, the Westside Village subdivision that could be associated with the subject property was determined to be too altered to qualify as a historic district.<sup>29</sup> Therefore, the property does not appear to be significant under Criterion A.

### **Criterion B**

To be eligible for listing in the National Register under Criterion B, a property must be associated with the lives of persons significant in our past. Many individuals were likely affiliated with the social businesses occupied the building between 1958 and 2018. There were no specific individuals identified during research that would have made individually important contributions to history. While many individuals have worked for the variety of businesses since the building was initially constructed, collaborative efforts like these are typically best evaluated under Criterion A.<sup>30</sup>

The building does not retain sufficient physical integrity to convey any potential association with Fritz B. Burns or Henry J. Kaiser of Kaiser Community Homes. See the integrity discussion below. For these reasons, the property does not appear to be associated with the lives of significant individuals and does not appear to be significant under Criterion B.

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<sup>29</sup> Historic Resources Group, 7.

<sup>30</sup> "National Register Bulletin 32: Guidelines for Properties Associated with Significant Persons," National Park Service, Cultural Resources, Beth Grosvenor Boland, accessed June 2018, <https://www.nps.gov/nr/publications/bulletins/nrb32/>.



### **Criterion C**

To be eligible for listing under Criterion C, a property must embody the distinctive characteristics of a type, period, or method of construction, represent the work of a master, possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction.

The building has been so altered that the date of construction is only evident from tax assessor information and building permit records. It no longer possesses the distinguishing characteristics of any particular type, method, or period of construction. For all intents and purposes, the building appears contemporary. There was no architect listed on the original permit, and there is no reason to believe that the "Jackson Brothers" contractor would be considered a master. Even if the building were designed or constructed by someone who would now be considered a master in their respective field, any physical features that would have reflected design intent or craftsmanship have since been removed.

High artistic value typically refers to "an aesthetic ideal," such as stained glass or sculpture. The building inherently does not possess high artistic value as it has been so heavily altered. The last aspect of Criterion C, representing a significant and distinguishable entity whose components lack individual distinction, refers to historic districts. The subject property was evaluated individually as the surrounding area lacks the architectural and historical cohesion necessary to constitute a historic district. During SurveyLA, the Westside Village subdivision that could be associated with the property was determined to be too altered to qualify as a historic district.<sup>31</sup>

For all the reasons outlined above, the property does not appear to be significant under Criterion C.

### **Criterion D**

To be eligible for listing under Criterion D, a property's physical material must have yielded, or may be likely to yield, information important to history or prehistory.

This criterion generally applies to archaeological resources, but may apply to a built resource in instances where a resource may contain important information about such topics as construction techniques or human activity. In any case, the resource must be the principal source of information. This is unlikely to be true for the subject property. Therefore, it does not appear to be significant under Criterion D.

### **Integrity**

To be eligible for listing in the National Register, properties must retain their physical integrity from the period in which they gained significance. In the case of architecturally significant properties, the period of significance is normally the date of construction. For historically significant properties, the period of significance is usually measured by the length of the associations. As the subject property is not significant under any of the National Register criteria, it has no period of significance. Nevertheless, the property was analyzed against the seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. While some factors of integrity are more important than others depending on the property, a majority of the seven

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<sup>31</sup> Historic Resources Group, 7.



recognized factors should be retained. The subject property has been altered over time, which has diminished its physical integrity. Following is a point-by-point analysis:

- *Location – The place where the historic property was constructed or the place where the historic event occurred.*

The building has not been moved from where it was constructed. Therefore, it retains integrity of location.

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

The building's integrity of design is no longer intact. As a result of extensive alterations, it is impossible to discern how the building would have existed historically apart from the overall massing, as for all intents and purposes, it appears to be a contemporary building.

- *Setting – The physical environment of the historic property.*

The integrity of setting is somewhat intact. The immediate setting of the property has changed due to continued development in the area. While the property is still surrounded primarily by commercial buildings and multi-family residential buildings from the 1950s onward, many of the commercial properties at the intersection of Palms and Sepulveda have been redeveloped or remodeled so as to appear contemporary, diminishing the integrity of setting.

- *Materials – 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.*

The integrity of materials is no longer intact as a result of extensive alterations. There do not appear to be any remaining materials dating from the date of construction, and it is impossible to discern what materials might have been used.

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

The integrity of workmanship is no longer intact as a result of extensive alterations. The techniques and finishes used in the construction of the building are no longer evident or discernible.

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

Due to the loss of integrity of workmanship, materials, design, and feeling, the property's ability to convey a sense of feeling of a 1950s commercial store has also been diminished.

- *Association – The direct link between an important event or person and a historic property.*

Research indicates that the property has no historical or architectural associations to convey, so integrity of association does not apply.

## **Conclusion**

Research indicates that the property at 3443 S. Sepulveda Boulevard lacks historical and architectural significance. In addition, it has been heavily altered and lacks physical integrity. It does not appear to be eligible for the National Register under any criteria.

### **4.3 California Register of Historical Resources**

The California Register criteria for eligibility mirror those of the National Register. Therefore, the property appears to be ineligible for listing on the California Register for the same reasons outlined above.

### **4.4 Los Angeles Cultural Heritage Ordinance**

Likewise, because the City of Los Angeles criteria were modeled on the National and California Registers criteria, the property appears to be ineligible for designation as an HCM for the same reasons outlined above.

## **5. CONCLUSIONS**

The property at 3443 S. Sepulveda Boulevard is not currently designated under national, state, or local landmark programs. The property was not identified in SurveyLA. A records search prepared by the SCCIC did not reveal any prior evaluations of the property. The records search revealed that the property was located within the study area for the Exposition Corridor Transit Project Phase 2; however, it does not appear to have been recorded or identified as historic as a result of these efforts. However, as the building is over 45 years of age, it was evaluated as a potential historical resource as part of the environmental review of a proposed Project on the site in compliance with CEQA. GPA concludes that the property does not appear to be eligible for listing in the National and California Registers, or for designation as an HCM due to a lack of significance and integrity. Additionally, it does not appear to contribute to a potential historic district. The recommended Status Code for the building is 6Z, ineligible for designation at the national, state, and local levels through survey evaluation. Therefore, the property is not a historical resource subject to CEQA. As the Project would have no impact on historical resources, no further study is recommended or required.





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## **Appendix A – Résumé**



**AMANDA DUANE** is an Associate Architectural Historian at GPA. She has been professionally involved in the field of historic preservation since 2011. Amanda's experience with GPA has included the preparation of CEQA and Section 106 reports for numerous projects throughout the state; design guidelines for historic districts in the City of Long Beach; several architectural and cultural themes for the Los Angeles Citywide Historic Context Statement; Historic American Buildings Survey/Historic American Engineering Record reports for numerous properties including Orange Coast College; National Register of Historic Places and Los Angeles Historic-Cultural Monument nominations for a variety of property types; and Part I Federal Rehabilitation Tax Credit applications for several buildings in downtown Los Angeles. Amanda has also contributed to several large-scale historic resources surveys including the East San Fernando Valley Transit Corridor, High-Speed Rail from Los Angeles to Burbank, I-710 from Los Angeles to Long Beach, Whittier Non-Residential Historic Resources Survey, and SurveyLA. Amanda is proficient in a number of software programs including Adobe Illustrator, Adobe Photoshop, and Microsoft Office. She uses these skills to create maps, illustrations, and graphics layouts for various projects.

#### **Educational Background:**

- B.F.A, Historic Preservation, Savannah College of Art and Design, 2011

#### **Professional Experience:**

- GPA Consulting, Associate Architectural Historian, 2012-Present
- Architectural Resources Group, Intern, 2012
- City of Los Angeles, Office of Historic Resources, Intern, 2011-2012

#### **Qualifications:**

- Meets the Secretary of the Interior's Professional Qualifications Standards for architectural history pursuant to the Code of Federal Regulations, 36 CFR Part 61, Appendix A.
- National Preservation Institute, Section 106: An Introduction

#### **Professional Activities:**

- California Preservation Foundation Conference Programs Committee, 2017

#### **Selected Projects:**

- Long Beach Historic District Design Guidelines, Ongoing
- Immanuel Baptist Church, Long Beach, Landmark Application, 2017
- African American History, Los Angeles Citywide Historic Context Statement, 2017
- Jewish History, Los Angeles Citywide Historic Context Statement, 2016

- Exotic Revival Architecture, Los Angeles Citywide Historic Context Statement, 2015
- Long Beach Mills Act Program, Inspection Reports, 2015
- LGBT History, Los Angeles Citywide Historic Context Statement, 2014
- Mira Loma Detention Center Women's Facility, Los Angeles County, CEQA Historical Resource Report, 2014-2016
- 6th Street Bicycle Lane, Long Beach, Section 106 Historical Resource Evaluation Report, 2014
- Daisy Avenue Bicycle Lane, Long Beach, Section 106 Historical Resource Evaluation Report, 2014
- Whittier Non-Residential Historic Resource Survey and Context Statement, 2012-2014
- Laguna Beach Mills Act Program, Application Reports, 2013-2015
- LA Biomed, Torrance, CEQA Historical
- Silver Lake/Echo Park/Elysian Valley Historic Resource Survey, SurveyLA, 2013-2014
- Resource Report, 2013-2014
- Bel Air/Beverly Crest Historic Resource Survey, SurveyLA, 2013
- High Desert Corridor, Los Angeles County, Historical Resource Evaluation Report, Section 106 Review, 2013
- 415 W. Ocean Boulevard, HABS-Like Documentation, Long Beach, 2013
- Claremont Graduate University Master Plan, CEQA Historical Resource Report, 2013



## **Appendix B - Building Permit Summary Table**



Building Permit Summary – 3443 S. Sepulveda Boulevard					
Date	Permit #	Owner	Applicant	Work Completed [sic]	Cost
5/23/1957	LA72859	California Community Homes	John E. Meckel (Engineer) Jackson Brothers (Contractor)	Construct Department Store	\$250,000
9/15/1958	VE19333	MORE, Inc.	Owner (Contractor)	Install rangehood and stack	\$250
9/10/1965	WL59715	Los Angeles Cemetery Assoc.	Fantastic Fair (Contractor)	Interior remodel, no additions	\$3397
12/9/1965	WL64837	Los Angeles Cemetery Assoc.	Richard Perry (Architect/Engineer) Gerold M. Beasley (Contractor)	Erect metal garage type building, as per plan & code to provide dismount and mount space for tires and accessories that are sold in main store	\$11,000
3/29/1967	WL67292	Los Angeles Cemetery Assoc.	Carpenter and Smallwood, Inc. (Contractor)	Install new suspended ceiling – erect interior partitions	\$25,800
4/10/1967	WL67469	Los Angeles Cemetery Assoc.	David T. Witherly (Engineer) Carpenter & Smallwood, Inc. (Contractor)	Extend existing canopy & install columns, install new store front work	\$10,000
4/9/1976	WL07446	Fazio's	King-Benoff-Steinmann-King (Engineer) Jack Malven (Contractor)	Repair 3 roof trusses	\$9,000
1/7/1987	WL54573	Albertson's, Inc.	King-Benoff-Steinmann-King (Engineer) SPS, Inc (Contractor)	Wood roof truss reinforcement/repair	\$10,000
6/6/1994	WL16344	Albertson's, Inc.	Ramon Morales (Engineer) Camco Const (Contractor)	Repair earthquake damage trusses	\$150,000





Building Permit Summary – 3443 S. Sepulveda Boulevard					
Date	Permit #	Owner	Applicant	Work Completed [sic]	Cost
6/23/1994	WL17013	Albertson's, Inc.	Joseph H. Madda (Engineer) Camco Const (Contractor)	Repair/replace EQ damage ceiling suspend. Provide smoke draft in ceiling space.	\$42,000
3/5/1996	SP21603	Albertson's, Inc.	Pfeilor & Assoc (Engineer) Camco Pacific Const. Co. (Contractor)	Construct 6' retaining wall at slope to allow for unrestricted truck movement in dock/loading area	\$5,000
3/5/1995	SP21604	Albertson's, Inc.	Pfeilor & Assoc (Engineer) Camco Pacific Const. Co. (Contractor)	Repave 20+ year old parking lot and restripe to original 165 spaces	Illegible
11/10/1999	98014-30000-02225	Robert Leonard, Jr. <sup>32</sup>  (Tenant: Albertson's)	Emanuele Barelli (Engineer)  Moorefield Construction Inc (Contractor)	Interior remodel and addition of new mechanical mezzanine (41'-5"x21'-5") 889 sq ft replace slab floor, caissons, and grade beams	\$800,000
1/14/2000	98014-30001-02225	Robert Leonard, Jr.	Emanuele Barelli (Engineer)  Moorefield Construction Inc (Contractor)	Structural revision by providing two CMU shearwalls along with a grade beam as support. Raise the interior slab, 7 inches, at north/west sides.	\$87,000
3/1/2000	98014-30002-02225	Robert Leonard, Jr.	Emanuele Barelli (Engineer)  Moorefield Construction Inc (Contractor)	Revise footing for the proposed mezzanine – use 6 friction piles in lieu of previous approved caissons	\$10,000

<sup>32</sup> Not related to Leonard's department stores.



Building Permit Summary – 3443 S. Sepulveda Boulevard					
Date	Permit #	Owner	Applicant	Work Completed [sic]	Cost
7/20/2000	00016-10000-11523	Robert Leonard, Jr.	Garnik Ohanian (Engineer)  Julius Steve Construction Inc (Contractor)	12' high storage racks	\$5,000
5/18/2001	98014-10003-02225	Robert Leonard, Jr.	Emanuele Barelli (Engineer)  Moorefield Construction Inc (Contractor)	To clarify the scope of structural work as follows: to remove the existing roof. To place a new roof at a higher elevation. The new roof and its connections to the existing walls fully complies with LABC 96 (UBC 94) and therefore the building does not fall under DIV 91	\$0
9/3/2008	08016-30000-08202	Balboa Cove Group LP	Herbert N. Nadel (Architect)  Eleven Western Builders, Inc (Contractor)  Sandip Kumar Guha (Engineer)	Tenant improvement of (E) supermarket approx. 39,322 sq. ft (no sq.ft. addition), reduce parking space from 166 stalls to 159 stalls, total parking required 157 per certificate of occupancy and permit.... Restriping parking area same	\$1,200,000
5/31/2017	07016-10000-14443	Balboa Cove Group LP Lessor	David Desire Montalba (Architect)  Taslimi Construction Co, Inc. (Contractor)	Early start demolition of interior non-structural walls	\$5,000



Building Permit Summary – 3443 S. Sepulveda Boulevard					
Date	Permit #	Owner	Applicant	Work Completed [sic]	Cost
8/11/2017	07016-10000-12365	Balboa Cove Group LP Lessor	David Desire Montalba (Architect) Taslimi Construction Co, Inc. (Contractor)	Change of use of existing supermarket to art studios. Art studios for students, no walk in customers or the sell of art work. Structural on separate permit.	\$750,000
10/25/2017	17016-10001-12365	Balboa Cove Group LP Lessor	Martin Bros/Marcowall Inc (Contractor)	Supplemental to 17016-10000-12365 for deferred submittal for light gage metal stud framing.	\$0



## **Appendix C – Display Ads**

# New Ideas from **HAMILTON BEACH** to help you *Live relaxed*



## Blends with your Ideas!

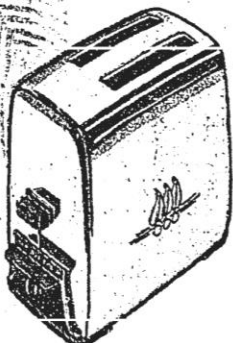
The Hamilton Beach liquidizer makes exotic drinks, exciting dishes. 2 speeds—low for coarse cutting, high for liquifying. Base unscrews for easy cleaning. Also adapts to fruit jar.

Hard work takes a holiday with these beautifully made appliances!

Hamilton Beach appliances give you more time for living because they help you make work-hours count! They're the only small appliances durable enough to offer you a full five-year guarantee! Set sail for your nearest Hamilton Beach dealer and discover a cabana-ful of custom-designed "vacation" products... the finest made in 50 years of working to help you live better.



Guaranteed 4 years longer  
because they're made  
4 times better!



## Toasts the perfect Tan!

Make toast, waffles, English muffins exactly as you like them. Double automatic thermostat timer and color control. Extra high pop-up action. Hinged crumb tray. Chrome finish.

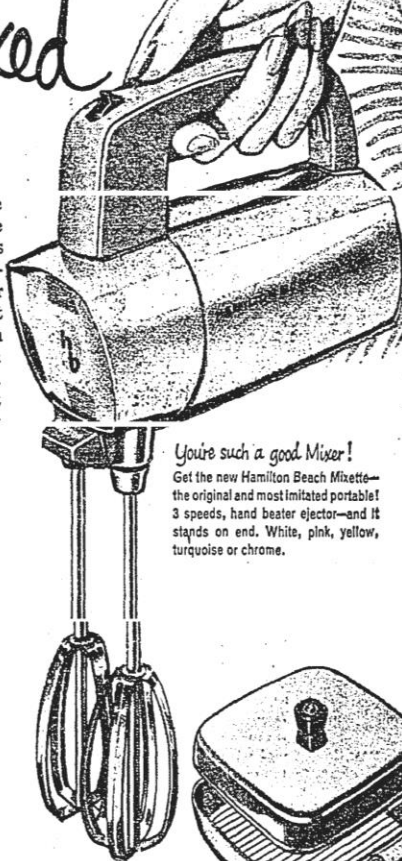


## Beautiful cover-up!

Only the Hamilton Beach electric blanket offers you "Sleepin' Beacon" for "fine tuning" heat control. Two pink

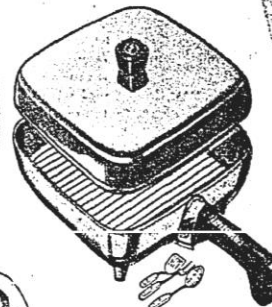
**8263 Beverly Blvd.  
More Inc.  
3443 Sepulveda  
Boulevard Furniture**

for use as portable. comes with Pyrex bowls or chrome with stainless steel.



## You're such a good Mixer!

Get the new Hamilton Beach Mixette—the original and most imitated portable! 3 speeds, hand beater ejector—and it stands on end. White, pink, yellow, turquoise or chrome.



## Bake the easy way!

Use the automatic electric fry pan as an ovenette by inserting the exclusive oven rack. Controlled-heat pan fries and doubles as a saucepan because it's deeper. Immersible.

Three piece utensil gift set  
Included FREE when you buy cover.  
Cover slightly extra.

*Special  
Christmas  
Sail!*

Big economy  
10" size  
Automatic Fry-Pan  
only \$14.88 Cover  
Extra

## SEE YOUR **HAMILTON BEACH** Dealer Today!

**RUBANK PLUMBING SUPPLY**  
3300 North San Fernando Road  
CLOVER'S FURNITURE & APPL.  
4125 North San Fernando Road  
1230 North San Fernando Road

**VAN NUTS**  
**BUTLER BROTHERS**  
6609 Van Nuys Blvd.  
**KAY JEWELERS**  
6373 Van Nuys Blvd.

**NORTH HOLLYWOOD**  
**BUYERS WISE, MART**  
11347 Vanowen  
**WM. E. PHILLIPS CO.**  
12134 Victory Blvd.

**STUDIO CITY**  
**COAST HARDWARE**  
12189 Ventura Blvd.

**RESEDA**  
**RESIDA BUYERS MART**  
17722 Vanowen

**SHERMAN OAKS**  
**AFFILIATED HOME DISTRIBUTORS**  
13254 Ventura Blvd.

**NORTHRIDGE**  
**MORE INC.**  
18160 Panhandle St.

**SAN FERNANDO**  
**SAN FERNANDO HARDWARE**  
1139 San Fernando Rd.

**LOS ANGELES**  
**Joe S. Mikosch**  
230 West Second St.

**Lark Sales**  
312 West Second St.  
**Green & Roberts**  
210 West Third St.

**Civic Center Sales**  
702 North Broadway  
**Le Roy's Jewelers**  
633 South Broadway

**Hudson Jewelers**  
717 South Broadway  
**Kay Jewelers**  
410 West Seventh St.

**Kay Jewelers**  
3955 Crenshaw  
**Wm. E. Phillips Co.**  
714 South Hill St.

**Kay Thomas**  
742 Marchant St.  
**Lemon & Gilbert**  
11727 Wilshire

**Price Bros. Appliances**  
2115 Sunset  
**Great Western TV & Appl.**  
3571 West Third St.

**La Brea Sales**  
1041 North La Brea  
**Byrne Home Furnishings**  
204 South Western

**Braverman Bros.**  
655 South La Brea  
**B & R Buyers Guide**  
1603 South La Brea

**Consumers Buying Service**  
1892 Crenshaw  
**Konin Furniture**  
4700 South Central

**Academy Appliances**  
8120 South Vermont  
**California Gas Sales**  
6600 South Normandie

**Consumers Guild**  
8459 South Western  
**Rand Sundry Co.**  
2852 West Olympic


**Southern Sales**  
3541 West Olympic  
**Low's Radio & Appl.**  
4115 West Olympic

**Schiff & Co.**  
6450 Santa Monica  
**Marshall Co.**  
8252 Beverly Blvd.

**More Inc.**  
3443 Sepulveda  
**Boulevard Furniture**  
4921 Whittier

Los Angeles Times, December 7, 1958, SF9.





**RESEDA:**  
18300 Vanowen Street

**WEST LOS ANGELES:**  
3443 Sepulveda Blvd.

**SO. SAN GABRIEL:**  
8682 Garvey Blvd.

**PARAMOUNT:**  
16400 S. Garfield Ave.

VANOWEN ST.  
RESEDA

The newest, most modern, most efficient Membership Department Store in the world. 28 day-saving departments under one roof. Four giant locations.

RESEDA:  
18300 Vanowen Street

WEST LOS ANGELES:  
3443 Sepulveda Blvd.

SO. SAN GABRIEL:  
8682 Garvey Blvd.

PARAMOUNT:  
16400 S. Garfield Ave.

*A Landmark In Modern Merchandising*

**REGISTER IF YOU ARE NOT A MEMBER**

**So Often We Hear The Question:**  
**DO I QUALIFY FOR MORE MEMBERSHIP?**  
*Changes Are You-Do!*

**HERE'S THE ANSWER.** YOU ARE QUALIFIED FOR MEMBERSHIP IF YOU ARE IN ANY OF THE FOLLOWING CLASSIFICATIONS:

1. Employees of any industrial firm producing for the government.
2. Employees of any branch of Municipal, County, State or Federal government, active or retired.
3. Members and veterans of the military or military reserve.
4. Employees of public utilities.
5. Employees of non-profit, eleemosynary or religious institutions.

BRING OR MAIL THIS APPLICATION TO OUR NEW STORE  
18300 Vanowen St. (Near Reseda Boulevard)

**APPLICATION FOR REGISTRATION**  
MORE MEMBERSHIP DEPARTMENT STORE  
18300 Vanowen Street (Phone DL 5-6000) Reseda, Calif.

Name \_\_\_\_\_ (Please Print)

Home Phone \_\_\_\_\_ Employer \_\_\_\_\_

Home Address \_\_\_\_\_ Place of Occupation \_\_\_\_\_

City \_\_\_\_\_ Office Phone \_\_\_\_\_


The sum of \$2.00 is tendered for a non-transferable, non-refundable, non-recurring registration in the above organization by the undersigned applicant. The undersigned applicant hereby certifies that at the date hereof he or she is eligible for membership in accordance with the list of categories published herein.

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Take Advantage  
Of The Huge  
Savings Available  
Only To  
MORE  
Members**

**Store Hours**  
MON., NOV. 14 till Xmas  
MONDAY THRU FRIDAY  
10 a.m. to 9 p.m.  
SATURDAY 9 a.m. to 5:30 p.m.  
SUNDAY 11 a.m. to 5:30 p.m.



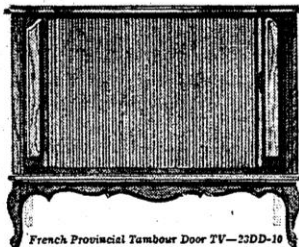
Los Angeles Times, November 13, 1960, SF6.

## You save \$10-\$50 because Packard Bell sets are made right here in Los Angeles

It just doesn't make sense to pay more and get less when you can pay less and get more. Not when there's something you can do about it. And you can when it comes to TV, Color, Stereo and Combinations. Here are a few facts worth considering:

Packard Bell is designed and manufactured in Southern California, avoiding the extra freight and handling costs of bumping such precious cargo across country.

Packard Bell is one of the nation's elec-



French Provincial Tambour Door TV—22DD-10

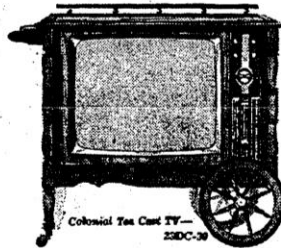
tronic pioneers, established in Los Angeles 38 years ago. This experience and know-how, located here, can and does give you more for your money!

*The many extras you do get!*

Packard Bell is the only major TV and Stereo manufacturer that designs and builds its own cabinets, hand crafted of hardwoods, in a wide choice of styles. They fit best with our California tastes in home decor.

Packard Bell is an industry leader in furniture styling. It introduced Provincetown

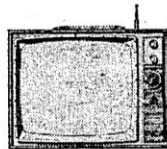
Colonial, designed for our ranch style homes. Popular Scandia is a Packard Bell trade marked original. The clean, uncluttered look of Packard Bell design has been given to traditional styles: Italian Provincial, French Provincial, Traditional Mahogany and Antique White. Packard Bell introduced the



Colonial Tea Cart TV—23DC-20

trend setting new long, low look and the swing-out styles in stereo.

Packard Bell brings you interesting new homemaker ideas—TV in a Tea Cart that can

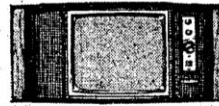


Astronaut Portable TV—19T-17

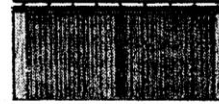
roll from room to room—the first TV designed to hang on the wall, the new Little Theatre TV—a new Stereo unit that can be added to a Color TV console, or used separately with

extension speakers. Another first by Packard Bell is the patented Convertible Control for TV offering you a choice of remote controls anytime, at time of purchase or later.

Packard Bell is one of America's two most experienced Color TV manufacturers, having designed, manufactured and marketed Color

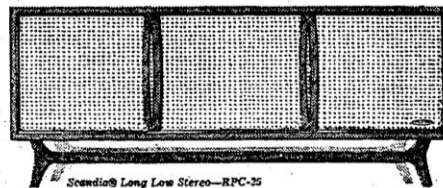


Walnut Wall Mounted Tambour Door TV—19W-2



Colonial Wall Mounted Stereo—2C-15

TV for over eight years. This natural looking Color TV is powered by Packard Bell's own exclusive chassis, the most advanced hand-wired Color TV in the industry.



Scandia® Long Low Stereo—RPC-25

It always makes good sense to get more for your money, and more satisfaction and enjoyment for your family. Get all the facts. See your Packard Bell dealer.

## Packard Bell.

WEST'S LARGEST SELLING TV • COLOR • STEREO • RADIO



**LOS ANGELES**  
A. Aaron Radio Analysis  
5517 W. Pico Blvd.  
Albert's Pacific Range  
3963 W. Pico Blvd.  
Frank Arcudi Furniture  
4515 N. Figueroa St.  
Bar-Mac  
3831 S. Western Ave.  
Bell Appliances  
8876 W. Pico Blvd.  
Benson's TV  
5816 N. Figueroa St.  
Braverman Brothers  
655 S. La Brea  
Britt's Department Store  
5310 W. Third St.  
Ferrell's TV  
5048 Huntington Drive  
Gateway Appliance  
3370 Yondage Rd.  
Lindstroms  
1541 N. Western Ave.  
Lafite & Son  
2147 Sunset Blvd.  
Mandel Music  
448 N. Fairfax  
Metzler's  
118 Crenshaw Blvd.  
More, Inc.  
3443 S. Sepulveda Blvd.  
Pape's Hi-Fi Center  
6116 W. Pico Blvd.  
Telefix TV  
2206 Glendale Blvd.  
Television Central  
4305 Eagle Rock Blvd.  
U.S. Furniture  
2125 N. Broadway  
Video City  
12243 Venice Blvd.

**EAST LOS ANGELES**  
Spitzer Bros.  
4031 Whittier Blvd.  
Stones for Credit  
4528 Whittier Blvd.

**SOUTH LOS ANGELES**  
Angelen Radio & TV  
6009 Crenshaw Blvd.  
Chase Electric  
9414 S. Western Ave.  
Cresson Stores, Inc.  
4541 S. Vermont Ave.  
Friendly Furniture Co.  
4776 S. Broadway

**SOUTH LOS ANGELES**  
Gus Seary  
8803 S. Broadway  
Lazar Furniture  
2000 E. Florence  
Leo Solum's Furniture  
7220 S. Vermont Ave.  
Leonard's Furniture  
7200 S. Broadway  
N & B Furniture  
8840 S. Western Ave.

**WEST LOS ANGELES**  
General Television  
11262 Santa Monica Blvd.  
Legrand's  
6200 Wilshire Blvd.  
Nick Dick Clara  
11611 Santa Monica Blvd.  
Sperdy's  
4061 West P  
Zody's  
5400 W. 102

**ALHAMBRA**  
Britt's Depart  
6000 Wil  
Mandel Music  
230 W. Main

**ALTADENA**  
Lake Mariposa  
873 East Mo  
ANAHAIM  
Fedmart  
500 Muller St.  
Schafer Discount TV  
2138 W. Lincoln  
223 S. Euclid  
TV & Appliance  
911 N. Brookhurst

**BELL**  
Curry's Furniture  
4272 East Florence Ave.  
BELLFLOWER  
Keppman's Furniture  
17132 S. Bellflower Blvd.  
Signal Stores, Inc. #1  
15119 S. Bellflower Blvd.

**BELL GARDENS**  
Sign Furniture  
2215 Eastern Ave.

**BRENTWOOD**  
Brownwood Television  
11870 San Vicente Blvd.

**BURBANK**  
Bar's TV  
2350 W. Victory Blvd.  
Clover's  
623 N. San Fernando Rd.  
Joe's Music Showcase  
311 N. San Fernando Rd.  
Leonard's Furniture  
448 N. Glenlake Blvd.  
Reliable TV  
3500 W. Burbank Rd.  
Silt Electric  
144 S. San Fernando Rd.  
CANOGA PARK  
Canga Furniture  
21612 Sherman Way  
Neighborhood TV  
10752 Sherman Way

**GARDEN GROVE**  
Al's TV  
8201 Garden Grove Blvd.  
Leonard's  
12891 Harbor Blvd.  
White Front  
2200 Harbor Blvd.  
Zody's  
3932 Chapman

**GLENDALE**  
Feldman Appliances  
1222 East Colorado  
Glendale Refrigeration  
429 S. Central Ave.  
Jackson's TV  
108 North Brand Blvd.  
Mountain Radio and TV  
3445 Ocean View Blvd.

**MAYWOOD**  
C. Hardin & Sons  
4012 S. Atlantic Blvd.  
Mac McFarland Furniture  
4101 E. Slauken Ave.

**MIDWAY CITY**  
Midway TV  
4001 W. Bolsa

**MONTBELLO**  
Atlantic TV Sales  
418 Whittier Blvd.

**MONTEREY PARK**  
Jones and Cyr Appliance  
201 S. Garfield

**NEWPORT BEACH**

**PASADENA**  
Royal TV & Appliance  
15432 Ventura Blvd.  
Stones Radio & TV  
1015 Fair Oaks Ave.

**PICO RIVERA**  
Pico Palace Sales  
8551 E. Whittier Blvd.

**RESEDA**  
Reseda TV Service  
7001 Reseda Blvd.

**ROSEMEAD**  
Rosemead TV  
4018 N. Rosemead Blvd.

**SAN FERNANDO**

**SHERMAN OAKS**  
Polster Appliance  
15432 Ventura Blvd.

**SOUTH SAN GABRIEL**  
Garvey Electric  
3116 N. San Gabriel Blvd.

**SOUTH GATE**  
Griffith's Appliance  
3828 Tweedy Blvd.  
Ludlow TV Sales  
4335 Long Beach Blvd.  
A. Martin Radio Center  
8415 State St.  
Royal Stores  
4200 Long Beach Blvd.

**SUNLAND**  
A & J Appliance  
7803 Foothill Blvd.

**SUN VALLEY**  
Roy's Furniture  
8232 Sunland Blvd.

**TEMPLE CITY**  
Starlin's Radio and TV  
9618 Lower Azusa Rd.

**TUJUNGA**  
Hi-Fi Sound Mart  
7487 Foothill Blvd.

**TUSTIN**  
Sound & Video  
12832 Newport Blvd.

**VAN NUYS**  
A.T.A. Store  
5261 Van Nuys Blvd.  
Butler Bros.  
6609 Van Nuys Blvd.  
Home Electronics  
16119 Sherman Way

**VENICE**  
Maf's TV  
2333 Lincoln Blvd.

**WESTWOOD**  
House of Television  
2000 Westwood Blvd.  
Leonard's  
10931 W. Pico Blvd.

**WHITTIER**  
La Brea Sales  
777 W. Penn St.  
Master Sound  
15816 E. Whittier Blvd.

**118 Crenshaw Blvd.**  
**More, Inc.**  
**3443 S. Sepulveda Blvd.**  
**Panel's Hi-Fi Center**

**SPECIAL LOW TERMS NOW AT YOUR PACKARD BELL DEALERS**

Los Angeles Times, August 23, 1963, 22.



These fine stores carry the toys that qualify for Mattel's Bucks Back Bonus.

<b>BEN FRANKLIN</b> BRITTS CAL STORES CLARK DRUG COAST TO COAST STORES FED MART FEDCO STORES GEMCO GRANT - AVAILABLE AT MOST STORES J.C. PENNEY - AVAILABLE AT MOST LARGE STORES K MART STORES KRESGE STORES MONTGOMERY WARD NEWBERRYS ONRBACHS RASCOS STORES S.H.KRESS SAV-ON DRUG SEARS, ROEBUCK AND CO. SPOUSE-REITZ STORES T.G. & Y. STORES THE BROADWAY THE TREASURY THRIFTY DRUG & DISCOUNT TOY CITY PARTICIPATING TRUE VALUE HARDWARE STORES TWO GUYS WESTERN AUTO WHITE FRONT ZODY'S	<b>BEN FRANKLIN</b> BRITTS CAL STORES CLARK DRUG COAST TO COAST STORES FED MART FEDCO STORES GEMCO GRANT - AVAILABLE AT MOST STORES J.C. PENNEY - AVAILABLE AT MOST LARGE STORES K MART STORES KRESGE STORES MONTGOMERY WARD NEWBERRYS ONRBACHS RASCOS STORES S.H.KRESS SAV-ON DRUG SEARS, ROEBUCK AND CO. SPOUSE-REITZ STORES T.G. & Y. STORES THE BROADWAY THE TREASURY THRIFTY DRUG & DISCOUNT TOY CITY PARTICIPATING TRUE VALUE HARDWARE STORES TWO GUYS WESTERN AUTO WHITE FRONT ZODY'S	<b>BEN FRANKLIN</b> BRITTS CAL STORES CLARK DRUG COAST TO COAST STORES FED MART FEDCO STORES GEMCO GRANT - AVAILABLE AT MOST STORES J.C. PENNEY - AVAILABLE AT MOST LARGE STORES K MART STORES KRESGE STORES MONTGOMERY WARD NEWBERRYS ONRBACHS RASCOS STORES S.H.KRESS SAV-ON DRUG SEARS, ROEBUCK AND CO. SPOUSE-REITZ STORES T.G. & Y. STORES THE BROADWAY THE TREASURY THRIFTY DRUG & DISCOUNT TOY CITY PARTICIPATING TRUE VALUE HARDWARE STORES TWO GUYS WESTERN AUTO WHITE FRONT ZODY'S	<b>BEN FRANKLIN</b> BRITTS CAL STORES CLARK DRUG COAST TO COAST STORES FED MART FEDCO STORES GEMCO GRANT - AVAILABLE AT MOST STORES J.C. PENNEY - AVAILABLE AT MOST LARGE STORES K MART STORES KRESGE STORES MONTGOMERY WARD NEWBERRYS ONRBACHS RASCOS STORES S.H.KRESS SAV-ON DRUG SEARS, ROEBUCK AND CO. SPOUSE-REITZ STORES T.G. & Y. STORES THE BROADWAY THE TREASURY THRIFTY DRUG & DISCOUNT TOY CITY PARTICIPATING TRUE VALUE HARDWARE STORES TWO GUYS WESTERN AUTO WHITE FRONT ZODY'S
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Most of these toys, and many others, are available at these fine stores.

© 1972 Mattel, Inc.

Los Angeles Times, September 26, 1972, 23.

GROCERY

# FAZIO'S

Will be interviewing the following classifications for their new location in West Los Angeles:

-EXPERIENCE PREFERRED-

- Grocery Checkers
- Grocery Stockers
- Produce Clerks
- Clerks Helpers
- Janitors
- Meat Cutters
- Meat Wrappers
- Bakery Clerks
- Service Deli Clerks

Interviews will be held at the store location- 3443 Sepulveda (Across from Lucky's) on Thur. & Fri., March 13, 14 ONLY! between 9 a.m. and 4 p.m.

Equal Opportunity Employer

Los Angeles Times, March 13, 1975, M1.





## **Appendix D – DPR Form**



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #

HRI #

Trinomial

NRHP Status Code: 6Z

Other  
Review Code

Reviewer

Date

Listings

Page 1 of 13 \*Resource Name or #: (Assigned by recorder) 3443 S. Sepulveda

P1. Other Identifier: \_\_\_\_\_

\*P2. Location: ☐ Not for Publication ☒ Unrestricted

\*a. County Los Angeles and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad Beverly Hills Date 1966 (1981) T 1S ; R 15W ; ☐ of ☐ of Sec     ;     B.M.

c. Address 3443 S. Sepulveda City Los Angeles Zip 90034

d. UTM: (Give more than one for large and/or linear resources) Zone    ,     mE/     mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)

Los Angeles County APN: 4251-015-006

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

3443 S. Sepulveda is located at the west-northwest corner of S. Sepulveda Boulevard and Palms Boulevard, approximately one-half mile west from the thoroughfare of Venice Boulevard. The rear of the property is adjacent to Interstate 405 (San Diego Freeway). The building on is constructed near the center of the large parcel, and is surrounded by an asphalt surface parking lot. The building is one story in height and rectangular in plan with a bow-truss roof and raised parapet. The exterior of the building is clad in stucco and split-face concrete block. On the customer entrance elevations (northeast and northwest) the building has stucco belt courses and pilasters that break up the simple geometric volume of the building. On the rear elevations (southeast and southwest), the building is simply clad in stucco. (See Continuation Sheet, page 3).

\*P3b.Resource Attributes: (List attributes and codes) HP13. Community Center/Social Hall; HP16. Religious Building

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



\*P4.Resources Present: ☒ Building  
☐ Structure ☐ Object ☐ Site ☐ District  
☐ Element of District ☐ Other  
(Isolates, etc.)

P5b. Description of Photo: (view, date, accession #) View looking south,  
6/14/2018

\*P6. Date Constructed/Age and Source: ☒ Historic ☐ Prehistoric  
☐ Both  
1957, LA County Tax Assessor

\*P7. Owner and Address:  
Balboa Cove Group, LP (c/o Jack  
Nourafshan)  
6420 Wilshire Boulevard, Suite 1500  
Los Angeles CA 90048

\*P8. Recorded by: (Name, affiliation, and address) Amanda Yoder Duane,  
GPA Consulting  
617 S. Olive Street, Suite 910  
Los Angeles, CA 90014

\*P9. Date Recorded: June 2018

\*P10. Survey Type: (Describe)  
Intensive

\*P11. Report Citation: (Cite survey

report and other sources, or enter "none.")

"3443 S. Sepulveda Boulevard, Los Angeles, California Historical Resource Evaluation Report," GPA Consulting, June 2018.

\*Attachments: ☐ NONE ☐ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record

☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record

☐ Artifact Record ☐ Photograph Record ☐ Other (List): \_\_\_\_\_

## BUILDING, STRUCTURE, AND OBJECT RECORD

\*Resource Name or # (Assigned by recorder) 3443 S. Sepulveda Blvd. \*NRHP Status Code 6Z  
Page 2 of 13

B1. Historic Name: More, Inc., Leonard's, Fazios, Grocery Warehouse  
B2. Common Name: Albertson's/Haagen  
B3. Original Use: Discount Department Store B4. Present Use: Graduate Art Studios  
\*B5. Architectural Style: Vernacular  
\*B6. Construction History:  
1957: Completed; Various interior remodels for new tenants; Partially demolished between 1972 and 1980 (based on historic aerial imagery); 2008: Major renovation of interior and exterior.  
\*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

Surface parking lot.

B9a. Architect: None listed; John E. Mackel, Engineer b. Builder: Jackson Brothers  
\*B10. Significance:  
Theme Variety Stores; Department Stores Area Palms Period of Significance 1920-1960; 1920-1980  
Property Type Commercial Applicable Criteria N/A

Research indicates that the property at 3443 S. Sepulveda Boulevard lacks historical and architectural significance. In addition, it has been heavily altered and lacks physical integrity. It does not appear to be eligible for the National Register under any criteria.

See Continuation Sheet for full evaluation.

B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_  
\*B12. References:

See Continuation Sheet.

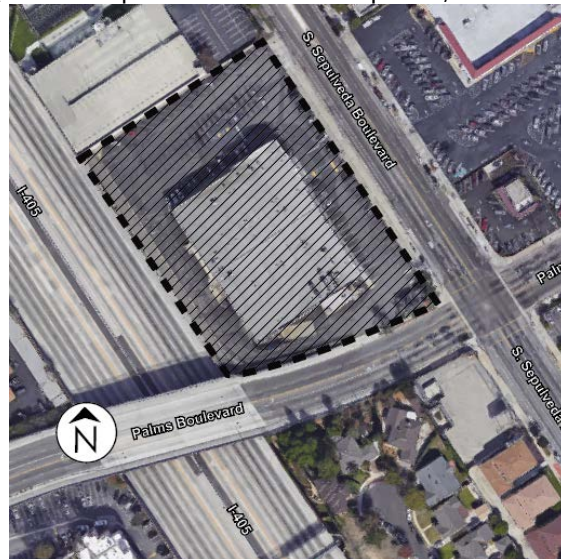
B13. Remarks:

None.

\*B14. Evaluator: Amanda Yoder Duane, GPA Consulting  
\*Date of Evaluation: June 2018

(This space reserved for official comments.)

(Sketch Map with north arrow required.)





## CONTINUATION SHEET

Page 3 of 13

\*Resource Name or # (Assigned by recorder) 3443 S. Sepulveda Blvd

\*Recorded by: Amanda Yoder Duane, GPA Consulting \*Date June 2018 ☒ Continuation ☐ Update

### \*P3a. Description, Continued from Page 1:

The building has two customer entrances. The larger of the two faces northeast towards S. Sepulveda Boulevard, and the smaller of the two faces northwest towards an adjacent property. Above these entrances is a projecting canopy with a stepped and rounded parapet with room for signage. The northeast entrance consists of a pair of metal-framed glass automatic sliding doors with transoms and sidelights. To the left (east) of the northeast entrance, there is a hollow metal door. The northwest entrance consists of a pair of metal-framed glass automatic sliding doors with a transom. To the right (south) of the northwest entrance is a pair of hollow metal doors. There are no window openings on these elevations.

The southeast elevation of the building faces Palms Boulevard. At the south end of the elevation, there is a loading dock and ramp. At the north end of the elevation, there is a rectangular projection that appears to contain utility equipment. There is a pair of hollow metal doors on its southeast elevation, and a switchgear enclosure on its northeast elevation. There are no window openings on this elevation.

The southwest elevation faces I-405. On this elevation, there is a dust collector and two concrete ramps, one of which leads to a pair of hollow metal doors, while the other leads to the loading dock on the southeast elevation. There are no window openings on this elevation.

The interior of the building consists of contemporary finishes. The floors are poured concrete and the ceilings are acoustical tile with fluorescent and track lighting. There are remnants of the building's previous supermarket use, including tiled areas for seafood, meat, and deli counters, and cold storage freezers. The majority of the space has been partitioned for the UCLA Department of Art Graduate Studios with metal stud framing and drywall.

The building was completed in 1957. Since that time, it has been extensively altered. For all intents and purposes, it appears to be a contemporary building. Because of these alterations it is impossible to discern how the building might have looked historically. Alterations include a number of interior alterations and roof repairs as well as an extensive remodel of the entire building in 2008. Historic aerial imagery indicates that the northwest portion of the building was demolished between 1972 and 1980.

### \*B10. Significance, Continued from Page 2:

#### *Building History*

The building at 3443 S. Sepulveda Boulevard was completed in 1957 per Los Angeles County Tax Assessor data. The owner of the property listed on the original permit is California Community Homes. "California Community Homes" was not found in city directories or newspaper archives; however, the entity was found in a 1947 Official Directory of Licensed Contractors published by the California Contractors' State License Board (California Contractors' State License Board, 1947). Under the listing, F.B. Burns is listed as President and H.J. Kaiser, Jr. as the Vice President. These men, Fritz B. Burns and Henry J. Kaiser, Jr., were the leaders of Kaiser Community

## CONTINUATION SHEET

Page 4 of 13

\*Resource Name or # (Assigned by recorder) 3443 S. Sepulveda Blvd

\*Recorded by: Amanda Yoder Duane, GPA Consulting \*Date June 2018 ☒ Continuation ☐ Update

Homes, a community building partnership that began in 1945 (Hise, 248). Research did not indicate why the enterprise was listed as California Community Homes rather than Kaiser Community Homes (KCH) in these instances.

Burns, a real estate developer and subdivider, had a prior partnership with a man named Fred W. Marlow. The two formed Marlow-Burns and Company Realtors, Owners, and Developers. The company improved and sold lots in several tracts throughout the Los Angeles area, including Windsor Hills, Westchester, Toluca Wood, and Westside Village. Westside Village is located in the Palms/Mar Vista area, very near the subject property. It was bounded by Overland Avenue to the east and National Boulevard to the north (Hise, 134-148).

Westside Village was strategically placed near Douglas Aircraft's new parent facility in Santa Monica, and offered a variety of home styles "to avoid monotony." The basic house type utilized by Marlow-Burns at Westside Village became a prototype for KCH's postwar suburban developments (Hise, 137-140). After World War II, Burns partnered with Kaiser to form KCH, and went on to design and develop the planned community of Panorama City in the San Fernando Valley.

By 1952, taxes compelled KCH to pursue additional commercial retail and office development. The profits from their home sales exceeded their excess profits tax exemption, and additional income was being taxed at a rate of 70%. In their situation, it was more desirable to use available working capital to develop income-producing commercial properties (Hise, 206). It is ostensibly for this reason that KCH developed the retail store near Westside Village.

Research indicates that the first tenant was "MORE, Inc.," a membership discount department store. By 1960, there were four locations in the greater Los Angeles area, including the subject property. There was another in Reseda (18300 Vanowen Street), one in South San Gabriel (8682 Garvey Boulevard), and a fourth in Paramount (16400 S. Garfield Avenue). Per a display ad published in the Los Angeles Times in 1960, store offered discount memberships to the following individuals:

1. Employees of any individual firm producing for the government
2. Employees of any branch of Municipal, County, State or Federal government, active or retired
3. Members and veterans of the military or military reserve
4. Employees of public utilities
5. Employees of non-profit, eleemosynary or religious institutions (Los Angeles Times, 1960).

The building was occupied by MORE, Inc., until at least 1963 (*Los Angeles Times*, 1963). An ad that ran in 1965 (*Los Angeles Times*, 1965) indicates that the building was briefly occupied by a business known as "Fantastic Fair," before a department store chain known as Leonard's arranged to lease the building at 3443 S. Sepulveda Boulevard from the owner, the Los Angeles Cemetery Association, in 1967. The Cemetery Association presumably owned the building as an investment income-producing property for upkeep of cemeteries. At the time, Leonard's Department store announced plans to entirely remodel the interior and exterior of the building (*Los Angeles Times*, 1967).

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Research indicates that this store is likely a later branch of the Leonard Brothers—or Leonard's—department store that originated in downtown Fort Worth, Texas. It was founded by two brothers, John and Obadiah Leonard, in 1918. The business initially sold salvaged goods and groceries, and eventually expanded their offerings to meat, produce, drugs, dry goods, hardware, auto supplies, and seeds. The company stayed open during the Great Depression by offering check-cashing services and selling necessities, like bread, at steeply discounted prices. The store chain continued to cash checks even when all the banks were closed by offering customers "Leonard's Script," a cash equivalent that was redeemable at their stores (Beunger).

By 1939, Leonard's added furniture, appliances, and farm equipment to their product lines. The store flourished during the postwar years as the brothers continued to add more products and expanded the stores with new buildings, employees, and offerings. By the 1960s, the store had grown to over 2,000 employees working in 185 different departments, and even had a proprietary subway that transported customers from a nearby parking lot (Beunger).

In 1965, John Leonard's failing health prompted him to sell his majority share in the business to his brother, Obadiah. In 1967, Obadiah Leonard sold the store to the Tandy Corporation for over \$8 million. Following the sale to the business conglomerate Tandy Corp, more Leonard's department stores opened in suburban areas. Tandy Corp. was owned by Texas-based businessman Charles David Tandy (*Los Angeles Times*, 1978). In the 1970s, the conglomerate also included Radio Shack, Wolfe nurseries, and Color Tile stores, most of which are now defunct (*Los Angeles Times*, 1978). By 1974 the store was losing profitability under a new business model. Tandy Corporation sold Leonard Brothers to Dillard's, and the Leonard's name was removed from stores (Beunger).

As such, the subject building was occupied by Leonard's department store until 1974. By 1975 until at least 1977, it was occupied by Fazio's. Fazio's was a Cleveland-based grocery store chain (*Case Western Reserve University Encyclopedia of Cleveland History*). By 1981 until as late as 1987, an establishment known as "Grocery Warehouse" occupied the building.

### ***National Register of Historic Places***

#### Criterion A

To be eligible for listing in the National Register under Criterion A, a property must have a direct association with events that have made a significant contribution to the broad patterns of our history. The context considered under this criterion is Commercial Development, within the theme/sub-theme of Variety Stores and Department Stores. The subject property does not appear to be eligible for listing in the National Register under Criterion A for the reasons discussed below.

The building was constructed as a membership discount variety store known as M, Inc. in 1957. The building was occupied by MORE, Inc., until at least 1963. Research did not reveal any additional information about MORE, Inc. apart from a series of advertisements. These advertisements generally consist of a listing of More, Inc. as a retailer for electronic equipment such as Packard Bell color televisions. The building

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was then briefly occupied by a business called Fantastic Fair before the building was leased to Leonard's department store.

The property does not meet the eligibility standards outlined for Variety Stores. While there were at least four locations by 1961, research did not reveal any evidence to suggest that More, Inc. was a significant regional or national variety store chain, especially as compared to other variety store chains such as F.W. Woolworth or S.G. Kress. Secondly, the store was constructed in 1957. This is near the end of the period of significance for this property type (1960), which ends as the property type became less distinctive. Furthermore, any character-defining features or architectural character that would classify the subject building as a variety store have been lost to a number of alterations throughout the years. The building presently appears contemporary as a result of these alterations. Therefore, the property is not significant under Criterion A within the context of Variety Stores.

A similar argument can be made under the context of Department Stores. The property does not meet the eligibility standards for Department Stores. Leonard's leased the building beginning in 1967 until 1974. Leonard's is not an early or major department store in Los Angeles. The store was based in Texas and had just one Fort Worth location until the business was purchased by the Tandy Corporation in 1967. The earliest department stores in Los Angeles first opened Downtown around the turn of the century before establishing grand emporiums on the busiest commercial streets in the city as it grew, including Broadway and Wilshire's Miracle Mile, which later gave way to the auto-centric postwar shopping centers and malls. The subject property was not purpose-built as a department store and does not appear to have been part of any important development trend within the context. Furthermore, as discussed above, the extensive alterations to the building have removed any character-defining features that might have remained from the period of significance. Therefore, the property is not significant under Criterion A within the context of Department Stores.

The building does not retain sufficient physical integrity to convey any historic association with Kaiser Community Homes or postwar development trends. See the integrity discussion below. During SurveyLA, the Westside Village subdivision that could be associated with the subject property was determined to be too altered to qualify as a historic district (Historic Resources Group, 2012). Therefore, the property does not appear to be significant under Criterion A.

### Criterion B

To be eligible for listing in the National Register under Criterion B, a property must be associated with the lives of persons significant in our past. Many individuals were likely affiliated with the social businesses occupied the building between 1958 and 2018. There were no specific individuals identified during research that would have made individually important contributions to history. While many individuals have worked for the variety of businesses since the building was initially constructed, collaborative efforts like these are typically best evaluated under Criterion A (National Register Bulletin 32).

The building does not retain sufficient physical integrity to convey any potential association with Fritz B. Burns or Henry J. Kaiser of Kaiser Community Homes. See the

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integrity discussion below. For these reasons, the property does not appear to be associated with the lives of significant individuals and does not appear to be significant under Criterion B.

### Criterion C

To be eligible for listing under Criterion C, a property must embody the distinctive characteristics of a type, period, or method of construction, represent the work of a master, possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction.

The building has been so altered that the date of construction is only evident from tax assessor information and building permit records. It no longer possesses the distinguishing characteristics of any particular type, method, or period of construction. For all intents and purposes, the building appears contemporary. There was no architect listed on the original permit, and there is no reason to believe that the "Jackson Brothers" contractor would be considered a master. Even if the building were designed or constructed by someone who would now be considered a master in their respective field, any physical features that would have reflected design intent or craftsmanship have since been removed.

High artistic value typically refers to "an aesthetic ideal," such as stained glass or sculpture. The building inherently does not possess high artistic value as it has been so heavily altered. The last aspect of Criterion C, representing a significant and distinguishable entity whose components lack individual distinction, refers to historic districts. The subject property was evaluated individually as the surrounding area lacks the architectural and historical cohesion necessary to constitute a historic district. During SurveyLA, the Westside Village subdivision that could be associated with the property was determined to be too altered to qualify as a historic district (Historic Resources Group, 2012).

For all the reasons outlined above, the property does not appear to be significant under Criterion C.

### Criterion D

To be eligible for listing under Criterion D, a property's physical material must have yielded, or may be likely to yield, information important to history or prehistory.

This criterion generally applies to archaeological resources, but may apply to a built resource in instances where a resource may contain important information about such topics as construction techniques or human activity. In any case, the resource must be the principal source of information. This is unlikely to be true for the subject property. Therefore, it does not appear to be significant under Criterion D.

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### Integrity

To be eligible for listing in the National Register, properties must retain their physical integrity from the period in which they gained significance. In the case of architecturally significant properties, the period of significance is normally the date of construction. For historically significant properties, the period of significance is usually measured by the length of the associations. As the subject property is not significant under any of the National Register criteria, it has no period of significance. Nevertheless, the property was analyzed against the seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. While some factors of integrity are more important than others depending on the property, a majority of the seven recognized factors should be retained. The subject property has been altered over time, which has diminished its physical integrity. Following is a point-by-point analysis:

- *Location - The place where the historic property was constructed or the place where the historic event occurred.*

The building has not been moved from where it was constructed. Therefore, it retains integrity of location.

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

The building's integrity of design is no longer intact. As a result of extensive alterations, it is impossible to discern how the building would have existed historically apart from the overall massing, as for all intents and purposes, it appears to be a contemporary building.

- *Setting - The physical environment of the historic property.*

The integrity of setting is somewhat intact. The immediate setting of the property has changed due to continued development in the area. While the property is still surrounded primarily by commercial buildings and multi-family residential buildings from the 1950s onward, many of the commercial properties at the intersection of Palms and Sepulveda have been redeveloped or remodeled so as to appear contemporary, diminishing the integrity of setting.

- *Materials - 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.*

The integrity of materials is no longer intact as a result of extensive alterations. There do not appear to be any remaining materials dating from the date of construction, and it is impossible to discern what materials might have been used.

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



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The integrity of workmanship is no longer intact as a result of extensive alterations. The techniques and finishes used in the construction of the building are no longer evident or discernible.

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

Due to the loss of integrity of workmanship, materials, design, and feeling, the property's ability to convey a sense of feeling of a 1950s commercial store has also been diminished.

- *Association - The direct link between an important event or person and a historic property.*

Research indicates that the property has no historical or architectural associations to convey, so integrity of association does not apply.

### ***California Register of Historical Resources***

The California Register criteria for eligibility mirror those of the National Register. Therefore, the subject property appears to be ineligible for listing on the California Register for the same reasons outlined above.

### ***Los Angeles Cultural Heritage Ordinance***

Likewise, because the City of Los Angeles criteria were modeled on the National and California Registers criteria, the subject property appears to be ineligible for designation as an HCM for the same reasons outlined above.

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Figure 1: Northeast and northwest elevations, view looking south (GPA, 2018).



Figure 2: Northwest elevation, view looking southeast (GPA, 2018).



Figure 3: Southwest (rear) elevation, view looking southwest (GPA, 2018).



Figure 4: Ramp and rear entrance on southwest elevation, view looking northeast (GPA, 2018).



Figure 5: Dust collector on southwest elevation, view looking northeast (GPA, 2018).



Figure 6: Ramp on southwest elevation to loading dock on southeast elevation (GPA, 2018).



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Figure 7: Loading dock on southeast elevation, view looking north (GPA, 2018).



Figure 8: Loading dock on southeast elevation, view looking northwest (GPA, 2018).



Figure 9: Utility area on southeast elevation, view looking north (GPA, 2018).



Figure 10: Utility area and switchgear enclosure on southeast elevation, view looking northwest (GPA, 2018).



Figure 11: Northeast elevation, view looking northwest (GPA, 2018).



Figure 12: Northeast elevation entrance, view looking southwest (GPA, 2018).



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Figure 13: Northwest elevation entrance, view looking southeast (GPA, 2018)



Figure 14: Interior, foyer near northwest elevation entrance (GPA, 2018).



Figure 15: Interior, representative condition. Repurposed deli counter area (GPA, 2018)

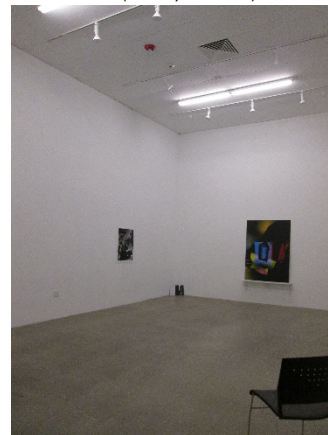


Figure 16: Interior, representative condition. Temporary graduate studio space (GPA, 2018)



Figure 17: Interior, representative condition. Temporary metal stud partitions (GPA, 2018)



Figure 18: Interior, representative condition. Temporary metal stud partitions (GPA, 2018)