

Los Angeles Department of City Planning

RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2022-795-HCM
ENV-2022-796-CE

HEARING DATE: March 3, 2022
TIME: 10:00 AM
PLACE: Teleconference (see agenda for login information)

Location: 6600 South Avalon Boulevard
Council District: 9 – Price
Community Plan Area: Southeast Los Angeles
Area Planning Commission: South Los Angeles
Neighborhood Council: Community and Neighbors for Ninth District Unity
Legal Description: De Cantillon Tract, Arb 10 of Lot PT LT C

EXPIRATION DATE: The original 30-day expiration date of March 5, 2022 per Los Angeles Administrative Code Section 22.171.10(e)1 is tolled, and a revised date will be determined pursuant to *the Mayor's March 21, 2020 Public Order Under City of Los Angeles Emergency Authority re: Tolling of Deadlines Prescribed in the Municipal Code and April 17, 2020 Public Order Under City of Los Angeles Emergency Authority re: Tolling HCIDLA Deadlines and Revising Expiration of Emergency Orders*

PROJECT: Historic-Cultural Monument Application for HOFFMAN CANDY COMPANY

REQUEST: Declare the property an Historic-Cultural Monument

OWNERS: Nancy Soon-chun Pak
3000 West Olympic Boulevard
Los Angeles, CA 90006

Soon Chun N Pak
12128 Louise Avenue
Granada Hills, CA 91344

APPLICANT: Margot Gerber
Art Deco Society of Los Angeles
PO Box 972
Los Angeles, CA 90078

PREPARER: Morgan Quirk and Mary Ringhoff
Architectural Resources Group
360 East 2nd Street, Suite 225
Los Angeles, CA 90012

RECOMMENDATION That the Cultural Heritage Commission:

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

VINCENT P. BERTONI, AICP
Director of Planning

[SIGNED ORIGINAL IN FILE]

Ken Bernstein, AICP, Principal City Planner
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Lambert M. Giessinger, Preservation Architect
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Shannon Ryan, Senior City Planner
Office of Historic Resources

[SIGNED ORIGINAL IN FILE]

Jonathan Hagar, Student Professional Worker
Office of Historic Resources

Attachment: Historic-Cultural Monument Application

SUMMARY

Hoffman Candy Company is a two-story industrial building located on the east side of South Avalon Boulevard between East Gage Avenue and East Florence Avenue in Southeast Los Angeles. Built in 1929, it was designed in the Art Deco style by architect Charles F. Plummer for the Hoffman Candy Company and served as their offices and main factory until 1989. The Hoffman Candy Company was one of the earliest and longest operating family-owned candy companies in Los Angeles. The property is currently used for garment manufacturing.

The Hoffman Candy Company was established in 1911 by Elic A. Hoffman, who moved to Los Angeles from Ohio that year. By the 1920s, the company had become a major chocolate producer that sold products across the western United States and in East Asia. In 1929, Hoffman commissioned Charles F. Plummer to design a new, state-of-the-art facility that featured many climate control measures for handling chocolate in addition to the natural light and ventilation characteristic of daylight factories. The company continued to expand nationwide in the following decades. Elic Hoffman died in 1956, and ownership passed to his son Richard, who joined the board of the National Confectioners Association in 1967 and became the organization's vice president in 1973. The Hoffman Candy Company began to decline in the 1970s with the unsuccessful acquisition of another confectioner, Valomilk, followed by several citations for health code violations in 1980. The company ceased operations at the subject property in 1989 and sold its remaining trademarks and machinery in 1992.

The rapid growth of Los Angeles at the end of the 19th Century led to the beginning of industrial development in the region, initially to provide building materials and, subsequently, to serve the national market. In 1908, the City of Los Angeles passed one of the nation's first major zoning laws, which established dedicated industrial districts along the Los Angeles River and major railroads, where industries had already begun to congregate. One of the most important rail corridors, connecting Downtown Los Angeles to the harbor in San Pedro, ran along Alameda Street and turned Southeast Los Angeles into the center of the region's industry in the years following the First World War. Industrial development was dominated by multi-purpose warehouses and factories, with furniture, auto parts, textiles, and food processing being the largest industries. Rapid residential growth came in the 1920s, following the expansion of industry, and Southeast Los Angeles was mostly developed by the 1950s. The area remains an important manufacturing and transportation corridor today.

Born in 1879 in Wisconsin, Charles F. Plummer relocated to Seattle where he worked at a sawmill and as a draftsman for an architectural firm. By 1913 he had moved to Los Angeles, where he established an interior design practice with Joseph Feil that lasted until 1917. Following the end of the partnership, Plummer established himself as a successful architect, joining the American Institute of Architects in 1921. Though he worked on a variety of project types, he became particularly known for restaurants and other commercial spaces, often in Period Revival styles. Notable solo works by Plummer include the Petitfils-Boos Residence (1920, HCM #835), Aldama Elementary School (1924), and the Young's Market Building (1924, HCM #113) In 1933, Plummer partnered with two younger architects, Walter C. Wurdeman and Welton Becket, establishing the firm of Plummer, Wurdeman, and Becket; the following year, the firm won the design competition for the Pan-Pacific Auditorium (HCM #183, not extant). This was followed by several prominent projects, including Clifton's Cafeteria (1935, HCM #358), and a Streamline Moderne-style apartment building at 844 South Plymouth Avenue (1936, HCM #970). Plummer remained with the partnership until his death in 1939.

Rectangular in plan, the subject property is of steel and reinforced concrete construction clad in concrete. The primary façade, facing Avalon Boulevard to the west, is divided into four bays; the

southernmost bay projects slightly and features a prominent parapet and Classically-inspired geometric reliefs. The recessed primary entrance, a partly glazed, paneled metal double door flanked by sidelights and accessed by concrete steps, is located on the ground floor of this bay, with a pair of multi-lite metal fixed and awning windows on the upper floor. The remaining bays are separated by fluted engaged columns with pinnacles and feature three multi-lite metal windows on each floor with fixed, awning, and hopper sections, as well as smaller fixed basement windows below. A decorative frieze spans the width of the primary façade and extends to the side elevations, which each feature a bay similar to those of the façade. The rest of the side and rear elevations are utilitarian, with repeating wide, multi-lite metal fixed and awning windows. A small turret with a door is located at the southeast corner of the building, with a much larger one, three stories in height, on the northern elevation. The latter features a metal chimney or vent, multiple doors, and an exterior metal staircase. It connects to a section of monitor roof with windows and composition shingle cladding located in the western portion of the building; the roof is otherwise flat and clad in rolled asphalt. Interior features include arched openings, metal safes and vaults, and terra cotta ceiling trim.

The subject property has experienced a number of alterations, including replacement of the roof in 1944; removal of interior partitions in 1951; addition of dust partitions in 1976; installation of bathrooms and removal of interior partitions in 1991; and replacement of doors and entry steps, addition of a shed to the south elevation, painting over of windows, addition of metal security grilles, and demolition of a detached garage, all at unknown dates.

SurveyLA, the citywide historic resources survey, identified the subject property as individually eligible for listing under the national, state, and local designation programs as an excellent example of Art Deco architecture applied to an industrial building and as an excellent example of a daylight factory.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon), building or structure of particular historic or cultural significance to the City of Los Angeles if it meets at least one of the following criteria:

1. 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, city or community;
2. Is associated with the lives of historic personages important to national, state, city, or local history; or
3. 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.

FINDINGS

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

BACKGROUND

On February 3, 2022, the Director of Planning determined that the application for the proposed designation of the subject property as Historic-Cultural Monument was complete. The original 30-day expiration date of March 5, 2022 per Los Angeles Administrative Code Section 22.171.10(e)1 is tolled, and a revised date will be determined pursuant to *the Mayor's March 21, 2020 Public Order Under City of Los Angeles Emergency Authority re: Tolling of Deadlines Prescribed in the Municipal Code and April 17, 2020 Public Order Under City of Los Angeles Emergency Authority re: Tolling HCIDLA Deadlines and Revising Expiration of Emergency Orders.*